

Nottingham East Midlands Airport

Independent Consultative Committee

Friday 21 July 2006

Nottingham Skylink

and bus service development at NEMA

Nottingham Skylink

- Launched May 2004
- Objective to improve access for employees and tourists
- Jointly financed, managed and marketed by NEMA, emda and Nottingham City Council
- Aim to approach commercial viability within 5 years
- Progress is carefully monitored
- Viewed as a pilot project, with the aim of learning how similar service improvements might be developed for other nearby towns and cities



Nottingham Skylink: Year 1

- Total number of passengers carried after 12 months - 130,000
- Employee market captured - around 15% of total passengers. Much more price sensitive than first envisaged.
- Cost of daily travel for regular users cut from £4.50 return to around £2.50 return through Easyrider card promotion in order to encourage growth.
- Interchange in city centre encouraged through marketing of through-ticketing onto buses, trams, trains and taxis

The diagram shows a vertical route between Nottingham East Midlands Airport and Nottingham City Centre. The route is served every 30 minutes. Key stops include Clifton and Nottingham Train Station. The route is branded as 'skylink nottingham'.

From Nottingham			
	First Bus		Last Bus
Friar Lane, Market Square	0405	every	2205
Nottingham Station	0410	30 mins	2210
Clifton, Fabis Drive	0419		2219

Also stops at Railway St, Clifton Lane (Fabis Drive), Pegasus Business Park & DHL

From Nottingham East Midlands Airport			
	First Bus		Last Bus
Airport Arrivals	0405	every	2305
Cargo West, DHL	0410	30 mins	2310
Pegasus Business Park	0417		2317

Fares from the driver

	Single 24hr return	Month Return
Adult	£3.50	£6.00

For more details please visit www.skylink.co.uk or email us info@skylink.co.uk

Nottingham Skylink: Year 2

Improvements in Year 2 include

- 24-hour operation
- amended route through Meadows and Trent Bridge to incorporate more residential housing en-route
- real time system fully operational and popular
- through-ticketing with National Express coach network under development



Nottingham Skylink: Year 2

- Sustained growth over the second year of operation - passengers rising to 200,000, exceeding target significantly
- Passenger growth up 116% on Year 1
- Revenue below original target, but up 56% on Year 1 and above reforecast target (regular employee market price sensitivity)
- Consistent growth throughout the year
- Regular (employee) market has risen to 25% of total passengers
- Growth in the number of return tickets - probably due to the 24-hour nature of the operation

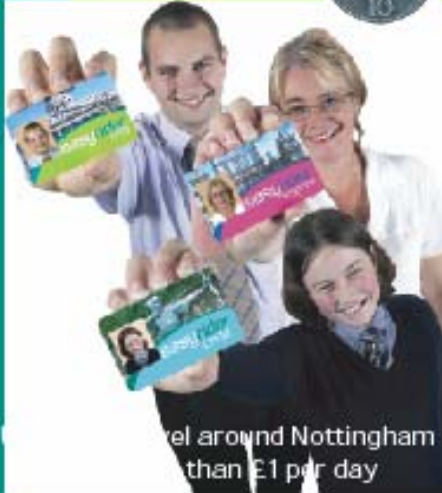
easy come, easy go, **skylink** →

Travel to work for 25% of the cost of a car on **skylink** →

easyrider

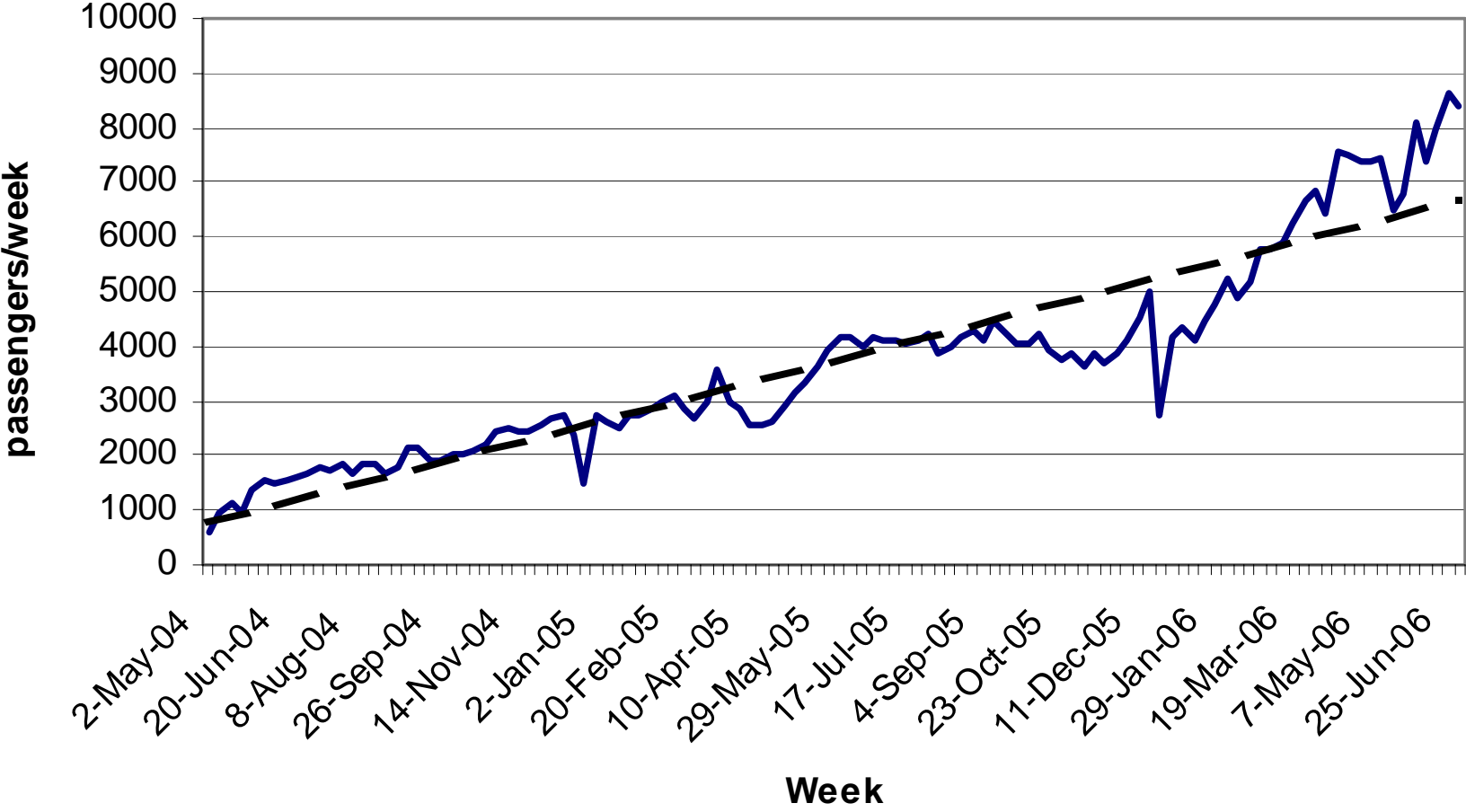
Use your **easyrider skylink** → to NEMA to travel on

for just 

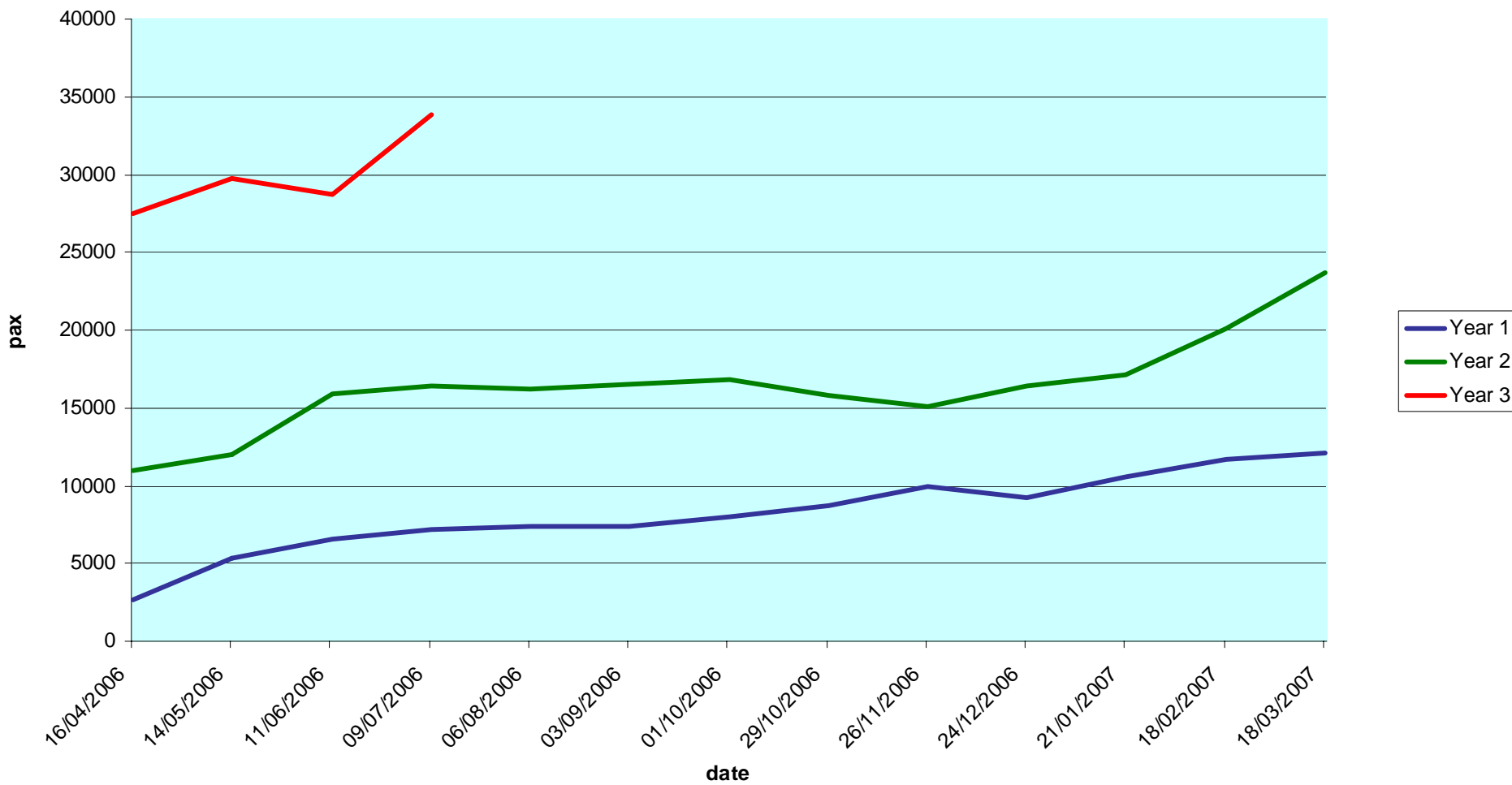


Travel around Nottingham than £1 per day

Skylink Usage



Nottingham Skylink 4-weekly passenger figures

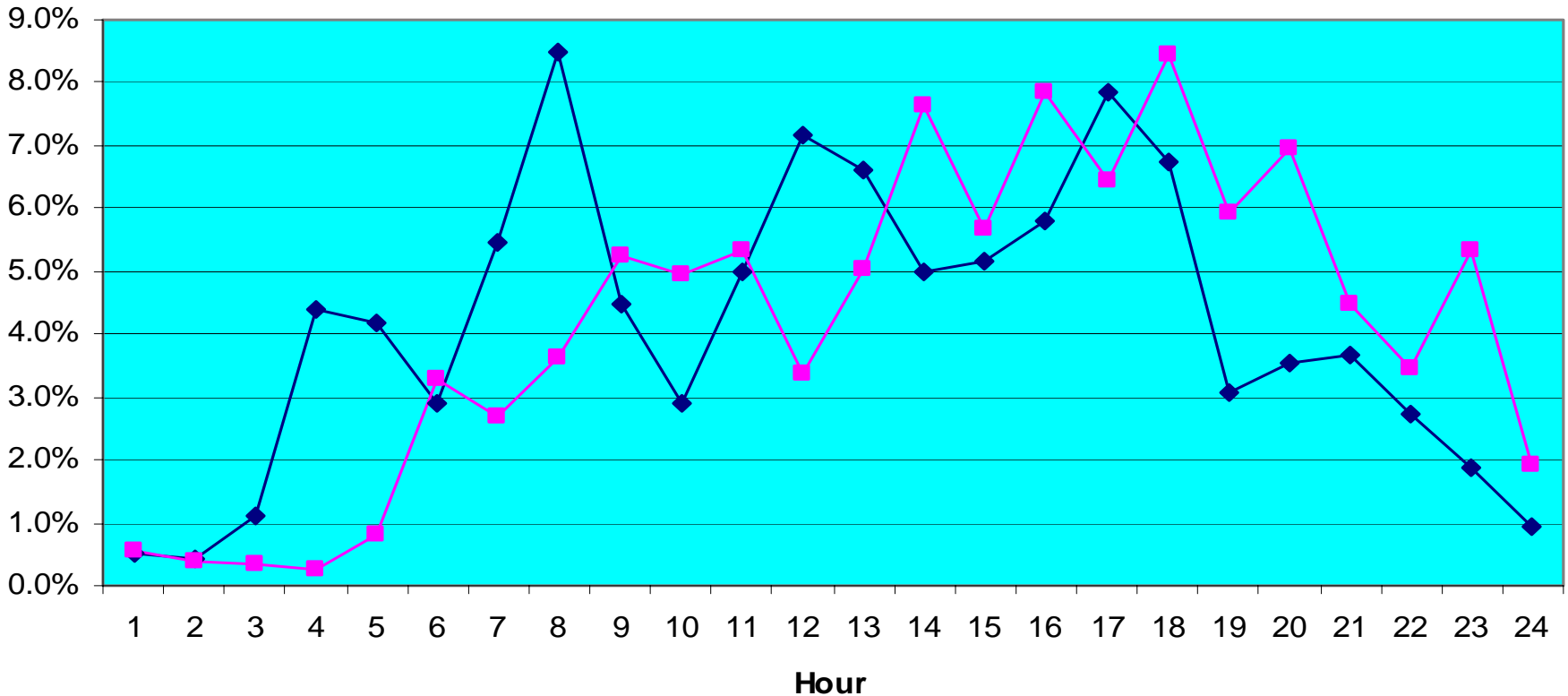


Skylink regular usage



Skylink Usage by Time

◆ To Airport ■ To City



Nottingham Skylink: Year 3

Aspirations:

- Continued growth in line with forecasts:
 - Year 3 Qtr 1 passengers up 127% on same period of Year 2
 - Year 3 Qtr 1 revenue up 76% on same period of Year 2
- Significantly improved marketing through Kickstart funded 'Bus Marketing Officer'
- Continued growth of employee share to meet or exceed 30% target - targeted jobs fairs in Nottingham
- Promotion of inbound tourist market through development of internet ticketing sales avenues



Skylink as a catalyst for Kickstart

- Bids invited for DfT Kickstart competition in March 2005
- Airport PT Sub-Group submitted bid for £1.1m over 3 years
- Bid based heavily on experience and information gained from Skylink operation
- Bid partners include Leicester, Derby, Nottingham, Leicestershire, Derbyshire, Airport, emda, Arriva and Kinchbus
- Only 43 of 117 schemes were successful
- We were awarded £701,571
- A further bid was submitted to emda to enable the Leicester Skylink element
- This bid was successful, allowing the full project to be delivered
- Total funding awarded from emda and Dft - £1.3m

Kickstart improvements

Elements delivered to date:

- Bus Marketing and Information Officer appointed with dedicated budget to deliver extensive marketing plan
- Airline Shuttle operating hours extended to 21/22 hrs per day, seven days a week, from July 2005
- Airline Shuttle frequency increased to half-hourly from 0700 to 1900, from May 2006
- Airline Shuttle now has a dedicated fleet of low floor branded vehicles including a branded spare
- Nottingham Skylink 24hr safeguarded for 3 years (hourly bus between 2300 and 0400)



Kickstart improvements

Next steps:

- Direct Leicester service to be launched in September 2006
- Branded as Leicester Skylink, it will operate hourly 18 hours per day, 7 days a week
- Route from St Margaret's bus station, A47 via Braunstone, then M1 via A50
- Service to be provided by Arriva Midlands
- Good quality connections in Leicester city onto other bus services, with affordable tickets for regular users
- High profile launch event, together with a series of job fairs in Leicester and Braunstone for regular users



COMING SOON!

skylink leicester

High quality direct Bus Service from Leicester City Centre to Nottingham East Midlands Airport

Every day every hour 6am to midnight

*For more information contact:
Arriva Midlands: 08701 201088
www.arrivabus.co.uk

Nottingham East Midlands Airport

Braunstone

Leicester City Centre

Nottingham East Midlands Airport

ARRIVA

The advertisement features a blue sky background with icons for a bus, a right-pointing arrow, and an airplane. A yellow banner in the top right corner says 'COMING SOON!'. The main title 'skylink leicester' is in green and blue. Below it, the service description is in black. A vertical route diagram shows a blue airplane icon at the top, followed by a vertical line with arrows pointing up and down, and a red dot labeled 'Braunstone' in the middle. The bottom of the diagram shows a green silhouette of a city skyline. The Arriva logo is in the bottom right corner.

Kickstart improvements

Continued partnership working:

- Enhanced passenger infrastructure on all routes - to be delivered through LTP funds committed by NEMA Bus Partnership as match funding for bid
- NEMA Bus Partnership appointed management team to regularly review progress and co-ordinate project proactively
- Commitment beyond the bid (in Years 4 and 5) from local authorities and NEMA to continue to support services

