

# MANCHESTER UNITED FOOTBALL CLUB QUADRANT DEVELOPMENT

Manchester United Football Club

REVIEW OF TRAVEL PLAN 2004

September 2004

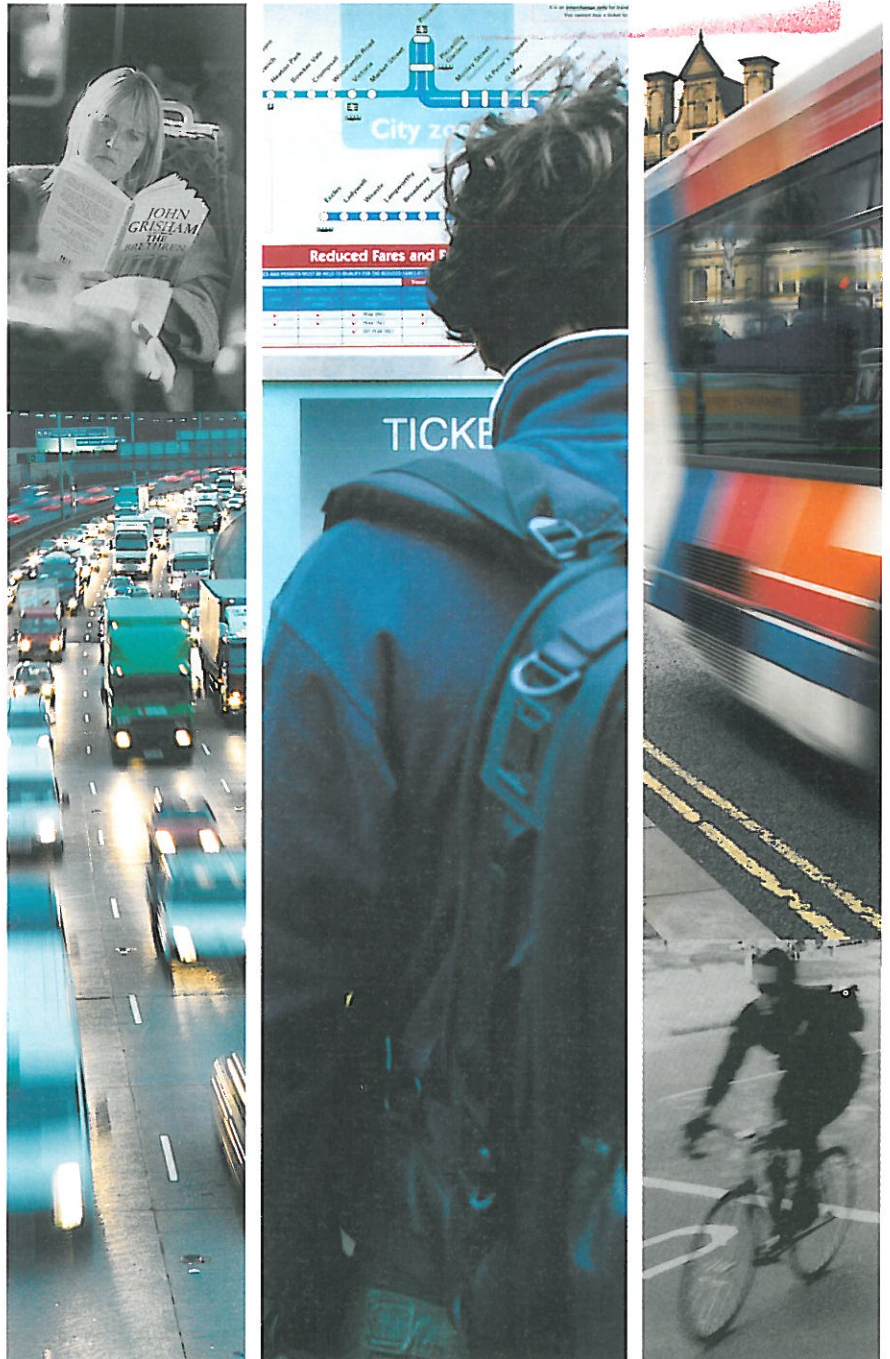
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MANCHESTER UNITED FOOTBALL CLUB

REVIEW OF TRAVEL PLAN 2004

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# 1 INTRODUCTION



# 1. Introduction

## 1.1. FOREWORD

Manchester United Football Club is proposing to redevelop Old Trafford to increase the stadium capacity by 12% from approximately 67,800 to around 75,000 spectators (licensed capacity) by developing the north east and north west quadrants.

Such an increase could place further stress on the local road network on matchdays, adding to congestion and parking problems. This review of the 1999 Travel Plan has been undertaken by the club to examine the effectiveness of the measures proposed in the plan, quantify the change in modal split since the original 1998 surveys and to identify further opportunities for encouraging greater use of non-car modes to travel to football matches.

This review will also consider opportunities for encouraging club employees and contractors, users of the conference facilities and visitors to the club shop, museum and stadium tours to use more sustainable modes of transport.

This review will support the planning application for the Quadrant development and provide evidence that the club is committed to reducing the impact of its activities on the surrounding area.

## 1.2. BACKGROUND

The Government White Paper "A New Deal for Transport – Better for Everyone" set out a clear policy to discourage unnecessary car travel and promote realistic and attractive alternatives. The concept of travel plans was embodied within the White Paper for organisations to develop a policy to promote the use of more environmentally friendly and sustainable transport modes than the private car by the staff and visitors.

A series of initiatives to encourage greater usage of public transport were introduced following the completion of the North Stand in 1996, which increased the stadium capacity to 55,000 spectators. These were deemed to have been successful in stemming the increasing trend for more car usage, however further measures were required to cater for the additional expansion.

Manchester United Football Club has undertaken a number of traffic related studies over the last six years to support its proposals for expansion of the stadium, firstly from a capacity of 55,000 to its existing level of 67,800 spectators, on completion of the East and West stands. It is now proposed to further develop the stadium by constructing the remaining two quadrants (North West and North East) to expand the capacity to circa 75,000. This is lower than the number of seats available which will be 76,300 – due to issues related to segregation of fans.

## 1.3. 1999 TRAVEL PLAN

The need for a travel plan was identified in 1999 when the club proposed to expand the stadium to 67,800 spectator capacity, from its previous 55,000 capacity with the construction of the new East and

West Stands. It was recognised that there could be a potential increase in the pressure on the road network and demand for parking, which required further measures to manage traffic impact and enhance public transport alternatives.

MUFC supported the principles of a travel plan to minimise road traffic impact and provide choice for spectators and developed a series of initiatives to support its stadium expansion plans.

A survey of 3,000 spectators in 1999 suggested that 77% arrived by car, contributing to congestion in and around the ground and on-street parking problems affecting the local community for periods of up to one hour before and after games.

The Travel Plan included a review of existing modes of travel to football matches for the 1998/99 season, forecast the future travel patterns, and promoted the development of a Partnership between the club, Trafford MBC and local community representatives. A series of initiatives were proposed to provide alternatives to private car travel.

The club supports the principles behind the Green Travel Plan and is committed to reducing traffic impact in the surrounding area, in partnership with Trafford Metropolitan Borough Council (TMBC), by encouraging and assisting the provision of better public transport and managing residual traffic flow in such a way as to minimise the impact on the local area.

## 1.4. 2002 TRAVEL PLAN REVIEW

A review of the 1999 plan was undertaken in 2001/02 to identify progress on the 1999 Travel Plan targets and to examine how the various initiatives were performing.

It also addressed concerns about the disappointing use of the Carrington Park and Ride site adjacent to the M60 Junction 8, the fall in rail traffic and the impact of the Metrolink line to Eccles.

The plan also considered the potential impact of the proposed Phase 3 Metrolink extensions across the city.

## 1.5. 2004 REVIEW

This current review has been undertaken to support the Quadrant Development Planning Application. It aims to identify progress on the Green Travel Plan targets set for 2005 and to examine how the various initiatives are performing. A series of further initiatives were proposed in support of the Quadrant Development to provide further travel choice for spectators.

It also addresses the impact of the closure of the Park and Ride site at Carrington and the consequences of the recent Government decision regarding the proposed Metrolink expansion across the Greater Manchester conurbation.

### **The Quadrant Development**

The latest development proposal includes an increase in capacity from 67,800 to 75,000 spectators by completing the north-east and north-west quadrants of the stadium. There are no proposals to increase on-site parking supply.

The traffic and transportation impacts of the proposed development could include up to an additional 7,200 spectators attending each home game. Based on the modal split estimated in 2002, this could equate to some 5,500 extra person trips by car users or some 1,980 additional car trips (based on 1999 survey information), creating additional on and off street parking demands in the vicinity of the ground.

MUFC is committed to reviewing travel to the stadium for football matches and to encourage a further reduction in car travel to matches with a transfer to other modes of transport.

### **Non Match Days**

The revisions to the plan incorporate a review of other non-matchday activities at the stadium including staff travel, visitors to the shop, museum and stadium tours, and use of the conference facilities.

## **1.6. REPORT STRUCTURE**

Chapter 2 provides a review of the Travel Plan implementation between 1998 and 2004, detailing the successes and failures with comments on areas for improvement on existing measures.

Chapter 3 provides a review of the existing arrangements for transport to and from Old Trafford.

The existing modal split with a comparison to the surveys in 1998 is shown in Chapter 4, detailing the results of the questionnaire survey and the counts.

Changes to the future public transport network and opportunities for encouraging reduced car use are discussed in Chapter 5, leading to the identification of a monitoring process in Chapter 6.

## **1.7. ACKNOWLEDGEMENTS**

We would like to thank the following organisations and individuals for providing data about initiatives and transport services, which has assisted with the compilation of this review:

- David Ellis, UK North Business Manager – provider of post match bus services to the city centre;
- Trafford MBC, for information on cycling opportunities and residents' parking schemes; and
- Various football club websites.

We still envisage meetings with the following to complete this review when the survey data is available:

- GMPTE – Metrolink and Bus;
- GM Police; and
- The Northern Franchise operator – recently awarded to Serco/Nedrail.



## 2 REVIEW OF TRAVEL PLAN IMPLEMENTATION



## 2. Review of Travel Plan Implementation

### 2.1. 1997 – MUFC TRANSPORT ACCESS STUDY

As part of the North Stand Development, MUFC gave a commitment to undertake a transport study to identify existing travel modes to matches and identify measures to encourage public transport travel to matches. These measures identified included:

- Introduction of a network of football bus specials;
- Introduction of direct train services to Old Trafford Halt by North West Trains from places such as Crewe and Macclesfield, resulting in six services before and after the match;
- Publicity initiatives to advertise the public transport services to season ticket holders and members;
- Travel updates on MUFC internet page;
- Constant liaison with transport operators and PTE to ensure reliability of services;
- PA announcements at matches;
- Travel updates on MUFC radio;
- Proposals for signing at the stadium; and
- Liaison with GM police re. coach parking.

#### 2.1.1. Football Specials

The football specials were launched in September 1996, based on areas of potential demand with services operating from Ashton, Bramhall, City Centre, Glossop, Haughton Green, Hazel Grove, Marple, Mossley, Moston, Oldham and Rochdale. A subsequent review of the services revealed that only half had been relatively successful, despite a mass publicity campaign to promote both bus and rail services and were discontinued the following year.

#### 2.1.2. Direct Train Services

In 1999, rail services operated in the hour before and after matches from stations such as Crewe, Macclesfield and Hazel Grove to Old Trafford Halt. These services were scheduled services extended from Manchester Piccadilly and aggressively marketed by First North Western (FNW), the train operator.

Surveys counted over 1,500 supporters using this mode, approximately 3% of the total supporters, in each direction. Evidence from FNW showed that on occasions this was higher, with 2,214/2,591 supporters travelling to/from Old Trafford for the Sheffield Wednesday match on 1<sup>st</sup> November 1997.

Track restrictions do not permit services to operate between Old Trafford Halt and the Liverpool direction.

#### 2.1.3. Publicity Initiatives, MUFC Radio And The Website

The club has taken the opportunity to promote the use of alternative modes of transport both in matchday programmes and on its own website. The latter provides details for each mode and links to sites such as GMPTE for information on Metrolink and local buses.

#### 2.1.4. Liaison With Operators And The PTE

The club maintains communication with the various operators and the PTE with varying degrees of success.

#### 2.1.5. Signing

Pedestrian and vehicular signing in and around the stadium has improved through partnership between the club and Trafford MBC.

#### 2.1.6. Liaison With The Police

The club has agreed defined parking areas within the on-site car parks for coaches. There may be opportunities for further improvements to traffic management at the end of matches to reduce conflicts between coaches, cars and pedestrians.

The following schemes were considered and discussed:

- Ringway Air Park, Carrington Park & Ride;
- Ladywell Metrolink Park & Ride;
- Rail initiatives (increasing the number of direct trains to Old Trafford, rail season ticket and improving the image of the existing station);
- Improved signing of public transport facilities and strategic road signing; and
- Publicity initiatives.

These schemes will be discussed in later sections of this chapter.

### 2.2. 1998 EASTAND WEST STAND EXPANSION PLANNING APPLICATION

In July 1998, a planning application was submitted for the stadium expansion with a supporting traffic impact assessment. As part of the assessment, a number of ameliorating measures were identified in order to reduce the effect on local community and encourage greater public transport usage. The key proposals were as follows:

- Highway works in the vicinity of the development;
- Additional off-street parking for up to 1,300 cars;
- Park & Ride facility for initially 2,000 cars with priority to ensure that spectators using the scheme can depart from the ground before other supporters;
- Traffic signage to help relieve congestion on certain overloaded corridors and to direct traffic to parking away from sensitive residential areas;
- Development of a community benefit zone – 'Trafford Pride' to minimise the impact of the development on the local area including extra traffic wardens and litter patrol;
- Improving publicity and promoting awareness of alternative modes to the car through mediums such as matchday programmes, MUFC radio, the local press and GMPTE; and
- Developing a partnership with local operators on the operation of bus and rail services.

The study resulted in the formulation of a draft Green Travel Plan and a commitment by MUFC to achieve the objectives.

### 2.3. 1999 – GREEN TRAVEL PLAN

The Green Travel Plan formalised in 1999, incorporated a travel survey of 3,000 spectators and a comprehensive survey programme of all modes of transport. The following modal split was identified: -

Mode	Percentage
Car	77%
Coach	9%
Bus	1%
Train	3%
Metrolink	4%
Walk from Home	1%
Multimode	5%

The average vehicle occupancy was 2.8 people per car.

The plan set targets for car usage to fall from the 1998 level of 77% to 63% in 2001 with a further fall to 57% by 2005, brought about by the following measures:

- A significant switch to bus, incorporating an 8% modal share for Park & Ride and additional trips attracted to regular services as a result of Bus Quality Partnership Initiatives;
- An increase in rail usage to 6% through increased services and greater use of existing rail services, through MUFC and operator publicity initiatives;
- An increase in Metrolink usage to 6% by 2001 and 10% by 2005 as a result of the Eccles line opening in 2001 and other lines by 2005; and
- Coach use forecast to grow to 10%.

It was acknowledged that the delivery of the increased public transport modal share required proactive management by the public transport operators to capture the market and significant revenue potential. Although, public transport operations are outside the direct control of MUFC, the club were willing and able to promote the use of public transport in conjunction with the operators.

A significant initiative proposed in the Travel Plan was the creation of the Gorse Hill Partnership. As part of the Section 106 Agreement signed as a condition of the planning permission for the stadium expansion at Old Trafford to 67,800 seats, MUFC committed to providing £1million to fund initiatives to mitigate against adverse effects on the local community and to assist in the regeneration of the area.

To this end, MUFC, Trafford MBC and key stakeholders formed the Gorse Hill Partnership, and agreed on the following package of transport related measures:

- Increased provision of dedicated off-street parking for supporters;
- Better and variable signs on the local motorway network and local roads to improve traffic routeing;

- Development of bus Park and Ride Facilities at Carrington, and consideration of other potential sites;
- Expansion of a matchday residents permit parking scheme;
- Better enforcement of parking restrictions;
- Implement access highlight markings for properties in the area with driveways; and
- A publicity campaign to encourage supporters to switch to public transport.

### 2.4. 2002 – REVIEW OF GREEN TRAVEL PLAN

In 2002, FaberMaunsell were tasked to review the Green Travel Plan initiatives and provide an assessment of how MUFC were faring against the 2005 targets.

The review revealed that despite the increase in stadium capacity, the percentage of car trips to the ground had remained at a similar level to 1999, in spite of the opening of the Eccles Metrolink line and associated capacity increases, which had doubled the Metrolink share.

A limited survey programme identified that the rail share had fallen by around 50% and that coach travel appeared to have decreased.

Most notably, despite the opening and extensive marketing of the 2,000 space park and ride site at Carrington, just off Junction 8 of the M60, the maximum number of vehicles using the site was less than 100 cars and 200 spectators. However the poor response to the Carrington bus Park and Ride scheme suggested that there was little point in continuing with this initiative, and Trafford MBC agreed with MUFC that the scheme should be withdrawn for the 2003/4 season.

Additional initiatives/measures were identified:

- Improvement in marketing of rail services serving Old Trafford;
- Improvements to Old Trafford Halt platform;
- Improved signing of pedestrian routes between Metrolink stations and stadium; and
- Continued commitment to improving publicity and promotion of public transport.

It was expected that the proposed Metrolink expansions would contribute the majority of the increases in public transport trips by 2006.

### 2.5. PROGRESS TO DATE

#### 2.5.1. Successes

There are clearly a significant number of successful initiatives that have contributed to stemming the increase of car use and started to encourage greater use of alternative modes of transport. These successes include:

- Local initiatives delivered through Gorse Hill Partnership and partnerships fostered with Trafford Council and the police – the partnership has provided an opportunity for the club to strengthen its relationship with the council and the local community. Initiatives to date have included:

- Implementation of a controlled residents parking zone and improved enforcement of illegal parking;
  - Increased provision of local and strategic signage;
  - Street cleaning in the areas surrounding the stadium; and
  - Increased provision of cycle parking with racks installed in car park opposite East Stand.
- Use of the Eccles Metrolink line to Exchange Quay stop and development of GMPTE's Ladywell Park & Ride site;
  - Improved traffic signal timings in local area;
  - Increased public transport information conveyed through various mediums including official matchday programme and official website;
  - Dialogue with local bus operators and local companies to identify sites for Park & Ride bus services; and
  - Provision of signage on walk routes as part of Quays developments and plans to improve pedestrian signage on secondary routes.

### 2.5.2. Failures

The key failure is the park and ride site at Carrington, which failed to attract occupancy levels greater than 5% even with extensive publicity undertaken by the club. Much of this failure is probably due to the unreliability of journey times and the lack of priority for the buses when leaving the stadium at the end of the match.

Without an incentive such as convenience or price, there is little point in using a park and ride facility. The journey time to Carrington, particularly after the game, would be similar to car journey times, given the lack of bus priority, and therefore unattractive to potential users. Carrington was also the 'wrong side' of the M60, requiring users to drive away from the stadium, increasing journey times and without the incentive of a fast shuttle to and from the stadium, could be seen as counter productive.

The use of the rail halt also decreased. Lack of available information in advance of the game from the rail operator has appeared to make the service less attractive and contributed to the reduction in modal share.

### 2.5.3. Areas For Improvement

Observations on match days, discussions with operators, a review of the minutes of the Partnership meetings and meetings with the club have identified the following areas that need to be reviewed to improve their effectiveness:

- **Rail services** – The availability of information on these services is poor. The National Rail information line does not acknowledge that the halt exists. Timings of services do not appear to be available until the last minute and some trains either arrive after the match has started or leave before the end of the match. The change in franchise operator, to Serco/Nedrail, offers some hope of more proactive management of this potentially very attractive service. Safety in the confined areas of the halt remain a concern and strengthen the case for a permanent station at White City with a good pedestrian link to the stadium.
- **Express Coach Services** – These services from the city centre only run after the matches but appear to be well used. A more permanent location should be identified close to the stadium and priority should be given to these coaches at the end of the match. Opportunity for marketing this service before the match should be investigated;
- **Metrolink** – Exchange Quay on the Eccles line and Ladywell Park and Ride should be marketed more extensively as there appears to be spare capacity on these trams whereas the Altrincham line is usually at capacity.
- **Publicity** – The club will provide improved information on its website and provide a regular slot in matchday programmes. The other media opportunities could be exploited to provide better travel information including information to regular supporters that the club has a Travel Plan, with the range of travel opportunities available outlined;
- **Coaches** – On-going discussion with the Police will review the most appropriate locations for both home and away coach parking and priority exit from the ground at the end of matches;
- **More to follow when surveys complete.**

### 3 CURRENT TRANSPORT PROVISION AND ARRANGEMENTS



## 3. Current Transport Provision and Arrangements

### 3.1. MATCH DAYS

On match days, it is expected that in addition to the spectators there will be a significant number of club employees on site.

#### 3.1.1. Spectators

After the proposed stadium redevelopments, a 75,000 capacity crowd would be expected for the majority of football matches during the season and as such it is necessary to plan for such numbers. The make up of a capacity crowd will be a mix of season ticket holders, home supporters buying tickets on an ad-hoc basis, away supporters and VIP's. The breakdown of these types of supporters is as follows:

- xxx Season ticket holders, assumed to be regular attendees;
- xxx Ad-hoc home supporters;
- xxx Away supporters; and
- xxx VIP's/Corporate Hospitality.

#### 3.1.2. Staff Levels

In order to maintain ground safety and to service the 75,000 spectators attending football matches at the stadium, a large number of staff is required. Approximately xxx staff will be in attendance for football matches with the make up of these as follows:

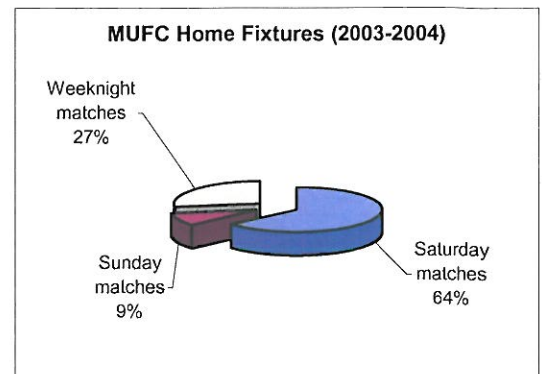
- xxx catering staff;
- xxx stewards/security; and
- xxx general support staff.

*It is expected that the majority of staff, especially stewards, will be local and predominantly use public transport or walk to the stadium (to be confirmed). Also staff will be required to be on-site well before any spectators arrive at the stadium and as a result will only have a limited impact on spectator journeys.*

### 3.2. ASSESSMENT PERIODS

In order to produce a robust transport strategy and travel plan for Old Trafford, it is important to acknowledge that due to the demands of TV, football matches are less likely to be played in the traditional Saturday afternoon time slot. It is now increasingly likely that games will be played on midweek evenings, Saturday mornings and Sunday afternoons to meet the demands of TV.

Indeed, last season there were just as many games kicking off at Saturday 12:30 as there were at 15:00. This season only one game before Christmas will kick off at the traditional Saturday 3.00 pm slot. This makes organisation of public transport for matches much more difficult. Scheduled public transport is generally less extensive on Sundays or evenings. Whilst opportunities arise for special transport to be arranged, again it is more difficult to manage, organise and publicise when kick off times vary so widely.



The impact of playing matches on a Sunday, for example, be that more spectators are likely to travel by car as public transport provision is often less frequent than weekdays or Saturdays.

### 3.3. PRIVATE CAR TRAVEL

Clearly from the modal split analysis, the majority of spectators attending events at Old Trafford Stadium travel by car.

#### 3.3.1. Official Stadium Parking

Old Trafford Stadium itself possesses a large amount of parking provision. The parking for the dedicated use of the stadium is set out below: -

Car Park	No. of spaces	Use
E1	110	Directors and disabled parking
E2	670	Season Permit Holders only
N1	297	Season Permit Holders only
N2	438	Season Permit Holders only
N3	799	Matchday and Season Permit Holders only
N4	573	Season Permit Holders only
W1	254	Season Permit Holders only
W2	1,047	Season Permit Holders only
W3	930	Matchday and Season Permit Holders only
<b>Total</b>	<b>5,118</b>	

The majority of parking within these car parts is season permit holders, which are available at £115 and £100 (2004.5 season) depending on proximity to the ground. Matchday permits can be booked in advance but subject to availability as are restricted to car parks N3 and W3.

On matchdays, the following number of spaces are allocated to the following users:

Disabled	= XXX
Staff	= XXX
Miscellaneous	= XXX + XX coaches
Corporate	= XXX
VIP	= XXX
Season Tickets	= XXX
Press	= XXX

Manchester United Football Club security staff control all access to these parking areas, during matchdays.

There is some parking available for people who wish to pay on the day at a cost of £6 and subject to availability.

Figure 3.1 indicates the location and access points of the official stadium parking.

### 3.3.2. Coach Provision

Away team supporter coaches are directed to a segregated section of Car Park E2, opposite the East Stand for access to the South East corner of the stadium where they are housed.

The majority of MUFC supporter branch coaches are parked at the rear of N4, accessed via Elevator Road. It is understood that on average there were between 65-70 supporter branch coaches parked on N4 last year. This season, MUFC are experimenting with allowing supporter branch coaches on N3 in addition to N4, and 13 coaches were observed parked on the road around the perimeter of the N3 at 7pm (70minutes prior to kick off in the Dinamo Bucharest match on 25 August 2004).

The cost of coach parking in the official car parks is £25 and this could explain the fact that 9 coaches were parked at the Truck Stop off Trafford Wharf Road at 6:50pm (80mins prior to kick-off against Dinamo Bucharest), where the price is only £10.

### 3.3.3. Approved Car Parks

There are a number of approved car parks in the area surrounding the stadium that are supported by the club. *Figure 3.2 (to follow)* shows the location of these car parks.

Spectators attending matches and events are requested *'to make use of the 6,000 dedicated parking spaces at the stadium and Trafford Metropolitan Borough Council approved car parking in the surrounding area'*.

### 3.3.4. On-Street parking

In the area surrounding the stadium, a residents and industrial parking scheme is in operation. This helps to limit the possibilities for on street parking in the immediate vicinity of the stadium. Following approval of the 1998/9 planning application, MUFC contributed towards the setting up of a match day residents parking permit zone and for the on going policing of the zone.

The extent of the zone is also shown in *Figure 3.2 (to follow)*.

### 3.3.5. Parking Summary

The total number of cars parked in approved parking is xxx. On the basis of 2.8 passengers per car, approximately xx% of spectators park in approved car parks.

The respective non-car travel modes are assessed individually below.

## 3.4. PUBLIC TRANSPORT

### 3.4.1. Metrolink Service

The Greater Manchester Metrolink system is one of the most successful light rail systems in the country, with services between Bury, Altrincham and Eccles via the city centre and Piccadilly station.

Use of the Metrolink represents the biggest element of public transport usage for matches at Old Trafford. The nearest station on the Altrincham line is at Old Trafford, adjacent to the cricket ground, approximately 1/2mile from the football stadium. There are services every 6 minutes from both Altrincham and the city centre.

The opening of the Eccles line afforded the creation of the Park & Ride site at Ladywell, adjacent to the M602 Junction 2, and has been promoted for use by MUFC supporters. This line has already attracted significant numbers of people attending matches at the stadium using Exchange Quay stop, approximately 1/3 mile from the stadium.

Both stations have clearly signed pedestrian routes to the stadium.

The location of the existing Metrolink stops in relation to Old Trafford is shown in *Figure 3.3*.

As part of proposals to extend Manchester's Metrolink, several extensions to the network are planned, serving Ashton-under-Lyne, Didsbury, Oldham, Stockport, Rochdale and a loop to Manchester Airport including Wythenshawe.

In addition, a further expansion to the Trafford Centre, with a stop directly serving Old Trafford stadium is proposed. These schemes would complete the vision of extending the coverage of the system across the conurbation, including a cross-centre link.

However, in view of the recent Government decision on the expansion of Manchester's Metrolink, it is necessary to look at the existing transport infrastructure to deliver increases in public transport trips to Old Trafford and as such it has not been factored in to the transport assessments contained within this report.

The Stockport and Airport lines would have linked up with the existing Altrincham line just south of Trafford Bar station, which would have significantly increased the potential for Metrolink to be used as a mode of transport to the stadium.

### 3.4.2. Rail Services

The stadium has its own halt on the Manchester – Liverpool line (see *Figure 3.3*). The Old Trafford rail halt operates on match days for spectators travelling to and from the ground. First North Western, the current franchise holder, operates the services that commenced around the time the north stand was completed.

The infrastructure and facilities at the halt are limited, with restricted platform capacity. There are also some safety concerns due to overcrowding.

The services are operated by 'spare' rolling stock, available from the depot on the day of travel. According to First North Western, the Trains Planning Manager is only able to plan a timetable for these trains, after liaising with Network Rail, a couple of days before the actual matchday.

The number of trains serving the halt appears to vary between 5 and 6 before and after each match providing a capacity of xxx passengers per train. All services run via Piccadilly station in the city

centre with origins/destinations such as xxx and xxx.

The main problem with the rail service is that the Rail Information line provided by Network Rail does not appear to have details of the services in advance to allow travellers to plan their journey and buy advance tickets.

### 3.4.3. Bus Services

Major radial bus corridors passing close to the Stadium include A5081 (Trafford Park Road) and A56 (Chester Road). High frequency bus services (250, 256) on both roads carry supporters from and to Piccadilly Gardens public transport interchange where connecting bus and rail services to the whole conurbation can be accessed.

On matchdays, supporters can make use of a number of services that pass within 1000m walk of the stadium. These services cover most areas of south and west Manchester. Of particular importance are services that link the Stadium with the city centre and the majority of such services arrive and depart from Chester Road, a short walk from the Stadium.

Chester Road, Warwick Road and Talbot Road form part of Corridor V (Manchester to Altrincham), which is part of the Topslice Quality Bus Corridors (QBC) and will be subject to a series of improvements to improve the efficiency and infrastructure along the route.

#### 3.4.3.1 SERVICE PROVISION

Figure 3.4 shows the bus provision in the vicinity of Old Trafford with an indication of the route. Broadly speaking, the bus services shown provide public transport access to the Stadium from the following areas:

- Altrincham;
- Davyhulme;
- Eccles;
- Flixton;
- Manchester;
- Partington;
- Sale;
- Stretford;
- Urmston; and
- Wythenshawe

The frequency of these services operating on Sunday, weekday evenings and Saturdays are shown in Figure 3.5, Figure 3.6 and Figure 3.7 respectively.

Bus provision is at its greatest on a Saturday, with approximately 20 services operating per hour on Chester Road in each direction. Sunday and Evening provision is less sparse with some services only operating every hour.

#### 3.4.3.2 FOOTBALL BUS SPECIALS

In addition to normal provision, UK North have been operating a special football bus service from Old Trafford to Manchester city centre after all MUFC home fixtures.

These services operate from three locations within a ¼ mile radius of the ground:

- Chester Road (West of Sir Matt Busby Way;
- Chester Road (Bus lay-by opposite White City Retail Park; and
- Warwick Road / Talbot Road junction (opposite Kelloggs, outside Lancashire County Cricket Club).

The 249 service has the backing of the PTE and drops off at GMEX, Portland Street and Piccadilly, providing an alternative to the Metrolink.

David Ellis, Business Manager of UK North has been very happy with the success of the service and states that he has been running approximately 9-10 double decker (86 capacity) services per match for a year. He would be prepared to work with both MUFC and the Police in order to improve and promote the service.

David Ellis also commented on the fact that they are currently experiencing problems with the location of the pick up point on Chester Road as the Police have moved them from the Sir Matt Busby Way junction to the lay-by opposite White City retail park, where they have to compete with taxi drivers for spectators walking towards the city centre. As a result they have had to cut back the number of services operating from this point.

As a result of the conversation with David Ellis, there appears to be a need to improve the dialogue between MUFC, the police and the operator in order to maintain and promote patronage levels on the services. In addition, it would seem that in view of the relative success of the scheme it would seem appropriate to review traffic management, loading arrangements and routeing in order to maximise the efficiency of the service to further enhance the service.

### 3.4.4. Taxi Services

It is evident that there is a notable amount of taxi traffic on matchdays, particularly before games with spectators travelling from the city centre. No specific provision is provided for taxis adjacent to the stadium, but in view of their flexible operation, taxi drivers tend to find their own pick up and drop off locations away from the stadium in order to avoid any congestion that may take place.

### 3.4.5. Kiss And Ride

It is expected that there will be a significant amount of Kiss-and-Ride journeys; spectators being dropped off by friends or family, on match days. However, the vast majority of these journeys occur on the periphery of the stadium locality, with spectators using specific, personal drop-off points such as public houses. Therefore, there is no requirement for a dedicated kiss-and-ride facility in the immediate vicinity of the stadium.

## 3.5. NON CAR MODES

### 3.5.1. Pedestrian Linkages

The key pedestrian routes to and from the site are:

- Metrolink stations (Exchange Quays, Old Trafford, Pomona, Trafford Bar); and
- Off-site car parks.



#### Site Observations:

- Pedestrian facilities at the key junctions between the various Metrolink stations and the stadium are sufficient.
  - Exchange Quay and Pomona (Trafford Road/ Pomona Strand; Trafford Park Road/ Sir Matt Busby Way/ Waters Reach);
  - Old Trafford (Talbot Road/ Warwick Road; Chester Road/ Sir Matt Busby Way/ Warwick Road); and
  - Trafford Bar ( ).
- The provision of signage in the area is adequate considering that the stadium is clearly visible from three of the four Metrolink stations (Exchange Quay, Old Trafford and Pomona). Therefore, there is a need to provide signage at the exit of Trafford Bar Metrolink where the stadium is not visible. Further signage is required to highlight the safer walk routes.
- Due to the proximity of the Official car parks to the stadium, pedestrian linkages are sufficient. Car park N4, situated off Elevator Road is slightly more remote and pedestrian facilities are poor at the John Gilbert Way/Trafford Park Road junction and;
- The footbridge across the railway line to the southwest of the ground is often very busy after the match due to the shorter departure profile.

#### 3.5.2. Cycling Provision

Planning guidance dictates that it is necessary to ensure that there is adequate provision at major developments for all modes of transport, including cycling.

Cycle parking provision is shown in Figure 3.3.

In 2000, there were 10 cycling stands at Old Trafford when the capacity at the stadium stood at 67,000, which represented one space for every 6,700 spectators. Since then, further secure cycle parking stands have been installed in the car park opposite the East Stand.

#### 3.6. REVIEW OF TRAVEL DIRECTIONS ON MUFC OFFICIAL WEBSITE

As part of this Travel Plan review, the information provided on the official club website has been examined.

The introductory pages provide location maps and then default to travel by car. The information provided by mode is detailed below:

##### By Road

Directions are provided by road on a non-matchday and matchday basis. The information for matchdays includes information on how to access the official car parks, informs the user of the presence of a Residents Parking Zone and includes a warning of the consequences of illegal and inappropriate parking.

##### By Rail

The site highlights that the stadium has its own station open on matchdays. On non-matchdays,

users are advised to travel to Piccadilly and change to Metrolink. The website includes internet links to First North Western, GMPTE and Railtrack.

##### By Air

The site advises that Airport is ideally located for access to Old Trafford and City Centre due to proximity to M56. The option to travel by train to Manchester Piccadilly and change to Metrolink is provided.

##### Park And Ride

The viewer is advised that the Park & Ride site at Carrington has been discontinued, but that an alternative option is the Park & Ride facility adjacent to Ladywell tram stop on the Eccles Metrolink line. The website includes a phone number for the Metrolink customer services team for further information.

##### Car Parks

Spectators are advised to follow the signs for the 'official car parks' on match days. The site includes a message from Greater Manchester Police informing of problems of crime and warning of enforcement of Resident Parking Zone.

The Crime Reduction Advisor of the Greater Manchester Police requests that spectators consider the use of Public Transport as 'Buses, trams and trains all serve the ground on matchdays'.

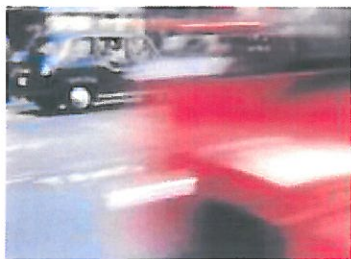
The subsection includes a link to the official car parks and provides a map.

##### Possible Improvements

The following improvements to the website are suggested:

- The website does not include a specific section for Metrolink and only refers to it in terms of interchange from trains serving Manchester Piccadilly. Therefore, the travel site should include a subsection for Metrolink, informing users of the four stations that are within walking distance of the stadium, information on frequency and journey times and a plan with directions;
- The website does not include any information on how to access the stadium on foot or by cycling and would therefore benefit from the inclusion of a map detailing the local footpaths and cyclepaths that could be utilised;
- Travel directions should be re-prioritised in order of sustainability and include a request to consider Public Transport; and
- The inclusion of Green Travel Plan objectives and associated benefits and provide travel plan monitoring in order to involve the club's supporters and encourage spectators to think before they travel.

## 4 CURRENT MODAL SPLIT



## 4. Current Modal Split

### 4.1. MODAL SPLIT – MATCH DAYS

The target modal splits for 2005 compared to the baseline 1998 figures were as follows: -

	Modal Split Targets	
	1998	2005
Car	77	57
Bus	1	3
Park & Ride	0	8
Rail	3	6
Metrolink	4	10
Coach	9	9
Walk from home	1	1
Multimode	5	6

*Multimode comprises people who used more than one mode and those who used air, taxi, ferry or cycle.*

### 4.2. SURVEY RESULTS – MATCH DAYS

Surveys will be undertaken at two forthcoming Premiership games (Liverpool 20/09/04 & Middlesbrough 03/10/04) in order to monitor the progress of the proposed changes in modal split. These will include counts of passengers arriving at and departing from the Old Trafford rail halt adjacent to the stadium, passengers using nearby Metrolink stations and counts of the number of coaches parked around the stadium.

These will be supported by questionnaire surveys of a sample of season ticket holders, staff and other visitors to the stadium.

#### 4.2.1. Rail

The results are as follows: -

##### Old Trafford Rail Halt

Trains	Before Game	After Game
	(%)	(%)
	(%)	(%)
	(%)	(%)
	(%)	(%)

The number of people arriving by train via Piccadilly station has changed from approximately 1,650 (3% of 55,000) in 1998 to xxx (xx% of xxx) in 2004.

#### 4.2.2. Metrolink

Counts were undertaken at three Metrolink stations on both match days and non-match days to establish the level of usage associated with football. The stations surveyed were Old Trafford and Trafford Bar on the Altrincham line and Exchange Quay on the Eccles line. (Table x.x).

Summarising the data:

- x.x% of spectators arrive at the game by Metrolink and x.x% depart via Metrolink.
- arrivals before the match are split between the three stations as follows: Trafford Bar xx (x%), Old Trafford xx (xx%) and Exchange Quay xx (xx%); and

- departures after the match are split as follows: Trafford Bar xx (x%), Old Trafford xx (xx%) and Exchange Quay xx (x%).

Total arrivals by rail-based modes equate to xx% of match attendees with xx% departing by rail.

#### 4.2.3. Park and Ride

As discussed the Carrington Park & Ride site has been discontinued due to poor patronage levels.

Occupancy levels at the Ladywell Park & Ride Site will be surveyed in order to assess the success of the scheme. The average number of cars parked is xx with xx passengers. The maximum number was xx cars and xx passengers for the match against xxx.

#### 4.2.4. Coach

A survey of the number of coaches parked in the vicinity of the stadium for the matches on the xxx was undertaken to establish the number of people arriving by organised coach. The results are as follows:

	xxx	xxx
No. of coaches	xx	xx
Estimated Passengers	xxx	xxx

#### 4.2.5. Bus

Xxx respondents stated that they arrived at the stadium by bus, equating to xx%

#### 4.2.6. Walk

A total of xx% of respondents stated that they walked all the way from home to the match.

#### 4.2.7. Cycle

A total of xx% of respondents stated that they cycled to the match. A total of xx cycles were surveyed during the match at the following locations:

Location	Number of cycles
East Stand car park - cycle stands	xx
xx	xx

#### 4.2.8. Car

The following provides a breakdown of total number of spectators arriving by car.

Car Trips		
Location	Driver	Passenger
Xx	(%)	(%)
Yy	(%)	(%)
Zz	(%)	(%)
	(%)	(%)

The average occupancy of each vehicle is xx.

#### 4.2.9. Other /Multi Modes

The survey identified xx% of spectators travelling by other modes or a combination of modes. For the purposes of analysis, their final mode has been identified to calculate the modal split for arrivals/departures from the stadium. However, note of the other modes is important for example, where spectators have arrived at Manchester Airport.

#### 4.2.10. Modal Split Analysis

The new modal split for 2004 has been estimated using the new surveys data for rail, Metrolink, Park and Ride and coach and the original modal splits from the questionnaire survey data collected in 1998.

Mode	1998	2001	2004
Car	77	77 *	
Bus	1	1 *	
Park & Ride	0	<0.5	
Rail	3	2	
Metrolink	4	8	
Coach	9	7	
Walk from home	1	1	
Other (inc. Taxi)	5	4	
<i>Ground Capacity</i>	<i>55,000</i>	<i>67,400</i>	<i>67,700</i>

\* - not surveyed, figures assumed from surveys of other modes

#### 4.3. PERCEPTIONS OF PUBLIC TRANSPORT

The questionnaire survey asked a number of questions to car users why they choose not to travel by public transport. The results of the survey are shown below.

#### 4.4. SURVEY RESULTS – NON MATCH DAYS

In additions to large volumes of spectators travelling to the stadium on match days, there are significant numbers of people who visit the stadium on non-match days for a variety of reasons.

The biggest element is people who are employed by the club in a variety of capacities. This totals around xx people.

The stadium is also home to the club merchandise shop and a club museum. The club also provides tours around the stadium for visitors.

The complex also includes a conference facility, which attracts significant numbers of visitors.

Although the impact of travellers on non-match days does not have the same impact on the local community and the traffic network, this Travel Plan should encourage everyone travelling to the stadium to consider alternatives modes of transport for their journeys.

A survey programme will be undertaken to establish modes of travel for each of these types of traveller.

## 5 OPPORTUNITY AREAS



## 5. Opportunities for Decreasing Car Mode Share

### 5.1. AREAS OF DEMAND

The club has provided postcode information for season ticket holders who had purchased their tickets by xxx, with these totalling approximately xxx. This information has been used to produce a geographic spread of season ticket holders as indicated in Figure x.x.

Due to the proposed stadium expansion, the numbers of ticket holders per postcode area has been increased pro rata to a 75,000 capacity crowd in order to give a reasonably robust representation of the numbers of fans in each postcode area.

This information indicated that approximately xxx, out of the xxx season ticket holders' postcodes obtained, were situated in xxx and on the bus network with direct links to xxx.

#### 5.1.1. Matchday Demand

Using the assumption that xx% of spectators could use the bus for the major part of their journey, it is estimated that xxx passengers could be accommodated on the bus network.

The trip distribution is calculated as follows:

- Of the xxx bus users, xx% (xxx) are expected to travel from Manchester City Centre with xx% (xxx) from other directions;
- An additional xxx spectators, x% of the total, can be expected to transfer from rail and Metrolink within Manchester City Centre;
- -xx% (xx) of those additional spectators will use bus services, with the remainder using other transport modes (walk, taxi);
- This gives a total of xx spectators travelling by bus to and from Manchester City Centre for games; and
- xxx spectators travel by bus using other services.

On Saturday afternoon the existing bus provision can cater for the predicted demand before games, but there is a shortfall in provision following a game. Similarly, during the week at evening games, the bus frequencies before a game are adequate to cater for demand, but provision drops sharply after the games as many services cease running during the evening.

On Sundays there is a significant shortfall on provision due to the reduced frequency of services on that day.

### 5.2. RAIL INITIATIVES

There is considerable potential for improving the marketing of the service and possibly increasing the number of trains and direct routes serving the halt. Attention to the platform by Network Rail would address the safety concerns of the Police and enable passengers to wait on the platforms.

To capture passengers from the west, the train operators could stop trains at Trafford Park on match days which is only a relatively short walk

away from the stadium and closer than many car parks.

The provision of a new station serving both directions on the Trafford Park line at White City, would replace the Old Trafford Halt and increase the number of potential routes serving the area, especially from the west, an area not served by Metrolink.

### 5.3. METROLINK

Travel to matches by Metrolink has grown since the original surveys, partly as a result of the opening of the Eccles line. It is important that safe pedestrian routes are identified and signed from the three local stations, Old Trafford, Trafford Bar and Exchange Quay, currently serving the stadium.

Old Trafford will remain the key station for Metrolink users and it is understood that proposals to extend and upgrade it are being developed.

Future Metrolink lines would increase the number of trams serving other stations near to Old Trafford. In particular, this would increase use of Trafford Bar in relation to trams to and from the Airport lines and Pomona/Wharfside in relation to the Trafford Centre line. Also the increased size of the tram fleet would give greater flexibility in the service with more potential for increasing the capacity of individual trams passing Old Trafford on match days (double trams).

The development of Metrolink would address constraints including lack of capacity and extensive after match queuing at Old Trafford Station, which deters many people from using the tram. The extensions would more than double the capacity available and provide significant potential for increase in patronage from current level of 8% up to 18% by 2007, given that the main constraints on Metrolink are limited capacity and limited catchment area. Both would be addressed by the extensions.

Phase 3 expansion to the airport will also provide a quality link to the numerous spectators who regularly travel to matches from Ireland and elsewhere in Europe.

MUFC are committed to supporting the case for the expansion of Metrolink, both Phase 3 and the linked expansion to the Trafford Centre. The club also supports further extensions such as the line to East Didsbury and Stockport to increase public transport travel opportunities to the stadium.

### 5.4. SPECIAL FOOTBALL BUS SERVICES

It would appear that there is a need to enhance the dialogue between MUFC, GMP and the bus operator in order to maintain and promote patronage levels on the services. In addition, it would seem that in view of the relative success of the scheme it would seem appropriate to review traffic management, loading arrangements and routeing in order to maximise the efficiency of the service to further enhance the service.

## 5.5. PUBLICITY AND PROMOTION TO INCREASE USE OF PUBLIC TRANSPORT

MUFC will continue to work with the transport operators and the local authorities to improve publicity and promote awareness to increase the use of public transport, utilising its own media such as MUFC Radio/TV, match day programmes, etc. to target people who attend regularly, and provide information to all ticket purchasers targeting less frequent visitors. Improved information will be provided on the MUFC website.

It must be recognised that whilst the club can provide information to operators and potential public transport passengers and facilitate service provision, it is not a transport operator. The delivery of transport services depends on the co-operation of the operators and their view that services will be commercial.

### 5.5.1. Information And Marketing

The high use of the private car at major events/stadia is often due to the lack of awareness with regard to the availability of public transport and alternative travel. Accordingly, a marketing and publicity campaign is essential to ensure that the use and availability of alternative travel modes is well publicised.

Information and marketing initiatives will reduce the impact of the proposed increase in the capacity of the stadium, by encouraging greater use of public transport, use of alternative stations and increased coach travel. Awareness is the key to any new public transport initiative.

Therefore it would be advisable to develop an information and marketing strategy, which could include the following specific initiatives:

- A public transport leaflet summarising existing and proposed transport services in liaison with key operators. This could be sent out to season ticket holders and with each ticket purchased from the club and would include information on shuttle bus services, rail services, alternative stations, pedestrian and cycle routes, parking restrictions and service information (i.e. routes, frequencies and costs);
- Liaison with public transport operators with regard to opportunities for joint ticketing;
- Advertisements actively promoting public transport services, information in the match programmes and on the internet site, adverts on the screens and information posters.
- Information posters around the Stadium site;
- Public transport information printed on the back of each ticket and re-enforcing the car parking restrictions during an event; and
- Promotion of coach travel, particularly targeted at supporters clubs and schools and societies, where appropriate.

Providing such information is particularly important for those who may not be familiar with the area around Old Trafford and are not aware of the public transport options available to them. It is necessary to promote the fact that the stadium is served by its own rail station and the four Metrolink stations that are within short walking distances of the stadium and will encourage staggered leaving times after

matches, to prevent overcrowding on public transport.

The experience gained to date has shown that if good public transport options are provided, they will be used. Marketing and publicity of particular services has a key role to play.

The main elements of the Information Strategy are as follows:

- Emphasise the presence of a local residents and businesses parking scheme;
- Communicate clear messages to the local community and businesses;
- Promote public transport;
- Promote the designated walk routes;
- Promote logical car park use; and
- Influence the travelling arrangements of visitors to the Old Trafford.

### 5.5.2. Methods Of Delivery

Several methods of delivery of the necessary information have been identified and could be used. These include the use of the following forms of media:

- Resident Parking Leaflet to local residents and businesses;
- Transport Leaflet mailed out with MUFC season tickets;
- Presence within the MUFC Magazine;
- Manchester Evening News
- Official MUFC Web sites and GMPTE site;
- MUTV;
- MUFC email newsletter; and
- Leaflet distribution via Local Community Places and Residents Associations.

## 5.6. COACHES

The use of organised coaches will continue to be supported by MUFC with suitable parking facilities provided. MUFC will continue to work with the Police to improve priority for these coaches when exiting the stadium area.

## 5.7. OTHER INITIATIVES

The Gorse Hill Partnership will give active consideration to other initiatives to reduce traffic impact with other members of the Green Travel Plan Partnership e.g. temporary priority for buses on the A56, and other key routes, before and after matches. Trafford MBC's travel coordinator will be involved in this work with MUFC's Group Property Manager.

## 5.8. POSSIBLE AREAS OF INVESTIGATION

### 5.8.1. General

- In conjunction with PTE, consider developing shuttle bus services from key destinations such as the City Centre, Manchester Airport. The relative success of the UK north services from the City Centre suggest this could be a real opportunity and counter the lack of capacity on Metrolink.;
- Target various supporters clubs to encourage greater co-operation in coach travel;
- Investigate feasibility of discounting travel and combined tickets for spectators travelling to the stadium by more than one mode of transport;

- Ease crowd dispersal rates by advertising and expanding post match licensing and thus encouraging greater public transport use;
- Liase with public transport operators, particularly with respect to bus services, to ensure that service provision is more flexible when games take place at night, and
- Promotion via literature and signage the use of Exchange Quay Metrolink in order to reduce pressures on Old Trafford Metrolink stop.

#### **5.8.2. Walking/Cycling Initiatives**

- In order to promote key walk routes between key transport interchanges and stadium, consider competition to name routes after great players/managers;
- Encourage development of Old Trafford walking/cycling user group; and
- Improve safety on existing routes through lighting and security features, and the promotion of dedicated safe crossing points at strategic junctions.

#### **5.8.3. Publicity Initiatives**

- Create Public Transport credit card sized inserts for Corporate and Season Ticket books; and
- Liase with other clubs to provide improved public transport information that could be included in preceding programmes and included on official websites.

#### **5.8.4. Website/Media Initiatives**

- Provide section on Metrolink and include walk directions from each station;
- Provide section on website devoted to walk and cycle routes to the stadium;
- Re-prioritise order of travel directions in terms of sustainability;
- Develop interactive travel link on MUTV; and
- Create a link to Liftshare on the website to reduce car travel trips.



## 6 WAY FORWARD



## 6. Way Forward

### 6.1. WAY FORWARD

The decision by Government not to fund the expansion of Metrolink means that the targets for reducing car travel for matches at the Old Trafford Stadium, set in the 2002 Travel Plan, are not deliverable. Unless and until the Metrolink expansion is completed, it is probably unrealistic to expect a significant reduction in car travel to the stadium.

MUFC will make every effort to encourage their spectators and other visitors to use non-car based transport to access the stadium. This will be done through improved information and close co-operation with transport operators. However, the delivery of improved public transport remains a commercial decision for the transport operators, and for it to succeed the user has to perceive an advantage such as improved convenience, reliability or price.

Without a significant improvement in rail-based transport to the stadium (through Metrolink or heavy rail), it is difficult, based on recent experience, to envisage widespread bus-based transport being able to deliver major increases in patronage and hence significantly reduce car travel. One of the major problems in providing improved bus services is the lack of bus priority on match days, to provide the bus with a competitive edge over private transport. The implementation of any such facilities are clearly difficult and beyond the remit of MUFC and would need close co-operation between the Local Authority, the Police and the transport operators.

The club, as a major partner in the Gorse Hill Partnership, will continue to facilitate dialogue between the major parties through the partnership, and is keen to continue its involvement and encourage the other key players to take an active role in improvements to non-car based modes of transport.

### 6.2. MONITORING

Monitoring the progress and success of the GTP is important and will remain a responsibility for all members of the Gorse Hill Partnership.

## APPENDIX



# Appendix A

## Supporters Questionnaire

Manchester United Football Club is seeking to encourage more people to make sustainable transport trips to Old Trafford. The purpose of this questionnaire is to firstly, establish the existing modal split of transport trips to home games for both staff and spectators and secondly, determine what measures would encourage you to travel to the ground by alternative means. Your assistance would be greatly appreciated.

### Travel Information

**Question 1** On an average matchday, how long prior to kick off do you aim to be in the stadium?

Less than 15mins
  15-30mins
  30mins-60mins
  More than 1hour

**Question 2** What do you normally do before the match? (Please tick all that apply)

Visit club shop
  Visit a Public House
  Straight to the stadium

Other, please state \_\_\_\_\_

**Question 3** What do you normally do straight after the match? (Please tick all that apply)

Visit club shop
  Visit a Public House
  Go straight home

Other, please state \_\_\_\_\_

**Question 4** How long does your journey from your home to Old Trafford take?

<15mins
  15-29mins
  30-44mins
  45-59mins

1-2hrs
  2-3hrs
  3hrs+

**Question 5** How do you normally travel to Manchester United home fixtures? (Please tick all that apply)

Car driver
  Car passenger, go to Q11
  Metrolink, go to Q11
  Train, go to Q11

Coach, go to Q11
  Bus, go to Q11
  Cycle, go to Q11
  Walked all the way, go to Q11

Other, please state \_\_\_\_\_

Questions 6-10 only to be answered by spectators who selected **car driver** as their predominant mode of transport.

**Question 6** How many people are normally in the car (including the driver)?

1
  2
  3
  4

5 or more

**Question 7** Is your car parked on street or within a car park?

On street
  MUFC official car park
  Off-street/ Car park

**Question 8 Would you be interested in participating in an internet based lift share service to reduce the number of private car trips to Old Trafford?**

- Yes       No       Possibly

**Question 9 Why do you not normally travel by bus, rail or tram to Old Trafford? (Please tick all that apply)**

- Time restraints       Cost       Overcrowding       Poor/no direct service(s)
- Ease of getting to Old Trafford by car       Other, please state \_\_\_\_\_

**Question 10 What measures would encourage you to use Public Transport as a means of travelling to Old Trafford? (Please tick all that apply)**

- Direct service from home       Reduced price public transport       More services/less overcrowding       One ticket that can be used on bus/rail/tram
- More parking restrictions would force me to use public transport       Other, please state \_\_\_\_\_

**Question 11 How do you normally remain up to date with news relating to Manchester United Football Club? (Please tick all that apply)**

- www.manutd.com       MUFC tv       MUFC radio       MUFC e-mail newsletter
- United Review       Manchester Evening News       Other, please state \_\_\_\_\_

**Question 12 Which of the following public transport initiatives are you aware of? (Please tick all that apply)**

- Ladywell Park & Ride (Eccles line)       Post match Football Bus Specials (Old Trafford – City Centre)

### General Information

**Question 13 What is your age?**

- Under 16 yrs       16-24 yrs       25-40 yrs       41-65 yrs
- Over 65yrs

**Question 14 Are you male or female?**

- Male       Female

**Question 15 What is your home Postcode? or area if postcode not known**

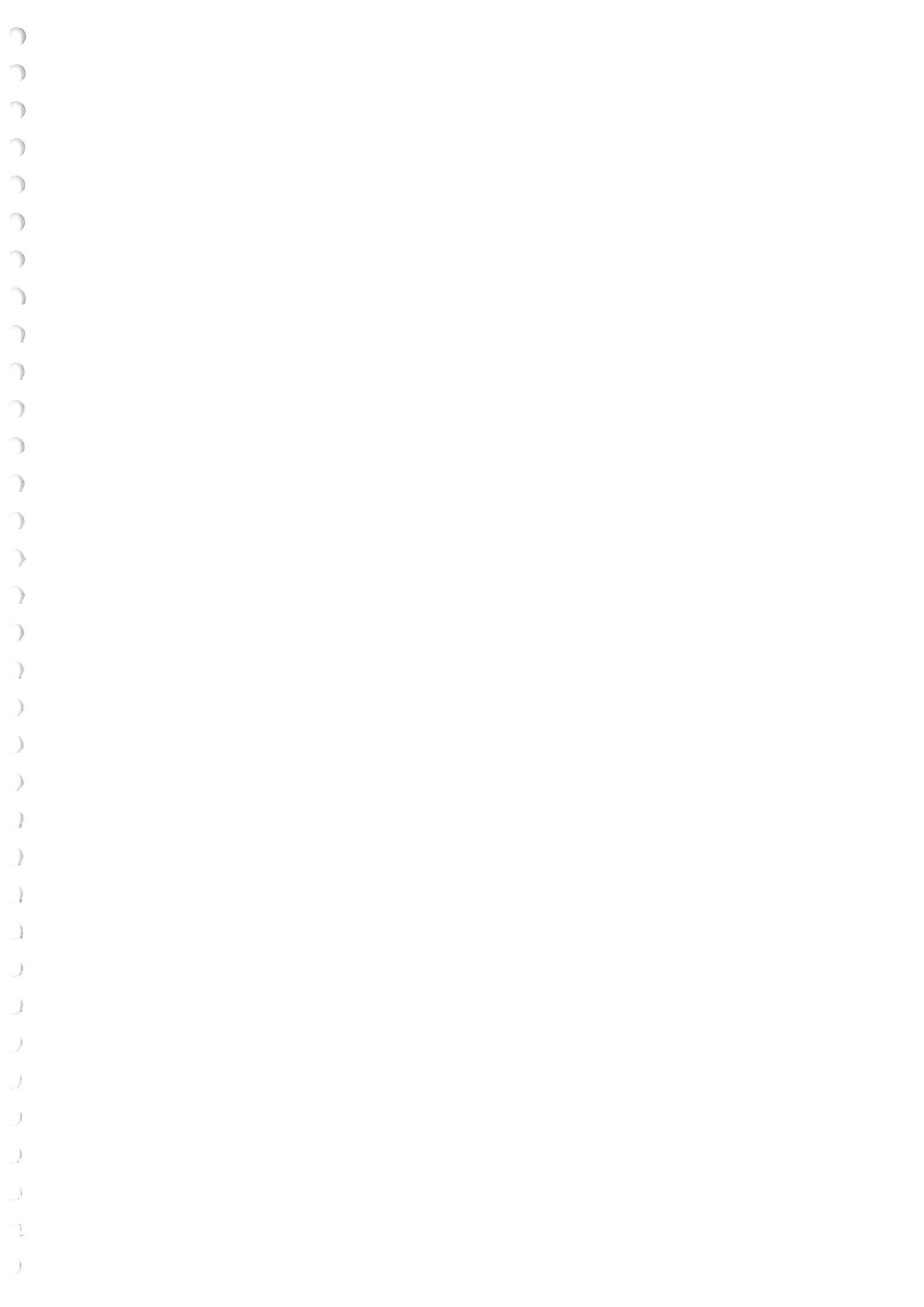
**Question 16 On average, how many home games do you attend in a season?**

- 1-4       5-9       10-14       15-19
- 20+

**Please use the box below if you would like to add any further comments or have any transport related suggestions.**

**THANK YOU FOR YOUR ASSISTANCE**

**Please return this questionnaire to the following address, before xxxx or place it in the box provided at xxxx.**



## 4 CURRENT MODAL SPLIT





## 4. Current Modal Split

### 4.1. MODAL SPLIT – MATCH DAYS

The target modal splits for 2005 compared to the baseline 1998 figures were as follows: -

	Modal Split Targets	
	1998	2005
Car	77	57
Bus	1	3
Park & Ride	0	8
Rail	3	6
Metrolink	4	10
Coach	9	9
Walk from home	1	1
Multimode	5	6

*Multimode comprises people who used more than one mode and those who used air, taxi, ferry or cycle.*

### 4.2. SURVEY RESULTS – MATCH DAYS

Surveys will be undertaken at two forthcoming Premiership games (Liverpool 20/09/04 & Middlesbrough 03/10/04) in order to monitor the progress of the proposed changes in modal split. These will include counts of passengers arriving at and departing from the Old Trafford rail halt adjacent to the stadium, passengers using nearby Metrolink stations and counts of the number of coaches parked around the stadium.

These will be supported by questionnaire surveys of a sample of season ticket holders, staff and other visitors to the stadium.

#### 4.2.1. Rail

The results are as follows: -

#### Old Trafford Rail Halt

Trains	Before Game	After Game
	(%)	(%)
	(%)	(%)
	(%)	(%)
	(%)	(%)

The number of people arriving by train via Piccadilly station has changed from approximately 1,650 (3% of 55,000) in 1998 to xxx (xx% of xxx) in 2004.

#### 4.2.2. Metrolink

Counts were undertaken at three Metrolink stations on both match days and non-match days to establish the level of usage associated with football. The stations surveyed were Old Trafford and Trafford Bar on the Altrincham line and Exchange Quay on the Eccles line. (Table x.x).

Summarising the data:

- x.x% of spectators arrive at the game by Metrolink and x.x% depart via Metrolink.
- arrivals before the match are split between the three stations as follows: Trafford Bar xx (x%), Old Trafford xx (xx%) and Exchange Quay xx (xx%); and

- departures after the match are split as follows: Trafford Bar xx (x%), Old Trafford xx (xx%) and Exchange Quay xx (x%).

Total arrivals by rail-based modes equate to xx% of match attendees with xx% departing by rail.

#### 4.2.3. Park and Ride

As discussed the Carrington Park & Ride site has been discontinued due to poor patronage levels.

Occupancy levels at the Ladywell Park & Ride Site will be surveyed in order to assess the success of the scheme. The average number of cars parked is xx with xx passengers. The maximum number was xx cars and xx passengers for the match against xxx.

#### 4.2.4. Coach

A survey of the number of coaches parked in the vicinity of the stadium for the matches on the xxx was undertaken to establish the number of people arriving by organised coach. The results are as follows:

	xxx	xxx
No. of coaches	xx	xx
Estimated Passengers	xxx	xxx

#### 4.2.5. Bus

Xxx respondents stated that they arrived at the stadium by bus, equating to xx%

#### 4.2.6. Walk

A total of xx% of respondents stated that they walked all the way from home to the match.

#### 4.2.7. Cycle

A total of xx% of respondents stated that they cycled to the match. A total of xx cycles were surveyed during the match at the following locations:

Location	Number of cycles
East Stand car park - cycle stands	xx
xx	xx

#### 4.2.8. Car

The following provides a breakdown of total number of spectators arriving by car.

Car Trips		
Location	Driver	Passenger
Xx	(%)	(%)
Yy	(%)	(%)
Zz	(%)	(%)
	(%)	(%)

The average occupancy of each vehicle is xx.

#### 4.2.9. Other /Multi Modes

The survey identified xx% of spectators travelling by other modes or a combination of modes. For the purposes of analysis, their final mode has been identified to calculate the modal split for arrivals/departures from the stadium. However, note of the other modes is important for example, where spectators have arrived at Manchester Airport.

#### 4.2.10. Modal Split Analysis

The new modal split for 2004 has been estimated using the new surveys data for rail, Metrolink, Park and Ride and coach and the original modal splits from the questionnaire survey data collected in 1998.

Mode	1998	2001	2004
Car	77	77 *	
Bus	1	1 *	
Park & Ride	0	<0.5	
Rail	3	2	
Metrolink	4	8	
Coach	9	7	
Walk from home	1	1	
Other (inc. Taxi)	5	4	
<i>Ground Capacity</i>	<i>55,000</i>	<i>67,400</i>	<i>67,700</i>

\* - not surveyed, figures assumed from surveys of other modes

#### 4.3. PERCEPTIONS OF PUBLIC TRANSPORT

The questionnaire survey asked a number of questions to car users why they choose not to travel by public transport. The results of the survey are shown below.

#### 4.4. SURVEY RESULTS – NON MATCH DAYS

In additions to large volumes of spectators travelling to the stadium on match days, there are significant numbers of people who visit the stadium on non-match days for a variety of reasons.

The biggest element is people who are employed by the club in a variety of capacities. This totals around xx people.

The stadium is also home to the club merchandise shop and a club museum. The club also provides tours around the stadium for visitors.

The complex also includes a conference facility, which attracts significant numbers of visitors.

Although the impact of travellers on non-match days does not have the same impact on the local community and the traffic network, this Travel Plan should encourage everyone travelling to the stadium to consider alternatives modes of transport for their journeys.

A survey programme will be undertaken to establish modes of travel for each of these types of traveller.

## 5 OPPORTUNITY AREAS



## 5. Opportunities for Decreasing Car Mode Share

### 5.1. AREAS OF DEMAND

The club has provided postcode information for season ticket holders who had purchased their tickets by xxx, with these totalling approximately xxx. This information has been used to produce a geographic spread of season ticket holders as indicated in Figure x.x.

Due to the proposed stadium expansion, the numbers of ticket holders per postcode area has been increased pro rata to a 75,000 capacity crowd in order to give a reasonably robust representation of the numbers of fans in each postcode area.

This information indicated that approximately xxx, out of the xxx season ticket holders' postcodes obtained, were situated in xxx and on the bus network with direct links to xxx.

#### 5.1.1. Matchday Demand

Using the assumption that xx% of spectators could use the bus for the major part of their journey, it is estimated that xxx passengers could be accommodated on the bus network.

The trip distribution is calculated as follows:

- Of the xxx bus users, xx% (xxx) are expected to travel from Manchester City Centre with xx% (xxx) from other directions;
- An additional xxx spectators, x% of the total, can be expected to transfer from rail and Metrolink within Manchester City Centre;
- xx% (xx) of those additional spectators will use bus services, with the remainder using other transport modes (walk, taxi);
- This gives a total of xx spectators travelling by bus to and from Manchester City Centre for games; and
- xxx spectators travel by bus using other services.

On Saturday afternoon the existing bus provision can cater for the predicted demand before games, but there is a shortfall in provision following a game. Similarly, during the week at evening games, the bus frequencies before a game are adequate to cater for demand, but provision drops sharply after the games as many services cease running during the evening.

On Sundays there is a significant shortfall on provision due to the reduced frequency of services on that day.

### 5.2. RAIL INITIATIVES

There is considerable potential for improving the marketing of the service and possibly increasing the number of trains and direct routes serving the halt. Attention to the platform by Network Rail would address the safety concerns of the Police and enable passengers to wait on the platforms.

To capture passengers from the west, the train operators could stop trains at Trafford Park on match days which is only a relatively short walk

away from the stadium and closer than many car parks.

The provision of a new station serving both directions on the Trafford Park line at White City, would replace the Old Trafford Halt and increase the number of potential routes serving the area, especially from the west, an area not served by Metrolink.

### 5.3. METROLINK

Travel to matches by Metrolink has grown since the original surveys, partly as a result of the opening of the Eccles line. It is important that safe pedestrian routes are identified and signed from the three local stations, Old Trafford, Trafford Bar and Exchange Quay, currently serving the stadium.

Old Trafford will remain the key station for Metrolink users and it is understood that proposals to extend and upgrade it are being developed.

Future Metrolink lines would increase the number of trams serving other stations near to Old Trafford. In particular, this would increase use of Trafford Bar in relation to trams to and from the Airport lines and Pomona/Wharfside in relation to the Trafford Centre line. Also the increased size of the tram fleet would give greater flexibility in the service with more potential for increasing the capacity of individual trams passing Old Trafford on match days (double trams).

The development of Metrolink would address constraints including lack of capacity and extensive after match queuing at Old Trafford Station, which deters many people from using the tram. The extensions would more than double the capacity available and provide significant potential for increase in patronage from current level of 8% up to 18% by 2007, given that the main constraints on Metrolink are limited capacity and limited catchment area. Both would be addressed by the extensions.

Phase 3 expansion to the airport will also provide a quality link to the numerous spectators who regularly travel to matches from Ireland and elsewhere in Europe.

MUFC are committed to supporting the case for the expansion of Metrolink, both Phase 3 and the linked expansion to the Trafford Centre. The club also supports further extensions such as the line to East Didsbury and Stockport to increase public transport travel opportunities to the stadium.

### 5.4. SPECIAL FOOTBALL BUS SERVICES

It would appear that there is a need to enhance the dialogue between MUFC, GMP and the bus operator in order to maintain and promote patronage levels on the services. In addition, it would seem that in view of the relative success of the scheme it would seem appropriate to review traffic management, loading arrangements and routing in order to maximise the efficiency of the service to further enhance the service.

## 5.5. PUBLICITY AND PROMOTION TO INCREASE USE OF PUBLIC TRANSPORT

MUFC will continue to work with the transport operators and the local authorities to improve publicity and promote awareness to increase the use of public transport, utilising its own media such as MUFC Radio/TV, match day programmes, etc. to target people who attend regularly, and provide information to all ticket purchasers targeting less frequent visitors. Improved information will be provided on the MUFC website.

It must be recognised that whilst the club can provide information to operators and potential public transport passengers and facilitate service provision, it is not a transport operator. The delivery of transport services depends on the co-operation of the operators and their view that services will be commercial.

### 5.5.1. Information And Marketing

The high use of the private car at major events/stadia is often due to the lack of awareness with regard to the availability of public transport and alternative travel. Accordingly, a marketing and publicity campaign is essential to ensure that the use and availability of alternative travel modes is well publicised.

Information and marketing initiatives will reduce the impact of the proposed increase in the capacity of the stadium, by encouraging greater use of public transport, use of alternative stations and increased coach travel. Awareness is the key to any new public transport initiative.

Therefore it would be advisable to develop an information and marketing strategy, which could include the following specific initiatives:

- A public transport leaflet summarising existing and proposed transport services in liaison with key operators. This could be sent out to season ticket holders and with each ticket purchased from the club and would include information on shuttle bus services, rail services, alternative stations, pedestrian and cycle routes, parking restrictions and service information (i.e. routes, frequencies and costs);
- Liaison with public transport operators with regard to opportunities for joint ticketing;
- Advertisements actively promoting public transport services, information in the match programmes and on the internet site, adverts on the screens and information posters.
- Information posters around the Stadium site;
- Public transport information printed on the back of each ticket and re-enforcing the car parking restrictions during an event; and
- Promotion of coach travel, particularly targeted at supporters clubs and schools and societies, where appropriate.

Providing such information is particularly important for those who may not be familiar with the area around Old Trafford and are not aware of the public transport options available to them. It is necessary to promote the fact that the stadium is served by its own rail station and the four Metrolink stations that are within short walking distances of the stadium and will encourage staggered leaving times after

matches, to prevent overcrowding on public transport.

The experience gained to date has shown that if good public transport options are provided, they will be used. Marketing and publicity of particular services has a key role to play.

The main elements of the Information Strategy are as follows:

- Emphasise the presence of a local residents and businesses parking scheme;
- Communicate clear messages to the local community and businesses;
- Promote public transport;
- Promote the designated walk routes;
- Promote logical car park use; and
- Influence the travelling arrangements of visitors to the Old Trafford.

### 5.5.2. Methods Of Delivery

Several methods of delivery of the necessary information have been identified and could be used. These include the use of the following forms of media:

- Resident Parking Leaflet to local residents and businesses;
- Transport Leaflet mailed out with MUFC season tickets;
- Presence within the MUFC Magazine;
- Manchester Evening News
- Official MUFC Web sites and GMPTE site;
- MUTV;
- MUFC email newsletter; and
- Leaflet distribution via Local Community Places and Residents Associations.

## 5.6. COACHES

The use of organised coaches will continue to be supported by MUFC with suitable parking facilities provided. MUFC will continue to work with the Police to improve priority for these coaches when exiting the stadium area.

## 5.7. OTHER INITIATIVES

The Gorse Hill Partnership will give active consideration to other initiatives to reduce traffic impact with other members of the Green Travel Plan Partnership e.g. temporary priority for buses on the A56, and other key routes, before and after matches. Trafford MBC's travel coordinator will be involved in this work with MUFC's Group Property Manager.

## 5.8. POSSIBLE AREAS OF INVESTIGATION

### 5.8.1. General

- In conjunction with PTE, consider developing shuttle bus services from key destinations such as the City Centre, Manchester Airport. The relative success of the UK north services from the City Centre suggest this could be a real opportunity and counter the lack of capacity on Metrolink.;
- Target various supporters clubs to encourage greater co-operation in coach travel;
- Investigate feasibility of discounting travel and combined tickets for spectators travelling to the stadium by more than one mode of transport;

- Ease crowd dispersal rates by advertising and expanding post match licensing and thus encouraging greater public transport use;
- Liase with public transport operators, particularly with respect to bus services, to ensure that service provision is more flexible when games take place at night, and
- Promotion via literature and signage the use of Exchange Quay Metrolink in order to reduce pressures on Old Trafford Metrolink stop.

#### **5.8.2. Walking/Cycling Initiatives**

- In order to promote key walk routes between key transport interchanges and stadium, consider competition to name routes after great players/managers;
- Encourage development of Old Trafford walking/cycling user group; and
- Improve safety on existing routes through lighting and security features, and the promotion of dedicated safe crossing points at strategic junctions.

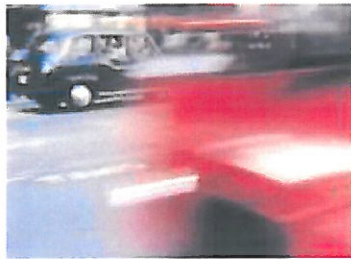
#### **5.8.3. Publicity Initiatives**

- Create Public Transport credit card sized inserts for Corporate and Season Ticket books; and
- Liase with other clubs to provide improved public transport information that could be included in preceding programmes and included on official websites.

#### **5.8.4. Website/Media Initiatives**

- Provide section on Metrolink and include walk directions from each station;
- Provide section on website devoted to walk and cycle routes to the stadium;
- Re-prioritise order of travel directions in terms of sustainability;
- Develop interactive travel link on MUTV; and
- Create a link to Liftshare on the website to reduce car travel trips.

## 6 WAY FORWARD



## 6. Way Forward

### 6.1. WAY FORWARD

The decision by Government not to fund the expansion of Metrolink means that the targets for reducing car travel for matches at the Old Trafford Stadium, set in the 2002 Travel Plan, are not deliverable. Unless and until the Metrolink expansion is completed, it is probably unrealistic to expect a significant reduction in car travel to the stadium.

MUFC will make every effort to encourage their spectators and other visitors to use non-car based transport to access the stadium. This will be done through improved information and close co-operation with transport operators. However, the delivery of improved public transport remains a commercial decision for the transport operators, and for it to succeed the user has to perceive an advantage such as improved convenience, reliability or price.

Without a significant improvement in rail-based transport to the stadium (through Metrolink or heavy rail), it is difficult, based on recent experience, to envisage widespread bus-based transport being able to deliver major increases in patronage and hence significantly reduce car travel. One of the major problems in providing improved bus services is the lack of bus priority on match days, to provide the bus with a competitive edge over private transport. The implementation of any such facilities are clearly difficult and beyond the remit of MUFC and would need close co-operation between the Local Authority, the Police and the transport operators.

The club, as a major partner in the Gorse Hill Partnership, will continue to facilitate dialogue between the major parties through the partnership, and is keen to continue its involvement and encourage the other key players to take an active role in improvements to non-car based modes of transport.

### 6.2. MONITORING

Monitoring the progress and success of the GTP is important and will remain a responsibility for all members of the Gorse Hill Partnership.



## APPENDIX



# Appendix A

## Supporters Questionnaire

Manchester United Football Club is seeking to encourage more people to make sustainable transport trips to Old Trafford. The purpose of this questionnaire is to firstly, establish the existing modal split of transport trips to home games for both staff and spectators and secondly, determine what measures would encourage you to travel to the ground by alternative means. Your assistance would be greatly appreciated.

### Travel Information

**Question 1** On an average matchday, how long prior to kick off do you aim to be in the stadium?

Less than 15mins   
  15-30mins   
  30mins-60mins   
  More than 1hour

**Question 2** What do you normally do before the match? (Please tick all that apply)

Visit club shop   
  Visit a Public House   
  Straight to the stadium  
 Other, please state \_\_\_\_\_

**Question 3** What do you normally do straight after the match? (Please tick all that apply)

Visit club shop   
  Visit a Public House   
  Go straight home  
 Other, please state \_\_\_\_\_

**Question 4** How long does your journey from your home to Old Trafford take?

<15mins   
  15-29mins   
  30-44mins   
  45-59mins  
 1-2hrs   
  2-3hrs   
  3hrs+

**Question 5** How do you normally travel to Manchester United home fixtures? (Please tick all that apply)

Car driver   
  Car passenger, go to Q11   
  Metrolink, go to Q11   
  Train, go to Q11  
 Coach, go to Q11   
  Bus, go to Q11   
  Cycle, go to Q11   
  Walked all the way, go to Q11  
 Other, please state \_\_\_\_\_

Questions 6-10 only to be answered by spectators who selected **car driver** as their predominant mode of transport.

**Question 6** How many people are normally in the car (including the driver)?

1   
  2   
  3   
  4  
 5 or more

**Question 7** Is your car parked on street or within a car park?

On street   
  MUFC official car park   
  Off-street/ Car park

**Question 8** Would you be interested in participating in an internet based lift share service to reduce the number of private car trips to Old Trafford?

Yes       No       Possibly

**Question 9** Why do you not normally travel by bus, rail or tram to Old Trafford? (Please tick all that apply)

Time restraints       Cost       Overcrowding       Poor/no direct service(s)  
 Ease of getting to Old Trafford by car       Other, please state \_\_\_\_\_

**Question 10** What measures would encourage you to use Public Transport as a means of travelling to Old Trafford? (Please tick all that apply)

Direct service from home       Reduced price public transport       More services/less overcrowding       One ticket that can be used on bus/rail/tram  
 More parking restrictions would force me to use public transport       Other, please state \_\_\_\_\_

**Question 11** How do you normally remain up to date with news relating to Manchester United Football Club? (Please tick all that apply)

www.manutd.com       MUFC tv       MUFC radio       MUFC e-mail newsletter  
 United Review       Manchester Evening News       Other, please state \_\_\_\_\_

**Question 12** Which of the following public transport initiatives are you aware of? (Please tick all that apply)

Ladywell Park & Ride (Eccles line)       Post match Football Bus Specials (Old Trafford – City Centre)

### General Information

**Question 13** What is your age?

Under 16 yrs       16-24 yrs       25-40 yrs       41-65 yrs  
 Over 65yrs

**Question 14** Are you male or female?

Male       Female

**Question 15** What is your home Postcode? or area if postcode not known

**Question 16** On average, how many home games do you attend in a season?

1-4       5-9       10-14       15-19  
 20+

**Please use the box below if you would like to add any further comments or have any transport related suggestions.**

**THANK YOU FOR YOUR ASSISTANCE**

**Please return this questionnaire to the following address, before xxxx or place it in the box provided at xxxx.**

