



MID STRATEGY REVIEW

Translink 'Get on Board'
5 Year Strategy 2016 - 2021



KEY ACHIEVEMENTS 2016 - 2019



Translink has delivered a strong business performance during the first half of this strategy.

GLIDER SUCCESS

New Eco hybrid vehicles -

45k

additional passenger journeys every week



RECORD PASSENGER NUMBERS

Growth of

5.8m

passenger journeys - now carrying

84.5m

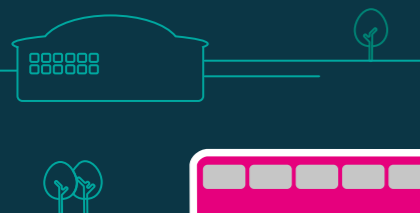
 p/a

around **200k** car journeys removed



ENVIRONMENTAL

Top Platinum Award achieved for NI Environmental benchmarking survey



PERFORMANCE

>90% punctuality and >99.5% reliability, with continuous improvement programmes in place



SAFETY MANAGEMENT

An integrated Safety Management System across our network to maintain **high levels of safety** and **positive safety culture**



BUS FLEET

150+

new Eco Buses for Metro and Ulsterbus maintaining quality, comfort, and enhancing capacity. New Urby commuter services introduced and showing strong growth



CUSTOMER SATISFACTION

Independent research shows

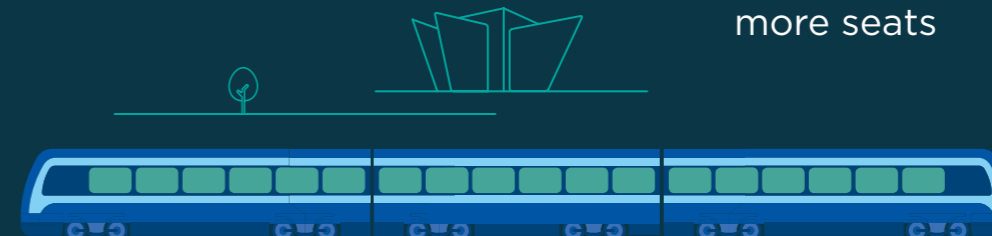
9 out of 10

customers satisfied



TRACK

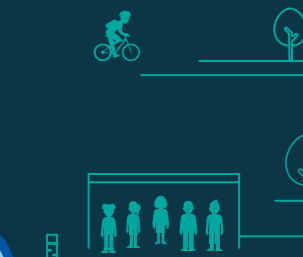
Significant track works completed on the **Belfast to Derry-Londonderry** and **Belfast to Portadown** lines



RAIL FLEET

Record rail growth **21 new carriages** ordered

>2,000

 more seats

INTRODUCTION

Public transport is part of a shared mobility strategy that touches the lives of everyone in Northern Ireland, not just those that use our services. It is clearly crucial for the region to **develop and grow**.

Translink has continued to transform public transport through delivery of the 5-year strategy 'Get on Board' with a clear vision to be your **First Choice for Travel**. This mid strategy review outlines key achievements and the actions required to further transform public transport and get even more people to 'Get on Board' as we move into the second half of the strategy timescale.



Translink Strategy Wheel

SUPPORTING DRAFT PROGRAMME FOR GOVERNMENT

This review provides strong evidence that investing in high quality public transport infrastructure is critical for Northern Ireland's economic, social and environmental wellbeing.

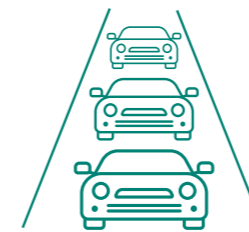
This Strategy has been developed in the context of the Department for Infrastructure's (DfI) Regional Development Strategy for 2035 and the draft NI Executive Programme for Government (PfG) both recognising that transport has a vital role to play in developing competitive cities and regions.

Through our vision to get more people making public transport your 'first choice for travel' over the private car, Translink supports the overall PfG vision,

'Improving wellbeing for all - by tackling disadvantage and driving economic growth'.

It also directly links with other aspects of Government policy on Public Health and Clean Air.

REDUCING CONGESTION



DRIVING ECONOMIC GROWTH



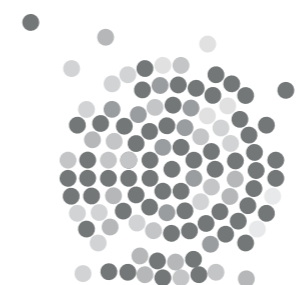
PROTECTING THE ENVIRONMENT



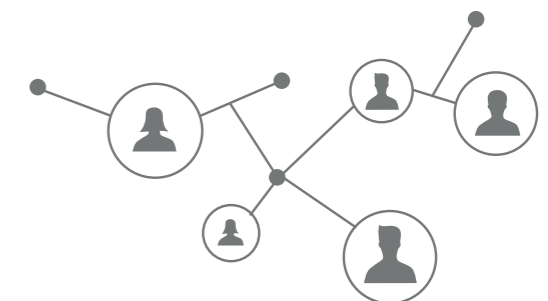
CREATING A HEALTHIER REGION



SUPPORTING SOCIAL INCLUSION



CONNECTING COMMUNITIES



OBJECTIVE 1

TO DELIVER EXCELLENT BUS AND RAIL SERVICES

We aim to deliver an integrated service across our bus, coach and rail services that exceeds customer expectations. Safety is fundamental to excellent delivery and we strive for excellence in punctuality and reliability and in use of innovative technologies to maximise our resources and deliver optimal performance. We have continued to invest in fleet for both

rail and bus/ coach to sustain our growing patronage and to bring a stepped change in environmental standards. We have also continued to invest in upgrading infrastructure to ensure we continue to improve journey times, including working with partners and stakeholder to secure road network changes that better support public transport.

High
Safety Standard
Maintained



99.5%
reliability



90%
punctuality

GLIDER SUCCESS

Eco Hybrid vehicles:

>45k p/w

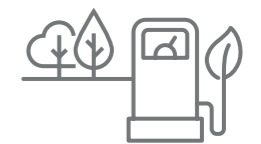


additional passenger journeys

BUS FLEET

Investing in

low emission technologies



for a healthier region

RAIL CARRIAGES

Record rail growth -

21

new carriages
ordered creating

>2,000

more seats



RAIL UPGRADES

Significant track and signalling works completed on the Belfast to Portadown and Belfast to Derry-Londonderry lines

ENVIRONMENTAL

Benchmarked as
Platinum status in
the BITC environmental
benchmarking survey



PROTECTING THE ENVIRONMENT

4.8m
car journeys removed
since 2016
Saving tonnes of CO₂



PRIORITY

Additional bus priority
measures M1 and M2, Glider



BETTER CONNECTIONS

Hourly service introduced
to Derry-Londonderry



OBJECTIVE 2

TO DELIVER OUTSTANDING CUSTOMER SATISFACTION AT EVERY TOUCH POINT

We believe everyone should expect a friendly, helpful and professional service at all times. Customers continue to rate punctuality, reliability and value for money as the most important attributes and areas where improvements will have the biggest impact on public transport. Our independent research shows we continue to deliver high quality services with 9 out of 10 people saying they are satisfied with their overall service level. Other positive ratings for cleanliness, comfort and customer engagement also leave a lasting positive experience so they keep coming back again and again. We continue to engage with key stakeholders to ensure our services are welcoming and accessible to all.

Through a digital transformation programme, we are responding to the a more mobile and connected society who expect seamless experiences tailored to their respective needs. New off board ticketing has been introduced for Glider and we continue to progress with our new ticketing solutions to introduce contactless payments on bus, e-purse, ticket vending machines at stations, gated rail stations, online / app ticket purchases plus smartcard top ups planned to commence 2021.

Independent research shows
9 out of 10
people satisfied

<15

complaints per 100k journeys



DIGITAL

1.2k

visits a month with over **80%** in mobile devices

Over **160k** followers on social media



ACCESSIBILITY

Work with partners to ensure **easy access for all** - new changing places facilities at main stations



CONNECTING WITH CUSTOMERS

Over **4500** face to face customer satisfaction interviews annually

9

passenger panels and a **Translink Youth Forum** annually



FUTURE TICKETING SYSTEM

Developments well advanced: off board ticketing on Glider / mobile ticketing for bus and rail; contactless payments on bus, e-purse, ticket vending machines at stations, gated rail stations all to come



OBJECTIVE 3

TO GROW THE NUMBER OF PASSENGERS USING PUBLIC TRANSPORT

More people in Northern Ireland are choosing public transport as their 'first choice for travel', with passenger journeys topping 84.5 million last year, the highest in over 20 years. There has been strong growth over the last 3 consecutive years demonstrating the resurgence of public transport in Northern Ireland. We have seen the successful launch of Glider in Belfast and a new station opened in Portrush and with a number of other exciting projects such as the Belfast Transport Hub and North West Multi-modal Transport Hub also progressing, we want to continue the transformation and build on this success.



RECORD PASSENGER NUMBERS

Growth of
5.8m
 passenger journeys - now carrying
84.5m
 annually

4.8m
 car journeys removed since 2016

30M
 Metro / Glider passenger journeys

15.8m
 Rail Passenger journeys



P&R 80% USAGE

Over
1500
 additional Park and Ride spaces provided:
 around
9k
 spaces in total at
50+
 sites and an average of 80% utilisation

HUB UPGRADES

Major capital investments in North West and Belfast



ENTERPRISE

Mid life refurb completed and a new strategy to bring forward plans for an hourly service and journey time improvements



NEW URBY

Ulsterbus commuter services to Belfast introduced and showing strong growth



AIRPORTS

New Airport services carrying record numbers



PORTRUSH

New modern station opened in Portrush



EVENTS

Key role in the successful delivery of high profile sporting and leisure events for NI



LATE NIGHT SERVICES

Introduced to facilitate Belfast evening economy



OBJECTIVE 4

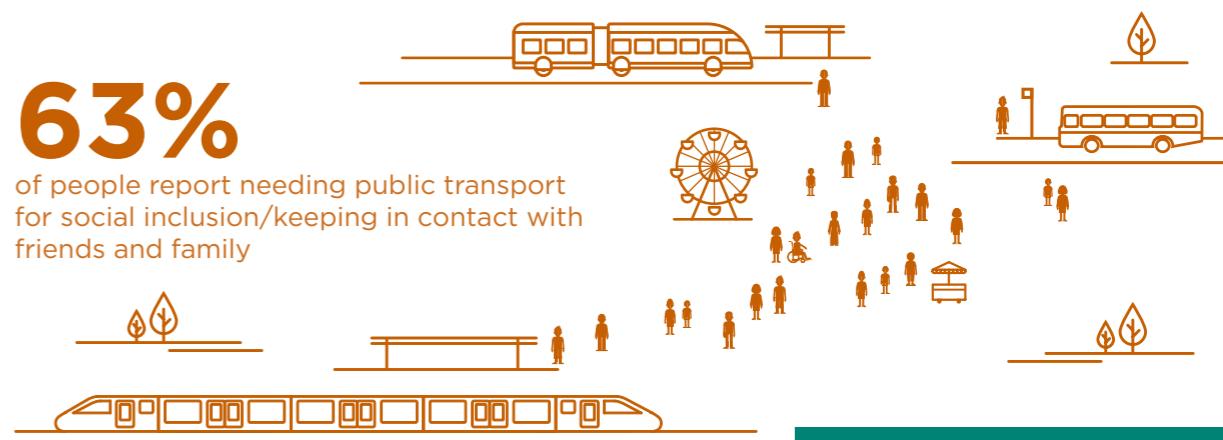
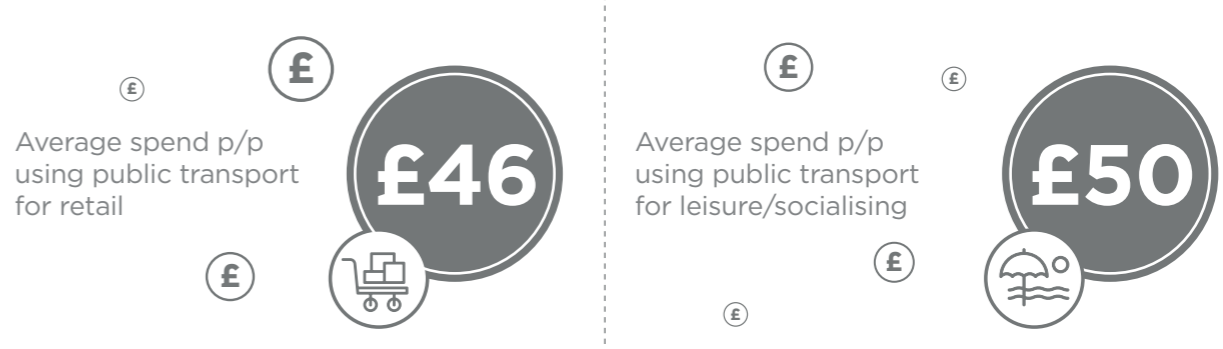
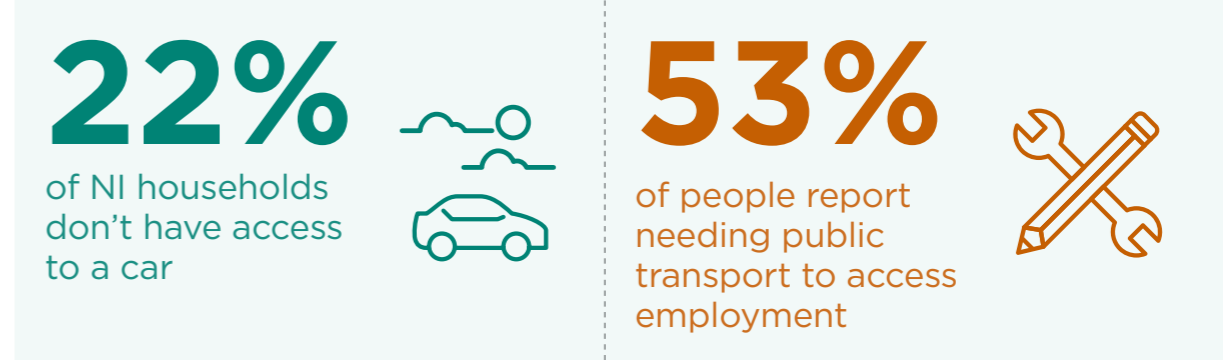
VALUE FOR MONEY

Public transport is key to the economic, social and environmental wellbeing of the region. Our Strategic Plan is already delivering strong results. With a commitment to continuous improvement and a long term sustainable funding approach, we can place Northern Ireland among the top regions for inclusive and sustainable transport. **Public transport is a vital cog in the wheel of the Northern Ireland economy according to recent research carried out by Grant Thornton – Assessing the economic impact of public transport in NI.**

The report shows that public transport directly and indirectly accounts for a total GVA impact of >£185m annually and points to public transport as a catalyst for

broader economic impacts relating to PfG outcomes for social inclusion; reducing congestion and enabling health and education, tourism and environmental improvements.

We will continue to maintain a strong focus on cost efficiency and continuous improvement. This approach has resulted in **£11m** of business efficiencies delivered over the last three years.



CORPORATE RESPONSIBILITY

Translink is a people oriented business; working together we are making a positive difference to the world we live in. We place a strong emphasis

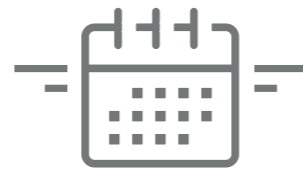
on supporting vibrant communities and do this both corporately and through our employees - this is the Translink **Spirit**.

Examples of how we do this...

Award winning

Bus and Train week

a celebration of the wellbeing benefits of public transport



Creative Arts Partnerships

working hand in hand for mutual benefit



Charity Partner

Cancer Focus - supporting local people and promoting active travel



Supporting

Youth and Sports

partnerships like IFA and GAA



Silver Core Standard

Accreditation in the Business in the Community's **Corporate Responsibility Awards**



People

260+

people achieved **35+ years' service** in the last **6 years**

25 Go Healthy

Champions

Wellbeing strategy

focusing on supporting employee's physical and mental wellbeing



Employee survey

79%
loyalty



77%
advocacy



67%
engagement



Public transport is key to the economic, social and environmental wellbeing of a region. Translink has the right vision and Strategic Plan in place that is already delivering strong results. With a commitment to continuous improvement and a long term sustainable funding approach, we can place Northern Ireland among the top regions for inclusive and sustainable transport which will enable savings in health, education and promote the growth in the economy.

Let's go together

This publication is available in a range of alternative formats, for example large print, braille or audio tape. Please call Translink Contact Centre **028 90 66 66 30**