ITV

CORONATION STREET 'THE TOUR' VISITOR ATTRACTION

Transport Statement

VN30274

November 2013

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CONTENTS

1 INTRODUCTION 3

1.1 Introduction 3

2 SITE AND EXISTING CONDITIONS 4

2.1 Site location 4
2.2 Pedestrian Accessibility 4
2.3 Local Road Network and On Street Parking 5
2.4 Public Car Parking 6
2.5 ITV Parking Provision 6
2.6 Access by Public Transport 6
2.7 Access by Rail 6
2.8 Metroshuttle 7
2.9 Metrolink 7
2.10 Access by Bus 7
2.11 Cycling Facilities 8
2.12 Coach Parking 9

3 FORECAST VISITOR DEMAND 10

3.1 Introduction 10

4 ACCESS STRATEGY 12

4.1 Pedestrian Access 12
4.2 Car Access 12
4.3 Coach Access 12

5 CONCLUSIONS 14

5.1 Summary 14
5.2 Conclusion 15

DRAWINGS/FIGURES

Dwg P237.CS.001	Site Boundary
Figure 2.1	City Centre Visitor Attractions
Dwg VN30274-100	Local traffic Regulation Orders
Figure 2.2	City Centre Public Transport Map
Figure2.3	Metrolink Map
Figure2.4	Cycle Infrastructure
Figure 2.5	Coach Parking Provision

1 INTRODUCTION

1.1 Introduction

1.1.1 ITV in partnership with Mather & Co and the Continuum Group are proposing to open up Coronation Street Studio and External Set in Manchester as a Visitor Attraction on a temporary basis for a six month period.

1.1.2 Vectos have been appointed to provide Highways and Transport Planning advice to ITV and this Transport Statement provides supporting information for that temporary planning application.

1.1.3 The application site has predominately operated as a Television Studio but also ran in the 1990s as the Granada Studios Tour. ITV is currently in the process of moving their operations to MediaCityUK, Salford Quays.

1.1.4 This Transport Statement sets out the forecasts of visitor numbers and their mode of arrival and identifies the length of stay expected by visitors. It presents the accessibility of the site by all modes as well as the parking availability in the area and the strategy for coach drop-off and pickups.

1.1.5 Following this introductory chapter, this Transport Statement comprises a further five chapters including;

- Chapter Two discusses the existing situation and settings, accessibility to the site and local traffic conditions in the surrounding area;
- Chapter Three outlines the nature of the tour and the forecast visitor numbers and their expected mode of transport.
- Chapter Four sets out the access strategy for the key modes; and
- Chapter Five presents the conclusions

2 SITE AND EXISTING CONDITIONS

2.1 Site location

2.1.1 The application site is located to the west of Manchester City Centre around 650m from Albert Square. The site lies north of the Manchester Museum of Science and Industry (MOSI) and south of the Spinningfields Quarter.

2.1.2 To the south is Castlefields, a mixed use area with residential, leisure, retail and heritage attractions. To the east of the site is the St John Street district, a district characterised by high quality Georgian buildings used as residences and space for professional businesses including legal, accountancy and medical professions.

2.1.3 The site as defined by the red-line boundary is shown in **Dwg P237.CS.001**

2.2 Pedestrian Accessibility

2.2.1 The location of the application site within the city centre means that it is accessible on foot by a considerable population of residents but also those who may link their trip with another purpose to Manchester. **Figure 2.1** shows the site in relation to other attractions within Manchester City Centre.

2.2.2 Pedestrians benefit from footways and formal crossings of all the main highways in the vicinity.

2.3 Local Road Network and On Street Parking

2.3.1 The nature of the local road network and the Traffic Regulation Orders that define the level of on-street parking, coach and bus stop provision and the parking restrictions is shown in **Dwg VN30274-100.**

2.3.2 Atherton Street is a lightly trafficked road running in front of the main ITV headquarters building and benefits from 10 pay and display parking bays to the north. There is a length of double yellow lines on the western kerbline which permits loading and the boarding/alighting of passengers immediately north of the Atherton Street entrance.

2.3.3 Great John Street runs from the Atherton Street entrance eastwards to meet Lower Byrom Street. Great John Street also benefits from 16 pay and display parking bays along its length.

2.3.4 Lower Byrom Street runs north – south and is a route for the free Metroshuttle service which has a stop close to the MOSI entrance. This stop and at the carriageway to the north have double yellow lines and again the orders permit loading, boarding and alighting of passengers. Overall on Lower Byrom Street, there are 17 pay and display spaces and 3 disabled bays and one loading bay close to MOSI.

2.3.5 The pay and display spaces in the area fall under Zone 2 of the city centre parking regime and the maximum stay is 2 hours. The charges are as follows:

- up to 30 minutes - £1.45
- up to 1 hour - £2.90
- up to 1 hour 30 minutes - £4.30
- up to 2 hours - £5.80

2.3.6 Observations of parking in this area show that there are on-street parking spaces available during the day. The minor roads in the area are lightly trafficked. However there are roads in the vicinity that carry higher traffic volumes and are congested at peak times. Quay Street/New Quay Street is a main route into the City Centre and experiences queuing in the peak periods. Liverpool Road carries less traffic but remains a significant route in the area. Water Street carries moderate level of traffic but is busier in peak periods.

2.4 Public Car Parking

2.4.1 The public short stay parking and contract parking requirements in the area are met by a variety of surface and multi-storey car parks. The nearest public car park is the 685 space Spinningfields multi-storey car park operated by NCP, fronting onto New Quay Street.

2.4.2 In addition, there are a total of some 3,000 public spaces located within a 10 minute walking radius at; Water Street (258 spaces), the Great Northern (1,230 spaces), Manchester Central (856 spaces), Bridge Street (70 spaces) and King Street West (570 spaces).

2.5 ITV Parking Provision

2.5.1 ITV own several large car parks on Water Street; in which there are 9 coach parking spaces reserved, as indicated below in **Section 2.12** and **Figure 2.5**. As well as the NCP car park they control sites to the south west north of Water Street and either side of Trinity Way which are available as private parking and could also be used for coach parking for the attraction.

2.6 Access by Public Transport

2.6.1 The application site is currently well served by all public transport connections, being close to all major services and city centre transport links as illustrated in **Figure 2.2**. These are described in more detail below.

2.7 Access by Rail

2.7.1 The site is conveniently located for access by a number of Railway Stations. The newly redeveloped Salford Central Station is located to the northwest of the development and is well within a 10minute walk away. This Station has been improved and will benefit from further train services as part of the Northern Hub improvements. Deansgate Railway Station is located to the south, a 7 minute walk away. Both of these nearby stations offer access to frequent services to Lancashire, Merseyside and Bolton.

2.7.2 The mainline stations of Manchester Piccadilly and Victoria are within a 20 minute walk although these are more readily accessed via Metroshuttle.

2.8 Metroshuttle

2.8.1 The Metroshuttle bus service links major activity centres in the City and the main transport hubs. In particular, it completes the City's integrated public transport service and gives the site quick and convenient public transport connections to all mainline railway stations, principal car parks and retail centres.

2.8.2 Metroshuttle buses are highly branded and are instantly recognisable to workers and visitors. High quality stops are provided along the service routes with clear branded images on bus stop plates to enable instant recognition.

2.8.3 Metroshuttle is free of charge, runs on a 6 to 10 minute frequency and are available for a minimum period of 0700 to 1900 Monday to Saturday (inclusive) each week. Service 2 operates past the site along Lower Byrom Street and Service 3 operates along Quay Street connecting visitors to the City, Piccadilly and Victoria Stations and the Universities on Oxford Road. The route networks are also shown in **Figure 2.2**

2.9 Metrolink

2.9.1 The existing Metrolink network currently serves much of Manchester and its outlying residential districts. A plan showing the destinations and Metrolink stops is shown in **Figure 2.3**.

2.9.2 The Deansgate/Castlefield Stop is the closest Metrolink stop for visitors and is 5 minute walk from the site.

2.10 Access by Bus

2.10.1 The main bus routes in the area operate along Liverpool Road, Deansgate and to the north on Bridge Street. There are frequent bus services available that access Salford, Trafford and South Manchester within a short walk of the site.

2.11 Cycling Facilities

2.11.1 MCC has developed strategic cycle routes throughout the City Centre in order to encourage commuter cycling. There is cycle and motorcycle parking close to the MOSI entrance and to the north in Spinningfields.



Figure 2.4 Cycle Infrastructure Close to the Site

2.12 Coach Parking

2.12.1 Coach parties will form a significant proportion of visitor arrivals to the Coronation Street tour. There are several locations where coaches could drop off passengers and these could include the areas of double yellow lines in the area that restrict parking but do allow a coach to wait while passengers disembark.

2.12.2 Coaches can park in two bays on Liverpool Road which has a 20 minute time limit and Byrom Street which also has two bays but operates in the evening.

2.12.3 The preferred location for drop-off and pick-up is on Liverpool Road where buses have more scope to wait. However, it is possible that Lower Byrom Street could be used as an alternative drop-off and pick up location should that be required.

2.12.4 ITV will offer coach parking reserved for 9 coach parking spaces on the two sites on Water Street adjacent to Trinity Way and direct coach drivers there as required.

2.12.5 There are also longer stay coach parking available in Manchester as shown in **Figure 2.5**.

3 FORECAST VISITOR DEMAND

3.1 Introduction

3.1.1 The Coronation Street Visitor Attraction is supported by a Management Plan that sets out the forecast for visitor numbers, the type of visitor and the number of visitors expected to arrive by coach. This document also sets out the likely dwell time for visitors.

3.1.2 The opening date for the attraction is scheduled for Spring 2014 running for approximately 6 months.

3.1.3 The forecast visitor numbers over the 6 month period for operation is 150,000. The numbers are expected to be higher during holiday periods with a slight change in the visitor profile whereupon more children are expected. The hours of operation are generally 10am to 6pm. During holidays this is extended with a 9am start. Finally there is expected to be occasional evening events available for corporate or private hire.

3.1.4 The visitor profile forecast over the 6 month period is given in **Table 3.1** below.

Category	Volume for Term	Daily Average
Adult	37490	226
Child	7640	44
OAP	29890	178
Student	7450	44
Family	7450	44
Group Adult	30040	179
Group OAP	30040	179
Totals	**150000**	**892**

Table 3.1 Visitor Forecasts

3.1.5 It can be seen that the average attendance is just under 900 persons per day. The nature of the attraction includes a 40 minute tour and this means that the visitors are booked in on time slots with up to 20 persons catered for every 5 minutes. This means that pre-booking in advance is expected for most visitors rather than a walk up sales.

3.1.6 The overall dwell time for visitors to the Coronation Street attraction is forecast at 1 ½ hours.

3.1.7 The booking of time slots means that there is a maximum capacity of 240 persons per hour passing through the attraction. It can be seen from the daily forecasts that while 240 is the maximum capacity, although in practical terms the average arrivals over the course of a day indicate a lower hourly demand. The peak demand will be focussed towards late morning and also during holiday periods. At these times the nature of the traffic movements and parking demands in the area are much reduced.

3.1.8 It can be seen from **Table 3.1** that the forecast for those arriving in group coach parties is at around 40% of the total. This proportion tends to be higher than the modal share for most leisure attractions and is a reflection of the nature of visitors likely to visit the Tour. Of the remaining 60% of arrivals it is expected that most would arrive by car. By comparison with other visitor attractions we forecast that around 50% of visitors would use this mode either as a driver or passenger.

3.1.9 The remaining 10% of arrivals could arrive via a range of non car modes. A small proportion could walk or cycle with a higher proportion arriving by train, tram and bus.

3.1.10 This forecast modal share does not consider the potential for linked trips which could be significant. The potential for linked trips mean that visitors would stay longer in Manchester and visit other attractions or go shopping in the city centre perhaps walking or catching the free Metroshuttle services.

3.1.11 By booking in advance this does allow the potential to inform visitors of the most appropriate transport mode to take and the availability of parking in the area. Other information will be available on site to inform visitors of other attractions and give a guide as to the appropriate walk routes and the Metroshuttle connections.

4 ACCESS STRATEGY

4.1 Pedestrian Access

4.1.1 Pedestrian access to the Coronation Street 'The Tour' Visitor Attraction is via the Atherton Street entrance. This entrance is off roads that are lightly trafficked with good footway provision available. It is possible that visitors will link their trip with another purpose and if they are to travel to other locations in the city then this is possible to walk there and formal crossings are available across the busier routes of Quay Street and Deansgate.

4.1.2 Visitors would also benefit from a guide to show the walk routes to other attractions within the City.

4.2 Car Access

4.2.1 It is expected that around half of the visitors would arrive by car. As has been described in **Section 2.4** there are a considerable number of parking spaces available close to the site with the multi-storey car park on New Quay Street, surface parking on Water Street, and other car parks in the vicinity. Visitors would presented with a range of parking options.

4.2.2 The volume and the type of available parking spaces mean that there is no practical limitation on parking for the visitor attraction.

4.3 Coach Access

4.3.1 Coach access to the site involves three phases, drop-off, parking up off-site and pick-up. The drop-off of passengers can be made at several locations and is a relatively short wait as a coach draws up to the kerb and lets the passengers disembark. There are several locations where this can occur without amending the Traffic Regulation Orders. These have been described in **Section 2.3** as Liverpool Road or Lower Byrom Street.

4.3.2 Coach parking is proposed on the Water Street car parks adjacent to Trinity Way where 9 spaces will be reserved for this purpose. There are currently road works at eth Liverpool Road/Water Street junction and coach drivers would be informed of the most appropriate diversion route to reach the Water Street coach parking depending on the nature and extent of the roadworks at the time.

4.3.3 The period for waiting here is approximately for 1 ½ hours or longer if a combined linked trip is made. The coach drivers do have the option to park in other coach parking spaces available within Manchester.

4.3.4 Finally, the coach driver needs to pick up passengers. This phase is likely to take more time and may involve a coach driver waiting around 20 minutes for all the passengers to arrive at the pick up point and embark. Due to this wait, it is considered that the bays on Liverpool Road are the most appropriate location to do so.

4.3.5 The coach drivers would be informed in advance of the most appropriate location to drop-off and pickup.

5 CONCLUSIONS

5.1 Summary

5.1.1 This statement has been prepared in support of the temporary planning application for a visitor attraction for Coronation Street 'The Tour', located on the Granada Studios site in Manchester.

5.1.2 This attraction is to run for 6 months and would attract around 150,000 visitors over that period with an average of just under 900 visitors per day.

5.1.3 The nature of the visit includes a 40 minute tour and as this requires the booking of a timed slot, it means that most visitors would tend to book in advance. This helps to regulate the arrivals on site over the course of the day, and also allows opportunities to inform visitors in advance of the transport options and parking availability in the area.

5.1.4 The maximum capacity of the attraction is 240 visitors per hour, although this is likely to represent a peak which would tend to occur late morning and also in the holiday periods. At these times the roads in the vicinity are lightly trafficked.

5.1.5 This Transport Statement has shown that there is a high demand from coach parties expected representing around 40% of visitors.

5.1.6 Coach Parking is available on car parks on Water Street adjacent to Trinity Way where 9 spaces are to be reserved for this purpose. The recommended drop-off and pick-up location is on Liverpool Road where two coach parking bays are provided with a 20 minute waiting period Alternatively coach drivers can drop-off and pick-up on Lower Byrom Street. Coach drivers would be directed to the most appropriate location to drop-off and pick-up.

5.1.7 There are currently road works at the Liverpool Road/Water Street junction and drivers would be informed in advance of the most appropriate diversion route to use.

5.1.8 The site benefits from considerable car parking provision within a short walk and there are many public transport opportunities available to visitors. In particular, the Metroshuttle service stops close to the entrance on Lower Byrom Street and on Quay Street and this links the site to the city centre and the main transport hubs.

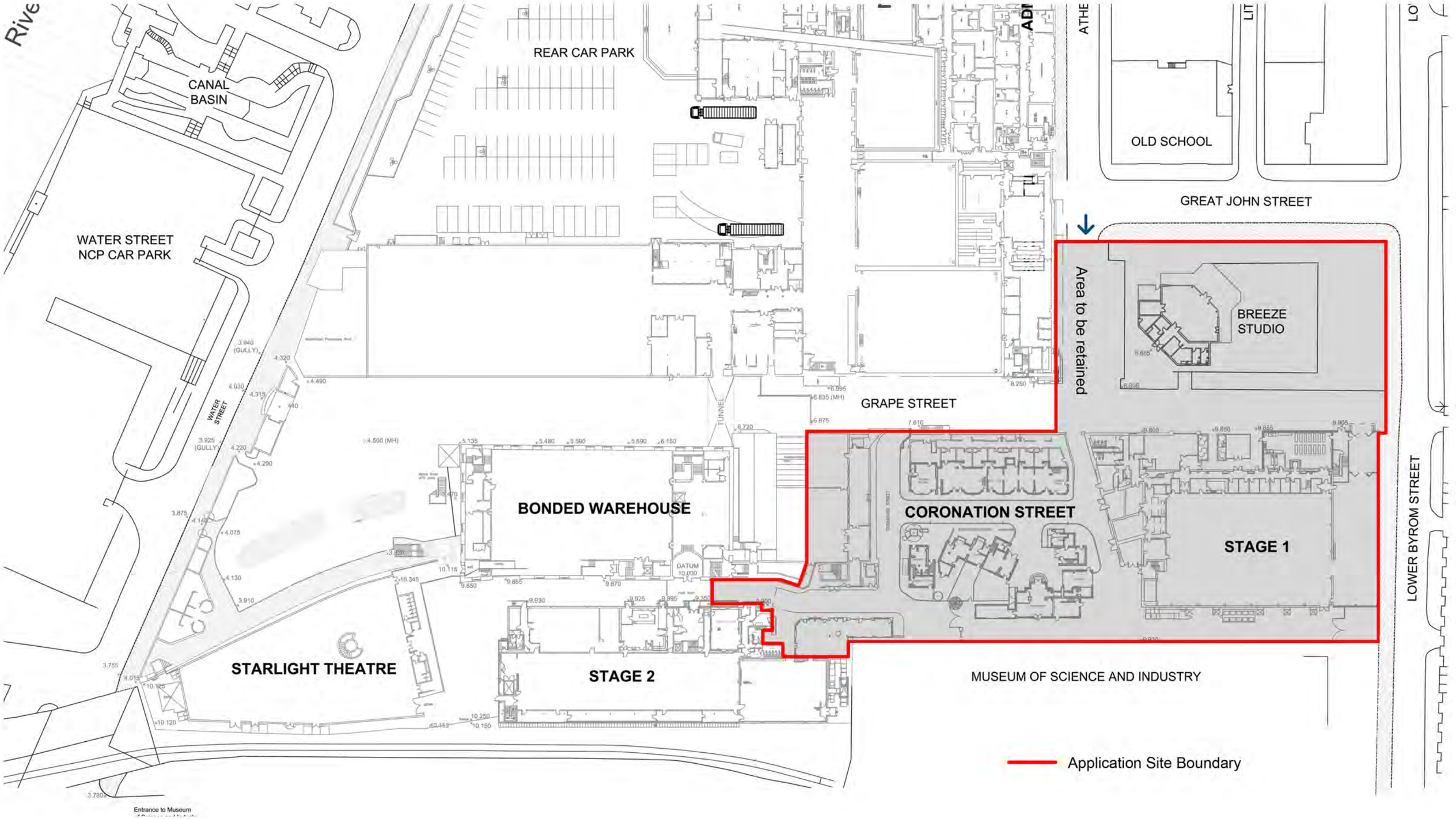
5.1.9 In summary, the site is well located for linked trips to other attractions or for shopping within the City.

5.2 Conclusion

5.2.1 In conclusion, it is considered that this temporary application for the Coronation Street 'The Tour' Visitor Attraction is well located to benefit from access by coach and by a range of public transport modes. There is a large volume of local parking opportunities available and this coupled with the good walking connections means that we can conclude that there are no issues that would compromise highway operation.

5.2.2 As this proposal does not adversely affect the operation of the highway and is very accessible by non car modes it is recommended that this proposal be approved.

DRAWINGS/FIGURES



Notes:

01: On no account should this drawing be scaled

02: Any discrepancy to be reported to Mather & Co immediately

03: Contractor/Manufacturer to check all dimensions on site

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Project: Coronation Street Tour

Scale: N T S @ A 1 & A 3

Date: October 2013

Drawn By: Paul Lee

Drawing Number: P237.CS.001

Revision: ---

Drawing Title:
Coronation Street Tour
Site Boundaries

A B C D E F

1 2 3 4 5 6 7

Rail stations
Metrolink & stops
Metrolink under construction
NCP car parks
On-street parking for disabled drivers
Metroshuttle bus stops (Routes 1, 2 & 3)
Taxi ranks
Traffic restricted areas

Toilets (all with disabled access)
Accredited Accommodation (01/05/2010)
Post Offices
Visitor Information Centre
Help Points (Press button for help and advice)
Principal shopping areas
Buildings of interest
Green/open spaces

To Bury
0 — approx. 5 minutes — ¼ mile
0 100 metres 200 metres 400 metres
Each grid square represents ¼ mile, and approx. 5 minutes walk (based on an average walking speed of 3mph)

N

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To Jewish Museum approx. ½ mile
& Museum of Transport approx. 1 mile

To Bury & Heaton Park approx. 20 & 10 minutes by Metrolink from Victoria

To M60, Middleton & Rochdale

Manchester City Centre

Welcome! Manchester's compact city centre contains lots to do in a small space. To help, we've colour coded the city. Explore and enjoy!

Central Retail District
Featuring the biggest names in fashion, including high street favourites.

Northern Quarter
Manchester's creative, urban heart with independent fashion stores, record shops and cafés.

The Gay Village
Unique atmosphere with restaurants, bars and clubs around vibrant Canal Street.

Petersfield
Manchester Central Convention Complex, The Bridgewater Hall and Great Northern.

Piccadilly
The main gateway into Manchester, with Piccadilly train station and Piccadilly Gardens.

Spinningfields
A newly developed quarter combining retail, leisure, business and public spaces.

Chinatown
Made up of oriental businesses including Chinese, Thai, Japanese and Korean restaurants.

Castlefield
The place to escape from the hustle and bustle of city life with waterside pubs and bars.

Oxford Road
Home to the city's two universities and a host of cultural attractions.

NOMA
A newly developed 20 acre site combining offices, shops, hotels and homes.

Manchester Arndale Opening Times

Shops
Mon to Fri - 9am to 8pm
Sat - 9am to 7pm
Sun - 11.30am to 5.30pm

Foodcourt
Mon to Sat - 7am to 8pm
Sun - 9am to 7pm

Bank Holiday opening times may vary. Visit manchesterarndale.com for details

Find us on

Eastlands

To A62 (Oldham Road)
0 250 metres
0 250 yards

To Manchester city centre
Indoor Tennis Centre
Etihad Campus
National Cycling Centre (Velodrome) & BMX Centre
Regional Athletics Arena
National Squash Centre
The Etihad Manchester City FC (& Stadium Tour)
Velopark
To A662 & Ashton-under-Lyne

To Working Class Movement Library approx. 2 miles & Salford Museum & Art Gallery approx. 2 miles

To M61/M6 North, Bolton & Wigan

To Eastlands approx. ½ mile

To M602/M62 West Warrington & Liverpool

To Manchester Airport

To Stockport

To Stockport & Victoria Baths

To Fallowfield

To The Quays & Altrincham & Chorlton approx. 15 & 25 & 15 minutes by Metrolink from City Centre

To The Trafford Centre approx. 25-40 minutes by bus from Piccadilly Gardens

To Platt Fields & Gallery of Costume approx. ½ mile

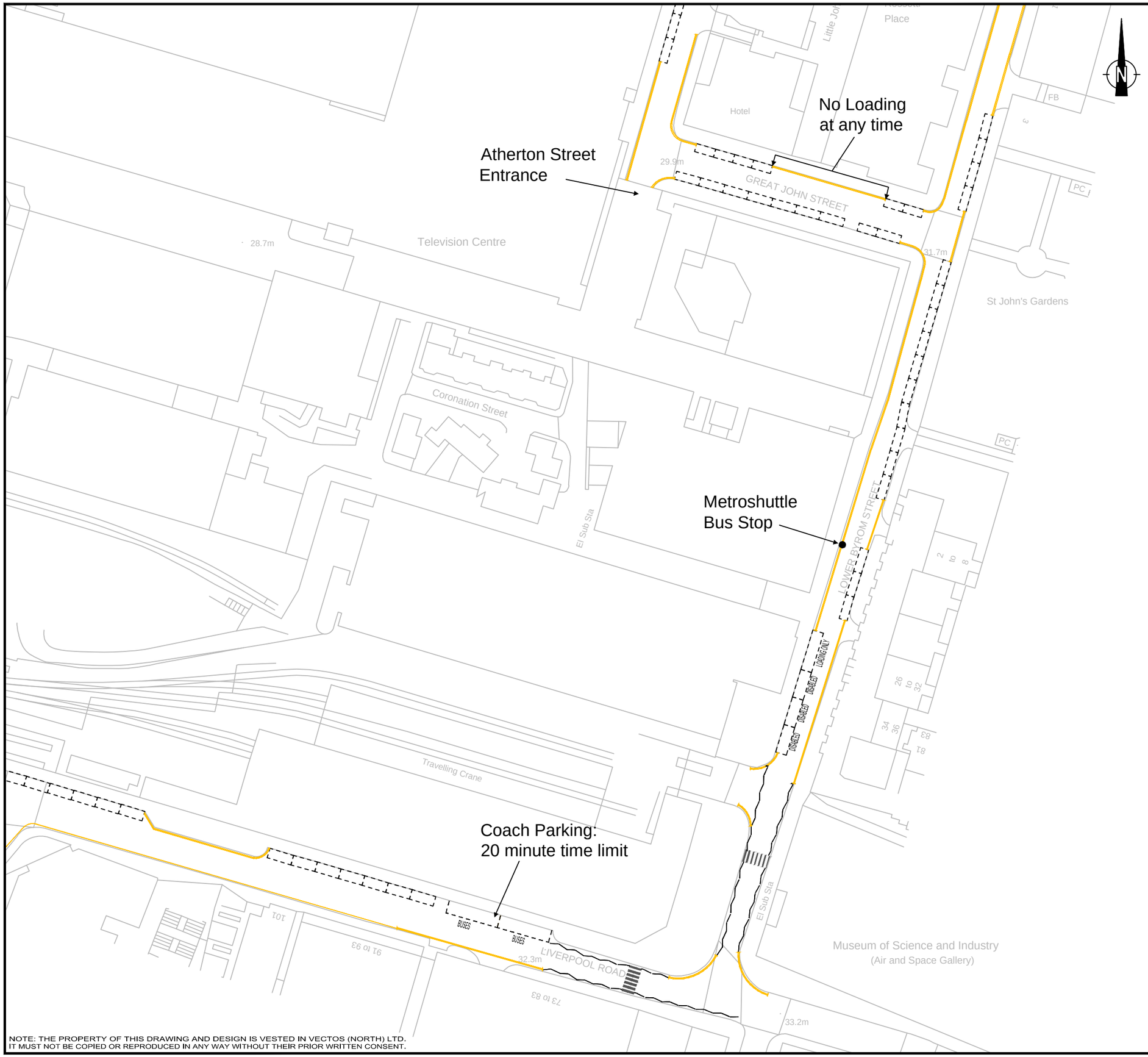
The Quays

0 400 metres
0 400 yards

Oxford Road

0 250 metres
0 250 yards

Figure 2.1
City Centre Visitor Attractions



Notes:

1. This is not a construction drawing and is intended for illustrative purposes only.
2. White lining is indicative only.

REV.	DETAILS	DRAWN	CHECKED	DATE
.	.	.	.	.

CLIENT:

ITV

PROJECT:

Coronation Street "The Tour"

DRAWING TITLE:

Local Traffic Regulation Orders

SCALES:

N.T.S

DRAWN:	CHECKED:	DATE:
HF	GD	Nov 13

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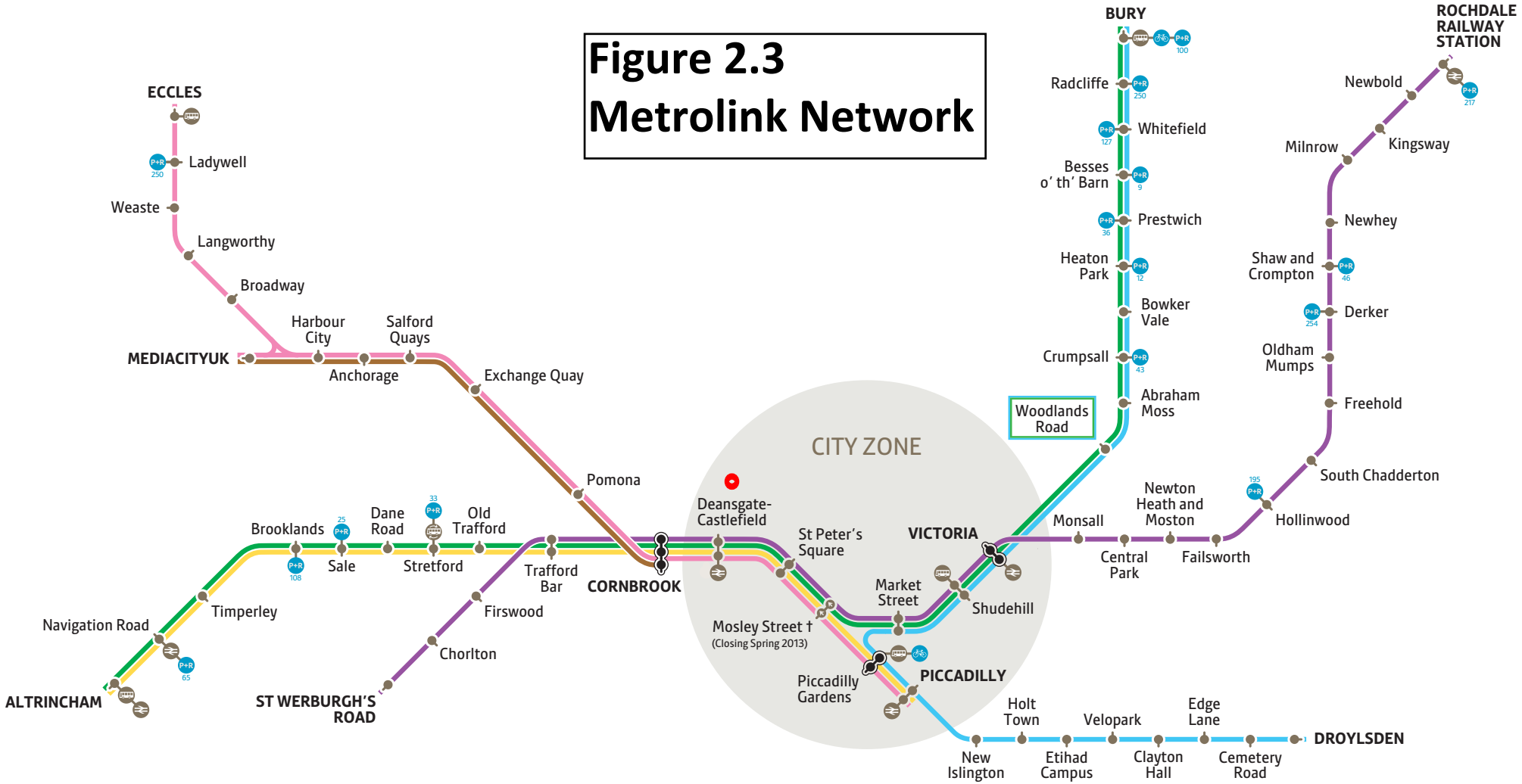
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Figure 2.2
Public Transport Provision

Key
Bus served roads
Other road
Motorway
One way street
Metroshuttle route 1 and bus stops
Metroshuttle route 1 peak time only
Metroshuttle route 2 and bus stops
Metroshuttle route 3 and bus stops
Train line, station & main entrance
Metrolink tram line & stop
Bus stop on street with identifying letter
Other bus stops
Information centre
Bridge
Pedestrian roads and areas
Featured building
Parks and gardens
Water, lock & towpath
Footpath
N
Scale 1 : 3 700
0 100 200 yards
0 100 200 metres
Manchester Arena
Victoria Station
Victoria
Manchester Cathedral
Chetham's School of Music
National Football Museum
Cinema
The Printworks
Shudehill Interchange
Travelshop
CIS Tower
New Century House
Chinese Arts Centre
Craft Village
NORTHERN QUARTER
Manchester Arndale
Market
Marks & Spencer
Selfridges & Co
Harvey Nichols
Ramada Renaissance Hotel
Royal Exchange
Barton Arcade
Lowry Hotel
Salford Central Station
SALFORD
People's History Museum
Manchester Civil Justice Centre
Manchester Crown Court (Crown Sq)
Magistrates' & Coroners Court
John Rylands Library
SPINNINGFIELDS
The Manchester College
Victoria and Albert Hotel
Granada TV
St John's Gardens
MOSI (Museum of Science and Industry)
MOSI (Air and Space Gallery)
Castlefield Hotel and 'Y' Club
Castlefield Arena
Castlefield Heritage Area
Site of Mamucium Roman Fort
Beetham Tower
Great Northern Leisure & Shopping
Cinema
Radisson Edwardian Hotel
Midland Hotel
Manchester Central Convention Complex
Central Library and Theatre (closed for redevelopment)
St Peter's Square
Town Hall
Manchester Art Gallery
Manchester Register Office
Police Station
Opera House
County Court
House of Fraser
St Ann's Church
Post Office
Job Centre
Primark
Debenhams
Marks & Spencer
Piccadilly Gardens
Piccadilly Plaza
cycle hub
Mercure Hotel
Portico Library & Gallery
CHINATOWN
Manchester Crown Court (Minshull St)
Britannia Hotel
Malmaison Hotel
Doubletree by Hilton Hotel
Transport for Greater Manchester offices
Manchester Metropolitan University
Central Coach Station
GAY VILLAGE
Manchester One
Piccadilly Station
Piccadilly Place
Pedestrian Entrance
Taxi Rank & Drop off point
Portland Hotel
Gardens Hotel
Police Museum
ANCOATS
Ashton Canal
Rochdale Canal
River Irwell
River Medlock
Bridgewater Canal
CASTLEFIELD
KNOTT MILL
Deansgate-Castlefield
Deansgate Locks
Deansgate Station
Castlefield Gallery
Castlefield Wharves
Castlefield Heritage Area
Beetham Tower
The Bridgewater Hall
Palace Theatre
Palace Hotel
Oxford Road Station
Corner house
Ibis
Manchester Conference Centre & Days Hotel
University of Manchester
Manchester Metropolitan University
National Computing Centre
Sugden Sports Centre
Grosvenor Square
One First Street Manchester City Council Customer Service Centre
ARDWICK
Macdonald Manchester Hotel
Premier Inn
Novotel
Ibis
Mechanics Institute
Manchester Buddhist Centre
Mosley Street (southbound only)
Piccadilly Gardens
Travelshop
Market Street
Primark
Post Office
Job Centre
Debenhams
Gardens Hotel
Portland Hotel
Malmaison Hotel
Britannia Hotel
Manchester Art Gallery
Manchester One
Central Coach Station
Manchester Metropolitan University
Mechanics Institute
Manchester Buddhist Centre
Sackville Gardens
The Manchester College
Macdonald Manchester Hotel
Palace Hotel
Corner house
Ibis
Manchester Conference Centre & Days Hotel
University of Manchester
Grosvenor Square
Sugden Sports Centre
National Computing Centre
Manchester Metropolitan University
One First Street Manchester City Council Customer Service Centre
Lowry Hotel
Ramada Renaissance Hotel
Premier Inn
Novotel
Ibis

Figure 2.3 Metrolink Network



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Metrolink stop

† Mosley Street Metrolink stop
southbound only towards Altrincham, Eccles & St Werburgh's Road

Line interchange

Rail interchange

Bus interchange

Trafford Centre bus link

Park + Ride
Number of spaces available

Cycle hub
Membership required

Altrincham – Bury

Altrincham – Piccadilly

Bury – Droylsden

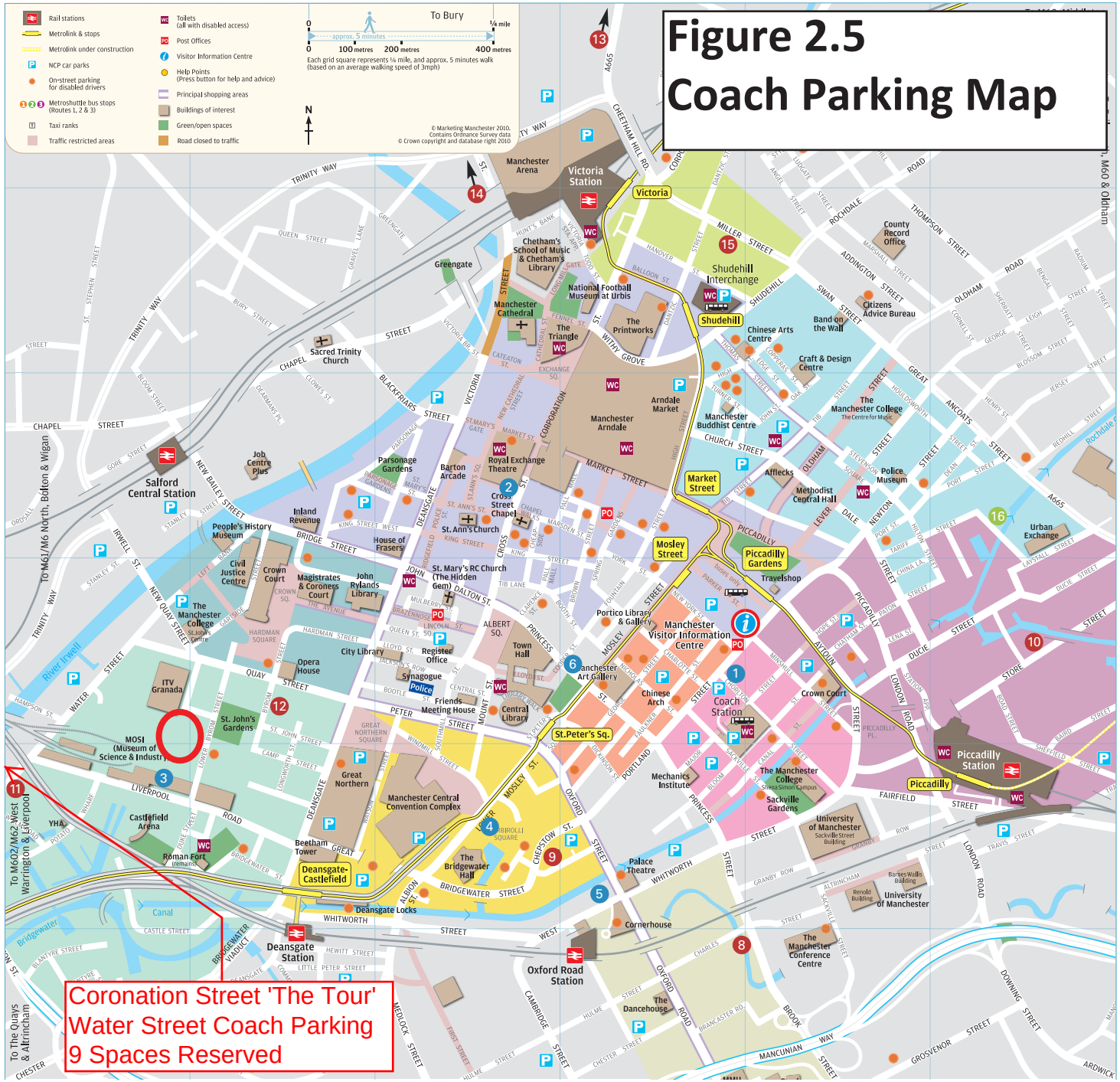
Eccles – Piccadilly

MediaCityUK – Cornbrook

St Werburgh's Road – Rochdale Railway Station

Woodlands Road stop: limited service 10am–4pm Mon–Fri
At all other times use Abraham Moss

Figure 2.5
Coach Parking Map



Manchester City Centre

Welcome! Manchester's compact city centre contains lots to do in a small space. To help, we've colour coded the city. Explore and enjoy!

Central Retail District
Featuring the biggest names in fashion, including high street favourites.

Northern Quarter
Manchester's creative, urban heart with independent fashion stores, record shops and cafés.

The Gay Village
Unique atmosphere with restaurants, bars and clubs around vibrant Canal Street.

Petersfield
Manchester Central Convention Complex, The Bridgewater Hall and Great Northern.

Piccadilly
The main gateway into Manchester, with Piccadilly train station and Piccadilly Gardens.

Spinningfields
A newly developed quarter combining retail, leisure, business and public spaces.

Chinatown
Made up of oriental businesses including Chinese, Thai, Japanese and Korean restaurants.

Castlefield
The place to escape from the hustle and bustle of city life with waterside pubs and bars.

Oxford Road
Home to the city's two universities and a host of cultural attractions.

NOMA
A newly developed 20 acre site combining offices, shops, hotels and homes.

