

# CUSTOMER AND COMMUNITY ENGAGEMENT (NOV – DEC 21)

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January 2022

# Customer and Community Engagement Plan 21/22

- **Rolling 12 months plan** with key initiatives to support Customer Experience and Social Responsibility strategies
- **Key objectives of the plan:**
  - Improve safety and security on Metrolink (Covid, ASB, vulnerable customers...)
  - Reduce fare evasion and increase TfGM farebox
  - Make Metrolink more accessible to all
  - Improve customer and staff perception
  - Support TfGM “Adapting and Build Back Better” plans
- **The plan is broken down in to 3 pillars:**
  - Customer engagement activities (information and reassurance)
  - Education (schools and colleges)
  - Community engagement (partnering with key organisations in GM)



# Customer engagement activities (Nov –Dec 21)

- **“Meet our customers” at stops** with distribution of hand gels and face coverings at highly patronised stops and hot spots Covid locations:
  - Reconvene key Covid safe information
  - Reassure customers and promote cleaning programs
  - 12,000 hand gels issued; 20,150 face masks issued
  - Support Councils during specific Covid outbreaks
- **Mental Health Awareness roadshow** at key locations based on incident data
  - Signposting NHS services
  - Customer support and surveys to capture customer sentiment around mental health and wellbeing
- **Dedicated information stalls** to support the closure of key Park and Ride car parks on the Bury line
- **Roll out of new signage** to promote Staff and Customer respect as well as promotion of Contactless ticketing during events



# Education - Schools and colleges (Nov –Dec 21)

- **Engagement with over 30 schools** to encourage public transport health & safety, good behavior and deter ASB
  - 29 face to face assemblies & virtual assemblies
  - Schools and colleges in Eccles, Bury , South Manchester Airport, Ashton, Oldham, Altrincham.
  - Total outreach: 6,900 students
- **Attendance at the ‘Re-Freshers College Event’** at Bury College and joined up for a targeted school egress operation Bury Interchange Metrolink Station.
- **Manchester’s Crucial Crew** supported by the Travelsafe partnership, ran by the Child Safety Media. Crucial Crew is a multi-agency safety event aimed at Year 6 primary school children
- **Support of the National Week of Action around Knife Crime Awareness** at four Manchester College Campuses
- **Eight depot visits** at Queens Road & Old Trafford welcoming students to further insights to the world of Metrolink.



# Community Engagement (Nov –Dec 21)


KAM currently works with four key partners in the community:

- **NHS Greater Manchester - Mental Health**
  - Continuation of training program for all KAM managers to better understand challenges associated with mental health, reduce trespass and minimise risk of incidents and service disruption
- **Barnabus - Homelessness**
  - Conducted 10 outreach sessions with Barnabus at key locations to engage with homeless community
  - Delivery of Homelessness Awareness Training to Team Managers
- **Manchester Youth Zone**
  - 6 sessions in house with Junior Cohorts to discuss challenges around ASB and impact on staff and customers
  - Joint deployment with Outreach team during operations
- **The Children's Society**
  - Workshops attended by KAM front line staff about child exploitation and preventative measures in public spaces



# Travel Safe Partnership (Nov – Dec 21)

- Successful roll out of a series of Specialist Operations (approx. twice a week at key locations)
  - Reassurance to customers and staff
  - Visible presence as a deterrent
  - Data driven operations in ASB hot spots
- Launch of the Safer Street initiatives
  - Dedicated security presence at 5 key stops on the Oldham line
  - Work alongside Street Angels to specifically tackle crime against women and girls
  - Very positive feedback received from the community in the first month of operation

Transport for Greater Manches...  · 3h  
 The #GMTravelSafe team are out at #ManchesterVictoria tonight working with the #TransportUnit, @MCRMetroLink @BTPGtrMcr @northernassist and @ManchesterASBAT to keep you safe.

Come and say hello if you see us   

