



CO-OP LIVE TRAVEL PLAN – 6 MONTHS UPDATE

EXECUTIVE SUMMARY

The initial Co-op Live Carbon Footprint modelling calculated that Fan Travel would be the single largest emission source at Co-op Live contributing circa 50% of our total emissions. Therefore, a significant number of measures have been deployed by Co-op Live to reduce the dependency on the private car and encourage fans to travel sustainably to Co-op Live. These included investing in free tram travel during the opening season and a £4m investment in a walking route.

This approach has successfully led to a sustainable travel approach by our fans with more fans travelling by tram and walking than using a car.

Since opening, in the initial six-month period, over 653,408 fans have visited Co-op Live with **57%** of fans saying they have travelled sustainably - 35% using the tram, 5% walking, 16% using taxi/ride share and 1% by bus versus 39% by private car.

If you compare this to the fan intention survey issued prior to opening, there have been significant shifts in fan behaviour:

- Car = **-11%** (from 50% down to 39%)
- Tram = **+20%** (from 15% to 35%)

Co-op Live anticipates that over 750,000 fans will travel sustainably to the venue over the next 12 months, reducing the number of fans arriving by private car.

The free tram travel scheme provided to fans by Co-op Live during the opening season highlighted to fans that Co-op Live is easily accessible by tram and public transport. Fan feedback received highlighted the multiple benefits of tram travel including being the 'easiest mode of transport', the best transport mode to 'avoid traffic' and the 'quickest'. These were considered more important than the 'free pass'. Initial travel pattern monitoring has shown that fans are still choosing tram travel without the 'free' opening season offer.

The £4m investment into the Citylink walking route by Co-op Live has also helped to encourage fans to choose this active travel route as it is safe, well-lit, has additional CCTV and provides a more interesting walk which is enhanced by artwork, light installations and "*instagrammable*" moments.

Other measures put in place by Co-op Live include regular communications with fans reiterating sustainable travel messages and the availability of a bespoke journey planning tool to enable fans to select the event they are attending, to receive information that is specific to that event day and time. There has also been

investment in enhanced cycle storage and additional wayfinding on and surrounding the Etihad Campus.

The establishment of a dedicated UBER and private hire pick up and drop off zone supported by a dedicated team of stewards to direct fans to the venue has also contributed to a shift away from private car use by fans attending events. The use of geofencing taxi pick up areas and the proactive stewarding and marshalling of the pickup and drop off areas has limited vehicle congestion and disruption caused to local communities.

On a select number of events, a dedicated bus shuttle service has been implemented to transport up to 2,000 fans back to the city centre. The use of a dedicated bus shuttle remains an option for future events to ensure that Co-op Live maintains the option to reduce private car usage and promotes more sustainable and considerate modes of transport.

The rest of this report summaries the work undertaken by Co-op Live to support its travel plan strategy:

1. Fan Communication
2. Support for those that need to drive
3. Staff travel
4. Pedestrian Movement
5. Cycle Storage
6. Event Parking
7. Resident Parking Scheme
8. Additional measures – Trains, Park & Ride, Ride share & Taxi's/Hackney cabs
9. Travel Surveys

1.0 FAN COMMUNICATION

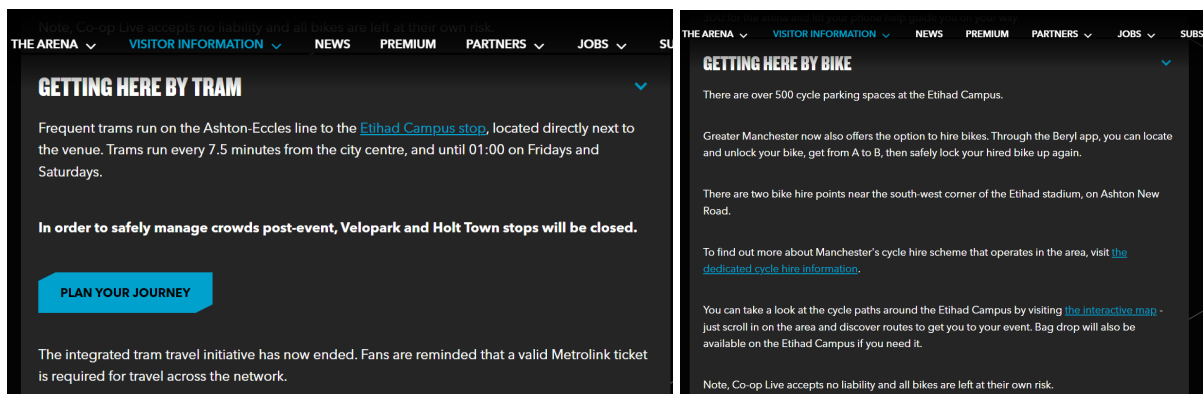
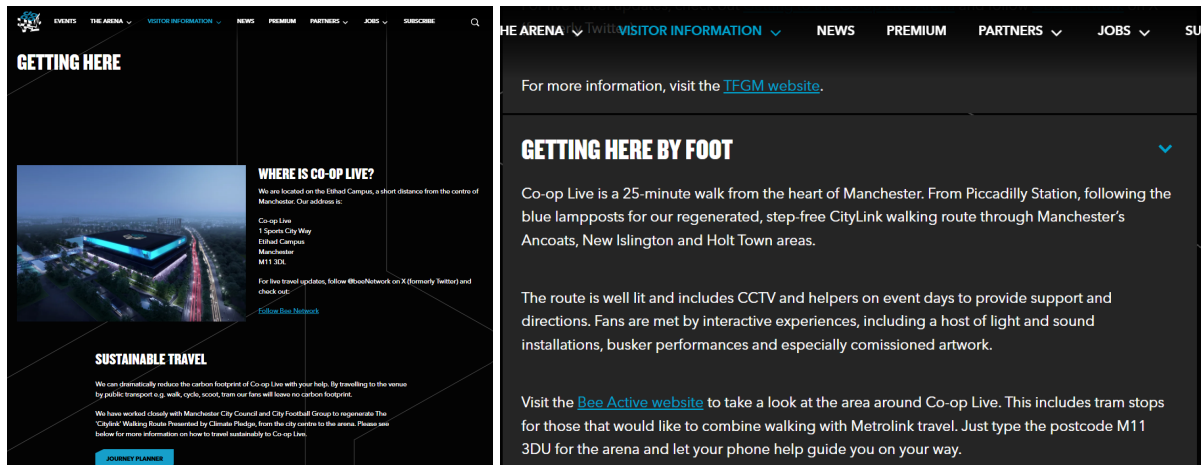
Co-op Live communicates a targeted multi-modal travel solution to all fans with sustainable travel interweaved throughout the messaging to fans. This includes the overriding media strategy, Co-op Live website, 'know before you go' emails and app push notifications all of which help to support tailored travel demand messaging based on the specific details and fan demographics associated with each event. The priority is to provide fans with the latest travel details around all available options and the best information to enable fans to make sustainable travel choices. Some examples are in *Appendix 1* and below:

PR

Co-op Live proactively communicates sustainability and social responsibility initiatives to the media to help amplify our messaging to fans via these channels. Examples of sustainably focused press releases and coverage can be found in *Appendix 1*.

Website

Co-op Live has a section on its website dedicated to the most sustainable transport methods to get to Co-op Live - [link](#). Here are a few examples of how the website utilises its 340,000 users per month.



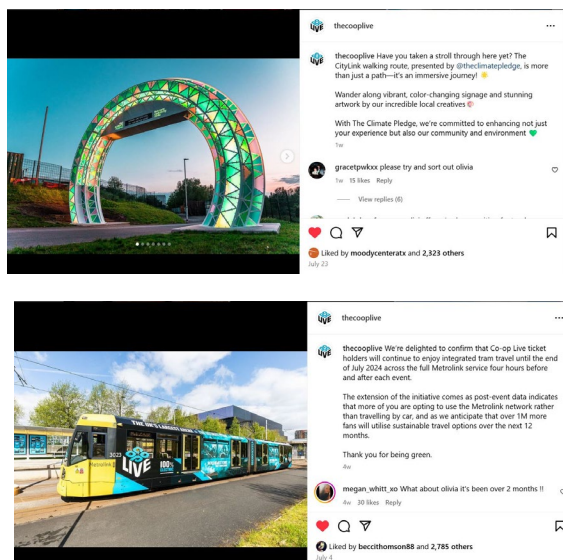
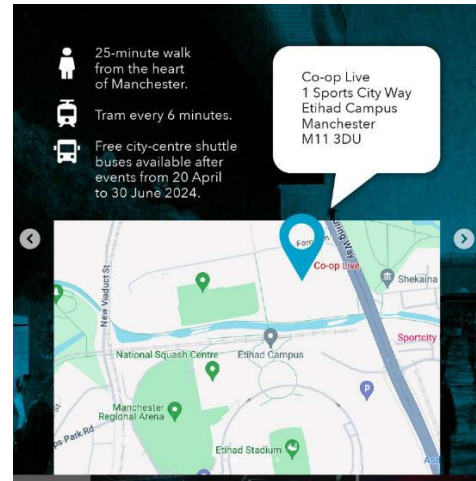
E-mail - Know Before You Go

Engaging fans before they get here.

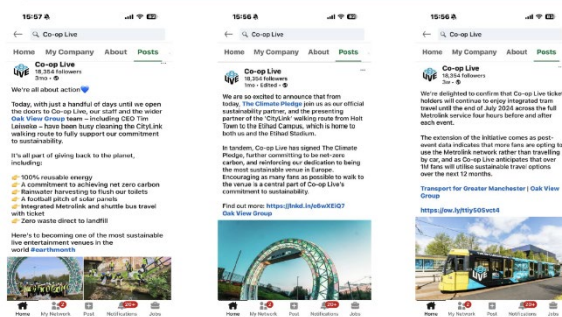
Know Before You Go communications go to all fans prior to events via email, social media channels, push notifications via the Co-op Live app and within the general information available which promote sustainable travel, walking, tram and bus as the priority means to get to Co-op Live.

Social Channels

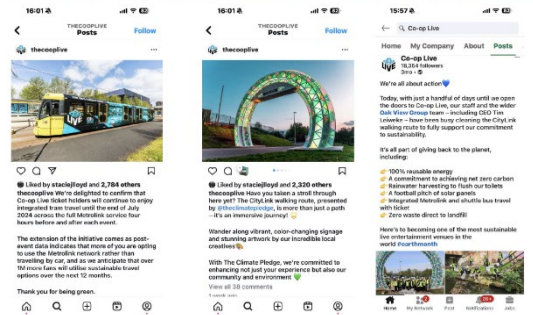
Co-op Live has 180,000 followers across social channels such as TikTok, X, Instagram, Facebook and LinkedIn per month. These channels alongside push notifications from the Co-op Live app are integral for live and immediate travel communications.



ENGAGE DIGITAL FOLLOWERS – LinkedIn



ENGAGE DIGITAL FOLLOWERS – Instagram



Wayfinding

Effective wayfinding and signage are provided around Co-op Live to guide fans to the tram, walking route, pick up and drop off points and the car parks. Maps are provided as part of the ticket purchase and on the website.

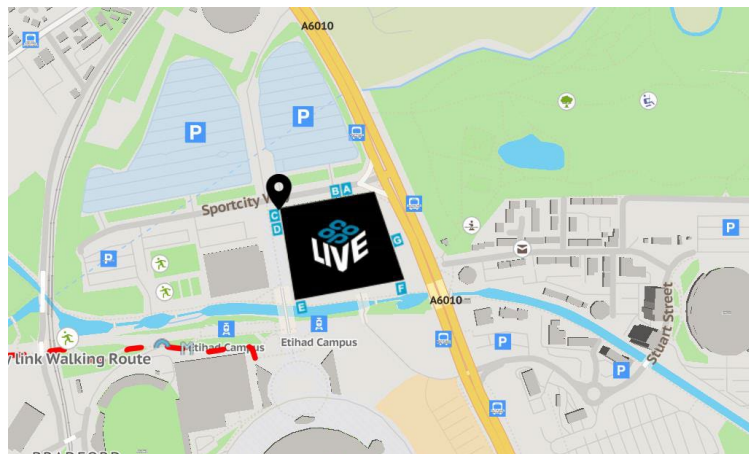
There are dedicated pick up points for rideshare and taxi drop off points away from the main traffic routes around Co-op Live.

Travel Conversation

During its opening season, Co-op Live changed the travel conversation with fans to encourage fans to get to the venue sustainably and support the Co-op Live “planet friendly” ethos. Co-op Live and Transport for Greater Manchester (TfGM) created a ground-breaking sustainability initiative in May, June, July and August that allowed all fans to travel on Greater Manchester’s tram network for ‘free’ (with such travel being subsidised by Co-op Live). Fans just had to show their event ticket to ride the yellow tram to and from Co-op Live.

This began in April and ran through to mid-August covering 32 events as part of the venues opening season and was a first in the UK attracting media coverage - [Co-op Live fans to get free bus and tram travel in opening season - Manchester Evening News](#).

Now that the free tram travel offer has concluded, Co-op Live is reviewing travel usage to understand the impact this has had on fans travel choice, initial indications indicate that tram travel is still a strong and a significant travel choice for fans regardless of incentivisation.



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 trams after events finish. Furthermore, there are multiple bus stops with 200-300 meters of the venue as shown in the above map.

In addition to the website, social media and point of purchase examples above, Co-op Live work with TfGM to enhance the data fans get per event/ on the day to try and ensure that they are provided with real-time information wherever possible.

Journey planner

As part of the deal with TfGM, Co-op Live created a bespoke journey planner. Working with a specialist journey planning company, You Smart Thing.

[Personalised Travel by You. Smart. Thing. \(yousmarthing.com\)](https://yousmarthing.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, Co-op Live added the entrances to the venue, highlighted the car park and also made it clearer how close public transport is to the venue.



Furthermore, Co-op Live 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, Co-op Live can influence the travel advice. For example, if fans select Manchester Piccadilly (the primary train station in Manchester) as the start point for their journey, Co-op Live has 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. On

event days, this is more likely to be quicker as well as a more sustainable route to the venue.

Another benefit of the journey planner is that it allows fans to select the event they are attending. Co-op Live 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, the venue can programme planned maintenance or known disruption events into the planner and alter the advice available to take these into account.

Below is a quote from Clodagh Buckley, Relationship Manager, TfGM, regarding the Co-op Live sustainability initiatives

"Co-op Live's focus on sustainability led to the innovative initiative designed with TfGM which saw tram and shuttle bus travel included for all ticket holders during opening season. This unique offer funded by the venue supported access to quick, safe and reliable transport options and encouraged event goers to use more sustainable modes to and from the arena. Customers told us they loved it and over 200,000 travelled there on public transport, with a much lesser reliance car. When combined with the investment made on the innovative new walking route between the venue and the city, these initiatives helped fans move around with ease during the very busy opening season, delivered a better fan experience and supported TfGM as we integrated this large new venue into Greater Manchester's Bee Network".

Appendix 1, Highlights where Co-op Live promote travel throughout the buying journey.

2.0 SUPPORTING THOSE WHO NEED TO DRIVE

Co-op Live's Traffic Management plan ensures that spaces nearest to the venue's accessible entrances are available for Blue badge holders. Significant deployments of car park marshals ensure that supporters with additional needs have a point of contact on arrival and additional support from the venue can be deployed to ensure the visitor has the best visitor experience.

Co-op Live is investigating employee travel discounts with local public transport operations and a cycle to work scheme.

3.0 STAFF TRAVEL

Staff Discounts

Co-op Live, in partnership with Transport for Greater Manchester, distributed Clipper travel cards to Co-op Live staff. Clipper travel cards provide a discount on travel by tram and Co-op provided these to casual and full time staff, to support the cost of travelling around Greater Manchester. This meant staff paid less for travel tickets, in essence getting a ticket free across 10 travelcards, available to use across an 8-week period.

This was shared with staff on 8th June and Staff could use for the following 8 weeks (June – July) - **Cut your travel costs with Clipper | Bee Network | Powered by TfGM.**

Co-op Live provides specific travel advice to staff within the Event Transport and External Operations plan that is produced for each event. This package contains detailed information around travel options to enable staff at the venue to plan a sustainable journey to work and reduce the dependency on private vehicles. Wherever possible Co-op Live will promote information in relation to walking, as well as details relating to public transport and local car share schemes.

Within our employee welcome information for new starters, Co-op Live encourages sustainable travel, promoting the tram service as the best method of travel to the Etihad Campus. Cycling is also encouraged highlighting the cycle racks available. The information promotes the use of electric charging points.

In addition to the Travel Information Pack, all employees are provide information on how to travel sustainably to events via the bespoke journey planner Co-op Live and TfGM created - <https://tfgm.com/getting-to-co-op-live-arena> for each event.

Co-op Live will explore the option for interest free travel loan schemes for use of public transport over the next calendar year.

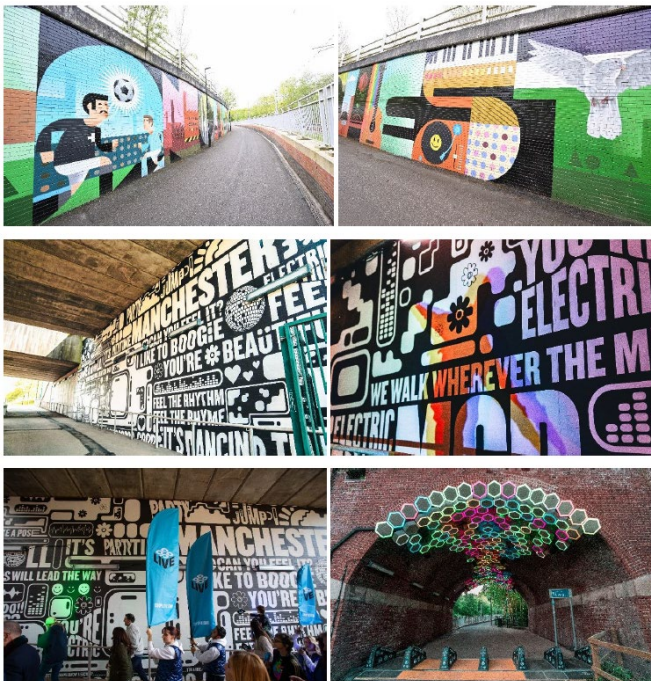
4.0 PEDESTRIAN MOVEMENT

Walking - City Link Presented by The Climate Pledge

It wasn't only important that key walkways were identified, well-lit and signposted, they have been enhanced to encourage fans to walk, hence the investment in 'The City Link Presented by The Climate Pledge' walking route which reimagines the fans' journeys from the city centre to the Etihad Campus. The commitment was c£4 million of regenerative investment in East Manchester, delivered in partnership with Manchester City Football Club and Manchester City Council, and promotes the use of sustainable travel to and from the all-electric arena.

Co-op Live also attracted a significant sustainably focused sponsor in the form of The Climate Pledge, with the route known as "The City Link Presented by The Climate Pledge".

The City Link presented by The Climate Pledge is a true asset to the local community, open all year round and is fast becoming a destination in its own right as a result of the artwork and features installed along the route (as seen in the images below).



The City Link presented by The Climate Pledge connects the local community, by creating a safe and well-lit walking route from the City Centre to the Etihad Campus., especially the last leg of the route from Holt Town to the Etihad Campus. The recent announcement

of the strategic regeneration framework for the area highlights progress with Manchester City Council naming Holt Town as one of its regeneration priorities, which is great for the neighbourhood.

[Holt Town vision takes shape as Council looks ahead to major consultation | Manchester City Council](#)

Furthermore, the Climate Pledge Arch has a counter that clocks people through as they walk, celebrating fans walking to and from the venue as well as a QR code

scanner linking to [this page](#) that educates the fan in how walking helps us achieve our sustainability goals.

Impact on Nature

This greatly supports local nature and habitat around Manchester as it directly takes cars off the road and will also reduce the number of taxis fans use to get to the venue. Co-op Live have designed the route to be a destination and an asset to local community. It is designed to be open and useable 360 days of the year and is already proving popular with joggers and dog walkers. The arena has also looked to support nature along the route where possible. Co-op Live planted 100m of wildflowers and reseeded grass areas that were impacted by construction.

Local Artwork

Co-op Live have commissioned local artists to create bespoke artwork along the route to enhance the physical built environment and worked with local sound engineers to create the soundscapes for the Hive Bridge. By choosing local artists Co-op Live are supporting local talent to have an impact in their local community. Whist hopefully their artwork can inspire new generations of future artists.



Our collaborative and sustainable focus has been commended by Cllr Bev Craig, Leader, Manchester City Council: ...

"Co-op Live is an exemplar in the city of a business designing sustainability into its building and operational delivery to support the ambition of being net zero by 2038.

The buildings multiple sustainable features show businesses that solar, heat pumps and zero gas are possible and save carbon and money.

Working together on the innovative walking route has helped set a benchmark for urban public realm placemaking for the night-time economy.

Co-op Live's efforts to drive sustainable fan travel behaviour not only supports the journey to net zero it enhances the wellbeing of fans and benefits all our community."

Wayfinding

Effective wayfinding and signage are provided around Co-op Live to guide fans to the tram, walking route, taxi pick up/ drop off points and the car parks. Maps are provided as part of the ticket purchase and on the website.

Wayfinding is also covered in the “know before you go” social media posting.

There are dedicated pick up points for rideshare and taxis away from the main traffic routes around Co-op Live.

The wayfinding strategy is supported by a team of Co-op Live stewards to provide reassurance and wayfinding support to customers as well as supporting crowd management which contributes to a key part of the overall fan experience. Co-op Live wayfinding stewards are deployed across the Etihad Campus and its outer environs to ensure that visiting fans have a positive experience approaching on foot and by public transport to encourage future reductions in private vehicle usage.

5.0 CYCLE STORAGE

Co-op Live have installed an additional 240 covered cycle bays. One is near entrance C to the venue and has a 'green roof' and the other is in between the Etihad Stadium and Co-op Live on the Etihad Campus and nearer to Entrance E and F of the venue.

Currently, only a few fans cycle to events, but it is a great travel solution for our staff – 3% of casual staff cycle to work.



Co-op Live is awaiting TFGM to install the micromobility provider (Beryl) bays in the immediate vicinity of Co-op Live and Etihad Stadium, which will further improve the use of cycling to and from the Etihad Campus.

Now that the venue is in operation, Co-op Live are looking to local partners like the National Cycling Centre and Bee Network to ensure that cycling is promoted in general as a sustainable method of personal transport as well as part of a healthy lifestyle choice.

6.0 EVENT PARKING

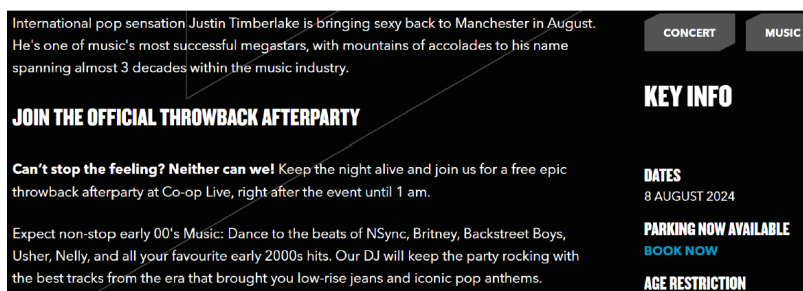
Car parking spaces for visitors were initially advertised a few weeks in advance of an event and were only available on a pre-booked basis.

Following feedback from fans, it was recognised that limiting the option to book parking to the few weeks prior to an event taking place, restricted the opportunity for fans to effectively plan their journey. This lack of planning resulted in vehicles potentially being used more frequently due to leaving parking to chance and encouraged rogue parking operators which impacted local residents and congestion.

Therefore, Co-op Live has worked closely with its Etihad Campus partners to develop a system which will allow fans to consider purchasing parking at the time of booking an event ticket moving forward (subject to availability and other scheduled events on the Etihad Campus). Whilst the number of parking spaces available will not be increased, the ability for fans to make considered travel plans in advance, should result in smarter travel planning.

Event parking is promoted with events via an online booking system to ticket purchasers only.

ONLINE SYSTEM TO PURCHASE PARKING



International pop sensation Justin Timberlake is bringing sexy back to Manchester in August. He's one of music's most successful megastars, with mountains of accolades to his name spanning almost 3 decades within the music industry.

JOIN THE OFFICIAL THROWBACK AFTERPARTY

Can't stop the feeling? Neither can we! Keep the night alive and join us for a free epic throwback afterparty at Co-op Live, right after the event until 1 am.

Expect non-stop early 00's Music: Dance to the beats of NSync, Britney, Backstreet Boys, Usher, Nelly, and all your favourite early 2000s hits. Our DJ will keep the party rocking with the best tracks from the era that brought you low-rise jeans and iconic pop anthems.

CONCERT **MUSIC**

KEY INFO

DATES
8 AUGUST 2024

PARKING NOW AVAILABLE
[BOOK NOW](#)

AGE RESTRICTION

Parking at Co-op Live can be pre booked via an online platform. This is provided by Ticketmaster, a platform that fans are familiar with as they use it to book tickets to the event they are attending.

Clicking on the event link takes you to a dedicated parking page for the event. When parking is made available:

- Fans can select from 3 official parking options. Blue, Orange or accessible.
- When they book a space they will receive a ticket, which mirrors the ticket for the event
- On the day, the parking ticket has a bar code / QR code that is scanned by a parking attendant with a handheld scanner to speed up ingress



Car Park - Justin Timberlake 8th August

Thu • Aug 08, 2024 • 06:00 PM | [View Event Info](#)

Max. Seat Limit: 1

Blue - General

Car Park Space

£25.00

−

0

+

Orange - General

Car Park Space

£25.00

−

0

+

Blue - Accessible

Accessible Car Park Space

£0.00

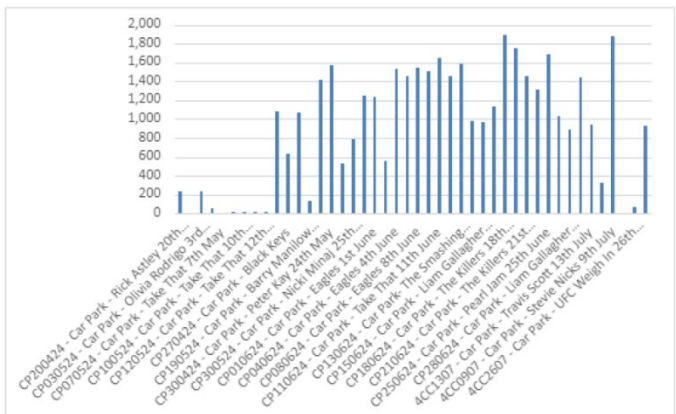
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Via the Ticketmaster TM1 platform, Co-op Live can report the number of car parking spaces booked online as shown.

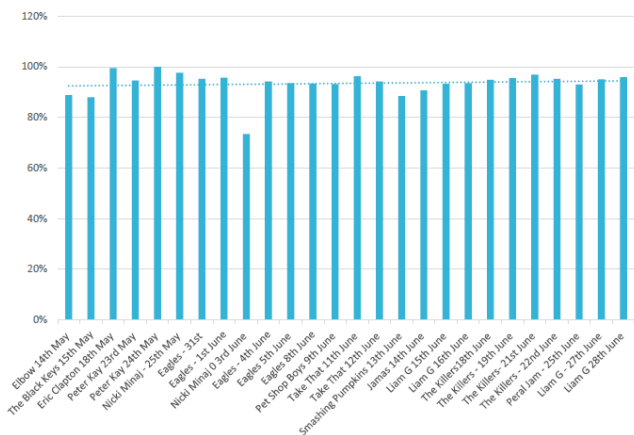
ONLINE BOOKED CAR PARKING AT CO-OP LIVE



Parking is cashless. If space allows, fans can pay on the day via card and payment is taken on a handheld device. On average **93%** of parking is prebooked in advance of an event, with only **7%** booked on the actual event day.

The highest % pre booked parking (being parking booked in advance of the event day) was for Peter Kay at 100% and Eric Clapton at 99%. The lowest % was Nicki Minaj on the 3rd June. This was a rescheduled concert.

PARKING BOOKING AS % ONLINE 'V' ON EVENT DAY



The time taken to clear the car park on egress is monitored and reported on for each event. A clearance rate of 1.5 hours is targeted for all events.

The ingress and egress parking strategy has evolved considerably since the venue opened. Co-op Live have worked with the campus traffic management company in developing the ingress and egress operation so that cars can enter and leave the site with minimal disruption to the local community. The recent MTV EMAs, saw over 800 cars cleared from Orange car park in approximately 40 minutes.

Co-op Live's External Operations team continue to work with partners to ensure the fan car park experience is as efficient as possible for those that need to use it whilst promoting sustainable travel options as the primary way to travel to the venue.

After each event, a flash report is created by the venue management team. This covers key information relating to the event. One of these measures is a time to clear each car park (Blue and Orange):

- The first example is for Travis Scott, Saturday 13th July
- The second example is for Pearl Jam, Tuesday 25th June
- The third example is for Kings of Leon, Wednesday 10th July
- The fourth example is for Crowded House, Tuesday 8th Oct

TIME TO CLEAR CAR PARKS – EGRESS

PARKING DETAILS			
	Total Cars	Free flow time	Clear
Event end time	22:25		
GA Blue	923		23:45

PARKING DETAILS			
	Total Cars	Free flow time	Clear
Event end time	22:59		
GA Blue	1010		23:52
GA Orange	687		00:14

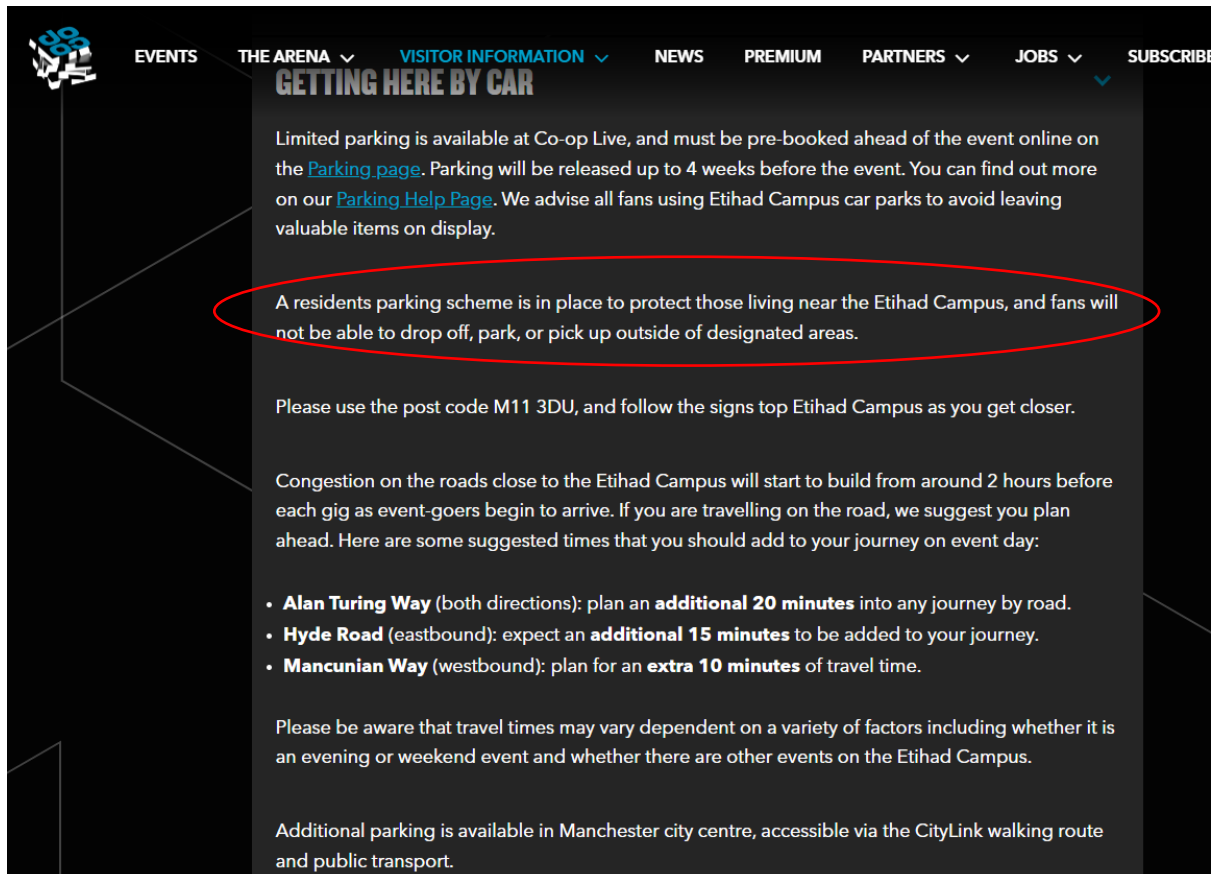
PARKING DETAILS			
	Total Cars	Free flow time	Clear
Event end time	22:54		
GA Blue	1182		00:00
GA Orange	406		23:55

PARKING DETAILS			
	Total Cars	Free flow time	Clear
GA Blue	875		23:15
GA Orange			

On all events you can see that the car parks cleared within 1.5 hours from the event end time. Please note parking also includes premium guests who often stay longer after the event finishes.

7.0 RESIDENT PARKING SCHEME

Co-op Live, working with MCC and MCFC, instigated a resident parking scheme in the local area before opening. This restricts cars parking on the streets close to the venue. This is communicated to fans in different ways, but as exemplified by the image from the website below and further supported by on street signage.



Enforcement

There is no on-street parking permitted within the immediate vicinity of Co-op Live, with no waiting at any time restrictions on Forge Lane, A6010 Alan Turing Way and A662 Ashton New Road. Support from MCC's parking civil enforcement officers to patrol the local highway network on event days would further help ensure that the area is kept free from parked cars and discourage private car travel to Co-op Live.

During event egress, the venue occasionally deploys stewards along Alan Turing Way as well as no waiting cones to deter pick up and drop off activity in this location.

Co-op Live is also working with the wider Campus and MCC to establish a new Traffic Regulation Order (TRO) for the area to minimise the impact of events on the wider community and ensure an efficient experience for all fans attending events across the Etihad Campus.

Following consultation with local residents, Co-op Live is identifying partners within local authority and traffic enforcement to support the enforcement of no waiting

near to the venue. In addition, as part of the ongoing review into traffic management, Co-op Live is considering options for parent pick up zones that are accommodated within the boundaries of the wider Etihad Campus so that waiting vehicles are not being inconsiderate to local residents.

There is a comprehensive wayfinding strategy in place for each specific event. This includes Variable Messaging Boards (VMS) to raise awareness of the event and the impact it will have on the wider transport network. The additional measures that will be included in the TRO will ensure the most efficient routing of all vehicles to support event and background traffic.

8.0 ADDITIONAL MEASURES

Late-night Trains

Co-op Live has been working with rail operators to test later train services running post event to help further connect the venue to the main rail hubs in the city centre and then onto key destinations, such as Liverpool. This conversation has utilised data and insight on fan travel to encourage rail operators to change train timetables, which again is very unusual. So far, the venue has agreed to 11 tests with TransPennine (events detailed below) and continues to hold conversations with Northern Rail to encourage them to adopt the same strategy. More trains running past 11pm will further help migrate event attendees from driving to using public transport (train/tram) solutions.

- 8th August (Justin Timberlake) - depart Manchester Victoria at 00:23 stopping at Newton Le Willows and Lea Green before arriving into Liverpool Lime Street at 01:02.
- Thursday 12th September (The Jonas Brothers) - depart at 00:25 from MCV to LIVERPOOL. stopping at Newton Le Willows and Lea Green.
- Tuesday 13th August (Noah Kahan) - depart 00:28 from Victoria to Liverpool calling at Newton Le Willows and Lea Green.
- Tuesday 27th August (Niall Horan) - departs at 1.06 on Wednesday 28th August from Man Picc to LIV
- Tuesday 26th Nov - (Sleep Token) - departs at 00:54 from MCV to Liverpool via Newton Le Willows and Lea Green.
- Wednesday 27th Nov - (Charli XCX) - departs at 00:54 from MCV to Liverpool via Newton Le Willows and Lea Green
- Sunday 15th Dec - (Paul McCartney) - departs at 00:50 from Mcr Airport to LIV, stopping at MAN Picc (01:02)
- Tuesday 17th Dec - (Slipknot) - departs at 00:42 from MCR Victoria to LIV, stopping at Newton Le Willows and Lea Green.
- Thursday 30th Jan - (Bullet for my Valentine) - departs at 00:45 on the 31st from MCR Victoria to LIV, stopping at Newton Le Willows and Lea Green.
- Sunday 9th Feb - (Cyndi Lauper) - departs at 00:14 on 10th to LIV Lime Street.
- Friday 14th Feb- (Craig David) - departs at 00:42 on 15th to LIV from MCR Victoria to Liverpool calling at Newton Le Willows and Lea Green.

Park & Ride

Park and Ride facilities are located across the Metrolink network, providing a total of over 2,300 spaces. The parking is often free of charge. This will be communicated to visitors that are travelling from further away. All metro stations offering park and ride facilities on the tram line to Co-op Live (Ashton line) are listed below.

Please see detail of our Park and Ride promotion from our website in the Visitor Information / Getting Here section on our main home page with a link to TFGM's Co-op Live event page that is updated per event - [Getting to Co-op Live | Bee Network | Powered by TfGM](#)

PARK AND RIDE

If you have to drive, did you know that there are 24 Park and Ride sites in Greater Manchester? You can park your car for free and hop on the tram to your destination. The nearest Park and Ride sites to the Co-op Live Arena are:

[Ashton Moss](#) (Ashton line) - 183 spaces and 12 disabled spaces

[Ashton West](#) (Ashton line) - 184 spaces and 11 disabled spaces

[Ladywell](#) (Ashton-Eccles line) - 332 spaces and 22 disabled spaces

Frequent trams run on the Ashton-Eccles line to the Etihad Campus stop, located directly next to the venue. Trams run every 6 minutes from the city centre, and until 01:00 on Fridays and Saturdays.

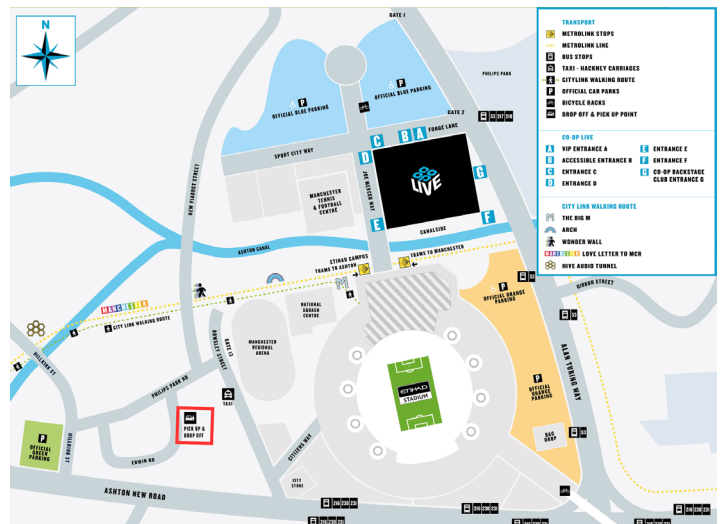
In order to safely manage crowds, Velopark and Holt Town stops will be closed post-event.

[PLAN YOUR JOURNEY](#)

Ride Share

There is a dedicated pick-up point for ride shares. This is located away from the main traffic flow leaving the venue. The spot is highlight in red on to map and this information is available on our website.

This spot is geo tagged for the main ride share platform used in the UK. This ensures that Ubers can only be booked at this point and not other areas around the venue.



Taxi / Private Hire / Black Cabs

There is a different pick-up point for taxis. This is on Rowsley Street and is one road away from the ride share pick up point on Edwin Road. The traffic management team is deployed for each event as well as on street signage to support routing vehicles through the system as efficiently as possible therefore minimising disruption to residents.

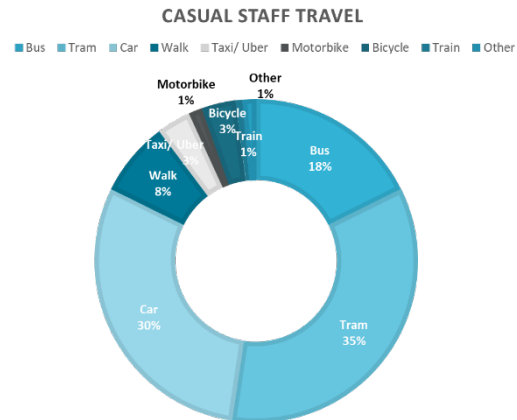
9.0 TRAVEL SURVEYS

Staff Travel Survey Data

Casual Staff October Survey

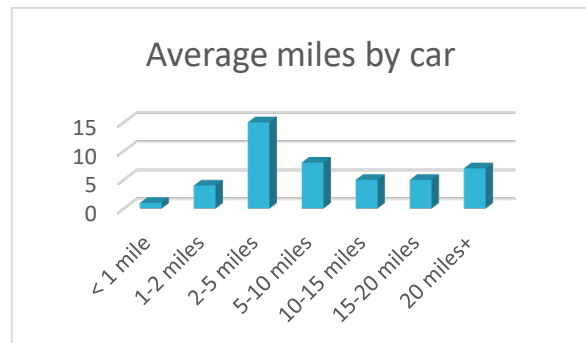
Currently, 147/900 (16%) of staff have responded to the travel survey issued in October. Of those who have responded:

- 65% are travelling sustainably, including walking, cycling & using public transport.
 - Tram 35%
 - Bus 18%
 - Walk 8%
 - Bicycle 3%
 - Train 1%



Car is 30% - (20% by electric & Hybrid / 27% Diesel & 52% Petrol)

- 11% under 2 miles
- 33% between 2-5 miles
- 17% between 5-10 miles
- 11% 10-15 miles and 15-20 miles
- 15% over 20 miles



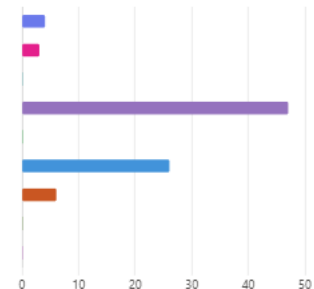
Full-time staff October survey

Currently, 86/93 (92%) of full time staff have responded to the travel survey issued in October. Of those who have responded:

- 46% are travelling sustainably, including walking & using public transport.
 - Tram 30%
 - Bus 4%
 - Walk 5%
 - Train 7%

1. What is your normal preferred transport mode to get to Co-op Live?

Walk	4
Bus	3
Bicycle	0
Car	47
Taxi/Uber	0
Tram	26
Train	6
Motorbike	0
Other	0

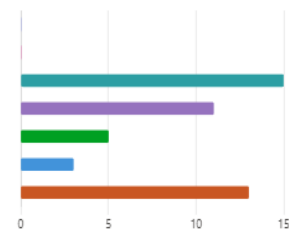


- 55% travel by car (15% by electric & Hybrid / 34% Diesel & 51% Petrol)

- 32% between 2-5 miles
- 23% between 5-10 miles
- 17% 10-15 miles and 15-20 miles
- 28% over 20 miles

3. What is the estimated mileage of your journey into work?

< 1 Mile	0
1 - 2 Miles	0
2 - 5 Miles	15
5 - 10 Miles	11
10 - 15 Miles	5
15 - 20 Miles	3
20+ Miles	13



Fan Travel Survey Data

As fan travel is such a significant part of the venue's Carbon Footprint, Co-op Live has tried to gather a wide range of data sets to better understand fan travel intention, versus actual travel modes used.

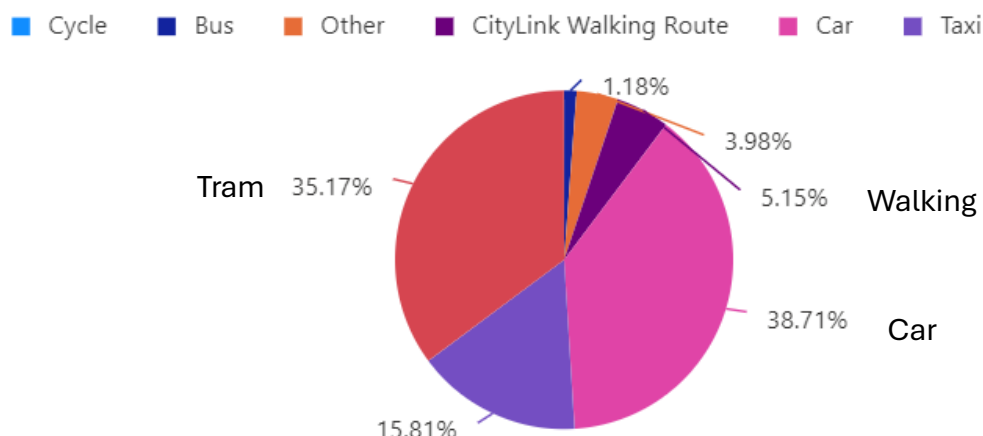
The venue carried out fan travel intention survey ahead of opening. This showed that 50% of fans planned to travel by car. With 15% by Tram and 22% by rail. However, the reality shows a shift away from car into public transport.

Post purchase survey

The post purchase survey is sent to all fans who have attended an event. It currently has 7,570 response from 653,408 fans attending to date, which is achieving a 1.2% response rate (as at 7th Nov).

The survey shows that, of those fans who have responded, more are travelling by tram (35%) and walking (5%) totalling 40% compared to 39% travelling by car. This is positive to see that more fans are travelling by tram/walking over travelling by car and if you add in bus (1%) and taxi/ride share (16%) the sustainable fan travel tips to **57%.**

Co-op Live repeat the survey via email on the morning after every event to all opted in fans who attended an event and this continues to build a body of data to help a convergence of evidence showing that fans travel sustainably to Co-op Live.

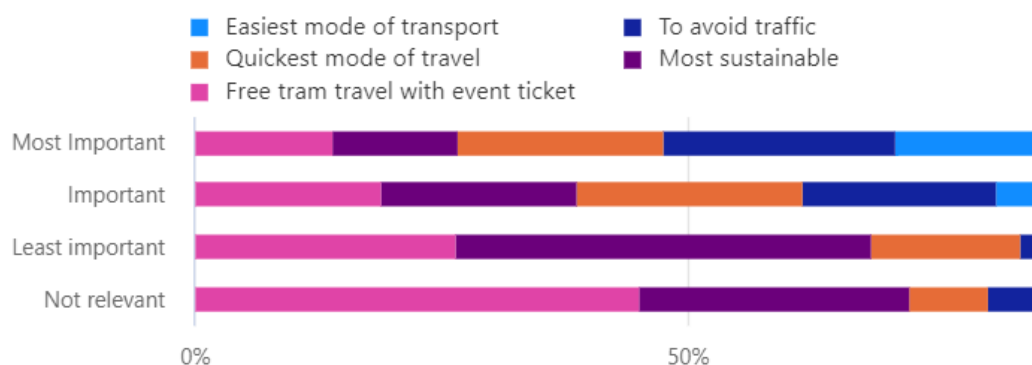


Comparing the fan intention survey with the post event survey, there has been a significant shift in fan behaviour:

- Car = **-11%** (from 50% down to 39%)
- Tram = **+20%** (from 15% to 35%)

A full year of results will be calculated when relevant to determine the impact of the subsidised tram travel during the opening season.

The fan survey also highlights what fans consider important to their travel decision. Avoiding traffic and the easiest and quickest mode of transport are considered most important, followed by the most sustainable choice.



Feedback

In addition to staff and fan surveys and the regular face to face Resident Forum meetings hosted by Co-op Live, the venue has built and maintained a relationship with TfGM and has scheduled review meetings to capture satisfaction and discuss opportunities.

Co-op Live recognises that only through effective engagement with TfGM and MCC will it continue to develop a class leading operation. Feedback meetings with TfGM and MCC will continue and will be used for capturing opportunities for promoting greater sustainable travel through effective partner working.

Appendix 1 – Fan Travel Planning

The following highlights the fans journey and the messaging about travelling to the venue:

Email

‘Know Before You Go (KBYG)’ before every event – included in our ‘Getting Here’ section. The Walking Route has its own dedicated section

GETTING HERE

We are located on the Etihad Campus, a short distance from the centre of Manchester. We encourage you to use sustainable travel.

Co-op Live
1 Sports City Way
Etihad Campus
Manchester
M11 3DU

TRAMS: Free Tram travel for ticketholders. You can hop onto Metrolink to get to and from the Etihad Campus tram stop which is adjacent to Co-op Live. You can travel up to four hours before the show and until the last tram afterwards, the offer covers across all four zones of the network. Please have your event ticket ready for Metrolink staff as it is your ticket to travel. Use our **dedicated journey planner here**.

WALKING ROUTE: 25 minute walk from Piccadilly Station through our brand new light installations. **Find out more here.**

THE WALKING ROUTE

We've regenerated the CityLink, Presented by The Climate Pledge, walking route from Holt Town to the Etihad Campus.

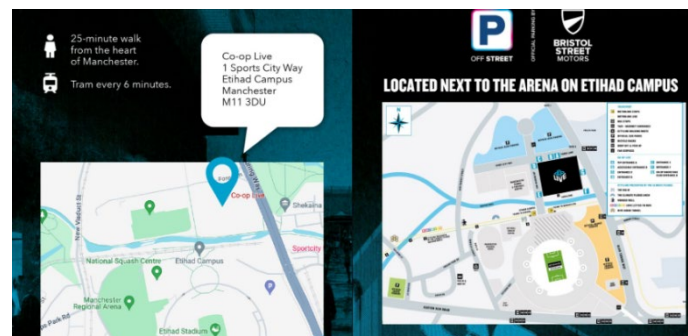
This route's been designed to create a vibrant pre-event experience to enhance your journey all the way to the arena. Just get off at Manchester Piccadilly and follow the 'walk this way' signs towards CityLink, Presented by The Climate Pledge, and prepared to be amazed.



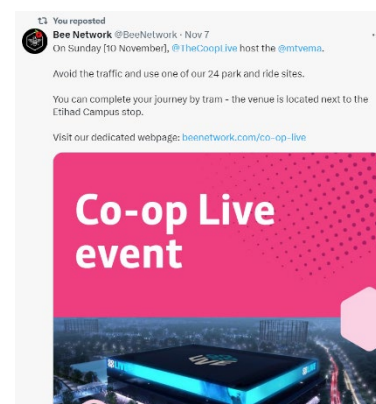
FIND OUT MORE

Socials

KBYG before every event: two images displaying tram travel and the Walking Route



Bee Network: Co-op Live repost their tweets promoting tram travel



Additional trains:



Subsidised Tram Travel: Examples of free tram travel and shuttle bus posts before each event it is valid for:



Website

Sustainability page: [Sustainability | Co-op Live](#)

Getting Here page: [Getting Here | Co-op Live](#)

The Walking Route page: [The 'Citylink' Walking Route | Co-op Live](#)

Event page sections: each individual event page with relevant tram information for that event.

App: our Getting Here tile leads to page with sections on sustainable travel

News articles:

- [Tram Travel Now Included For Show Ticket Holders | Co-op Live](#)
- [CO-OP LIVE AND TRANSPORT FOR GREATER MANCHESTER CONFIRM FREE SHUTTLE BUS SERVICE FOR UFC 304 | Co-op Live](#)
- [CO-OP LIVE AND TRANSPORT FOR GREATER MANCHESTER EXTEND INTEGRATED METROLINK TRAVEL UNTIL END OF JULY 2024 | Co-op Live](#)
- [The Climate Pledge joins forces with Co-op Live to launch redeveloped 'CityLink' walking route in Manchester | Co-op Live](#)