



**NOTTINGHAM CITY COUNCIL**

**GREATER NOTTINGHAM LIGHT RAPID TRANSIT ADVISORY COMMITTEE**

**Date:** Tuesday, 13 March 2018

**Time:** 2.00 pm

**Place:** Ground Floor Committee Room, Loxley House, Station Street, Nottingham,  
NG2 3NG

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

**Corporate Director for Strategy and Resources**

**Governance Officer:** Zena West **Direct Dial:** 0115 876 4305

- 1 CHANGE OF MEMBERSHIP**  
To note the appointment of Councillor Raine as a substitute member
- 2 APOLOGIES FOR ABSENCE**
- 3 DECLARATIONS OF INTEREST**
- 4 MINUTES** 3 - 8  
Minutes of the meeting held 12 September 2017 (for confirmation)
- 5 NET OPERATIONAL PERFORMANCE AND PROGRESS UPDATE** 9 - 12  
Report of Keolis Nottingham Trams
- 6 NET SAFETY ISSUES** 13 - 14  
Report of Keolis Nottingham Trams
- 7 NET CUSTOMER SATISFACTION AND NON-USER AWARENESS SURVEY RESULTS** 15 - 18  
Report of Tramlink Nottingham
- 8 PROVISION OF OFF-ROUTE CYCLE FACILITY, HIGH ROAD / CHILWELL ROAD, BEESTON** Verbal  
Presentation from Pedals
- 9 FORWARD PLAN / FUTURE AGENDA ITEMS** 19 - 20

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

CITIZENS ATTENDING MEETINGS ARE ASKED TO ARRIVE AT LEAST 15 MINUTES BEFORE THE START OF THE MEETING TO BE ISSUED WITH VISITOR BADGES

CITIZENS ARE ADVISED THAT THIS MEETING MAY BE RECORDED BY MEMBERS OF THE PUBLIC. ANY RECORDING OR REPORTING ON THIS MEETING SHOULD TAKE PLACE IN ACCORDANCE WITH THE COUNCIL'S POLICY ON RECORDING AND REPORTING ON PUBLIC MEETINGS, WHICH IS AVAILABLE AT [WWW.NOTTINGHAMCITY.GOV.UK](http://WWW.NOTTINGHAMCITY.GOV.UK). INDIVIDUALS INTENDING TO RECORD THE MEETING ARE ASKED TO NOTIFY THE GOVERNANCE OFFICER SHOWN ABOVE IN ADVANCE.

**NOTTINGHAM CITY COUNCIL**

**GREATER NOTTINGHAM LIGHT RAPID TRANSIT ADVISORY COMMITTEE**

**MINUTES of the meeting held at Ground Floor Committee Room - Loxley House, Station Street, Nottingham, NG2 3NG on 12 September 2017 from 2.00 pm - 2.57 pm**

**Membership**

Present

Absent

Nottingham City Council

Councillor Josh Cook (Chair)

Councillor Sally Longford (Vice Chair)  
Councillor Corall Jenkins  
Councillor Sally Longford  
Councillor Sarah Piper  
Councillor Steve Young

Nottinghamshire County Council

Councillor Eric Kerry (for Councillor Kevin Rostance)

Councillor John Longdon

Councillor Yvonne Woodhead (for Councillor Jim Creamer)

Councillor Jim Creamer  
Councillor John Doddy  
Councillor Kevin Rostance  
Councillor Parry Tsimbiridis

Independent Representatives (✓ indicates present)

- |                    |  |
|--------------------|--|
| (Vacant)           | - Nottingham Chamber of Commerce                 |
| ✓ Roger Bacon      | - Travel Watch East Midlands                     |
| ✓ Justin Donne     | - Nottinghamshire Federation of Small Businesses |
| ✓ Alan Marshall    | - Nottingham Campaign for Better Transport       |
| ✓ Hugh McClintock  | - PEDALS   |
| ✓ Chris Roy        | - Nottingham Trent University                    |
| Gary Smerdon-White | - Nottingham Transport Partnership               |

**Colleagues, partners and others in attendance:**

- |                  |  |
|------------------|--|
| Andrew Holdstock | - Senior Project Engineer, Nottingham City Council |
| Mike Mabey       | - Nottingham Trams Ltd.                            |
| Lorraine Pulford | - Traffic and Transport                            |
| Zena West        | - Governance Officer                               |

**10 APOLOGIES FOR ABSENCE**

Councillor Creamer (Councillor Woodhead attending)  
Councillor Doddy  
Councillor C Jenkins - work commitments  
Councillor Longford - other council business  
Councillor Piper - other council business  
Councillor Rostance (Councillor Kerry attending)  
Councillor Tsimbiridis

## **11 DECLARATIONS OF INTEREST**

None.

## **12 MINUTES**

### Confirmation

It was noted that the discussion minuted as items 7j to 7n should have been minuted under item 8 - safety. Subject to this change being made, the minutes were agreed to be a correct record of the meeting.

### Matters Arising

The minutes from 13 December 2016 resolved that an item on the NET Partnership Board would come to future meetings. However, there has not been a meeting of the NET Partnership board since the last meeting to include a report. On future agendas, it will be noted if there is no report due to no meeting having taken place.

There has been no meeting between the tram operator and the representative of the Nottinghamshire Federation of Small Businesses regarding safety announcements on the tram yet.

With regards to the inquest into a fatality at David Lane on 15 August 2016 - a narrative verdict was recorded, which was inconclusive. A list of safety recommendations was made for NET. The Office of Road and Rail will visit Nottingham Trams at the end of September, where it will be demonstrated that the recommendations have been implemented. A report on the conclusions of this inspection will come to the December meeting.

## **13 NET OPERATIONAL PERFORMANCE AND PROGRESS UPDATE**

Mike Mabey, Nottingham Trams Limited, presented the NET Operational Update and presented a safety update. The following points were highlighted:

- (a) reliability and punctuality remained high at 93.6% and 94% respectively;
- (b) the derailment at Old Market Square that occurred in July was due to debris in the points causing the points to foul. The rear wheels went on to the northbound track instead of the southbound track. A new procedure is in place to ensure that this won't happen again;
- (c) the de-wirement that occurred on 18 July 2017 was caused by the pantograph on tram 213 failing between Forest and Noel Street tram stops. The damage to the overhead line took 4 days to rectify. Replacement bus services were in operation between Bulwell and Forest tram stops. The bus service was very poor on the first day. 17 different bus companies were contacted, but they were unable to provide drivers for a replacement service quickly enough. NCT buses provided additional buses over the next 3 days. A significant disruption like this had not been experienced before and it was quite a big incident to

manage. Lessons have been learned and an action plan is now in place should anything similar happen again;

- (d) following the Manchester and London terrorist attacks, the threat level was increased, with specific procedures in place at NET when the level changes. These include Travel Officers being more visible, hourly checks at the station in conjunction with East Midlands Trains, increased CCTV vigilance, and a locked down depot where all visitors had to be met at the gates;
- (e) the footbridge connecting the Queen's Medical Centre tram stop and the main hospital has been completed and opened, and it looks very impressive. It includes rest areas. A study will be completed shortly to see if it increases use of the tram stop;
- (f) the Department For Transport has announced in their patronage report that patronage increased significantly throughout the industry in the 12 month period from 1 April 2016 to 31 March 2017. 16.4 million journeys were made on NET during this period, equating to a 34% increase compared to the previous year;
- (g) The results of a customer survey that was undertaken in autumn 2016 by independent body Transport Focus were published in June. Looking at all UK tramways to gauge customer satisfaction, overall satisfaction achieved on NET was 97%. Key factors for high satisfaction include punctuality and frequency of the service, with 96% and 95% respectively achieved, higher than all other operators;
- (h) in November 2016 a tram overturned in Croydon. A meeting has taken place between the Rail Accident Investigation Branch (RAIB) and all UK tram operators, going through recommendations following the investigation into this incident. NET have now responded to those initial recommendations. UK Tram have set up a sub committee to review the issues and see what is available to cover the recommendations. A full RAIB report should be available by end of October.

There followed some discussion by the Committee:

- (h) with reference to the derailment on 25 May 2017, the emergency points in Old Market Square were being used because of a failed tram at the High School stop, so a tram had to turn back at Old Market Square. These emergency points are infrequently used, they are only required when a disruption or engineering works take place. Their position on hill meant that debris had washed down in the rain. A more robust inspection and cleaning programme is being implemented, especially after heavy rainfall. The points allow valuable flexibility of the service and will continue to be used when required in time of disruption, but their use is not routine;
- (i) the drivers are trained to operate the emergency points and to visually inspect them. All other hand-operated points were temporarily put out of commission unless a member of staff was available on the ground, until the cause of the

issue was identified. Now that the cause has been established the procedure has reverted to the driver carrying out the inspection;

- (j) it is believed that the patronage report figures are slightly lower than initially forecast;
- (k) the representative of the Nottinghamshire Federation of Small Businesses informed the Committee that some tram customers with disabilities have reported being very impressed with the service in terms of accessibility, but they have suggestions for other areas of improvement, including changing the speed that the doors close in order that disabled travellers and their companions do not become separated (this has also been an issue for those travelling with young children), clearer announcements that the doors are now closing, and better announcements regarding disruptions to the service. Mr Mabey responded by stating that a new procedure has been implemented when passengers are separated, now the tram is stopped as soon as is reasonably practical so that passengers can be reunited, rather than proceeding to the next stop. When the doors are about to close, there are audio and visual warnings in the form of loud beeping and flashing lights. The doors also have motion sensors so they will not close on anyone in the doorway at the time. The website is immediately updated as soon as a disruption occurs, as well as the displays on the platforms. Ideas to improve the website are currently being investigated;
- (l) there is no alarm in place to warn tram drivers of a pantograph failure. The potential for this will be investigated by Nottingham Trams. The disruption and subsequent repair were quite costly;
- (m) at the Queen's Medical Centre, public access has also been opened to the Treatment Centre, and this is being well used;
- (n) The Croydon incident was the first accident of this nature in 40 years, and whilst it was a severe incident which everyone would wish to see avoided, it was exceedingly rare;
- (o) some measures that have been introduced on NET since the Croydon incident include increased cab ride checks, covert monitoring of drivers, speed checks of data from black box monitors for 10% of journeys (with not a single incident of speeding detected), and refresher training on speed adherence. Every human risk factor that can be mitigated has been. Whilst the use of artificial intelligence systems to override the drivers' actions may be considered one day, there are too many legal and responsibility implications at the moment.

**RESOLVED to note the report, and thank Mike Mabey for the update.**

#### **14 CORRESPONDENCE FROM MEMBER OF THE PUBLIC**

Andrew Holdstock, NET Project Officer, Nottingham City Council, presented a report on a letter of complaint addressed to the Committee:

- (a) one letter of complaint had been addressed to the Committee since the last meeting. The customer has also written to the tram operator about the issue. They were travelling with a disabled companion from Hucknall during the disruption on 21 July 2017 and did not see the signs or hear the public address system at the tram stop, and the public address system on the tram was poor. At Bulwell they felt it was too far to go to the bus station to catch the replacement bus, so returned to Hucknall. They have asked for a refund which has already been provided, along with an apology;
- (b) there was no staff member present at Hucknall, as there were not enough staff at short notice to cover all necessary stops. There were staff at Hucknall during peak times;
- (c) whilst the customer has stated that they felt the service was inadequate, this has not been confirmed in the reply, as not much more could have been done with so few staff available at short notice. More frequent stop announcements may well have disturbed local residents.

**RESOLVED to acknowledge the letter of complaint, and to acknowledge that a response offering the refund and apology requested has already been sent to the customer by the tram operator.**

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**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 September 2017 to the end of February 2018.

**2. RECOMMENDATION**

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

**3. OPERATIONAL PERFORMANCE**

- 3.1. During the six month period from September to the end of February, reliability of the tram service was high at 98.1%; punctuality however dropped to 93.3%. This drop in punctuality was primarily due to a succession of third party issues, including medical emergencies, bridge incursions and road traffic collisions, coupled with the heavy traffic congestion and higher tram passenger numbers. Overall, three quarters of incidents leading to disruption to tram services are caused by factors outside of the operator's control.
- 3.2. Medical emergencies – Significant delays can occur if a passenger becomes unwell on board a tram and requires medical attention. Nottingham Trams are currently in dialogue with East Midlands Ambulance Service to draft an Unwell and Injured Passenger Policy. Whilst this is currently work in progress, once complete, it will provide guidelines to NET staff and to the needs of an unwell or injured passenger.
- 3.3. Traffic congestion – there has been an increase in traffic congestion that has impacted on NET services during the fourth quarter of the year. The principle areas of concern are the arterial routes into the city centre from the north and south.
- 3.4. Bridge incursions – although the signage at bridges and viaducts on the network are compliant with highways standards, and in some locations more than compliant, bridge incursions continue to take place. Consideration of further measures to reduce these is ongoing.
- 3.5. High tram passenger numbers – high passenger numbers were seen, particularly during November and December. Whilst some of this was due to seasonality, the closure of Broadmarsh and Mount Street car parks increased the patronage in the city centre stops. This had the impact of increasing dwell times on some occasions from a timetabled 20 seconds to more than 60 seconds at the peak, and had a significant effect on timetabling.

**Road Traffic Collision/Derailment University Boulevard Tram/Van**

- 3.6. A collision between a van and a tram on University Boulevard on 6<sup>th</sup> December resulted in the derailment of the tram. Tram 214 was proceeding across University

Boulevard when the van drove through a red light, colliding with the front of the tram. The impact took the tram off the rails by 4 – 5 metres. A customer in a mobility scooter on the tram sustained minor injuries, assistance was required from the Fire Service to move the customer off the tram, the customer was taken to hospital by ambulance. The incident took place at 14:44 hours and both the tram and the van blocked all four lanes of University Boulevard, resulting in significant traffic congestion. Due to the extent of the derailment, the tram was not re-railed until 23:01 hours when services resumed.

#### Fire at Nottingham Railway Station and Waverley Street Police Closure

- 3.7. A major fire at Nottingham Station on 12<sup>th</sup> January caused significant service performance issues, which were exacerbated in the morning by a police road closure on Waverley Street. The first tram south from the Depot came across a police incident on Waverley Street and informed the control room staff; when the second tram arrived, the police had cordoned off the road to both pedestrians and road traffic. This prevented any further trams crossing the city to the south of the network. Local buses accepted tram tickets to facilitate customers getting into and out of the city. The only tram in operation on the south of the network got trapped in the city centre as the fire service called for an emergency isolation of the overhead line due to the fire at the station. At this point the only tram service operating was between Hucknall/Phoenix Park to The Forest. All services were up and running for the evening peak service, however trams were not permitted to stop at the Railway Station.
- 3.8. No significant damage was caused to NET infrastructure at the station as a result of the fire, although damage to a fibre-optic cable resulted in the two ticket vending machines in the station building having to be taken out of service.

#### Reliability Information Campaign

- 3.9 There is a view amongst some members of the general public that tram services are unreliable and suffer from frequent delays, and this has been highlighted through social media (Face Book and Twitter) and the local media. Whilst, seasonally, as described above, there tends to be an increase in delays during November and December, with the common cause being third party events, the yearly average performance measure is 97%, demonstrating that tram services are regularly reliable and operate according to the timetable. A series of initiatives is therefore being developed to promote the tram and to improve the customer experience when using the tram services.
- 3.10 The campaign commenced with a visit from City Councillor Sally Longford to the NET depot at Wilkinson Street. The visit consisted of a presentation, a short video of “a day in the life of” a network controller and a tour of the operational control centre.
- 3.11 Other proposed activities will include production of a video, improved tram stop posters, website redesign and “meet the manager sessions” at key platforms. The initiatives are intended to provide our customers with better communications and understanding of how the tram operates especially in times of disruption.
- 3.12 A further initiative called “Try the tram” is being designed to attract new customers that may find using a new mode of public transport a little unsettling. New users will be encouraged to spend some time with NET managers who will explain just how to use the tram including purchasing tickets, travelling on the network and answering customers questions.

#### **4. SPECIAL EVENTS**

- 4.1. Goose Fair – A special timetable was developed to reduce lateness and improve the customer experience when travelling to the annual Goose Fair in October. The timetable saw a reduction in the number of trams to improve the flow which resulted in a 43% reduction of late trams from the previous year. Additional reviews will be undertaken prior to this year's Goose Fair to make further improvements.
- 4.2. Bonfire Night - A special operations plan including an extended evening peak service was in operation for the annual bonfire night event at The Forest. The event passed without incident and the extension of the evening peak service ensured that customers got away from the event as quickly as possible.
- 4.3. Christmas Lights Switch On - An amended timetable was in operation due to the city centre Christmas lights switch on event in the Old Market Square. Staff were deployed at key stops to assist customers when tram services were terminated at Royal Centre and Nottingham Station. Nottingham City Transport accepted tram tickets on their navy & green line bus services during the event.
- 4.4. New Year's Eve – this year New Year's Eve fell on a Sunday and the service was enhanced from a 15 minute to a 10 minute and extended until 2 am.

#### **5. SAFETY CAMPAIGN – WE'RE SAFE TOGETHER**

- 5.1. Following an increase in anti-social behavior on the network, a “we're safe together” campaign was launched with the aim of reducing anti-social behavior and showing the dangers of messing about on the tramway. A special video was produced aimed specifically at young people in a language and format that they understand.
- 5.2. The campaign was launched on Thursday 2nd November, the campaign gained a lot of media interest and made the head line story on East Midlands News, further interest was seen from local radio stations.
- 5.3. All local schools have been visited by the safety team and the work has been shared with the youth offending team and local youth club workers.

**Mike Mabey**

**Head of Operations**

**Nottingham Trams**

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**NET SAFETY ISSUES**

**1. SUMMARY OF ISSUES**

- 1.1. The report provides an update on the investigations by the Rail Accident Investigation Branch (RAIB) into two incidents that occurred in 2016, one in Croydon and one in Nottingham. It also informs the Committee of an incident that occurred on NET in December 2017 that has resulted in an RAIB investigation.

**2. RECOMMENDATION**

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

**3. CROYDON ACCIDENT, NOVEMBER 2016**

- 3.1. The Rail Accident Investigation Branch (RAIB) issued their final report into the fatal Croydon Tram accident, which occurred in November 2016, on 7<sup>th</sup> December. It was found that the accident, in which seven people died and 61 were injured, 19 seriously, was caused by the tram travelling at excessive speed around a sharp curve, resulting in it overturning. The investigation concluded that it is probable that the driver temporarily lost awareness and that a possible explanation for this was that the driver had a micro-sleep. Although it is possible that the driver was fatigued due to insufficient sleep, there was no evidence that this was the result of the shift pattern that he was required to work. It was found that the windows of the tram broke when people fell against them, so many passengers were thrown from the tram, causing fatal or serious injuries.
- 3.2. The RAIB has made 15 recommendations intended to improve safety, with the areas of recommendation including:
- technology, such as automatic braking and systems to monitor driver alertness;
  - better understanding the risks associated with tramway operations, particularly when the tramway is not on a road, and the production of guidance on how these risks should be managed;
  - improving the strength of doors and windows;
  - improvements to safety management systems, particularly encouraging a culture in which everyone feels able to report their own mistakes and other safety issues;
  - a dedicated safety body for UK tramways.
- 3.3. A UK Tram group, which includes representation from Nottingham, has been examining the findings of the RAIB report and has launched a series of detailed studies in areas such as fatigue monitoring and driver vigilance devices. Tramway signage is also being reviewed, in order to draw up best practice guidance, and speed control systems that are currently available are being jointly examined.

- 3.4. With regard to glazing, it is considered that the need for containment in the event of a tram overturning has to be balanced alongside the need for providing a means of rapid escape in other eventualities, such as fire or collision and further research therefore needs to be undertaken with relevant standards bodies and manufacturers. The suggestion of the establishment of a formal light rail sector safety body has been welcomed by UK Tram.

#### **4. DAVID LANE FATALITY, AUGUST 2016**

- 4.2. On 15th August 2016 a tram hit a pedestrian in the off street section of the tramway between David Lane and Basford resulting in fatal injuries. The RAIB and the Office of Road and Rail (ORR) investigated the incident and both organisations have concluded that poor audibility was a contributing factor to the fatality.
- 4.3. Consultants, SNC Lavalin, were commissioned to investigate the radio equipment and it was identified that the microphone in the drivers cabs was causing the audibility of communications within the control centre to become distorted. As a consequence, all the drivers cab microphones were replaced to a type that had identified as being suitable.
- 4.4. The ORR undertook an audit of the recommendations from the David Lane fatality in August 2016 for compliance by Nottingham Trams. ORR were satisfied with the audit and will now confirm closure with the Coroner.

#### **TRAPPED PUSCHAIR, RADFORD ROAD, DECEMBER 2017**

- 4.5. On 15<sup>th</sup> December, part of the cover of an empty pushchair became trapped in a tram door, leading to it being dragged along, outside the tram, between Radford Road and Hyson Green tramstops. Nobody was injured during the incident. The RAIB are investigating the incident and have posted an Urgent Safety Bulletin to all Light Rail Operators on its website. Evidence has been provided to demonstrate that the tram doors comply with Euro Norms and that driver training includes checking doors before proceeding. The RAIB have visited the Depot to carry out door tests on the tram involved in the incident.

**Mike Mabey**  
**Head of Operations**  
**Nottingham Trams**

**SUMMARY OF NET CUSTOMER SATISFACTION AND NON-USER AWARENESS SURVEYS SUMMER 2017**

**1. SUMMARY OF ISSUES**

- 1.1. The report summarises the findings of the NET Customer Satisfaction and Non-User Awareness Surveys that were undertaken in May and June 2017.

**2. RECOMMENDATION**

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

**3. INTRODUCTION**

- 3.1. Amongst other responsibilities detailed in the concession agreement, Tramlink Nottingham is responsible for the marketing of the NET tram network and conducts annual Customer Satisfaction and Non-User Awareness Surveys, the aim of which is to gain an understanding of how the NET service is perceived by the public and to take steps to improve the customer experience based on this feedback.

**4. CUSTOMER SATISFACTION SURVEY**

- 4.1. The survey was conducted between 12<sup>th</sup> May and 16<sup>th</sup> June 2017, a year and nine months after the opening of Phase Two. A total of 1,530 customers completed the survey.
- 4.2. Results have been very positive. Overall satisfaction of the service came out at 94%, with 98% of customers saying they would recommend travelling on NET to a friend or family member.
- 4.3. There are continued levels of high satisfaction with tram stops, the tram journey and tram tickets.
- 4.4. The results suggest an increase in frequent travel, especially with students, which has been particularly evident since the addition of the University of Nottingham stop in 2015.
- 4.5. Some comments have been received relating to the trams being too full and requests for better seating, which can be expected as patronage continues to grow. Other comments regarding a quicker ticket buying process and greater number of ticket machines can also likely be attributed to the increased volumes of people at each stop.

4.6. Below are the headline results from the survey:

- Satisfaction with overall service received is 94%
- 98% of respondents would recommend the NET service to a friend or family member
- 98% of respondents were happy with the frequency of service
- 93% of respondents were happy with the ease of getting on and off the tram
- 94% of respondents were happy with the reliability of the trams
- 84% of respondents rated NET Customer Service good or very good, an 5% increase on last year
- 98% of respondents find the NET website useful or very useful, compared to 85% in 2016
- 96% of respondents find NETs social media useful or very useful
- 85% of respondents find it easy to purchase a tram ticket
- 88% of respondents find the overall NET service easy to understand

4.7. The principal likes and dislikes of the tram were:

- Ease and convenience of service remains the primary reason for people to travel by tram (42%) followed by speed (22%) and avoiding traffic (13%)
- 23% of respondents would welcome further extensions
- 19.9% of respondents felt that trams were too busy, 14% requested better/quicker ticket machines and 10% would like to see more ticket machines.
- Areas for improvement included more seating both at tram stops (19.6%) and on-board trams (12.6%).

#### Issues to address from Customer Satisfaction Survey

4.8. In relation to feedback on seating, although there are no plans to review this, the frequency of trams means there is always one on the way and a short wait time for customers at tram stops. Similarly, if there isn't seating available on one tram, a customer has the option to wait for another. However due to the nature of any tram system, a customer cannot always be guaranteed a seat (except for those who require priority seating and wheelchair space).

4.9. There have been significant developments around smart ticketing which in time will address issues around ticket machines as more options become available than simply paying by cash at the platform.

4.10. In August 2017, all of NETs season ticket products moved over to a new smart ticketing system. Any customer renewing or purchasing a season ticket will now be on this system, offering an easy to use "touch on and go" service.

4.11. Integrated transport is a key priority and NET is part of the Robin Hood Network, a partnership offering easy, accessible, smart travel across a network of bus, tram and train operators. Working with other public transport operators in the City, both at an operational and marketing level, there is a commitment to offer integrated transport options to tram customers including pay as you go and season ticket options.

## **5. NON-USER AWARENESS SURVEY**

5.1. The Non-User Awareness Survey sampled 1,296 people across a 12 day period between 16<sup>th</sup> and 30<sup>th</sup> June 2017 and was spread across key commuter and travel points close to the network as well as nearby suburbs Stapleford and Long Eaton.



5.2. The key findings of the survey were as follows:

- The main reasons for not using the tram included preferring to use other modes of transport (34.2%), no tram stops near to home (28.4%) and preferring to drive (27.4%)
- 59% of respondents said that they would use the tram if required
- Non-users chose not to use park and ride sites due to it either being too far from home (20%), just don't want to (12.7%) or prefer to drive (12.7%)
- When asked what could be done to persuade non-users to use the tram, 20.1% said there was nothing we could do to persuade them to use the tram, 14.8% suggested new lines may encourage them whilst 14.1% suggested more stops
- 40% of respondents were aware of the frequency of the trams
- 90% of the respondents find the service easy to understand
- Suggested new routes included Long Eaton, Mansfield and Derby.

#### Issues to Address from Non-User Awareness Survey

5.3. As in previous years, those that don't to use the tram, don't live or work near to a tram stop, have a bus stop close by or prefer to use their car. If there were additional lines and stops added closer to where people lived or worked, this would encourage them to use it.

5.4. Marketing initiatives to address this will include:

- A targeted marketing campaign promoting the positive messages about Park and Ride sites to both educate and change perception for potential new customers, focused particularly in areas on non-use
- Promotion of introductory offers such as a discounted monthly season tickets for new customers.
- Working with major employers in the area to promote the positive benefits of tram travel.

5.5. Awareness of ticket types scored low for non-users. Promotion of specific ticket types will continue to be part of the overall marketing campaign.

**Stephanie Moss-Pearce**

**Marketing Manager**

**Tramlink Nottingham**

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**Greater Nottingham Light Rapid Transit Authority – Forward Plan**

Meeting date	Agenda item	Format	Contact for further information
June 2018 (date TBC)	Appointment of Chair and Vice Chair	Verbal (first meeting of municipal year)	Zena West (clerk)
	NET Operational Performance, Progress and Safety Update	Report(s) (to every meeting)	Mike Mabey Head of Operations Nottingham Trams
	Nottingham Trams Operation Issues – issues raised by Committee members	Written comment from Nottingham Trams	Notify Governance Officer of any issues by May 2018 to enable Nottingham Trams to provide a written response
	Confirmation of meeting dates	Noted on agenda (first meeting of municipal year)	Zena West (clerk)
September 2018 (date TBC)	NET Operational Performance, Progress and Safety Update	Report(s) (to every meeting)	Mike Mabey Head of Operations Nottingham Trams
	Nottingham Trams Operation Issues – issues raised by Committee members	Written comment from Nottingham Trams	Notify Governance Officer of any issues by August 2018 to enable Nottingham Trams to provide a written response
December 2018 (date TBC)	NET Operational Performance, Progress and Safety Update	Report(s) (to every meeting)	Mike Mabey Head of Operations Nottingham Trams
	Nottingham Trams Operation Issues – issues raised by Committee members	Written comment from Nottingham Trams	Notify Governance Officer of any issues by November 2018 to enable Nottingham Trams to provide a written response
March 2019 (date TBC)	NET Operational Performance, Progress and Safety Update	Report(s) (to every meeting)	Mike Mabey Head of Operations Nottingham Trams
	Nottingham Trams Operation Issues – issues raised by Committee members	Written comment from Nottingham Trams	Notify Governance Officer of any issues by February 2019 to enable Nottingham Trams to provide a written response

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