PURPOSE OF REPORT

To inform Members of the deployment of Customer Service Representatives (CSRs) on the Metrolink system over recent months.

RECOMMENDATIONS

Members are asked to consider the report and to note the deployment of CSRs.

BACKGROUND DOCUMENTS


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1. **Introduction and Background**

1.1 This report has been prepared to update Members on the activities of the Customer Service Representatives (CSRs) during Period 2 and 3 of Metrolink operations (Monday 23 May – Sunday 19 June and Monday 20 June – Sunday 17 July). The report addresses the three core duties of the CSRs; revenue protection, security and customer care.

2. **Revenue Protection**

2.1 2,344 Standard Fares were issued during Period 2 and a further 1,776 were issued in Period 3.

2.2 The temporary closure of the Eccles line for re-railing works and the blockade at St Peters Square commenced on Sunday 26 June. A replacement bus service was implemented to provide connections between affected stops and Piccadilly. For the first two weeks of the blockade staff were deployed to provide advice and guidance to customers affected by the disruption at Deansgate-Castlefield, Piccadilly, Trafford Bar, Cornbrook, MediaCityUK and Eccles from the start to the end of service. During week 3 coverage was reduced to cover the peaks only at Trafford Bar, Cornbrook and Eccles. To ensure the continuation of revenue protection activity the remit of the third party organisation used for crowd management duties during special events was used to provide the customer care roles, permitting revenue protection to continue across the network as required.

2.3 1,776 Standard Fares were issued during Period 3. The scale and frequency of special events in and around the city has led to a reduction in the number of Standard Fares issued compared to P13 and P1. Major events during the summer have included sell-out crowds for Coldplay, ACDC, Parklife, Stone Roses (P2) and Beyonce, Rhianna, the Somme (P3) and include a number of cricket matches at Old Trafford.
3. Security

3.1 There were 133 reported incidents of anti-social behaviour Period 2 and a further 64 reported in Period 3. Acts of vandalism, including improper activation of doors, verbal abuse to staff and passengers, throwing missiles and smashing windows were the main type of anti-social behaviour reported.

3.2 On 19 July a group of young men between the ages of 17 and 21 years appeared at Manchester Crown Court charged with criminal damage. They were found guilty of causing £123,000 worth of damage to property belonging to Metrolink, Virgin Trains, Northern Trains, Transpennine Express and Merseyrail as a result of graffiti on assets and infrastructure. Due to their ages and involvement a mixture of sentences were awarded ranging from a 10 month suspended custodial sentence, an 8 month suspended custodial sentence and a 12 month youth rehabilitation order for the 17 year old via 160 hours of unpaid work. TfGM is currently exploring an opportunity to offer an unpaid work placement on Metrolink to the 17 year old through the restorative justice process.

3.3 The TSU supported the Crucial Crew event in Oldham during the end of May and start of June. Over 2,300 children were invited to the three week event which aimed to raise awareness of personal safety and security amongst Year 6 children.

3.4 Collaborating with Ucreate once again, TfGM led another creative media campaign during the summer term in primary and secondary schools across the network. Over 800 schools were contacted and invited to create a 60 second piece of video or audio to raise awareness about the dangers and consequences of anti-social behaviour on Metrolink. Awards were presented to Manchester Secondary PRU, Sale High School and Derby High School for their winning submissions under categories: Best Radio Commercial, Best Video Commercial and Social Media Challenge. Shortlisted commercials can be viewed on TfGMs YouTube page.
Customer Care

3.5 During Period 2 and 3 there were 11 commendations received from members of the public. Some examples are listed below:

- “On Wednesday the 15th of June while on my way home I collapsed at the Shaw and Crompton station. Sometime between 16.30 and 17.00 I think, I don't remember much of what happened. So any information would be good. I am mainly writing to thank the Metrolink driver who came to my aid. He made sure I was ok and even called in so that control could keep a watch on me. There are not enough people like that anymore. So if you can pass on my gratitude I would be eternally thankful.”

- “Hi I went to the Beyoncé concert with my girlfriend yesterday and would just like to say how impressed I was with the overall service available. Any member of staff I spoke to was really friendly and helpful and the transport options available reduced a potentially stressful situation for getting home so thank you Metrolink you guys are doing a great job.”

- “Just wanted to write to tell you about a really wonderful member of your team who helped me twice today, felt his kindness should be commended. I was getting off the Altrincham tram at Gmex/Castlefield around lunchtime this afternoon, I was pushing my 2 year old son & as I stepped off the tram to see if there was a ramp to use, a member of staff approached me & picked up the pushchair & helped us down the steps, he could not have been more helpful or friendly, even asking my son’s name & commenting on it, it's an Irish name, I thanked him & left, hours later when I went to get the tram home & was just about to make my way across to the other side he spotted me & helped again! I didn't even need to ask! I'd really like this gentleman to know that his kindness was really appreciated, I work with the public & people like this really are rare. I didn't get his name, I'm happy to give you a description of him if you need it, either email or on my mobile.”

4. Recommendations

4.1 See front sheet of report.

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