

NET Operational Performance and Progress Update

1. Summary of Issues

- 1.1. This report updates the Committee on the performance and progress of NET from the beginning of December 2019 to the end of January 2020.

2. Recommendation

- 2.1. That the Committee notes this report.

3. Operational Performance

- 3.1. Reliability and punctuality of the tram service, during the two-month period from the beginning of December 2019 until the end of January 2020, remained high, at 98.7% and 95.0% respectively. However, the performance was impacted by some third-party events. During December the normal seasonal traffic congestion and heavy loading was experienced. Performance during January was improved, and only slightly hampered by three occurrences of cars driving into tram-only sections, one at Lenton Lane and two at Cator Lane, which caused some service disruption.
- 3.2. In an attempt to reduce the number of incidents of car drivers entering these tram-only sections, discussions have commenced with the Local Highway Authority (LHA) to implement bollards and anti-bridge incursion signs similar to those successfully installed at Nottingham Station viaduct.

4. Ambassadors

- 4.1. Ambassadors continued to be deployed across the network until mid-January, offering assistance and guidance to customers. Over the 7-week trial, the Ambassadors assisted more than 30,000 customers in the use of ticket machines and validators, and provided guidance in uploading and using the NETGO app. A further 8,000 customers were given general assistance, many of whom were seeking travel information. The Ambassadors also assisted the Travel Officers in checking tickets for validity and were able to provide advice on the January fare changes, including the introduction of the new short hop zones.
- 4.2. Overall, the deployment of Ambassadors was a success, providing additional resources for revenue protection, as well as raising the level of customer care, which was appreciated.

5. Fare Changes

- 5.1. Following an annual review, some cash fares increased from 6 January 2020. At the same time, the decision was taken to review the Mango short hop zones and make them available to all customers via the ticket vending machines.
- 5.2. The fare changes affected single, day and week tickets for adults, students and under 19s, the off-peak group ticket and the concessionary fare. Customers using the NETGO! app continue to receive a discounted rate.
- 5.3. The expansion of short hop zones to all customers followed feedback from Mango customers, who will be unable to use their cards on the tram after 31 March 2020. The existing mango zones were reviewed and short hop prices in revised zones made available via ticket vending machines, meaning all customers can now benefit from short hop prices covering the entire network.

6. Special Events

- 6.1. A special timetable was operated on New Year's Eve, providing additional late trams for customers returning from celebrations. Between 11.30pm and 12.40am, whilst the annual fireworks display took place, trams did not operate through the Old Market Square, allowing the event to go ahead safely. The Operations Plan worked very well, with no issues or safety concerns to report.

7. Customer Services

- 7.1. Nottingham Trams have launched a project called Keolis Signature Service (KSS), aiming to identify and implement value-adding initiatives that will enhance the customer experience, as part of a strategy that has been introduced at other Keolis subsidiaries across the world, including London and Manchester.
- 7.2. During November, as part of the initial development phase, one-to-one interviews were conducted with a variety of staff to gather information specific to their role and experience as a NET employee. This was followed in January by the holding of focus groups with employees, customers and stakeholders, who were asked to define the gestures that they considered would add value to their journey and make it a positive and outstanding experience. Feedback from both employees and customers indicated that they found this a very positive experience and were grateful that their voices had been heard.
- 7.3. Feedback from the focus groups is currently being analysed to determine which initiatives will be implemented and communication channels have been left open with both customers and employees for updates throughout the project.

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