

# 1. Today's Agenda

## Tram Tracker. Imagining the New Industry

### Aims and Objectives



*The New Industry*

*80+Schemes*

*Results for Communities*

## 2. Vision. The Ultra Light Rail Industry

Mission.  
Implement target projects



Invest in and develop Ultra Light Rail  
- a New UK Industry to employ people in  
design, engineering, construction  
- Northern based.

Implement the priority projects in  
TramTracker. Take a look:

<https://www.applrguk.co.uk/Tram-Tracker-Project>

## 3. Tram Tracker projects

## Where, What, How?



Short Term viable Top 10 Ultra Light Rail schemes

- Coventry
- Bath
- Thames Gateway Tramlink (Kenex)
- T57 Manchester, Salford, Warrington, Halton to Liverpool
- Edinburgh South Extension
- Durham
- Preston
- Warrington
- Stourbridge
- Isle of Wight

All low cost potential Bio-methane or Hydrogen options

## 4. The New Industry: Viable

## Where, What, How?



### Projects driving the New Industry

- Coventry Very Light Rail
- The Ultra Light Rail service at Stourbridge
- Preston City Guild Tramway
- The TIG hydrogen powered Tram
- Dudley Very Light Rail Innovation Centre

UK companies delivering the New Industry results:

## 5. Engage with Funders

## Profit from the New Industry



- Akiem formerly Maquarie (Rolling Stock)
- Nat West
- Legal&General
- Barclays Private Equity
- British Business Bank
- Lombard North Central UK
- Halifax Asset Finance
- Aviva Investors
- Mitsubishi Bank Asset Management (UK)
- Sumitomo SMBC Leasing and Finance
- National Australia Bank
- China Construction Bank,
- Arab funds
- European Investment Bank

## 6. Engage with Funders

## Support the New Industry



- Neighbourhood Community Land Trusts
- Local Infrastructure Funds
- Land Values Ratings
- Public Works Loan Board
- Municipal Investment Corporation Bond
- New Towns Act Loans
- Community Infrastructure Lev
- Development Corporations
- Short Term guarantees and loans
- Taxation of Property
- National Infrastructure Commission

## 7. Community Ultra Light Rail

## Self funded Societies



- Do-able model. Owned and run by Society members
- Services to Communities for Ultra Light Tram solutions
- Social Enterprise UK campaigns for Ultra Light Rail
- Co-operatives UK. Guidance to community businesses
- Federation of Small Businesses (FSB)
- Community Benefit Society e.g. LCT Ltd.
- Communicate and help during challenging times
- Result: Accelerate The New Industry and ULR schemes

## 8. Customer Centric

## New travel patterns



### Customer demands:

- Want clean air, non toxic transport
- Honest, fair pricing, value for money, reliability
- Connect to a local job opportunities
- Seamless access in integrated transport
- Smart transparent digital data
- Good communications, updates, easy transactions
- The Opposition
- Covid-19 impact. Research customers changing travel patterns, put the Customer first

## 9.Digital Transformation Data technology

## Advantages of CRM



- Tram Tracker '2'.The Next level-CRM E-Commerce
- £20k upgrade to extend the reach of our work and goal
- 'Self Service' for Registered Users and Subscribers
- Community Relationship Management
- Concept and specification developed ready to go
- Outputs achieve informed decision making, interaction
- Clear Communication pathways, defined dashboards
- Government interest, now approval sought

# 10. Grow the New Industry

## Endorsement



- Our Request: Gov endorsement for next 10 Tram Tracker projects with pump priming funding
- Government support for the ultra Light Rail New Industry
- The PG's Tram Tracker '2' intelligence and campaigning a requirement to achieve results and build the New Industry
- Grow the New Industry through highly motivated companies and supporters within Communities seeking investors
- **Put Customers first, at the centre of our New Industry services**

## 10. LRUK

## More Information



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