

Travel Demand Management

Sustainable Travel Interventions for Major Events

28 June 2022



Background

Major Events in Greater Manchester



- Two Premier League football teams with attendances of between 50,000-75,000 over 50 times per year
- Smaller football teams in every area of Greater Manchester
- Around 150 concerts per year at the 21,000 capacity Manchester Arena
- On several occasions each year there is an overlap of multiple major events, resulting in gridlock on Manchester's roads
- Shared road space with cars means tram and bus users are also affected



Road Works and Improvements



- In recent years, many highway improvement schemes have taken place across Greater Manchester
- Goal of the works is to increase highway capacity and improving walking and cycling provision
- Has resulted in a reduction in capacity on several key routes into the city centre while works are in progress



Public Transport Investment



- Recent investments have been made in public transport
- While positive in the long term, this has led to people moving away from public transport and back into their cars while work takes place
- Challenge to get people to change back to using public transport after works are completed
- Additional challenges presented by Covid-related behavioural change





TDM Planning & Implementation

Core Elements of Effective TDM Plans



1. Capacity Creation
2. Behaviour Change
3. Network Management



Key Travel Messages



Recognisable messages



Know your audience



Offer engaging, innovative content



Goals and metrics to track progress



Listen, learn and adapt

1

2

3

4

5

Collect/Analyse
Data/Insights.
What is the
challenge?

Identify possible
solutions

Cross organisation
response

Implementation
of solutions. All
actions captured
and tracked

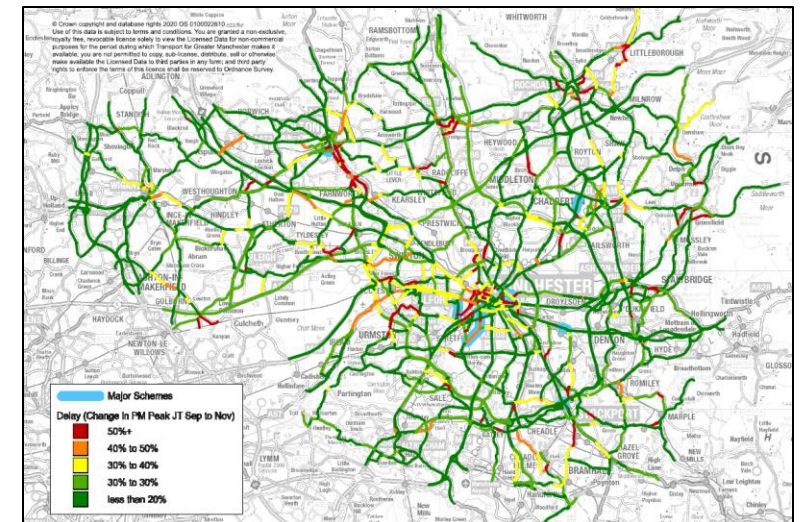
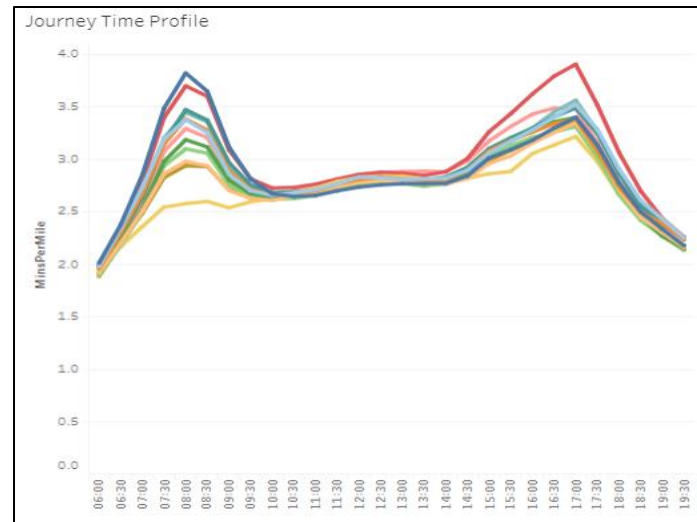
Monitor/Evaluate
& Adapt



1

Collect / Analyse Data / Insights

- ❑ Seasonal journey times spikes or anomalies
- ❑ Ongoing and upcoming highway improvement schemes
- ❑ Localised hot spot congestion and unpredictable customer movements and behaviours
- ❑ Unplanned incidents on the road network
- ❑ Less availability and attractive re-modal options



2

Identify Possible Solutions

- Capacity creation, network management and behaviour change interventions
- Focus on customers who need to travel (education, key workers etc.), and manage the demand of those who don't
- Monitor and adapt comms with data insight – More targeted messages
- Prepare likely scenarios and Interventions for the upcoming periods
- Work closely in conjunction with:



Local
Government



Sports Teams &
Event Venues



Media
Outlets



3

Cross- Organisation Response

- Incorporate elements of the **‘Living with Covid’** work – especially around customer confidence in public transport
- Implement the seasonal **road safety** campaigns into the plan, particularly in ‘hot spot’ areas
- Continue to support **active travel** good behaviours with new data insight and promotion of popular routes
- Encourage the rise of **contactless ticket** purchases from Covid lockdown to continue, for safety purposes and from a data collection perspective going forward



4

Implementation of Solutions



Travel advice		
Planned works and events		
Trinity Way and Inwell Street works	July 2021 until May 2023 Salford	More information
A57 Mottram Moor works	From Monday 4 April 2022 for 20 weeks A57 Mottram Moor	More information
Jubilee Way (Bury) highway resurfacing works	Monday 13 June 2022 Jubilee Way	More information
Industrial action on the rail network	Thursday 23 and Saturday 25 June Across all rail services nationally	More information
Manchester Festival	Friday 1 July to Sunday 3 July 2022 Wythenshawe Park	More information
Women's Euro 2022: England v Austria	Wednesday 6 July 2022 Old Trafford	More information
Women's Euro 2022: Portugal v Switzerland	Saturday 9 July 2022 Leigh Sports Village	More information
Women's Euro 2022: Belgium v Iceland	Sunday 10 July 2022 City Football Academy Stadium	More information
Women's Euro 2022: Italy v Iceland	Thursday 14 July 2022 City Football Academy Stadium	More information
Eccles line works	Saturday 16 July to Friday 21 October Eccles	More information
England v India One-Day International	Sunday 17 July 2022 Emirates Old Trafford	More information
Women's Euro 2022: Italy v Belgium	Monday 18 July 2022 City Football Academy Stadium	More information

Halve your journey time

Use Mancunian Way and Trinity Way

Highway Improvements

Major works on this road soon

Click for more information



Transport for Greater Manchester

Published by Hootsuite | 5 June

Today is #WorldEnvironmentDay and we've seen a huge increase in journeys made by bike in Greater Manchester. This means less traffic on our roads and cleaner air, which will benefit our environment 🌱

Thank you to all our travel heroes that have been #cycling as a healthy and sustainable way to travel – you are also freeing up seats on trams, trains and buses for those who need them most... See more

Change in transport use in Greater Manchester

Get more likes, comments and shares
When you boost this post, you'll show it to more people.

7,725 People reached | 614 Engagements

Andrea Vinicombe, Brendan Keely and 50 others

Like Comment

Manchester Metrolink @MCRMetrolink · 16 Jan

Big extension coming soon #SeduceSomeoneInFourWords #TraffordParkTrams

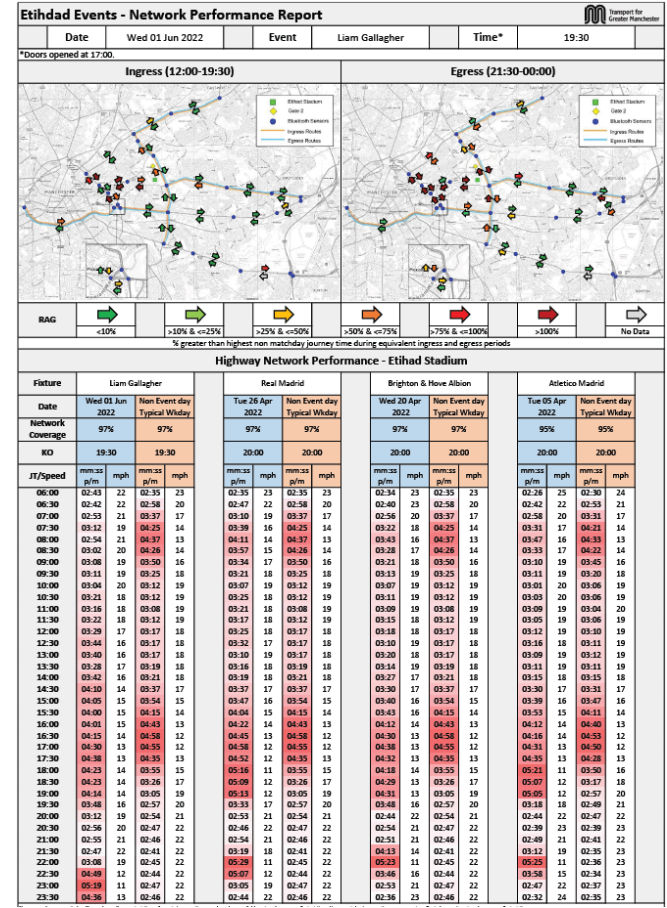
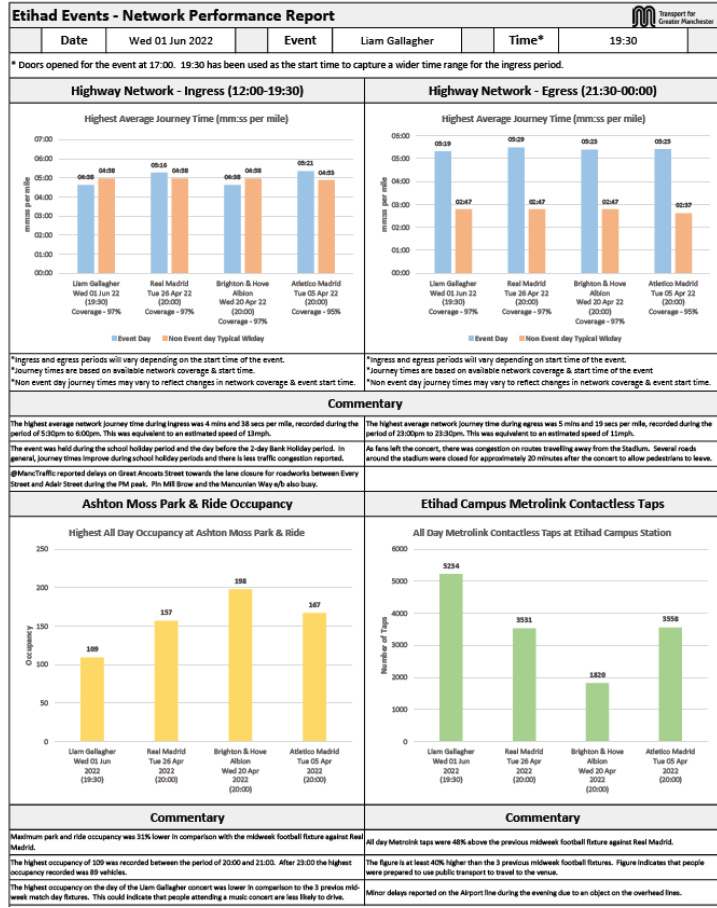
31 | 17 | 102 | 11

5

Monitor, Evaluate & Adapt

- Multimodal network performance report for events

- Event ingress and egress maps and charts



- Need to adapt and update future TDM plans based on data and feedback





2022 TDM Planning

Summer

Large number of events over the summer period across Greater Manchester

Includes GM Run, concerts, cricket fixtures and football matches

Significantly more events than normal as venues try to recoup revenue lost from Covid

September

Back to school period is typically a busy period on the highways and public transport services

Noticeable uplift in patronage across all modes

November / December

Noticeably busier period.

Increase in people's car usage

The run up to Christmas is also busier with markets taking place in Manchester as well as shoppers and event-goers visiting the city centre

Throughout these periods, TDM has a role to play in generating demand.
There could also be significant changes to the network depending upon funding and support.

TDM Successes So Far in 2022

Manchester Marathon

- Worked closely with the event organiser throughout
- Produced communications for participants' brochure and for spectators
- This year's event day produced the highest ever patronage figures for Metrolink on a Sunday (114,000 trips)



TDM Successes So Far in 2022



Manchester United

- ❑ Developed a close working relationship with the club over the last year
- ❑ Provided travel information in a variety of formats for use on their social media channels, in emails to fans and in the matchday programme
- ❑ Work has helped to mitigate many challenging matchdays when Metrolink engineering or roadworks were undertaken



2022's Biggest Day for TfGM

Parklife Festival
80,000 attendees, with
more than half using
public transport



The Killers
50,000 attendees



Alicia Keys
15,000 attendees



Ed Sheeran
60,000 attendees

Saturday 11 June

TDM Successes So Far in 2022



2022's Biggest Day for TfGM – Saturday 11 June

- ❑ Worked with event partners to promote and manage sustainable transport usage for each event
- ❑ Major operational changes made to meet unprecedented PT demand during multiple concurrent events
- ❑ Provided travel information in a variety of formats for use on promoter social media channels, and emails to concertgoers
- ❑ Ed Sheeran – second most visited TfGM event webpage ever (22,000 views)
- ❑ 135,000+ Metrolink trips made...
- ❑ A 63% increase in tram journeys vs. a normal Saturday
- ❑ 20,000 passengers on shuttle buses to Parklife on Saturday and Sunday





Football matches from 6-22 July at various venues in Greater Manchester

8

Matches hosted
in Greater
Manchester

75,000

Attendance for the
opening game, a
tournament record

5pm

Kick-off at City
Academy could
be a challenge

Leigh

Has few transport
links, so we're
working to mitigate
potential issues



WEATHER

Still supports active travel message



SCHOOL YEAR

Parents more inclined to drive children at start of year



ROADS

Still a variation in post-Covid traffic volumes



ROADWORKS

Summer works overrunning into September



SCHOOL BUSES

Changes to school bus provision



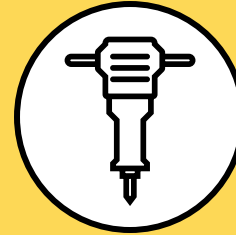
OCTOBER

Congestion builds as we get close to October and September is a chance to prepare





Highway journey times traditionally peak in November – some journey times to and from the Regional Centre will increase by 14%



Ongoing and upcoming Highway Improvement schemes leading to increased congestion on the highway network



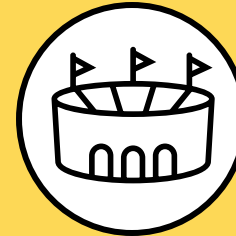
Unpredictable weather impact, means a reduction in active travel.



Potential for a reduction or gap in public transport services due to the availability of staff



Christmas shopping/parties driving weekend and evening travel demand – Specific challenges in the city centre with tram movements and safety of pedestrians



Ongoing large scale event impact



Questions



Thank you!

Graham.Banks@TfGM.com