

# **TramForward**

## *Campaigning for Light Rail*

PRESS RELEASE FROM *TramForward*

5 April 2015

### **UK Trams Triumph in Customer Satisfaction Survey**

***TramForward* congratulates all the UK tram systems covered by a recent survey which Passenger Focus conducted, 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 they receive in Edinburgh Blackpool, Sheffield, Manchester, Nottingham and the West Midlands.

The survey also examined how the trams are being used, and by what kinds of people.

Passengers said they were satisfied with the way trams kept to their schedule and whether the service provided offers value for money in this first large-scale independent study, which involved the majority of the UK's light rail systems. The tram study showed a higher level of overall satisfaction than Passenger Focus's recent similar survey of bus services.

Andrew Braddock, Chairman of the Light Rail Transit Association, paid tribute to the hard work of all the tram operators' staff for delivering a top marks service. He said: "The results from this survey are a reward for all those who have put in so much effort to make trams an excellent way of getting around UK cities". He added, "The creation of a national group (UKTram) of system owners, operators, equipment manufacturers and other suppliers has led to rising standards along with the dissemination of good practice and innovation through the LRTA's "Tramways and Urban Transit" magazine".

Rising customer satisfaction is a key feature of the annual Light Rail Awards supported by the industry. Tramway expert James Harkins, Secretary to the All Party Parliamentary Light Rail Group, remarked "I'm obviously delighted with the survey's outcome as it is clear that all concerned have worked hard to make every journey as safe, reliable and enjoyable as possible, building on key reports such as the Department for Transport's "Green light for light rail" which has seen Ministers task the industry through a series of Tram Summits to improve standards and the travelling experience".

#### **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](http://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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