

TramForward

Campaigning for Light Rail

PRESS RELEASE FROM *TramForward*

27th February 2015

UK Trams Triumph in Customer Satisfaction Survey

***TramForward* congratulates all the UK Tram systems on the recent survey of high customer satisfaction from Passenger Focus with more than 95 per cent of passengers reporting their enjoyment and comfort in travelling by tram.**

The UK's passenger watchdog has revealed that tram users are "very satisfied" with the service in Edinburgh Blackpool, Sheffield, Manchester, Nottingham and Birmingham tram systems.

The survey by Passenger Focus' gives a revealing inside look at how the trams are being used, and by what kinds of people.

The survey found passengers said they were satisfied with the way trams kept to their schedule including punctuality and whether the service is value for money and satisfaction with ticket prices, throughout the UK in this first large-scale independent study. The tram study showed a higher level of satisfaction than Passenger Focus's recent study of bus services

Andrew Braddock Chairperson of the Light Rail Transit Association paid tribute to the hard work of all tram staff for delivering a top marks for service.

He said: "This survey is a great reward for all the staff who have put in so much effort to make the trams an excellent way of getting around UK cities".

He added, "The creation of a national group (UKTram) of system owners, operators manufactures and suppliers has led to rising standards along with the dissemination of good practice and innovation through the leading light rail magazine Tramways and Urban Transit.

A key factor in improving customer satisfaction are the Annual Light Rail Awards supported by the industry.

Leading UK and international light rail and tramway expert James Harkins speaking from Westminster where he is the Secretary to the All Party Parliamentary Light Rail Group remarked "I'm obviously delighted, during this Parliament we've worked hard to make every journey as safe, reliable and enjoyable as possible by producing key reports such as "Green Light for Light Rail and seen Ministers chair and task the industry through a series of Tram Summits to improve standards and the travelling experience. "

***TramForward* – The campaign arm of the Light rail Transit Association.**

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NOTES FOR EDITORS

1. *TramForward* is the campaigning arm of the Light Rail Transit Association.
2. The Light Rail Transit Association is the world's leading organisation campaigning for better public transport through light rail, tramway and metro systems in our towns and cities for 75 years. It also supports the revitalisation of suburban and rural transport through the application of light rail.
3. The LRTA acts through its network of local branches, which campaign for better transport in their localities.
4. Membership of the LRTA costs under 14p a day. To join, visit www.lrta.org or write to the Membership Secretary, LRTA, 38 Wolseley Road, Sale, Greater Manchester, M33 7AU. Members of the LRTA receive the monthly magazine *Tramways & Urban Transit* - written and read by experts in the field - and gain other benefits including discounts on videos and books, tours of transport systems and cut-price admission to selected transport sites.
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