

GOAL - Promote Alternative Transportation - Co-op Live

From our initial Carbon Footprint modelling, we calculated that Fan Travel was our single largest emission source at circa 50% of our total emissions. Therefore, an area that we are focusing on, we are aiming to encourage fans to travel sustainably to Co-op Live.

For the opening season we have agreed a deal with Transport for Greater Manchester (TfGM) who run local transport services within Greater Manchester on behalf of the Major. For the opening season we are providing fans with **free** tram travel to the event, just by showing their event ticket. This began in April and has run through to the end of July covering 30 events as part of our opening season and is a first in the UK.

[Co-op Live fans to get free bus and tram travel in opening season - Manchester Evening News](#)

Tram location for Co-op Live

The tram stop is circa 100m from Co-op Live and there are regular trams every 6 minutes running back into the city centre. The Trams runs till 00:30 on weekdays and 01:28 on weekends so fans have plenty of time to catch it after events finish.

Further there are multiple bus stops with 200-300 meters of the venue. As shown in the map below.

Journey planner

As part of the deal with TfGM we have also created a bespoke journey planner. Working with a specialist journey planning company, You Smart Thing.

[Personalised Travel by You. Smart. Thing. \(yousmartthing.com\)](#)

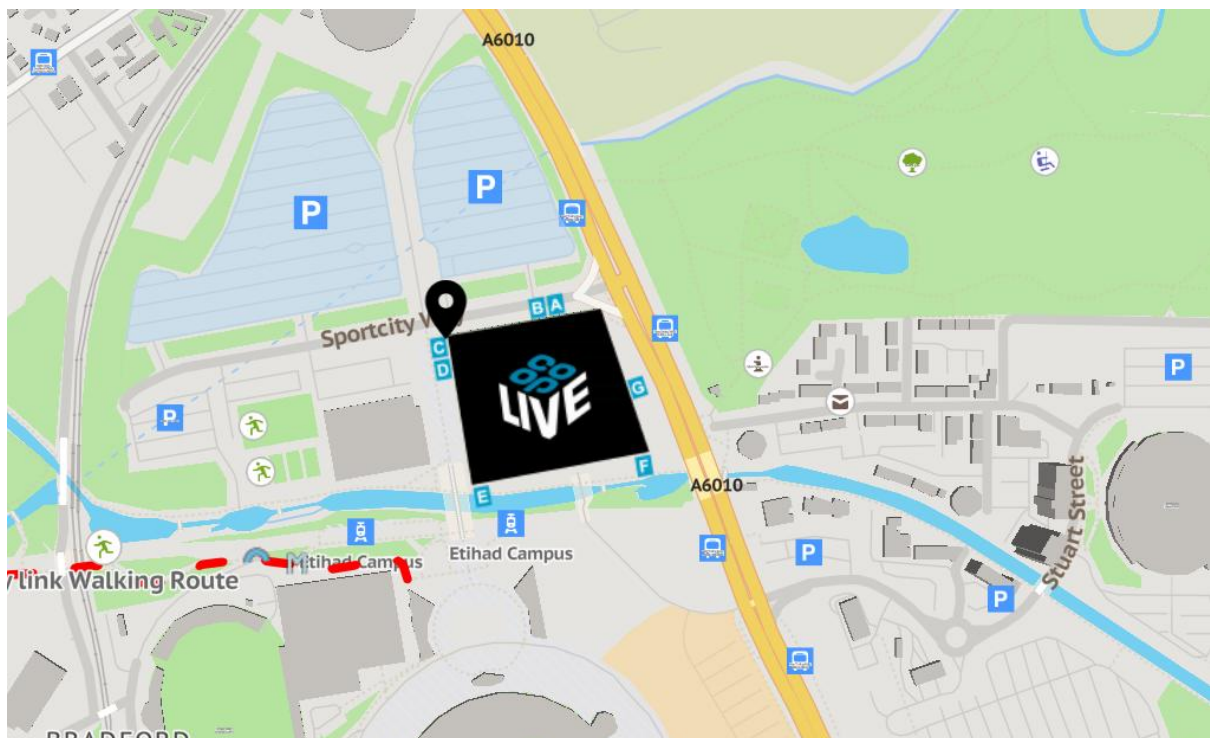
The link is available to this from the TfGM Co-op Live travel information page.

[Getting to Co-op Live | Bee Network | Powered by TfGM](#)

One of the main benefits of this journey planner (over Google etc) is that it allows users to have more scope to influence and adapt the map. As you can see from the below, we had added the entrances to the venue, highlighted the car park etc. We have also made it clearer how close public transport is to the venue.

Furthermore, we have also highlighted the **City Link Presented by The Climate Pledge**, which is a dedicated walking route from Co-op Live to the city centre. This is highlighted in Red on the map. With the new journey planner, we are also able to influence the travel advice. For example, if fans select Manchester Piccadilly (the primary train station in Manchester) as their starting point for the journey. We have programmed the journey planner to favour the City Link Presented by The Climate Pledge as the main travel option to the venue, in favour of the tram. As on event days this is more likely to be a quicker as well as more sustainable route to the venue.

Another benefit of the journey planner is that it allows fans to select the event they are attending. We have programmed these in, to include the specific start date and time. This allows the journey planner to alter the advice based on the date and time of the event. For example, we can programme in planned maintenance or known disruption events and then alter the advice to take these into account.

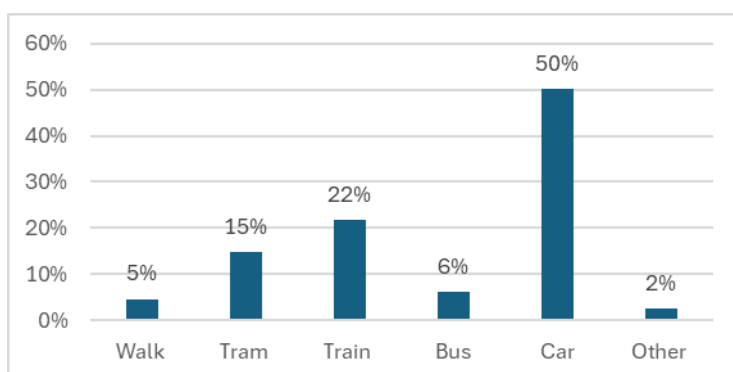


Co-op Live dedicated journey planner - You Smart Thing.

Fan Travel Survey Data

As Fan travel is such a significant part of our Carbon Footprint, we have tried to gather a wide range of data sets to better understand fan travel intention, verses actual travel modes used.

We carried out fan travel intention survey ahead of opening. This showed that 50% of fans planned to travel by car. With 15% by Tram and 22% by rail. This is a positive first impression as it shows, it also may only cover part of a fan journey.

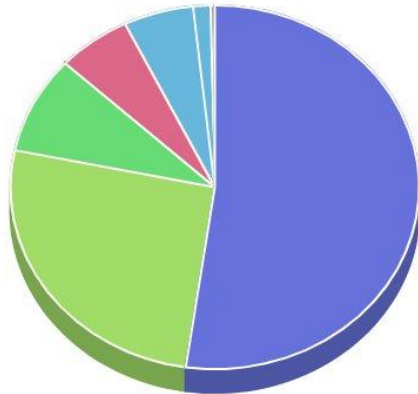


Fan travel intention survey (circa 340 respondents)

The journey planner mentioned above also allows us to capture data. It shows that circa 56k people have logged on to create a personalised journey plan, and then capture the

advice they provide. We accept that this is advice and that fans will sometime take different travel modes.

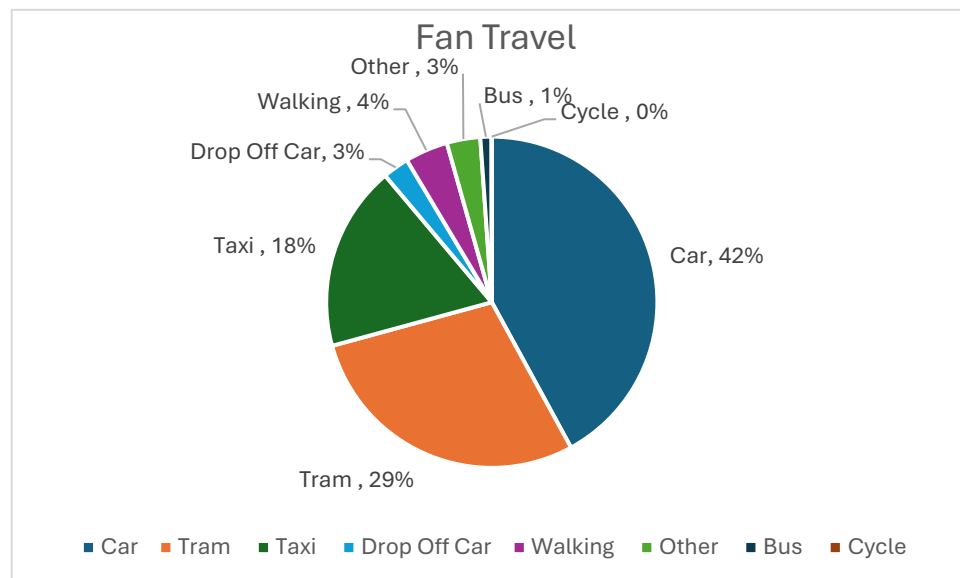
Co-op Live Journey planner tool - summary of travel advice provided to 56k fans



This data shows a large percentage of the fans are advised to use public transport. With only a small percentage being advised to drive. From the software we can see that most users of the tool input Manchester as there starting destination, which helps explain the preference for public transport. This data is helpful in developing a broader view on fan travel but should not be viewed in isolation.

Post purchase survey

We also carry out a post purchase survey on all fans who have attended an event. This is a broad survey covering multiple different questions around the overall fan experience. It asks how fans have travelled to the event. For data up to May 2025. It shows that 29% of fans are travelling by tram and 4% walking, 1% by bus and 18% by taxi, 3% drop off and 42% travelling by car. This is positive to see that more fans are travelling by sustainable transport modes.



We repeat this survey after every event, and this continues to build our body of data to help build a convergence of evidence showing that fans are travelling sustainably to Co-op Live.

Post purchase survey data showing how fans travelled to Co-op Live.

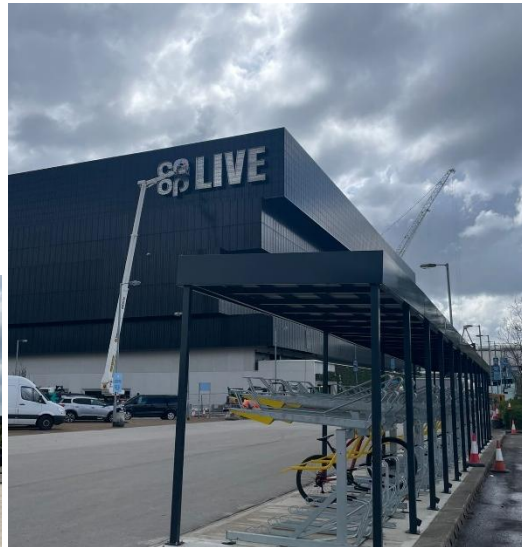
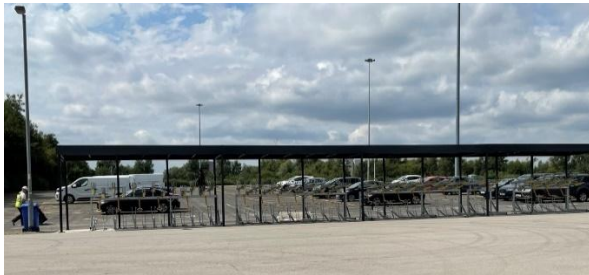
If you compare the fan intention survey with the post event survey you can see huge shifts in fan behaviour...

- 14% more people using the tram
- -8% car usage

Cycle Storage

We have installed circa 400 cover cycle bays in close proximity to Co-op Live.

One is near entrance C and has a 'green roof' and the other is in between MCFC stadium and Co-op Live on the Campus nearer to Entrance E and F.



Electric Vehicle charging

We have a small number of EV charging bays in the approved car parks around Co-op Live. These are identifiable on various Apps.



[Staff travel discounts](#)

Co-op Live working alongside Transport for Greater Manchester are distributing Clipper travel cards for staff discounts on travel by tram, to support the cost of travelling around Greater Manchester. This means that staff pay less for travel tickets, in essence getting a ticket free across 10 travelcards, available to use across the next 8 weeks.

For full detail on the Clipper ticket, visit here: **[Cut your travel costs with Clipper | Bee Network | Powered by TfGM](#)**

[Additional late-night trains](#)

Co-op Live has also been working with rail operators to test later train services running post event to help further connect the venue, the tram back to the main rail hubs in the city centre and then onto key destinations like Liverpool. So far, the following additional late night train services have been secured.

- **All items in Silver.**
- Provide discounted fare for public transit with at least 25% of event tickets in the most recent 12 months OR provide employees monthly transit benefits that facilitate use of transit for the last 12 months.