

# Restoring Confidence in Public Transport

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Proudly operating Metro on behalf of

# Our purpose

MML is here to deliver a system that is:

Safe and secure

- Colleagues and customers
- Infrastructure
- 24 hours

Reliable

- Trusted
- Dependable
- Predictable

Sustainable

- Environment
- Social
- Financial

Safe and Secure

Reliable

Sustainable

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# Background

- During the first lockdown patronage fell to **15%** of business as usual
- MML had to adapt quickly putting in place a number of measures
- Metro was instrumental in keeping key workers moving during lockdowns
- Comparative to other light rail systems in the UK and modes of transport in the region Metro has seen a greater patronage throughout the pandemic and this trend continues into recovery
- Our demographic consists of **c50%** manual workers who cannot work from home
- Initiatives introduced during Covid and as part of recovery aiding strong return
- Although Covid related absence has remained low throughout the pandemic enabling us to continue to operate a safe service, a key challenge for MML now is to recruit new team members in a difficult labour market as we expand the network



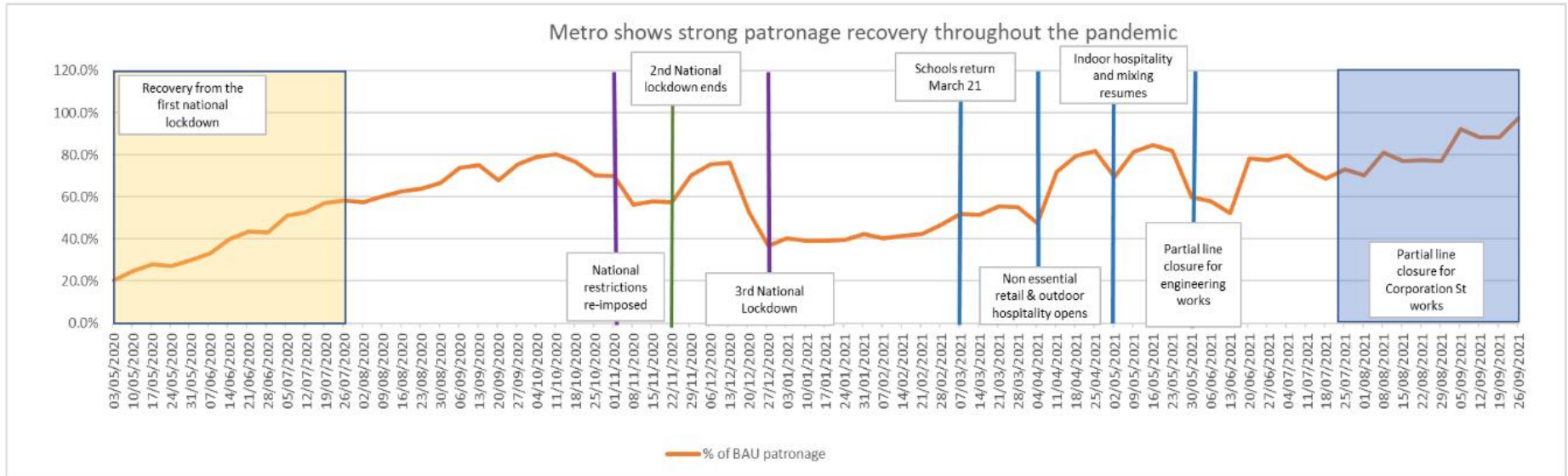
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# West Midlands Metro patronage recovery



## Changes in travel patterns

- Patronage is more spread across the day
- Demand has increased at weekends / more leisure
- Concessions remain comparatively low

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# Key principles

- Keeping our colleagues safe
- Keeping our customers safe
- Letting our customers know we are keeping them safe
- Protecting our revenue



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# Keeping colleagues safe

- Keeping colleagues informed
- Provision of PPE
- Introduction of staff only areas on tram
- Covid-19 testing for colleagues at West Bromwich Town Hall
- Issuing of Covid-19 home testing kits
- Pastoral support

Covid-19 related absence has remained < 5% throughout the pandemic



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Sustainable



# Keeping customers safe

- Reinforcing key messages through all communication channels
- WMM Covid-19 safety video - <https://www.youtube.com/watch?v=V5fqg43sRBY>
- Contactless payment – using the app or card
- Keeping windows open on trams and opening tram doors at every stop
- Encouraging customers to wear face coverings including free issue face masks
- Flexible product range on My Metro app, also promoted on Birmingham TV <https://www.youtube.com/watch?v=0aSOpewWPY0>



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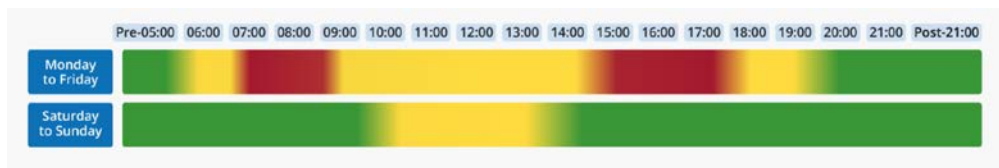
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# Keeping customers safe

- Data led approach to services using automatic passenger counters and data from Swift
- Intent to Travel and Heat Maps on My Metro app – promotional video available here  
<https://www.youtube.com/watch?v=FnYidxPimJO>
- Enhanced cleaning focusing on key touch points - applying a product which delivers continued protection against Covid-19 for up to 30 days
- Covid Assistance Teams (CAT) on the network



**Covid  
Advice  
Team** 



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# What do our customers think?

**75%** of customers who felt safe travelling on tram during the pandemic attributed this to the good guidance and communications provided by Metro

**94%** of customers travelling on tram are satisfied with the overall journey experience

Safe and Secure

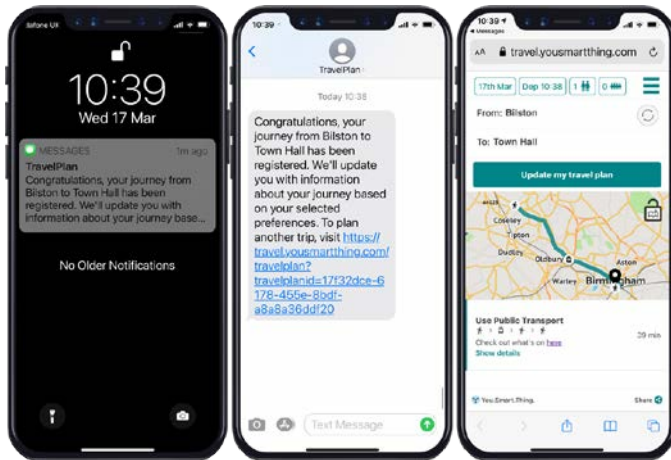
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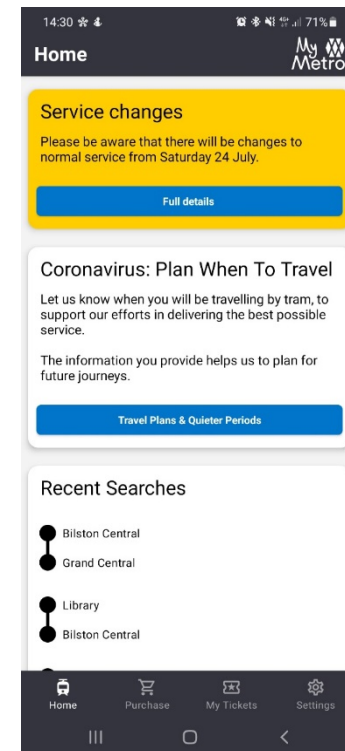
# Initiatives to drive recovery

## You Smart Thing Travel Assist



**You. Smart. Thing.**

## Announcement Card



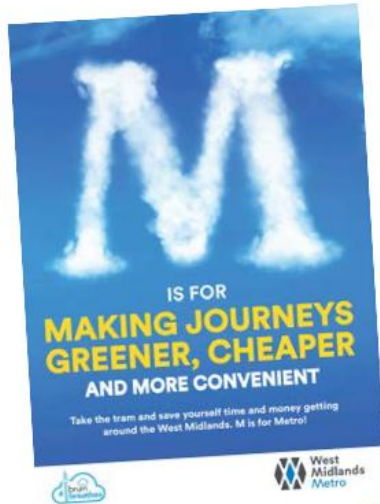
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# Campaigns to drive recovery



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# Campaigns to drive recovery



Plan your journey, view timetables and find great value tickets at [westmidlandsmetro.com](http://westmidlandsmetro.com)



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# Recruitment Campaign



Find out more:  
[westmidlandsmetro.com](http://westmidlandsmetro.com)



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# West Midlands Metro Training Academy



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