

Old Trafford Regeneration

Movement and Transport Framework

Draft

June 2026



Role of the Movement and Transport Framework

The draft version of the Movement and Transport Framework serves as a supporting document to the Wharfside Strategic Masterplan [WSM], to aid the delivery of the WSM vision for transport. This draft version is intended to provide a technical evidence base document in relation to movement and transport.

This Framework sets out the vision and principles for the delivery of an integrated and high-quality transport network, focusing on how people move within, and to and from, the Old Trafford Regeneration [OTR] Area. This Movement and Transport Framework highlights key challenges and opportunities associated with the development of the WSM. Transport interventions have been identified to prioritise a sustainable, world-class and effective transport network that can seamlessly integrate into the Bee Network, ensuring jobs, homes, education, and community spaces are accessible and well connected for all.

This Movement and Transport Framework sets out the required transport vision and principles to bring transport improvements forward in alignment with the WSM Vision, Greater Manchester Local Transport Plan and other Local Policies. It will support sound decision making through the planning process and will be used alongside adopted planning documents to inform decisions on applications in the future.

This Framework is an important tool in making the case for, and securing investment needed to deliver the required transport infrastructure from several funding sources.



Source: WSM

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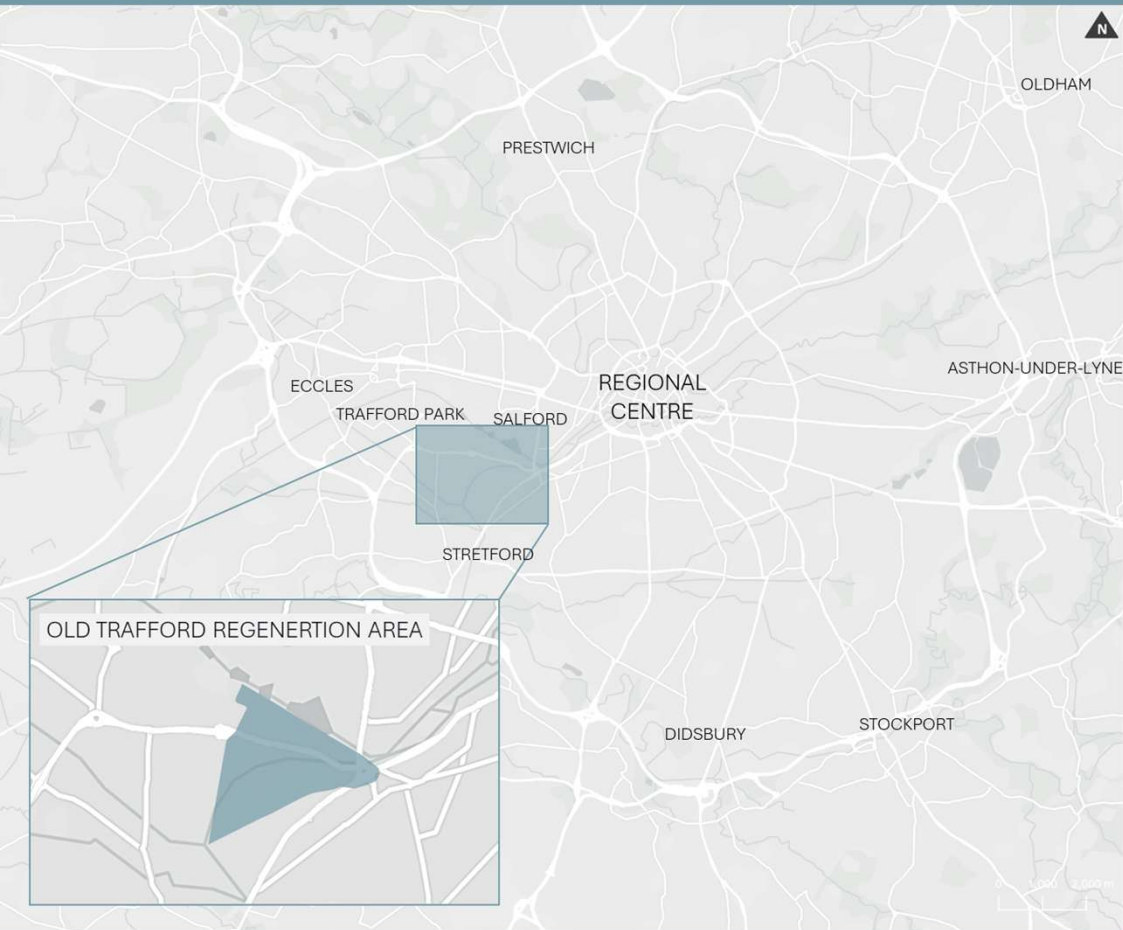
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PART 1: THE VISION

PART 1.1 THE WSM VISION and GROWTH CONTEXT

PART 1 sets out the proposed WSM development, existing and future conditions and the need for intervention.

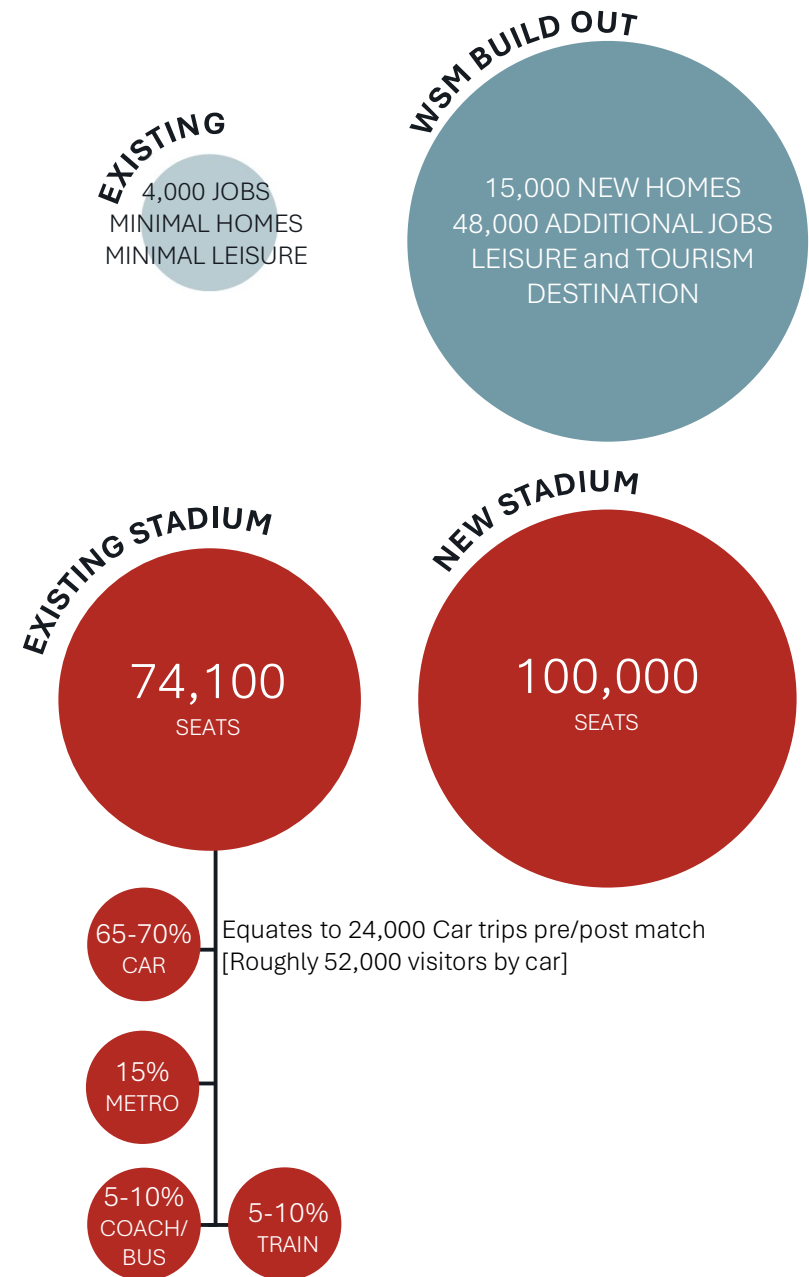
The WSM



The WSM sets out a vision for an integrated, high-quality, vibrant and diverse city district for the OTR area, which covers approximately 150 hectares. The masterplan includes plans for up to 15,000 new homes, 48,000 additional local jobs and a 100,000 seater purpose built and state of the art stadium for Manchester United FC with surrounding leisure and entertainment district.

A place led redevelopment will need to be underpinned by excellent transport connectivity.

The WSM has established a new urban framework for the OTR area which is poised for regeneration on a historic scale, offering an unprecedented opportunity to deliver social, economic, and environmental change.



The WSM and Strategic Growth Context

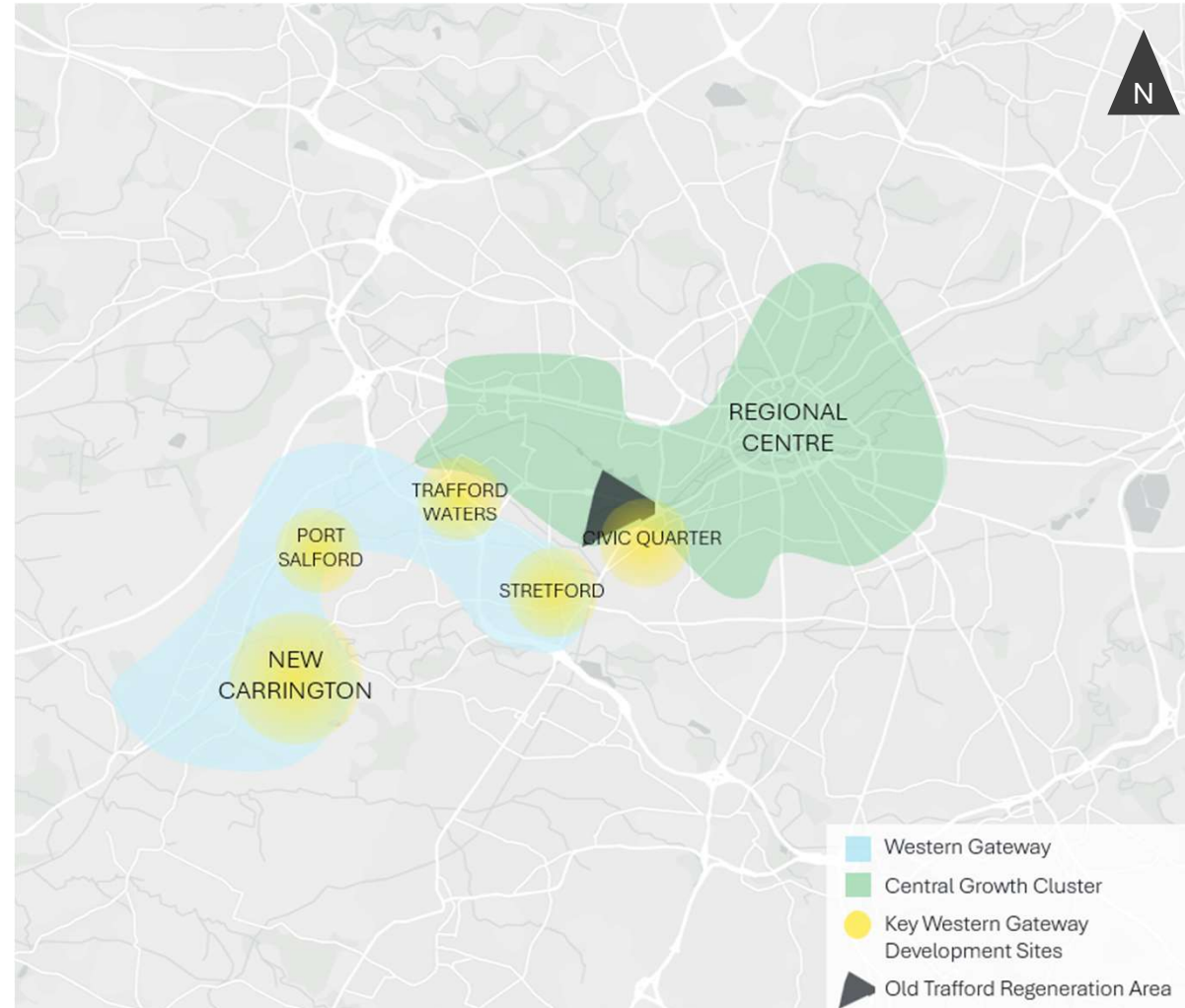
The OTR area sits between the major growth locations of the Regional Centre (Central Growth Cluster) and Western Gateway, two of six growth locations across Greater Manchester.

The Central Growth Cluster will see significant employment creation and new housing development. The growth is underpinned by investment into transport services and infrastructure (e.g. Metrolink stops and extensions, quality bus corridors, active travel improvements and rail investment including Northern Powerhouse Rail).

The Western Gateway extends from New Carrington through Port Salford and towards Old Trafford and Media City. Transformational proposals have been submitted to develop employment space, housing, and culturally-led regeneration.

To serve the WSM and the strategic growth areas identified, there is a requirement to provide a transport network which can effectively connect, integrate and meet the demand in these growth corridors.

The Movement and Transport Framework has been developed to consider existing transport, and the opportunities to create a resilient, efficient and well-connected transport network to facilitate the proposed growth in these areas.



Strategy, Policy & Wider Alignment

Greater Manchester Strategy

- Make GM fairer, greener, and more prosperous.
- Focus on inclusive growth, health, and wellbeing.
- Commit to carbon neutrality by 2038 and better jobs and skills.

Draft GM Transport Strategy 2050

- A transport system for a global city region
- Focus on inclusive growth, health, and wellbeing.
- High sustainable transport mode share aims

Places for Everyone

- Spatial plan for housing, jobs, and growth to 2037
- Prioritises affordable homes, employment sites, and sustainable transport
- Embeds climate resilience and place-making in development.

Stakeholder	Placemaking and regeneration	Destination and economic catalyst	Strategic and sustainable connectivity and movement	Inclusive growth and partnerships
Initial Transport Objectives <i>To be refined through the Movement and Transport Framework</i>	- Target 70% of journeys by public transport, walking, and cycling and reduce traffic demand by at least 10%. - Provide safe, high-quality walking, wheeling, and cycling routes within 5 km. - Ensure frequent, direct public transport links to city centre, Salford, airport, and national rail. - Local bus services connecting key centres within a 30-minute catchment.			- Ensure local communities are within 30 minutes of the area by sustainable modes. - Support inclusive access through improved public transport and active travel infrastructure.
Trafford Council Vision	Create a vibrant new neighbourhood with homes, community facilities, and leisure spaces.	Reimagine Old Trafford as a world-class destination, with the stadium acting as a catalyst for culture, sport, and economic growth.	Transform movement and public spaces to prioritise walking, cycling, public transport, and high-quality green and blue spaces.	Deliver inclusive regeneration with jobs, affordable housing, and community benefits.
Trafford Wharfside Masterplan Vision	Transform Trafford Wharfside from a low-density, industrial, road-dominated area to a dense, diverse urban district shaped around active and sustainable travel.	Establish a new street framework and high-quality public realm to support people-focused, accessible, and sustainable movement.	Use the redevelopment of Manchester United's stadium as a driver for major transport and public realm improvements, prioritising enhanced public transport and active travel on event days.	Manage the movement network through cross-borough and city-wide partnerships, building consensus to ensure strategic and inclusive outcomes.
Manchester United FC Vision	Embed stadium vision in mixed-use development: new jobs, homes, amenities.	- Deliver a new or redeveloped stadium as a catalyst for regeneration and economic growth. - Expand programming beyond matchdays: concerts and community events	Prioritise better public and active transport options for all visitors, reducing reliance on private cars and re-allocating parking to support greener travel modes.	Work in close partnership with local authorities, transport bodies, and communities to deliver inclusive benefits.

Stakeholder Engagement

Given the cross-boundary nature of the WSM and the scale of proposed change, early engagement with strategic partners has been essential in de-risking assumptions, testing deliverability, and aligning transport ambitions with wider regional priorities.

Early engagement with strategic stakeholders via a series of workshops from August 2025 until January 2026 was undertaken to test and develop the core values and principles underpinning the Movement and Transport Framework. Attendees were encouraged to provide their feedback within the session, and the insights gathered from each session were captured and used to inform the development of the draft Movement and Transport Framework.

During this period of engagement, regular updates were provided by a Stakeholder Engagement team to a Movement and Transport Framework Steering Group. During these sessions, updates on preliminary baseline studies, outcomes of engagement, and any emerging risks and opportunities were shared to attendees to aid the development of the draft Movement and Transport Framework. Members of the Steering Group included:

- Transport for Greater Manchester (TfGM);
- Greater Manchester Combined Authority (GMCA);
- Trafford Council;
- AECOM; and
- Steer

A number of Stakeholders were engaged with for various topics, including:

- TfGM: Old Trafford Rail connectivity & proposed new rail station
- Department for Transport (DfT): Evidence from the emerging Manchester-Liverpool (via Warrington) rail line outline business case
- Network Rail: Old Trafford Freight connectivity & proposed new rail station
- TfGM Highways Network Team: Traffic management
- GMCA: Mayoral Development Zone (MDZ) Western Gateway Growth Location
- TfGM: Cyle Hire
- TfGM: Active Travel
- TfGM: Rapid Transit/Metrolink
- TfGM: Western Gateway Growth Location
- TfGM: Bus Provision
- Manchester United Football Club: Matchday provision
- Trafford Council / TfGM: Highways meeting
- TfGM: Accessibility meeting
- Manchester City Council / Salford City Council: Initial briefing

Stakeholder Engagement: The Outcomes

Rail and Freight	Clarified the operational and capacity constraints affecting the rail corridor serving the OTR area, including limitations associated with the Castlefield Corridor and the Manchester–Liverpool (via Warrington) rail line. As a result, the framework adopts a multi-modal approach, recognising that rail alone cannot accommodate projected demand and that flexibility must be retained in future freight assumptions.
Metrolink	Provided clarity on the Metrolink development pipeline and realistic capacity thresholds, reinforcing the importance of ensuring that interventions are deliverable within foreseeable network constraints, avoiding reliance on long-term infrastructure upgrades that are currently unfunded.
Active Travel	Reinforcing the need to address severance at White City Circle, emphasising integration with existing high-quality corridors, highlighting the importance of inclusive infrastructure design and identifying match-day flexibility as a design requirement. This has resulted in a strengthened active travel strategy embedded across both daily and event-day scenarios.
Bus Travel	Highlighted the critical role of bus in delivering both day-to-day and event-day capacity, and the need for bus priority infrastructure, particularly at White City Circle. The importance of strengthening orbital connectivity to reduce reliance on the Regional Centre. The opportunity to integrate shuttle, Park and Ride, and strategic bus hub concepts. Recognition of depot capacity constraints as a potential delivery risk. As a result, the framework places greater emphasis on bus as a primary mode for demand management and modal shift.
Parking and Private Vehicle Management	Emphasised the scale of match-day parking displacement beyond the immediate OTR boundary, and the importance of coordinated enforcement alongside infrastructure change. The need for a phased parking strategy aligned with development milestones. Risks of displacement into neighbouring authorities if not managed strategically. The Movement and Transport Framework has therefore incorporated a more robust and phased parking management framework, supported by management and enforcement considerations.
Interface with Wider Development	Engagement confirmed that transport interventions must respond not only to OTR but also to: Western Gateway Growth Location; Manchester Waters and adjacent development timelines; and wider evening and event-based pressures across Greater Manchester. Reinforcing the need for the framework to remain adaptable and aligned with emerging regional growth trajectories.
Inclusivity and Equality	Stakeholders strongly emphasised the need for an Equality Impact Assessment (EqIA) to ensure that proposals are inclusive and responsive to vulnerable groups. As a result, development of an EqIA is now identified as a priority next step, alongside targeted engagement with stakeholder groups to validate assumptions and inform detailed design stages.
General and Next Steps	Stakeholder discussions also confirmed general support for the vision and principles of the framework and Stakeholder recommendations for next steps on modelling and analysis to test key Movement and Transport Framework assumptions.

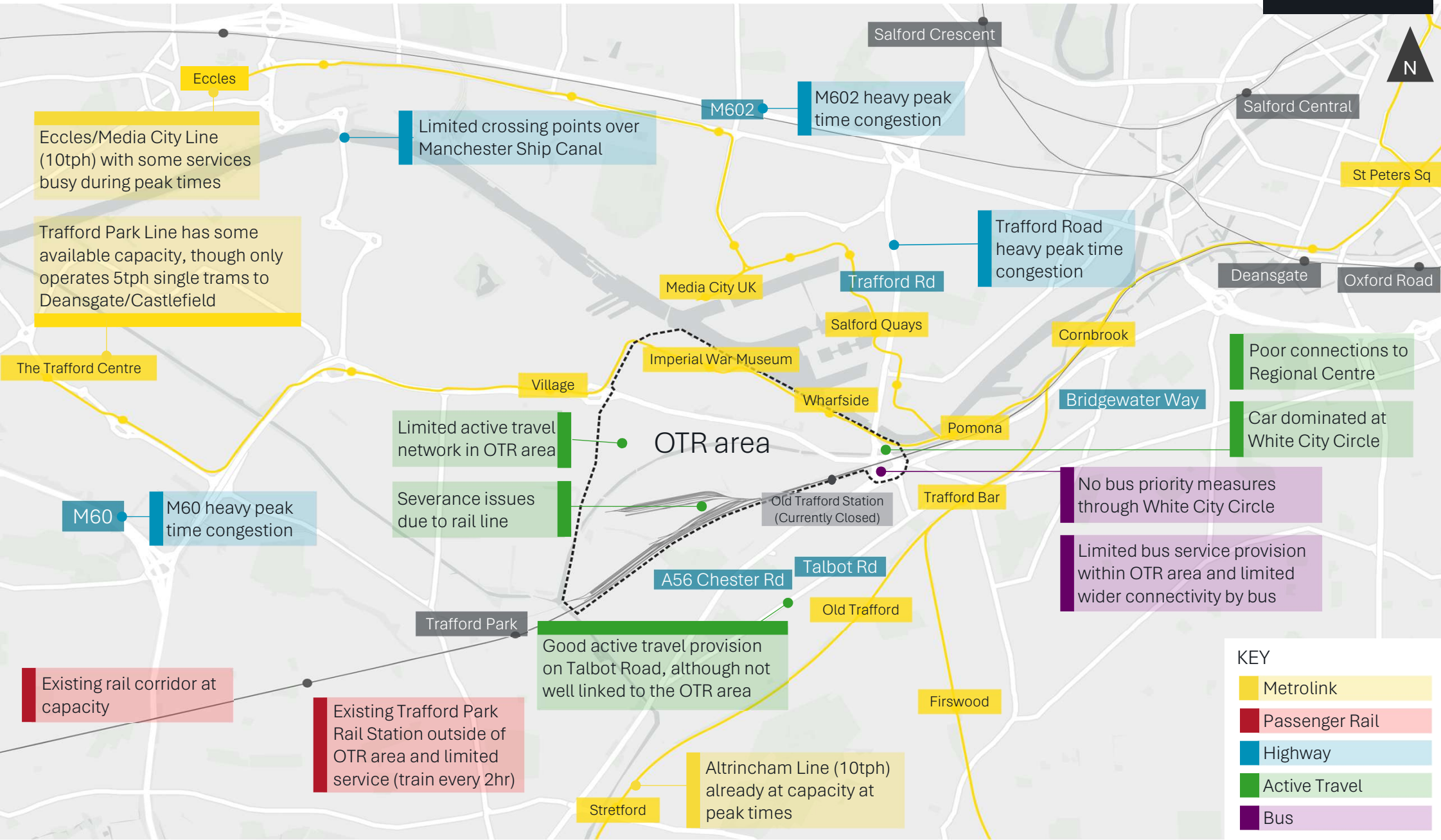
PART 1.2 EXISTING TRANSPORT and CONSTRAINTS

Summary of Transport Constraints

The OTR area is well connected with local transport networks, with good connectivity across Greater Manchester. However, there are some constraints, and investment will be needed to align with the vision and aspirations for the area. These are illustrated by mode in the figure below. Additional information on existing movements and place can be found in Appendix A.

61%
Car

39%
Public Transport &
Active Travel



PART 1.3 THE VISION FOR MOVEMENT

The transport vision in the WSM for the Old Trafford Regeneration area provides a clear direction for creating a sustainable, inclusive and people-focused destination. The core principles in the Movement and Transport Framework translate that ambition into practical design and delivery priorities. Together the vision and principles provide a unifying framework to guide investment, planning and decision-making across the wider regeneration area.

The Vision for Movement

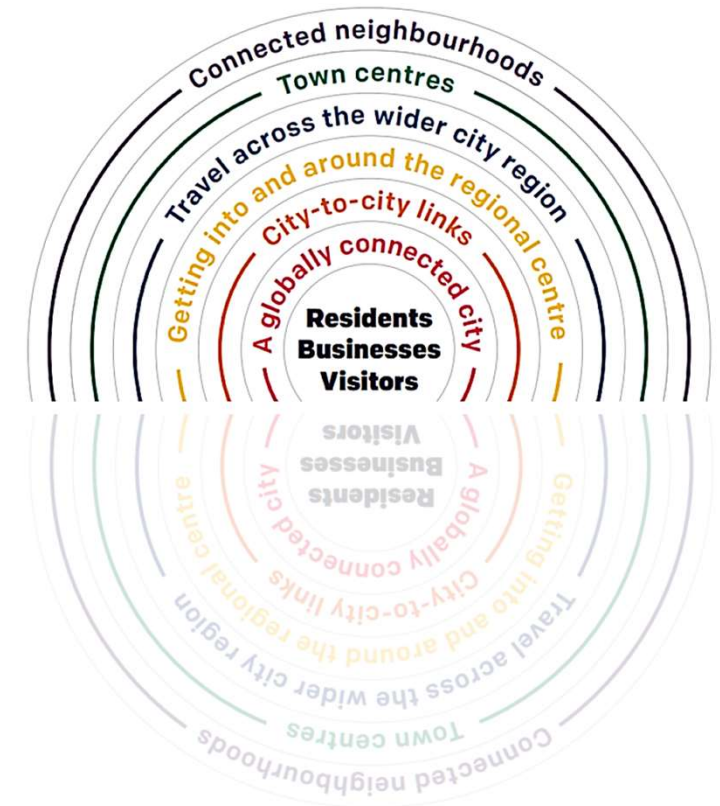
“A thriving community and world-class events destination, that is seamlessly and sustainably connected to the surrounding area, the Regional Centre, Greater Manchester and beyond.”

Grounded in people-first principles, the OTR area will be a place where everyone who lives, works, and visits can meet their daily needs within a short walk, wheel or cycle.

Active travel and public transport will be prioritised to bridge local gaps in the existing network, opening up better links to surrounding communities and wider Greater Manchester. Seamless integration with the Bee Network will make sustainable transport the natural choice for all journeys. New active travel corridors and enhancements to canal towpaths will provide attractive routes, making it a great place to visit and spend time. Streets for All principles will be adopted to ensure that the streetscape is centred around people, not cars.

The **Greater Manchester Transport Strategy 2050** people and place approach has been adopted in the Movement and Transport Framework to explore the OTR area at different geographic scales.

Engagement with key strategic stakeholders across the area has been central to shaping the Movement and Transport Framework to allow the emerging vision and guiding principles to be tested, challenged, and refined, to ensure they are robust, achievable and aligned with stakeholder priorities.



The Core Principles

The vision of the Movement and Transport Framework is underpinned by five core mobility and connectivity focused principles that have been agreed collaboratively with TfGM:



People First and Accessible to All

Daily needs are met within a short walk, wheel, cycle or public transport journey. The public realm will be designed to be safe, attractive, and accessible.



Future Ready

The transport network will be designed through a carefully phased approach to provide sufficient network capacity and consistent, high quality access to the new stadium and Wharfside neighbourhood, with flexibility to respond to future technological change and innovation.



Bee Network Integration

Wharfside will be fully integrated into the Bee Network, creating an interconnected system that facilitate car-free and car-lite lifestyles.



Green & Resilient

The potential of blue and green ways will be embraced. Natural systems (e.g. SuDS) will improve resilience against extreme weather events, and biodiversity will be enhanced through new green spaces.



Flexible & Adaptable

The demand from multiple land uses and event days will be managed efficiently without compromising the people-first environment



Greater Manchester Street Types

This approach will support the development of a street hierarchy within the OTR area, one that will align to the context of the five Greater Manchester Street Types, shown below. This approach will provide a focus and balance to support movement to/from, and within the OTR area, whilst supporting the reimagining of the road network as set out in this Framework.



The Streets for All approach, also aligns with the Trafford Design Code, which promotes coherent, people-focused streets and high-quality public realm, ensuring that movement, landscape, and built form work together to create safe, attractive, and sustainable places across the borough.

The design code is underpinned by a set of design principles and guidelines to ensure future development continues to offer, distinctive, innovative and high quality placemaking which can be enjoyed for future generations to come.



Creating Vibrant Communities

The people and communities of Greater Manchester are the driving force behind the region's resilience and identity. Well connected neighbourhoods empower communities, enabling them to grow and flourish, enhancing the quality of life for all.

Transport plays a crucial role in the lives of everyone in Greater Manchester. It connects individuals to jobs, education, family and friends, helps the movement of customers and suppliers to businesses, and links residents to vital public services.

The principles delivered in this Movement and Transport Framework align with Greater Manchester's neighbourhood and people-focused policies, building on Streets for All and the Bee Network. For individuals in the OTR area and local surrounding communities, a connected neighbourhood will provide access to essential public services, opening doors to new possibilities, whether that's pursuing a career, attending a school, exploring social connections, or simply enjoying a better quality of life.

The vision for Greater Manchester is to establish a premium walking, wheeling, and cycling network, making sustainable travel the preferred option for most. Creating safe and appealing spaces for local communities, and surrounding neighbourhoods.

Community engagement will be at the forefront of the Movement and Transport Framework. Understanding what a connected neighbourhood looks like to local communities, and how we can improve the quality of life for all, is essential for the success of the WSM.

Learnings from Elsewhere

A review has been undertaken of global precedents in both large masterplan developments and football stadia. This has allowed us to examine what design, and operational strategies have been successful and, crucially, what has and hasn't worked as well.

The masterplanning case studies (Olympic Village, Nordhaven and Marseille) focus on factors like connectivity and placemaking. Simultaneously, the stadia examples (Camp Nou, Allianz Arena, Johan Cruyff Arena, San Siro) analyse public transport capacities and frequencies, putting Old Trafford into context with other major stadia.

Each case study in Appendix B draws out key lessons learnt, and has been used to shape the vision and core principles.



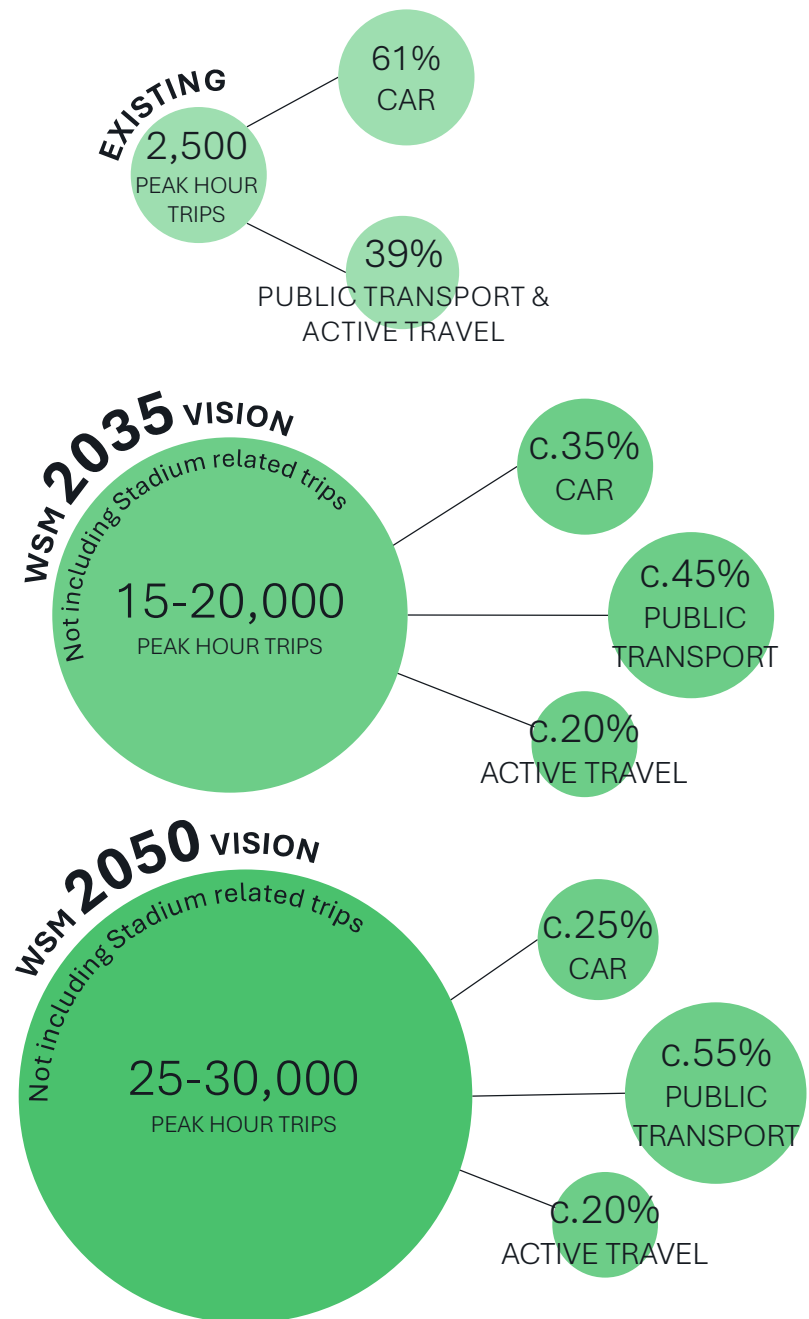
Potential Scale of Change in Travel Demand

The vision and five core principles have been crucial in deriving the visionary mode shares proposed for the OTR area, as shown for 2035 and 2050.

The figure gives a sense of scale of the change to demand in the OTR area compared to existing demand and mode shares. Circa 85% of trips are estimated to be local trips (Inner Neighbourhood, Wider Neighbourhood, and Regional Centre trips – See page 36 for definitions), which includes people travelling within a 30-minute catchment to/from the OTR area.

Note, the demand shown does not include stadium related trips. This provides a view of the scale of demand to/from the OTR area in a peak hour of a ‘normal’ non-event day, it excludes the significant additional demand that would occur on an event-day.

It is understood that different types of events at Old Trafford Stadium may give rise to varying travel patterns, with concerts, league and international matches sometimes attracting different audiences and behaviours. Further consideration may be given to this as part of future work.



Typical Day with Future Mode Share Ambitions

77% Public Transport & Active Travel
23% Car

Our vision for the OTR area is underpinned by an ambitious target of 77% of trips arriving and departing by sustainable modes and 23% by private car. This mode share vision has been considered by spatial theme (defined on page 36), which varies depending on type of location and distance to the OTR area, which influence the modal shares for travel to/from the OTR area.

Cumulative Demand

30,000 PEAK HOUR TRIPS

2,500 PEAK HOUR TRIPS

Active Travel

Public Transport (All Modes)

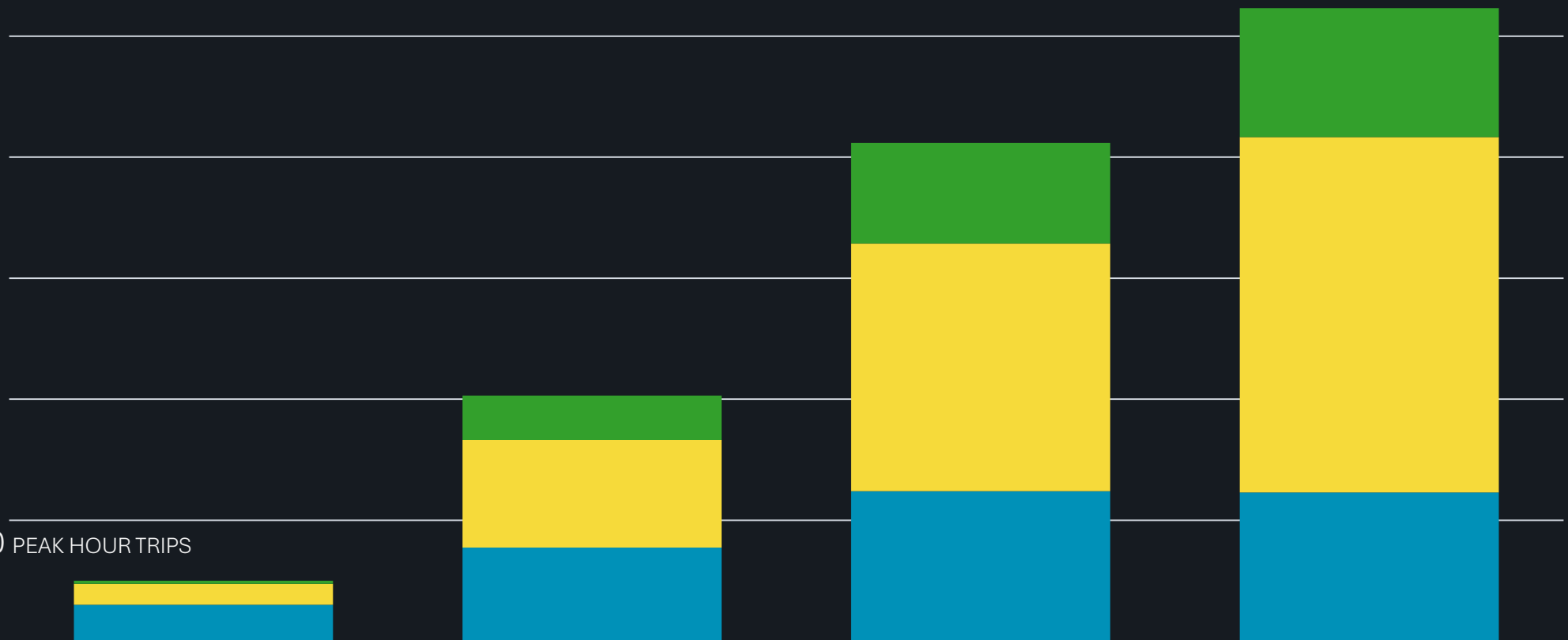
Highways

EXISTING

SHORT TERM

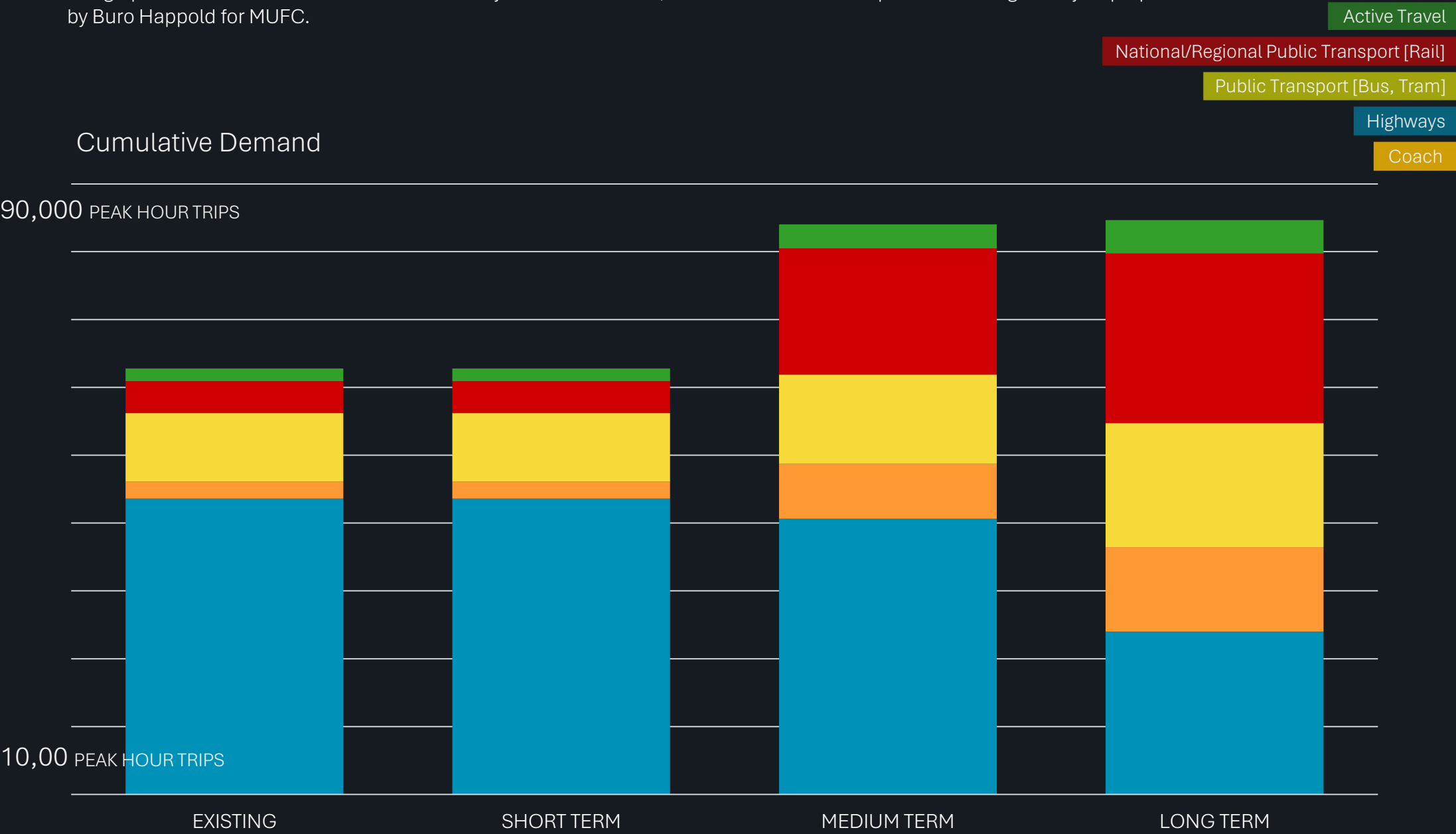
MEDIUM TERM

LONG TERM



Event Demand with Future Mode Share Ambitions

The graph below shows the cumulative event-day stadium demand, based on mode shares provided through analysis prepared by Buro Happold for MUFC.



Impact of Doing Nothing

Without Movement and Transport Framework intervention, the WSM would be constrained by existing barriers to travel and limitations on local service capacities, therefore limiting the scale of possible development.

- **Rail:** The existing Trafford Park Station is remote from the OTR area, with the existing line (not station) already at capacity during peak periods and would therefore provide no additional capacity for the WSM related demand.
- **Metrolink:** The Trafford Park Line (TPL) has spare capacity that could support early development within the initial development phases. Once demand reaches the service capacity, new demand will transfer to other services and modes.
- **Bus:** There is limited existing bus service provision in the area, despite some capacity to support early development phases. Demand would quickly reach capacity without intervention.
- **Active Travel:** There is limited active travel provision within an unappealing environment within the OTR area. Severance to wider communities is an issue, including poor quality active travel links to the Regional Centre, which are not designed to accommodate high volumes of walk, wheel and cycle movements. This will limit the uptake of active travel mode shares, putting pressure on other modes.
- **Highways:** The wider network is severely congested during peak periods, in particular the A56 corridor and Manchester Ship Canal / River Irwell crossings (e.g. M60, Trafford Road, Regent Road). A lack of investment in public transport and active travel routes would place additional pressure on the highway network.



Transport Opportunities

Delivery of the WSM vision for the OTR area requires an efficient, resilient and high-capacity transport network to support and realise the economic potential of the area, world-class stadium status and the creation of a new, inviting destination within Greater Manchester.

Transport is critical to this vision – the creation of place requires significant transport connectivity and accessibility to reach its full potential. Investment in transport interventions within, and to/from the OTR area, will create a destination which is:

Connected

Improve and develop new walking, wheeling and cycling links, to integrate the OTR area to the wider Greater Manchester active travel network.

Permeable

Minimise severance by creating new active and public transport connections across the railway line, strategic road network and Manchester Ship Canal to create wider accessibility to the OTR area.

Sustainable

Achieve the Greater Manchester Right Mix transport ambition by prioritising sustainable travel, through low-car neighbourhoods and mobility hubs, and reallocating road space to prioritise active and public transport modes.

Resilient

Create an OTR area accessible by all transport modes to provide a safe and resilient transport network for all visitors, residents, businesses, customers, event spectators and tourists.

Economically Viable

Invest in a high-capacity public transport system, which can support fast, high-volume, resilient and direct passenger movement between the OTR area and Regional Centre. Good transport access will attract developers, residents, businesses and non-event and event day trade, and create significant economic return.

Event day experience

A multi-modal, high-capacity transport offer to the OTR area will distribute event day travel, reduce event day congestion, and create a positive spectator perception of the stadium journey. Encouraging return trips to the area, increased spend, and a lasting impression of a world-class stadium operation, in line with MUFC aspirations.

Scalable

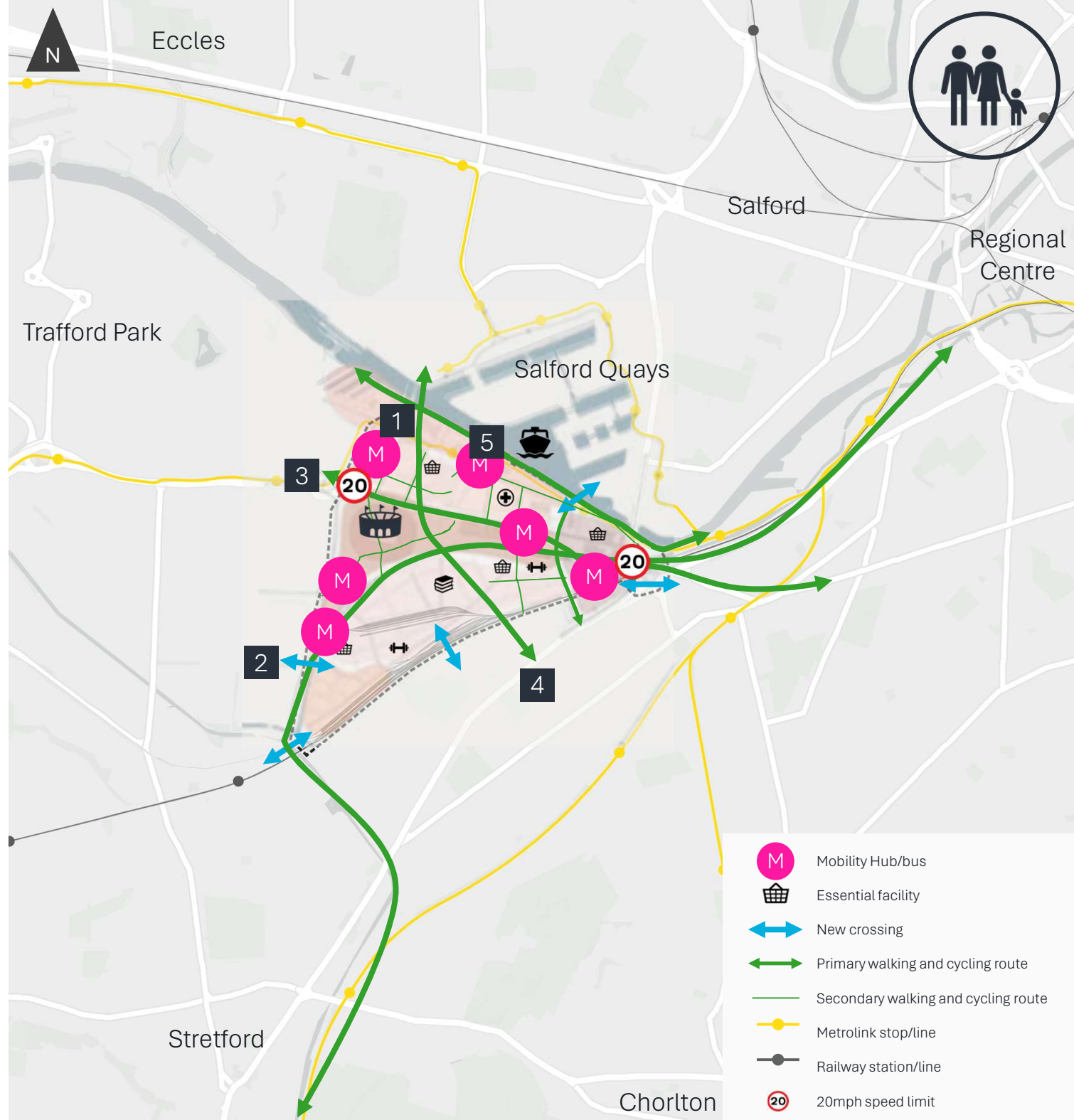
Match the transport offer for the OTR area to the phased build out of the WSM and prioritise critical transport interventions.

PART 1.4 RECOMMENDED TRANSPORT OUTCOMES, by Core Principle

The transport vision and opportunities have been aligned to identify recommended transport interventions and outcomes by each of the five core principles.

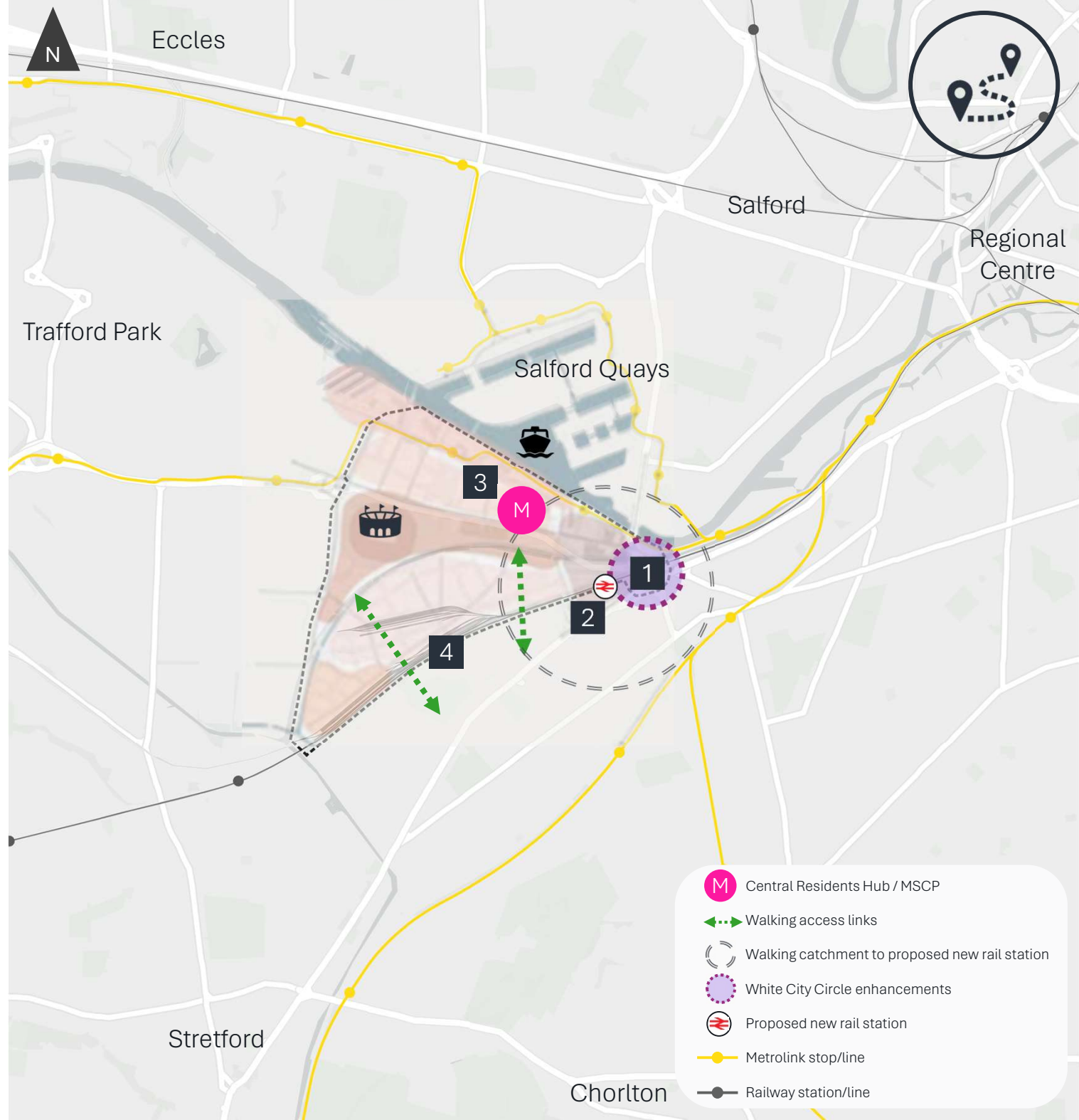
People First: The Outcomes

- 1 High-quality, well-lit walking, and wheeling routes must be provided to/from existing public transport connections, as well as to wider local destinations, including Salford Quays, Old Trafford, Stretford, and the Regional Centre.
- 2 Severance caused by the Bridgewater Canal, Manchester Ship Canal and Manchester-Liverpool (via Warrington) rail line must be addressed for walking, wheeling, and cycling routes. This is critical to avoid the area feeling disconnected, rather than an integrated part of Trafford, Salford Quays and the wider city region.
- 3 A network of high-quality cycle routes must knit the masterplan together, and connect into the existing surrounding network. Streets within the OTR area should be 20mph, and permeable for walking, wheeling, and cycling.
- 4 Essential facilities such as schools, GP surgeries and leisure centres should be central to the area, maximising movement, and minimising the need for long external journeys.
- 5 Limited communal car parking to be provided within multi-level structures so that parking does not dominate the public realm.



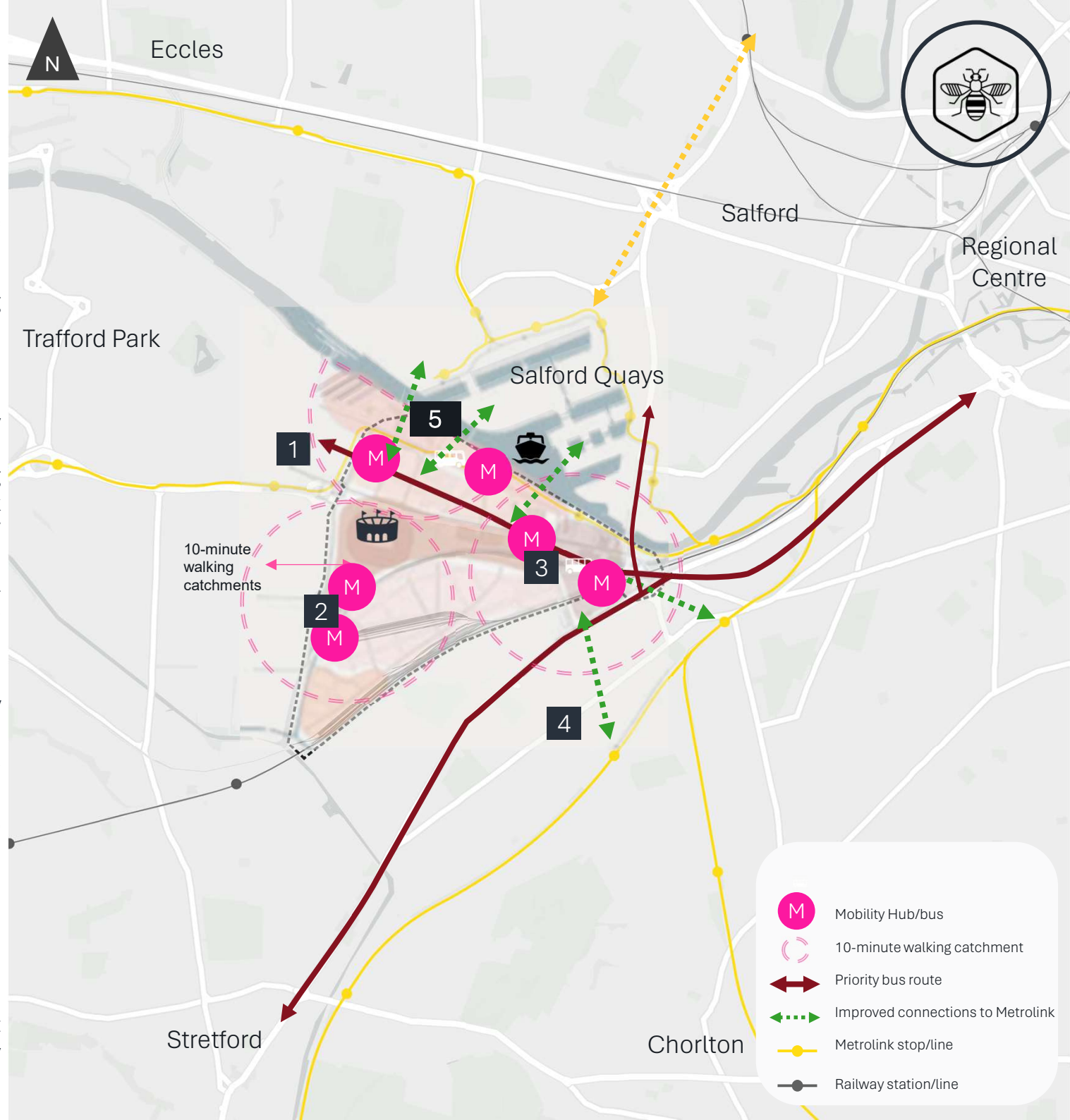
Future Ready: The Outcomes

- 1** Reimagining the White City Circle to ensure it can facilitate the priority movement of high-frequency bus routes is crucial, alongside increasing its safety and permeability for walking, wheeling, and cycling. This is important in the short term, as well as the long term, particularly given this will be one of the primary points of access during the construction and demolition phases of the MUFC stadium, as routes to the south will not be accessible/developed.
- 2** Priming the proposed new rail station for success by making sure the stadium and proposed station are located at a sufficient distance to safely manage event-day crowds. In the short term, ensuring that the location of the proposed new station is integrated with bus, cycle hire and car-sharing so that the proposed new station becomes a mobility hub while work continues to increase rail service frequencies, and potential longer term transformative investment to provide a step change in rail/tram capacity.
- 3** Phased approach to car parking by providing only where essential and building in the ability to repurpose decked parking as the masterplan progresses. A management and enforcement strategy to be explored to manage parking displacement.
- 4** Safeguarding pedestrian access links by considering phased approaches to construction and ensuring there is a long-term plan to connect the OTR area in all directions.



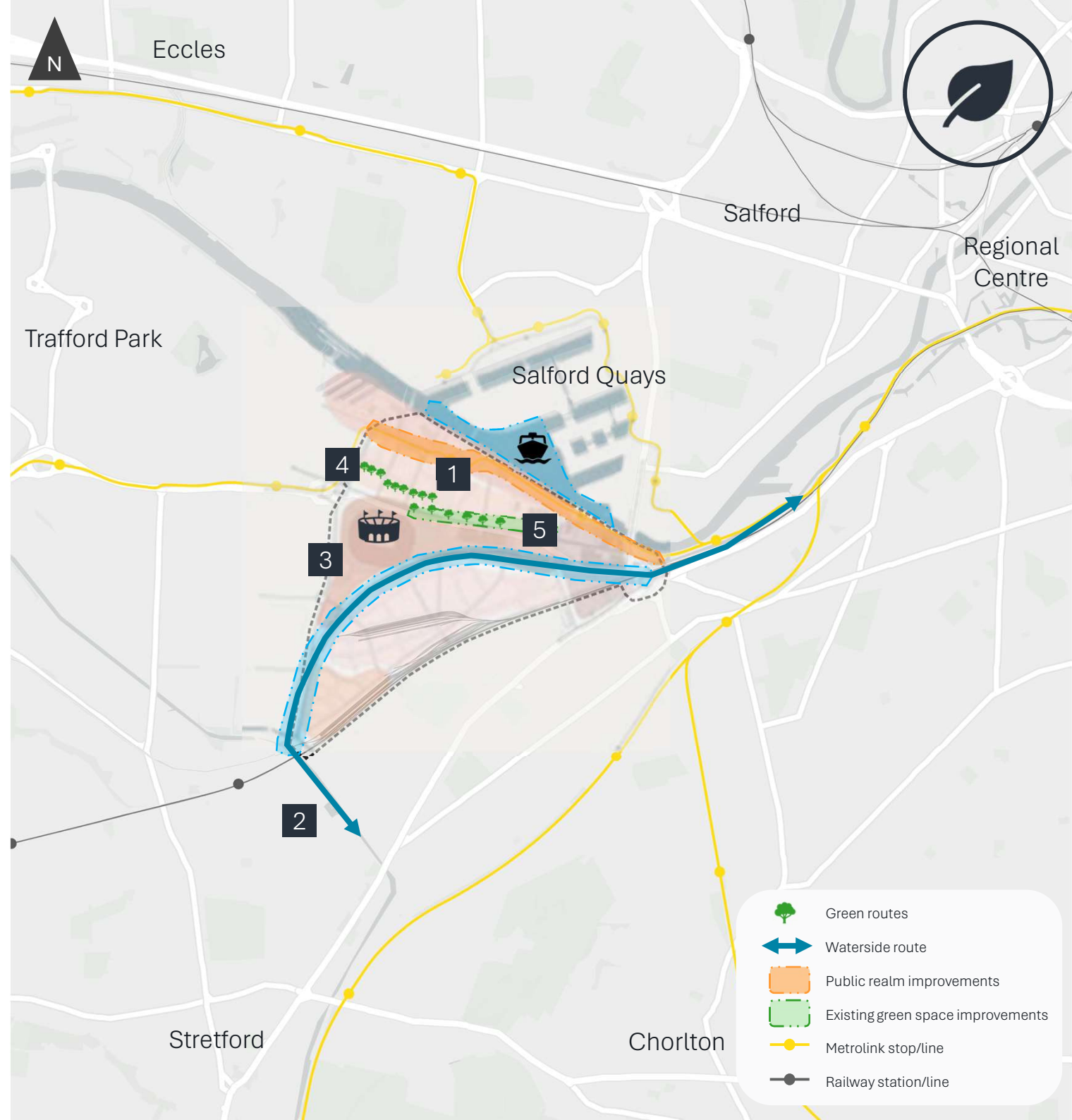
Integrated Mobility: The Outcomes

- 1 Creating bus priority between the OTR area and the Regional Centre is essential to increase bus mode share and patronage. This will require reallocating road space to dedicated bus lanes along Wharfside Way, with a bus priority loop utilising Trafford Park Road, and overcoming bus depot capacity requirements. Salford Quays to Salford Crecent Metrolink connection will support integration with the wider network
- 2 A strategy for neighbourhood and event day mobility hubs needs to be considered, with accessibility across the OTR area, providing people the facility within a 10-minute walk time. Mobility Hubs should include EV charging, car-sharing, shared micromobility/cycles, e-scooters, parcel lockers and cycle parking. This will be crucial to supporting car-free/car-lite living.
- 3 A bus facility will need to be situated close to the White City Circle in order to intercept key bus corridors and linkages to other modes, with a wider destination hub to the north of the OTR area (especially during early phases).
- 4 Enhanced walking and wheeling links to surrounding Metrolink stops and bus routes on the A56 will be essential to maximise movement and public transport use; as a convenient and attractive way of travel.
- 5 Enhance pedestrian routes across the Manchester Ship Canal into the OTR area, particularly for access to the Stadium District via Millennium Bridge and Media City Footbridge playing a key role.



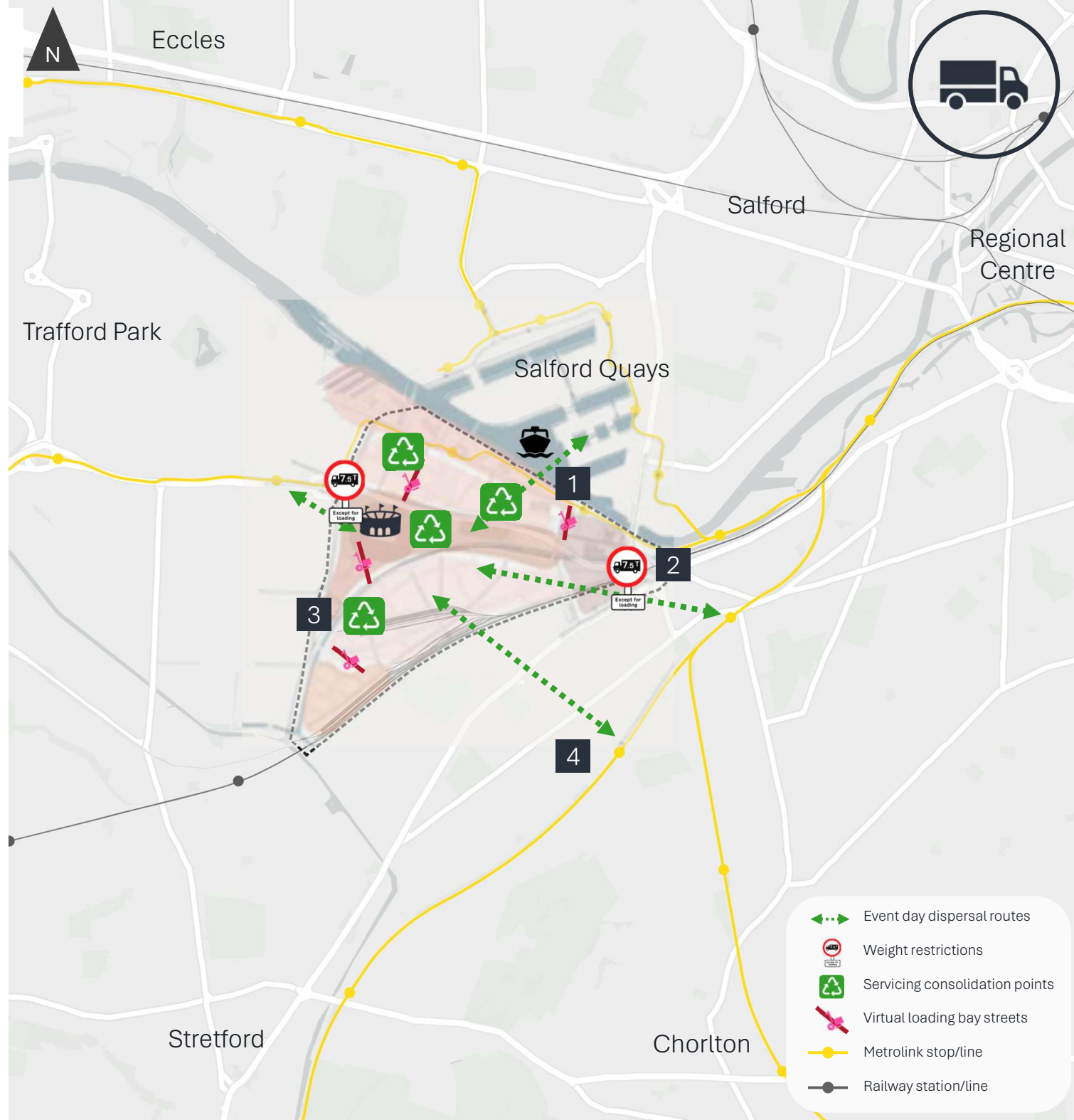
Green & Resilient: The Outcomes

- 1** Integrating the masterplan with the Trafford Park Metrolink line and existing land that uses the Manchester Ship Canal waterfront to create areas of public realm, and benefit from access to waterscape. This could be achieved through removal of fences and softer landscaping.
- 2** Improving waterfront access to and along the Bridgewater Canal and Manchester Ship Canal, especially towards the Regional Centre, as well as to the southwest through public realm and walk route enhancements.
- 3** Creating green corridors by maximising car-parking-free streets to provide green corridors throughout the masterplan, enhancing biodiversity and softening the landscape.
- 4** Connecting green spaces by providing direct walking, wheeling, and cycling routes.
- 5** Maintaining and maximising existing green assets by landscaping Wharfside Way.



Flexible & Adaptable: The Outcomes

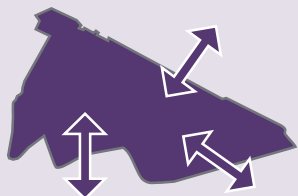
- 1** Prioritise smart kerbside use by reserving on-street parking for servicing and Blue Badge users only. Virtual loading bays (i.e. bookable loading bays) can provide flexibility depending on demand.
- 2** Manage the movement of freight to minimise the impacts of HGVs passing through the site, by applying an 'access only' weight restriction on Wharfside Way. This would prevent the site being used as a through-route, keeping HGVs to the arterial highway network, whilst still allowing access for essential servicing.
- 3** Street design and consolidation of servicing needs to ensure that the movement of HGVs does not lead to a masterplan designed with expansive junction radii and runover spaces. Spaces should be designed around walking, wheeling, and cycling. To achieve this, waste and deliveries should be consolidated and located close to main through routes.
- 4** Dispersal of event day demand should be considered within the masterplan, and allowance for capacity for large crowds on event days. Spectators should be able to easily identify routes away from the site, and disperse via clear routes to Metrolink, rail and bus stops.



PART 1.5 RECOMMENDED TRANSPORT OUTCOMES, a People & Place Approach

The recommended outcomes have also been considered through the lens of the Greater Manchester People and Place Approach.

A People and Place Approach: Connected Neighbourhoods



How can we ensure that new and existing neighbourhoods are well connected to local opportunities and the new stadium; enabling high levels of walking, wheeling and cycling?



Key Considerations

Severance and barriers: Rail lines, canals and major roads cut through the OTR area. This creates significant severance to the walking, wheeling and cycling network.

Car-dominated environment: Wide roads and high traffic volumes prioritise motor traffic over people, reducing safety, discouraging active travel and undermining the creation of a high-quality public realm.

Limited permeability: Current street layouts do not provide enough safe, direct and legible walking, wheeling, and cycling links between neighbourhoods, public transport nodes and local amenities. Permeability needs to be increased for users of public transport and active travel, without also doing so for private motor vehicles.

Event Specific Considerations

Managing high crowd flows: Thousands of spectators moving at the same time require significant space to manage safely, and high-quality wayfinding is needed towards public transport stations.

Balancing event capacity with placemaking: Infrastructure must handle large-scale matchday movements without compromising the everyday usability and character of public spaces for local communities.

Promoting sustainable travel: Public transport, and active travel need to be the default choices for event days, supported by clear information, crowd management and reduced reliance on private cars.

Implications for Masterplan Design

Spatial

SHORT TERM

Local amenities within easy reach: schools, shops, health, and community services must be easily accessible, particularly in Wharfside Waters which is not within close catchment of existing amenities in Trafford. The new proposed primary school to the west of the stadium must have a safe, direct route from all residential plots.

SHORT TERM

Seamless links to public transport: safe, accessible and well-lit walking, wheeling and cycling routes with clear wayfinding should connect the existing Trafford Park rail station, Wharfside tram stop and the wider network to both new and existing neighbourhoods.

MEDIUM TERM

Maximising green and blue infrastructure: the Bridgewater Canal and open spaces need to become inviting and accessible, with multiple entry points access points from all of the development area. Improved connections such as a Clippers Quay bridge should reduce severance and strengthen links to Salford Quays, opening up accessibility to the canals and rivers to residents.

SHORT TERM

Well-designed, accessible public spaces: proposed streetscape areas – provides active, attractive spaces within the masterplan area, encouraging movement and social interaction.

Transport-specific

SHORT TERM

Minimal and well-managed parking: car parking should be limited to absolute minimums, ideally Blue Badge and servicing only. The location of car parking needs to be carefully managed to support high quality public realm. New residential developments should provide only limited parking and avoid on-street provision to increase ‘effort barrier’ to use. Community parking in Mobility Hubs should be explored.

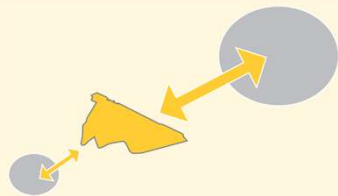
MEDIUM TERM

High-quality walking, wheeling, and cycling routes: routes must be provided as close to desire lines as possible to connect people to nearby transport and amenities. Routes should also be well-lit, overlooked, and clearly signed providing continuous and accessible connections across the site.

MEDIUM TERM

Shared and flexible mobility: to facilitate car-free and car-lite lifestyles, it is crucial that provision is made for cycle hire docking stations, car club spaces and other shared modes. This should have capacity to deal with event day peaks. Micromobility options should support everyday movement within the site and link to nearby neighbourhoods.

A People and Place Approach: Getting into and around the Regional Centre



How will the OTR area be connected to major transport hubs, and employment and leisure opportunities in the Regional Centre – particularly by public transport and active travel?



Key Considerations

Distance from major hubs: Significant parts of the masterplan area experience severance, making it difficult to access existing Metrolink and rail connections, making seamless access to and from Regional Centre destinations more difficult.

Active travel gaps: Southern approaches between the site and the Regional Centre remain traffic-dominated and require major interventions to become safe and attractive.

Weak bus connectivity: Current services such as the 30 are infrequent and indirect, limiting choice and capacity. A stronger bus network is essential, as Metrolink alone will not be sufficient to serve new residential and stadium demand.

Event Specific Considerations

Rail and Metrolink are at capacity: Metrolink and rail are at capacity and will not be able to carry the large numbers of visitors alone, requiring significant uplift in event day bus services, bus priority interventions, better integration across modes, Metrolink and rail capacity and service enhancements.

First/last mile connections: Routes between the stadium district and nearby hubs must be direct, safe and clearly managed to handle large volumes of people movement without creating congestion.

Crowd dispersal and safety: High volumes of spectators travelling to and from the Regional Centre simultaneously risk overcrowding at tram stops, bus hubs and key walking/cycling corridors if not carefully managed.

Implications for Masterplan Design

Public Transport

SHORT TERM

High-capacity and frequent bus services: Local bus routes must penetrate the site to connect new residential areas with the Regional Centre. Services such as the 30 (formerly X50) and 250 need to run at much higher frequencies to offer a realistic alternative to car use and to support both everyday travel and stadium demand. This requires bus priority measures on key routes.

MEDIUM TERM

Frequent and reliable Metrolink and rail connections: Better access to the existing Trafford Park station, a new proposed new Old Trafford station, alongside enhanced Metrolink services, will ensure consistent, reliable links into the Regional Centre and beyond. This is essential for both commuting and leisure trips.

MEDIUM TERM

Excellent and accessible points: Interchange hubs should provide seamless connections between bus, tram, rail, walking, wheeling, and cycling. Clear wayfinding and direct routes towards key parts of the site (including the visitor economy and the improved Trafford Bar area) will be critical. Travel planning across the OTR area can support behaviour change and embed car clubs, shared mobility and other scalable measures.

Active Travel

SHORT TERM

Better utilising the canal as a route towards the regional centre: The Bridgewater Canal should be upgraded with improved lighting, wayfinding and access points, including at White City Circle and into the Regional Centre. The Manchester Ship Canal and River Irwell should also be considered as strategic walking, wheeling, and cycling corridors and part of the proposed Cyan Network cycling proposals associated with the Regional Centre. Water travel options should also be considered to make use of the waterways. Reducing severance caused by waterways is vital to avoid isolating parts of the site.

MEDIUM TERM

Direct, safe and attractive walking and cycling routes: New routes through Pomona and enhanced Bridgewater Canal paths will provide direct links into the Regional Centre. The A56 corridor, currently hostile to pedestrians and cyclists, must be transformed to support active travel at scale.

MEDIUM TERM

Safe, accessible and attractive public realm: Routes must be well-lit, legible and designed to handle both everyday use and matchday peaks. This will ensure connections are inclusive and inviting for all users. Attractive and appealing walking routes will encourage a greater shift to sustainable travel, particularly on event days when public transport options become congested.

A People and Place Approach: Travel Across the Wider-City Region and Town Centres



How will connectivity be enhanced to the OTR area from across Greater Manchester (particularly by rail, Metrolink, bus and active travel)?



Key Considerations

Variable connectivity from across Greater Manchester: some town centres having indirect or limited public transport links to the OTR area, restricting access for everyday trips. Bus services lack consistency and frequency, reducing their attractiveness for long-distance journeys and weakening links to local centres e.g. Stretford.

Capacity pressures on Metrolink’s core corridor due to lack of available paths: particularly Cornbrook to Deansgate Castlefield, capacity restrictions constrain options to increase services to serve a wider catchment.

Limited integration between rail, Metrolink, bus and active travel network: this creates barriers to seamless journeys and modal shift from car use.

Event Specific Considerations

Transport capacity under strain: Existing Metrolink and rail services will not be able to carry the large numbers of visitors based on existing capacities, requiring significant uplift in bus services, better integration across modes and Metrolink/rail enhancements.

First/last mile connections: Routes between the stadium district and nearby hubs must be direct, safe and clearly managed to handle peaks in demand without creating congestion.

Crowd dispersal and safety: High volumes of spectators travelling to and from the Regional Centre simultaneously risk overcrowding at tram stops, bus hubs and key walking, wheeling, and cycling corridors if not carefully managed.

Implications for Masterplan Design

Public Transport

- SHORT TERM**

Frequent, reliable and high-capacity bus services: Delivering effective public transport connections is essential to ensure the masterplan area is accessible and sustainable. High-capacity and frequent bus services are required, with local routes penetrating the site to link new residential neighbourhoods to the Regional Centre. To provide a realistic alternative to car use, frequencies should approach those of Metrolink, supporting both everyday travel and matchday demand.
- LONG TERM**

Frequent and reliable Metrolink and rail connections: improved access to the existing Trafford Park rail station and a proposed new OTR area rail station, alongside enhanced Metrolink services (frequency and capacity), will ensure consistent, dependable links to the Regional Centre and beyond, supporting commuting, event-related and leisure trips. However, capacity constraints between Cornbrook and Deansgate Castlefield, which all Metrolink services must pass, present a critical challenge, and addressing this bottleneck is fundamental to accommodating higher service frequencies and unlocking the full potential of the transport network to serve the OTR area.

Broader Connectivity

- SHORT TERM**

Connecting OTR area to key local centres: including Stretford and Urmston, by bus in particular will be critical to strengthening access. Reliable, high-frequency services will not only improve everyday connectivity but also encourage those travelling by car to park at or travel via nearby centres, making onward journeys by public transport more attractive.
- SHORT TERM**

Seamless interchange between different transport modes: Interchange hubs should provide seamless connections between bus, tram, rail, walking, wheeling and cycling. Clear wayfinding and direct routes towards key parts of the site (particularly the areas to the east of the stadium, attracting visitors from across Greater Manchester will be critical.
- MEDIUM TERM**

Coordinated transport planning to support growth and reduce congestion requires a re-think of event-day movements. As different events attract varying audiences, travel patterns shift, curfew times and with larger venue capacities the scale of crowd management becomes critical. Planning must consider how visitors from across Greater Manchester can be moved efficiently and safely, minimising disruption while ensuring a positive travel experience.

A People and Place Approach: City to City Links



How is the OTR area connected to strategic road and rail networks to allow people and goods to access the stadium and surrounding area from across the UK?



Key Considerations

Reliance on congested strategic corridors: Access by car and coach depends heavily on the M60, M602, A56, and Trafford Road, which already experience high levels of congestion and unreliability at peak times.

Rail connectivity and capacity limitations: Rail services via Manchester Piccadilly and Victoria provide strong links nationally, but onward connections to OTR area are indirect, placing pressure on local Metrolink and bus networks.

Freight and servicing constraints: Limited provision for goods and servicing movements into the OTR area risks conflict with passenger travel demands, especially around the stadium and major event venues.

Event Specific Considerations

Overcrowding on rail services: Event-day travel peaks generate additional demand on national rail links into Manchester, which then funnels into already constrained Metrolink and bus connections to the stadium particularly during weeknight events and conflict with PM peak commuter periods.

Logistics and crowd management challenges: Coordinating coach drop-off, rail arrivals, and freight servicing alongside pedestrian flows is critical to avoid congestion hotspots and maintain safety during major events.

Incentivising stadium travel by sustainable modes: importance of managing customer travel plans, including incentivised ticketing to meet mode shares and manage demand to/from stadium.

Implications for Masterplan Design

Placemaking Features

SHORT TERM

Coordinated logistics and wayfinding for smooth arrivals and departures. Integrated event-day logistics plans must include managed coach arrivals, rail–Metrolink management, and dynamic crowd routing to avoid pressure points and any vehicle-pedestrian conflict. Wayfinding should provide clear, consistent signage across rail stations, Metrolink stops, future bus and mobility hubs, and active travel routes to guide visitors seamlessly to and from the stadium district.

Transport Features

SHORT TERM

Strategic transport planning to support large event demands and regional growth. Transport modelling should address the cumulative impact of increased stadium capacity, nearby regeneration, and regional growth. This requires planning for high Metrolink and rail capacity and service frequencies, flexible bus routing and priority on event days, and resilience measures to prevent regional gridlock when demand peaks. Coordination with Network Rail, TfGM and National Highways is critical.

SHORT TERM

Efficient and safe access for both people and goods: dedicated coach parking, clear drop-off/pick-up points, and segregated servicing routes are essential to avoid conflict between large pedestrian crowd flows and operational vehicle access. Improved pedestrian crossings, wider footways, and designated delivery windows will enable safe, efficient management of both matchday visitors and ongoing regeneration-related servicing. In addition, the development and of the site will require a significant provision for deliveries and freight movements. Careful planning of logistics, including designated freight corridors and consolidated servicing areas, is needed from the outset to manage build-phase traffic safely and to future-proof access for long-term operational needs.

MEDIUM TERM

Direct, reliable rail and road connections to major cities and freight routes: enhanced rail frequencies into Manchester Piccadilly, Victoria and Oxford Road are required, alongside improvements in last-mile connections from these hubs to the OTR area via Metrolink, rail and bus. On the road network, targeted upgrades on the M60, M602 and A56 corridor are necessary to manage peak flows and ensure reliable coach, bus and freight access, and priority for active and public transport modes.

A People and Place Approach: Globally Connected



How is the OTR area connected to ports and Manchester Airport, and what are the high-level implications of relocating the freight terminal?



Key Considerations

Reliance on congested strategic corridors: The majority of freight in Greater Manchester is carried by road, which already experience high levels of congestion and unreliability at peak times.

Freight and servicing constraints: Limited provision for goods and servicing movements from key international transport hubs into the OTR area risks conflict with passenger travel demands, especially around the stadium and major event venues.

Disruption from freight terminal relocation: During the relocation, the increase in logistical activity can strain local road networks, and rerouting of rail freight can cause congestion on the network.

Event Specific Considerations

Public transport routes serving Manchester Airport: Event-day travel peaks generate additional demand on public transport links to and from Manchester Airport, causing delays in transport times.

Crowd dispersal and safety: High volumes of spectators travelling to and from international transport hubs risks overcrowding at rail, tram and bus stops.

Logistics and crowd management challenges: Coordinating coach drop-off, rail arrivals, and freight servicing alongside walk, wheel, and cycle travel flows is critical to avoid congestion hotspots and maintain safety during major events.

Implications for Masterplan Design

Placemaking Features

SHORT TERM

Efficient links to ports, airports, and strategic freight routes: Enhance connections to international transport hubs by water, via the development of Port Salford, to improve connections along the Atlantic Gateway Corridor to the Port of Liverpool. Reduce existing congestion on rail networks by harnessing the rail links at Port Salford, which connect to the Chat Moss Line. Wherever possible, through-traffic associated with the wider industrial area should be discouraged, and access should be from the west, rather than drawing heavy traffic through the body of the site, which could compromise the people-first environment. In addition, the development and construction of the site will require a significant provision for deliveries and freight movements. Careful planning of logistics, including designated freight corridors and consolidated servicing areas, is needed from the outset to manage build-phase traffic safely and to future-proof access for long-term operational needs when the new stadium opens and the previous site is decommissioned.

SHORT TERM

Reliable multimodal connections for passengers and goods: Public transport or express coach services between Manchester Airport and the OTR area will be tailored to integrate with flight times around event days, to allow seamless and quick, easy access to events for international visitors arriving by air. A dispersal strategy will be created for those accessing Manchester Airport, to reduce capacity issues and delays at peak times. Increased efficiency in links to international transport nodes will improve reliability of connections for goods. A high degree of adaptability will be designed in to accommodate the logistical demands and high visitor volumes on event days.

SHORT TERM

Coordination with national and regional transport strategies to support economic growth: The ongoing management of and future investment in the transport network will align with TfGM's aspirations for expansion of the network to help ensure it remains fit for purpose, both during and beyond the Plan period. Greater Manchester realises the importance of connectivity to global markets to enable the city-region to compete effectively on the world stage and to rebalance the UK's economy.

Freight Terminal Relocation

MEDIUM TERM

Integrated logistics planning to accommodate freight terminal relocation: Coordinated reconfiguration of multimodal connections, scheduling and warehouse management to minimise disruption to both freight and visitors to the masterplan area.

PART 2: DEMAND and OPTION DEVELOPMENT

PART 2.1 TRIP DISTRIBUTION

PART 2 details future year demand and the optioneering process followed for the appraisal of options for the OTR area, presenting the long list of interventions and the prioritisation process that informed the sifting and shortlisting of recommendations.

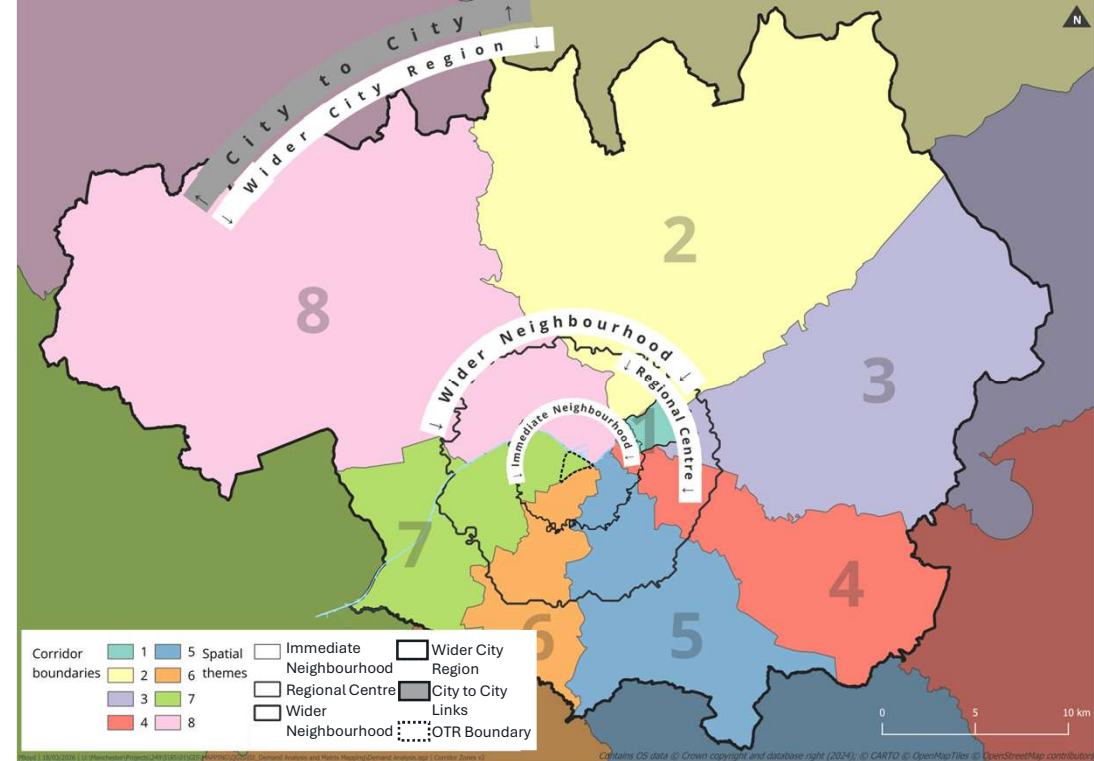
Trip Distribution: Methodology

Using the Greater Manchester Strategic Modelling suite and the methodology defined in P1.3, the forecast trips to and from the OTR area have been distributed across GM.

This demand forecasting focuses on a typical weekday, mainly during the AM peak, as this represents the "worst-case" non-event day scenario regarding trip volumes. Three vision-led scenarios were considered: 2035, marking the approximate midpoint of the build-out, 2050, representing the completion date, and a 2040 event day scenario, which focussed on the PM peak where there is the greatest overlap of trips.

To better understand the origin and destination of these journeys, total trips were calculated across both spatial locations and defined "corridors." These are illustrated in the accompanying figure and detailed below. The five spatial locations are:

- Immediate Neighbourhood: Equivalent to a 15-minute cycle / 20-minute bus journey
- Wider Neighbourhood: Equivalent to a 30-minute cycle / 45-minute bus journey
- Regional Centre: As defined by TfGM
- Wider City Region: Within the administrative boundary of Greater Manchester
- City-to-City: Outside of Greater Manchester.



In addition, eight corridors were defined to align with Metrolink lines and major arterial highway or bus routes. These corridors expand in size as the distance from the OTR area increases, providing a view across the wider region and country. This process allows for the allocation of trips to the highway and public transport networks, helping to identify the additional services necessary to accommodate the uplift in demand. These include:

1. Regional Centre (combination of Manchester City Centre, Salford City Centre and Salford Quays)
2. North East (Oldham, Rochdale, Bury)
3. East (Ashton, Droylsden)
4. South East (Stockport, Marple, Bredbury)
5. South (Didsbury, Chorlton, Airport)
6. South West (Stretford, Sale, Altrincham)
7. West (Trafford Park, Urmston, Flixton, Carrington)
8. North East (Salford, Bolton, Wigan)

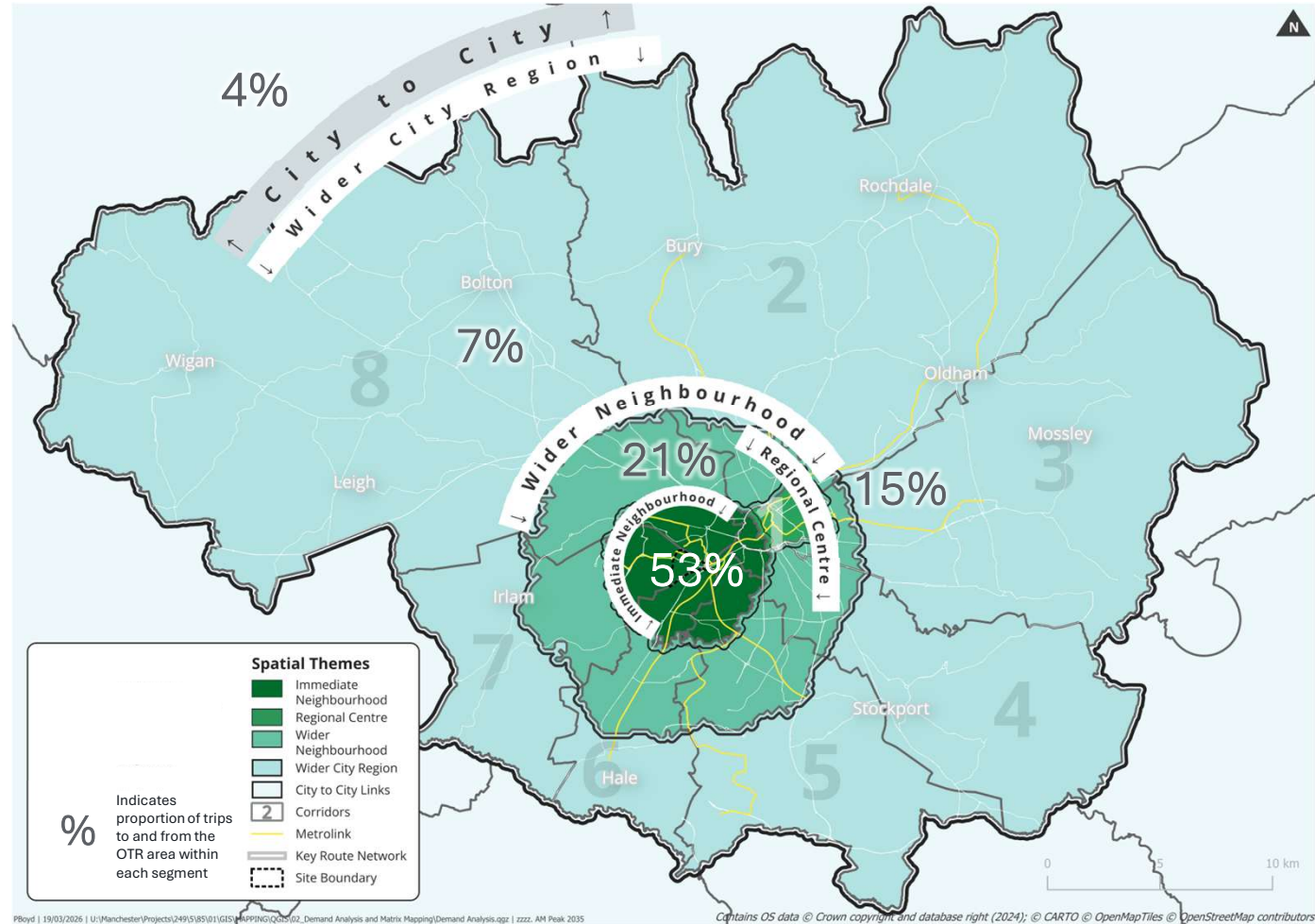
Vision-led Scenario: AM Peak Hour

Under the projected **2035 AM Peak Hour** scenario, a total of **17,800 trips** are expected to be generated to/from the OTR area.

- **Localised demand:** High-density trip activity is concentrated within the Immediate and Wider Neighbourhoods, accounting for 74% of the total morning peak hour volume. This is all within a 30-minute cycle.
- **Regional Centre connectivity:** The Regional Centre and the Wider Neighbourhood, represent 36% of the modal share. Due to the nature of GM's transport infrastructure, a high number of the trips from the Wider City Region will still pass through the Regional Centre.
- **Longer distance journeys:** City-to-City journeys make up only 4% of all trips.

Under the projected **2050 AM Peak Hour** scenario, a total of **26,800 trips** are expected to be generated to/from WSM.

- **Scale of growth:** Total trip generation is projected to increase by approximately 50% compared to the 2035.
- **Sustained concentration of local trips:** The Inner Neighbourhood remains the primary driver of demand, accounting for over half of all journeys.
- **Trips from further afield:** Combined travel to the Regional Centre and Wider City Region show a significant uplift in mid-to-long distance journeys.
- **City-to-City:** While remaining the smallest segment, City-to-City travel nearly doubles in volume.

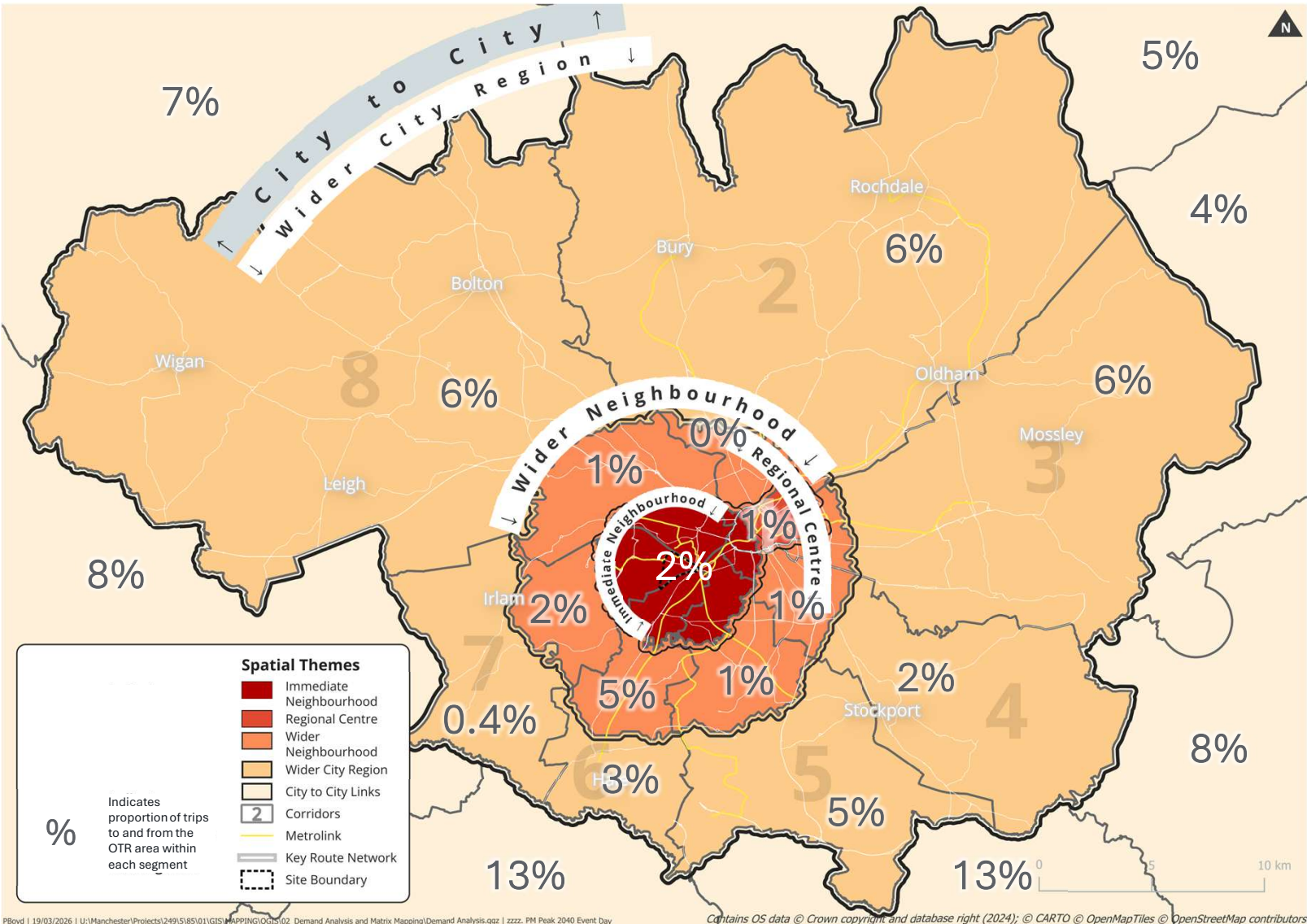


2040 Event Day Scenario: PM Peak Hour

Under the projected **2040 PM Peak Hour Event Day** scenario, a total of **84,100 trips** are expected to be generated to/from the OTR area. This projection accounts for the new operational stadium, which introduces an uplift of 25k seats.

- **Step change in trip volumes:** Event-day demand is not an incremental increase, but a fundamental shift in the volume of movement across the region. Increases in trips are expected across all corridors and spatial areas.
- **Match day trip distribution:** Trip distribution shows high proportion of supporters travelling from outside of GM (over 60%), with high number of supporters from across the northwest and beyond. Within GM there is strong demand associated with the south and southwest parts of GM. For different types of events (e.g. music concerts) trip distribution and travel patterns are likely to differ.

Note: It is understood that different types of events at Old Trafford Stadium may give rise to varying travel patterns, with concerts, league and international matches sometimes attracting different audiences and behaviours. Further consideration may be given to this as part of future work.



Distribution shown is based on existing MUFC supporter season ticket holder home addresses

Adapting from a Typical Day to an Event Day

Context

On a typical weekday, the PM peak (16:30-18:30) is characterised by a predominantly outbound flow of traffic as commuters depart the OTR area. However, on mid-week event days, this normal outbound peak will directly conflict with a massive inbound influx of spectators heading toward the stadium, and the large number of residents returning home from work. In a worst-case scenario, it is anticipated that up to 60% of the pre-event arrival window could overlap directly with the traditional commuter PM peak. This multi-directional demand would place significant pressure on the transport network.

Major corridors like the A56 and the M60/M602 junctions would be likely to face saturation. The Altrincham and Trafford Park Metrolink lines would see typical commuter crowding compounded by thousands of arriving supporters, pushing station and tram capacities to their absolute limits. Bus, similarly, would be put under pressure, leading to increased journey times and reduced reliability.

Travel Planning and Behaviour Change

To prevent network gridlock during this peak overlap, existing travel patterns are going to need to adapt significantly. As evidenced by similar major stadium developments (such as the Tottenham Hotspur Stadium in London), “demand management” practices to alter public habits are critical. The current high modal share of driving to matches and events is not sustainable and will lead to gridlock when combined with the addition of 25,000+ new trips into the area. Greater use of park and ride, public transport and active

travel (as a means of ‘last mile’ movement’) will be essential. This will require unified promotion from the Club, TfGM, Trafford Council, and other partners to begin changing travel patterns and behaviours prior to the new stadium opening. Given the loss of car parking anticipated as part of the delivery of the new stadium, this will become a necessity once begins construction begins. Consideration of personnel and movement of materials will be required to ensure a coordinated approach to stadium construction/demolition.

People not attending events will need to be informed of event days so that they can adjust their behaviour, for example re-timing their journeys to leave before or after the peak surge, or by taking alternative routes that bypass the OTR area entirely.

Demand Management via Event Restrictions

To safely facilitate this transition and protect the wider network, event-based traffic regulations will be essential. Strategic road closures (such as Wharfside Way) and access restrictions (like Village Circle, and White City Circle) would explicitly prioritise pedestrians, cyclists, and buses over private cars. This will act as a deterrent for non-essential trips to the area.

However, while these interventions ensure safe crowd control to and from the stadium, they would inevitably restrict through-movements for local businesses and residents within the OTR area. Consequently, general traffic attempting to pass through the area would need to be diverted onto the wider strategic road network.

PART 2.2 OPTION DEVELOPMENT

Option Assessment Process

The optioneering process is critical to enable informed planning and decision making in the future. This will ensure the Movement and Transport Framework is set on the right path to deliver the most valuable transport interventions alongside the WSM. The process has captured the vision and principles through the most effective and efficient interventions.

The qualitative approach involved the high-level assessment of a long-list. The long list captured the full range of possible interventions, including a wide range of adaptation and mitigation measures to help facilitate the efficient and effective movement of people through, and within the OTR area.

Sifting was undertaken using a bespoke tool. Interventions are scored against a number of different categories, as shown in the table. Each intervention was scored based on the extent to which it would deliver against each criteria.

The outcome of the sifting process has involved a refinement of identified interventions which have been validated against the vision and people and places based approach. This has also included updated sequencing to reflect updated WSM development assumptions and phasing.

Optioneering Criteria	Details
Intervention Background	Intervention, it's description, mode, and project phase when required
Demand Served	Considering if the intervention targets non-match day, match day, or travel at all times. Also, identifying the scale of demand served by the intervention
Alignment to People & Places Theme	Review of the scale of alignment to each theme
Alignment to Core Principles	Review of scale of alignment to each principle
Deliverability	Considering the technical delivery, dependencies, and likely delivery timescales
Financial Viability	Considering capital investment, renewal and operating costs, and revenue generation potential
Stakeholder Support	Considering likely stakeholder acceptability, and likely stakeholders who would be responsible for delivering the intervention (if known)
Funding	Considering possible approach to funding and if the intervention is already within an existing delivery plan
Comments	Covering any additional supporting narrative

Approach to Option Development

The approach to option development was as follows :

1. The focus is on the requirement for transport at the 2050 end state when the WSM is at full build out.
2. Overall transport requirements have been assessed by analysing potential trip generation and distribution, to understand what is likely to be needed and where.
3. The phasing approach set out in the draft WSM has also informed how interventions could be sequenced and scaled up from the current day to 2050 as the masterplan is delivered over time.
4. Option development has considered demand on a typical day, and on an event day once Manchester United Football Club's new stadium is operational.
5. Option development builds on existing demand and current capacity constraints. Existing capacity network constraints occur during peak times or on MUFC Match Days. Therefore option development is built off this demand, creating a peak demand scenario to understand where the critical capacity constraints are likely to be.



PART 2.3 IDENTIFIED OPTIONS

Active Travel

To enable the necessary volumes of people to walk, wheel, and cycle to/from the OTR area, substantial upgrades will be required to the existing network.

Key arterial and orbital routes have been identified for walking, wheeling, and cycling, including into the Regional Centre, north into Salford across the Quays, and south-west towards Altrincham and Sale.

Enhancements will be required on existing corridors to cater for the uplift in demand, along with additional infrastructure to bridge gaps in the existing network to remove severance. It is apparent that routes along arterial corridors will not suffice, and that low-traffic routes will have to be created through residential areas.

As a priority, it is vital that the OTR area-Regional Centre corridor is improved, and there are enhancements in connectivity with the wider community around Trafford, as well as towards Ordsall, Cornbrook and Pomona.

Indicative Active Travel Demand for 2050 - AM Peak (walking, wheeling, cycling)	Approximately 12,000 journeys
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Note: The numbers above exclude, internal OTR area demand, walking demand transferred from highways, where vehicles are parked outside OTR area and then people walk into OTR area

Note: Demand shown is for AM peak hour trips inbound to the OTR area



Source: TfGM.com

Bus

Given the shortfall in Metrolink capacity, there will be a need for bus to carry a significant proportion of demand, which will require investment in bus priority infrastructure (particularly on congested routes into the Regional Centre), improved passenger waiting facilities and higher capacity and frequency services on key corridors (providing better radial and orbital bus connections to the OTR area).

A number of bus corridors which will likely need service and infrastructure improvements are shown on the map on the next page. Further work with TfGM's Bus Team will be needed to develop more detailed bus network specifications.

Bus intervention may require the scaling up of the existing bus network and services, particularly in the early years before new bespoke services can be added to the network.

Indicative Bus Demand – AM Peak

Demand	2030	2035	2050
Bus	850	1,500	3,500
% Change from 2030		+76%	+312%

**Excludes demand due to transfer from Metrolink, Rail, Highway P&R (captured in indicative service requirement shown below)*



Source: TfGM.com

Bus related interventions are identified as follows (indicative):

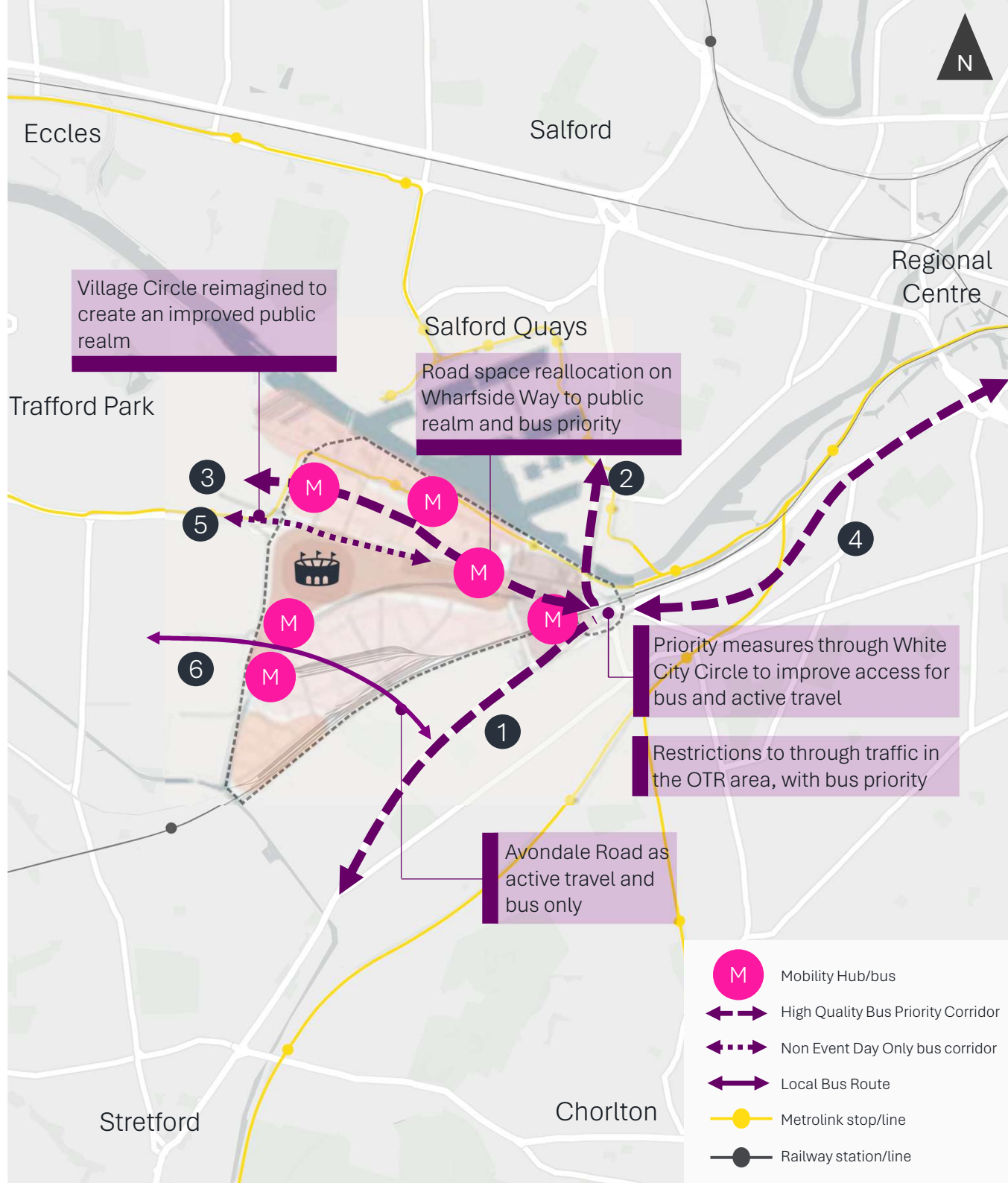
- **Existing:** Increase service frequency in the existing OTR area, and A56 Chester Rd services;
- **OTR Bus 1 Core:** Develop new, core and direct high frequency bus service to the OTR area from the Regional Centre, extending beyond to serve destinations in South West (via Stretford), West (via Trafford Centre) and North West (via Eccles);
- **OTR Bus 2 Orbital:** Providing new high frequency connections to neighbourhoods surrounding the OTR area, which are not well served by direct public transport;
- **OTR Bus 3 South to Media City link:** Serving key demand to the South and linkages via the OTR area to Salford Quays & Media City;
- **OTR Bus 4 North West to Regional Centre via Salford Quays & OTR area:** Enhancing bus connectivity between the OTR area and Regional Centre, and between OTR area and NW of GM; and
- **OTR Bus 5 OTR & Media City to Regional Centre:** Providing additional capacity for bus between Media City / Salford Quays - OTR area – Regional Centre.

Notes:

- High frequency bus corridors will require appropriate bus stop facilities, including at least one public transport focused mobility hub serving the OTR area.
- Bus priority will be required to support high frequency bus services, especially between the Regional Centre and the OTR area, plus Trafford Road and the A56 corridors.
- Where sufficient rapid transit (Metrolink/rail) capacity cannot be provided in the short-to-medium term, an additional focus on bus provision will be needed to meet this shortfall.
- In order to facilitate this uplift in bus service frequency, it is likely that a new bus depot will be required on the west side of Greater Manchester. This is a substantial outlay that needs to be considered alongside the increases in frequencies and new potential routes.

Key Bus Corridors

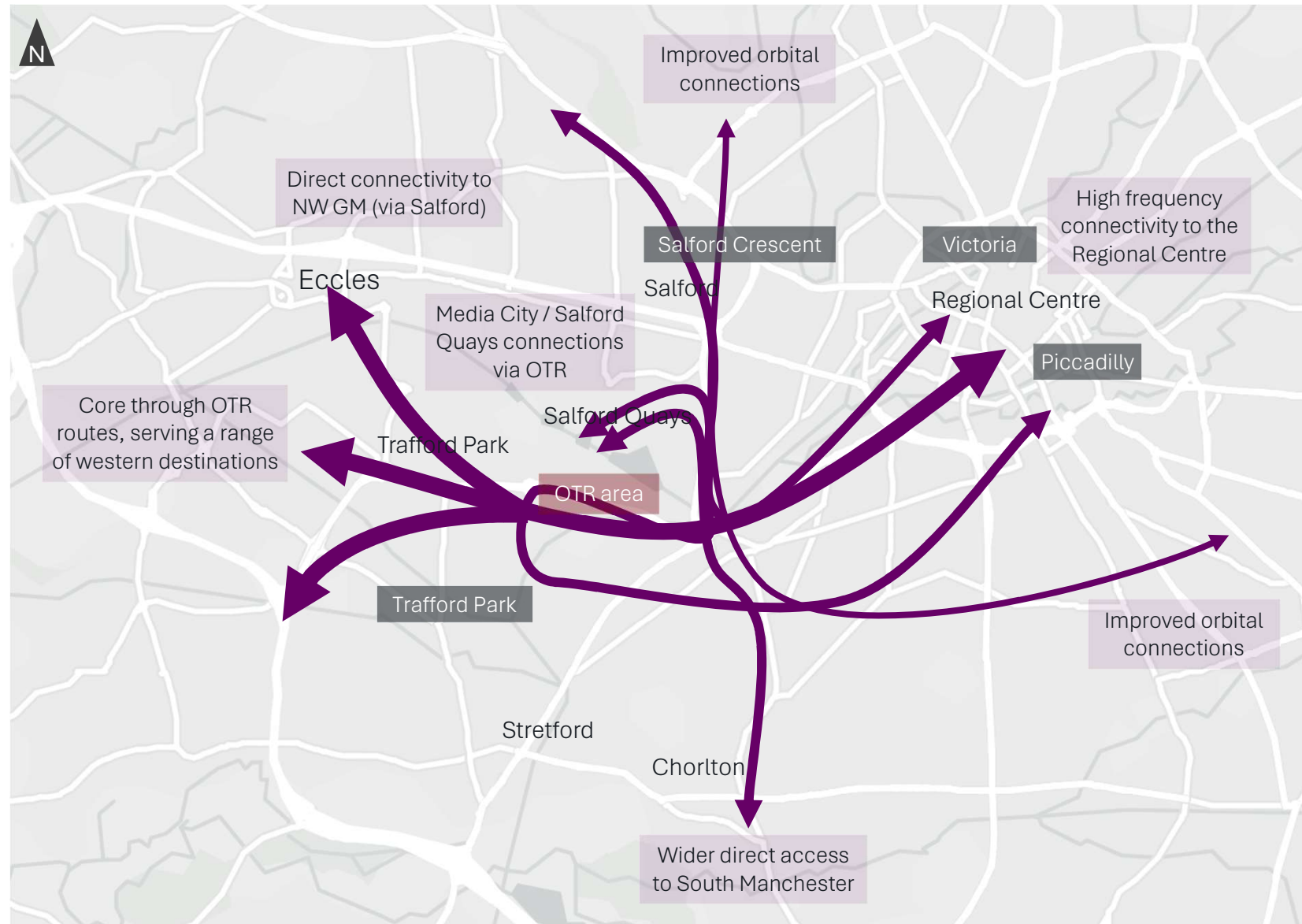
- 1 A56 Corridor:** Enhancing existing bus priority measures along the A56 corridor. To serve increased bus frequency, and to re-prioritise road space to active travel and bus, whilst still retaining an appropriate level of highway capacity.
- 2 Trafford Road Corridor:** Enhanced bus services to/from the OTR area, providing linkages to Salford Quays/Media City, Salford Crescent and wider orbital connections. With north facing bus priority through White City Circle.
- 3 OTR Core Bus Corridor:** Developing a core bus priority corridor through the OTR area, which also serves public transport mobility hubs. Also includes east-west bus priority measures through White City Circle.
- 4 Regional Centre Connectivity:** An overall step change in bus capacity between the Regional Centre and OTR area will need to be served by efficient and reliable bus services. Reallocating road space to bus priority measures will provide reliable journey times for a high frequency bus connection to the OTR area.
- 5 Non Event Day Stadium District:** Bus service provision and priority to bus along Wharfside Way will provide direct bus connection to the stadium district throughout the year. These services would divert via the OTR Core Bus Corridor during OTR area Events.
- 6 Local Bus connection:** Providing bus accessibility to the SW quadrant of OTR area, serving local communities and wider connections.



Indicative Bus Routing

A phased delivery of bus operations to, from, and through the OTR area. This will be important to provide much needed public transport capacity, and support accessibility to a wide range of destinations, which are not currently well served by public transport.

- A core through OTR bus corridor, supported by bus priority, will serve key destinations to the west, whilst also strengthening and providing a high frequency corridor to various Regional Centre destinations.
- Building on existing orbital corridors via Trafford Road, enhancing connections to wider destinations in the south which are not directly served by Metrolink, and destinations to the north via Salford, and Salford Crescent.
- Supporting wider connectivity to North West GM, via OTR and Media City / Salford Quays.

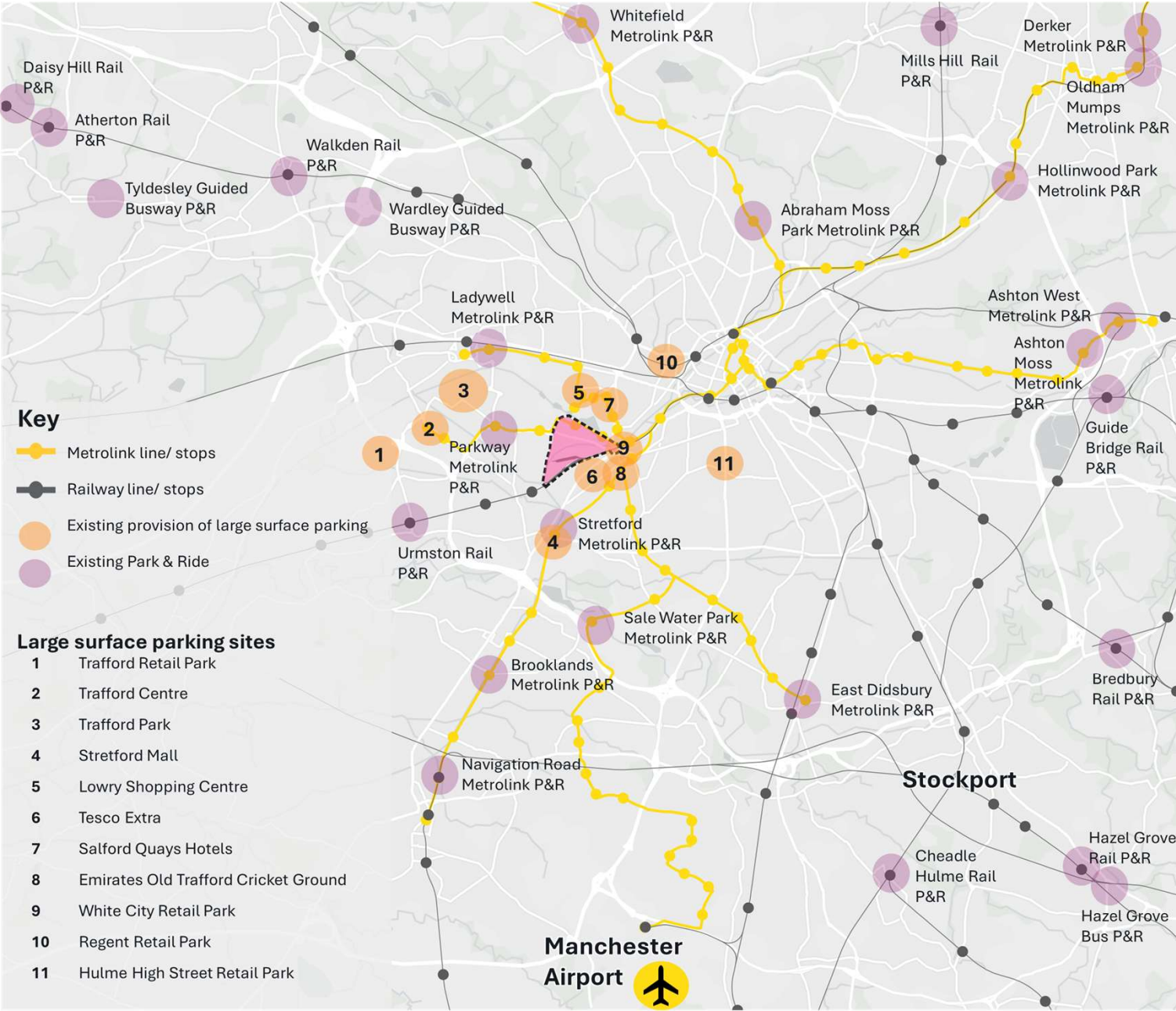


Park & Ride

As shown in the adjacent map, we have undertaken a high-level analysis of Park & Ride sites within a reasonable distance of the OTR area.

This includes sites served by Metrolink, rail and bus corridors. We have also identified a number of sites within walking distance of the OTR area with a large amount of surface parking.

Key existing Park & Ride locations closest to the site include Ladywell and Stretford, while the Trafford Centre and Trafford Park area offer some of the largest surface parking provision to the west of the OTR area.



Metrolink

Following discussions with the TfGM Rapid Transit team, we believe that all the Metrolink network interventions assessed will be required to meet the significant uplift in future demand. Demand assessments have identified a shortfall in Metrolink capacity by 2050, requiring additional capacity through Cornbrook – Deansgate/Castlefield.

Without additional capacity enhancements on Metrolink, there is an even more significant requirement on buses to carry a large proportion of demand.

West facing Metrolink lines show some additional increases in demand, where line capacity is reached. In this situation, additional local bus services would be needed to serve this overspill in demand.

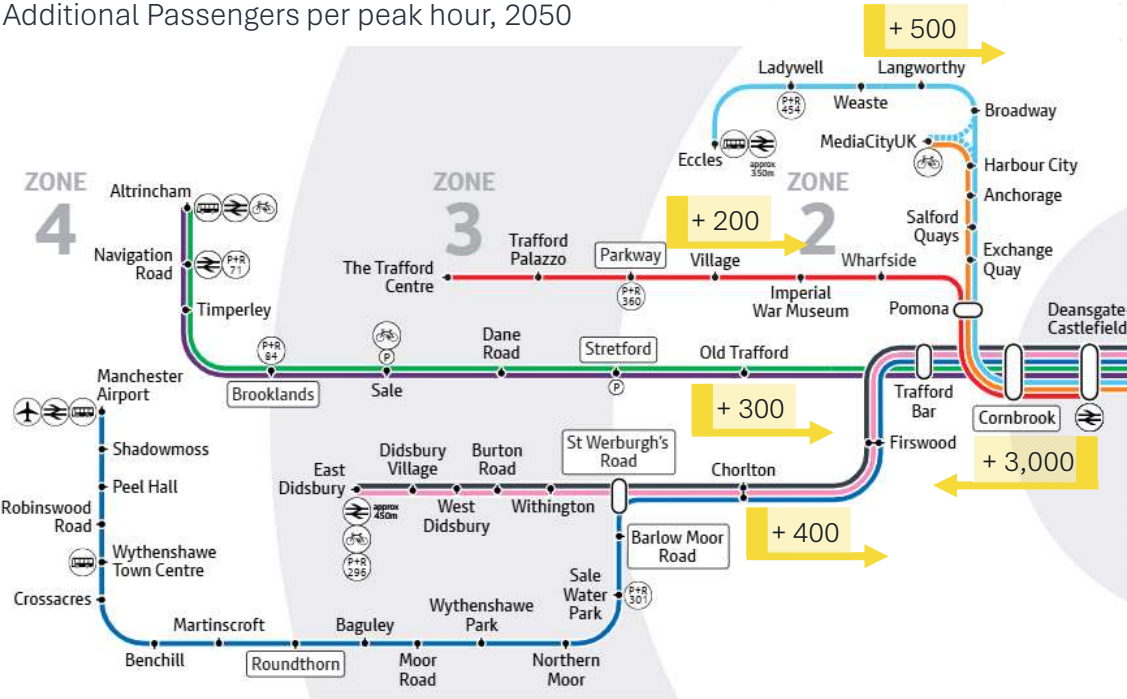
Parking will need to be carefully managed within the OTR area to avoid it becoming overly car-dominated. This will include encouraging car users to use Metrolink and bus-based park and ride to travel to the new stadium and other destinations within the OTR area. This will therefore create more demand pressures on bus and Metrolink networks serving the area.

To accommodate demand on Metrolink, the following options have been identified:

- Double trams on the Trafford Park Line, plus an increase to 10tph when capacity is required (subject to appropriate investment);
- Operate all double trams on the Altrincham Line;
- Assume the Airport western loop is complete in long term (5tph); and
- Additional P&R provision on the Trafford Park Line to accommodate.

Note: Where additional demand cannot be accommodated on Metrolink, it is assumed this demand would use bus or future high-capacity rail (when available).

Additional Passengers per peak hour, 2050



**Demand to/from the Regional Centre includes transfer from rail*

Indicative Additional Metrolink Demand – AM Peak

2050 Demand	2030	2035	2050
Metrolink	1,500	1,700	4,400
% Change from 2030		+13%	+193%

Note: Demand shown is for AM peak hour trips inbound to the OTR area

Rail

A proposed new OTR Rail station, with improved service patterns, will deliver improved direct access to the OTR area.

Whilst a proposed new station will provide a direct connection for some rail users, it is expected that some rail-based demand will still be required to transfer to the OTR area from the main Regional Centre rail stations, by local public transport (Metrolink & bus).

As the delivery of a proposed new rail station is not expected until post 2035 (due to significant lead times to develop the new station, with appropriate service provision), in the early years only limited demand will travel by train to the OTR area using the existing Trafford Park rail station. This will be mainly associated with west facing rail demand along the Manchester-Liverpool (via Warrington) existing rail corridor.

Transfer to the OTR area will remain via the existing transport hubs at Manchester Piccadilly, Manchester Victoria, and Salford Crescent (via bus transfer).

If the proposed new rail station is delivered, with increased service frequency calling at a new OTR rail station, it is assumed that the number of rail users interchanging at Piccadilly Station and travelling by rail to the OTR area will increase. This will reduce the reliance on local public transport (bus and Metrolink) to transfer users arriving via this station.

For rail users arriving into Manchester Victoria, Metrolink (subject to sufficient capacity) will remain the preferred mode to transfer to the OTR area.

Indicative Rail Demand – AM Peak

Route access to OTR area	2030	2035	2050
OTR [Direct]	Minimal Demand		700
Via Regional Centre stations	280	660	640
Total	280	660	1,340
% Change from 2030		+136%	+379%

Note: Demand shown is for AM peak hour trips inbound to the OTR area

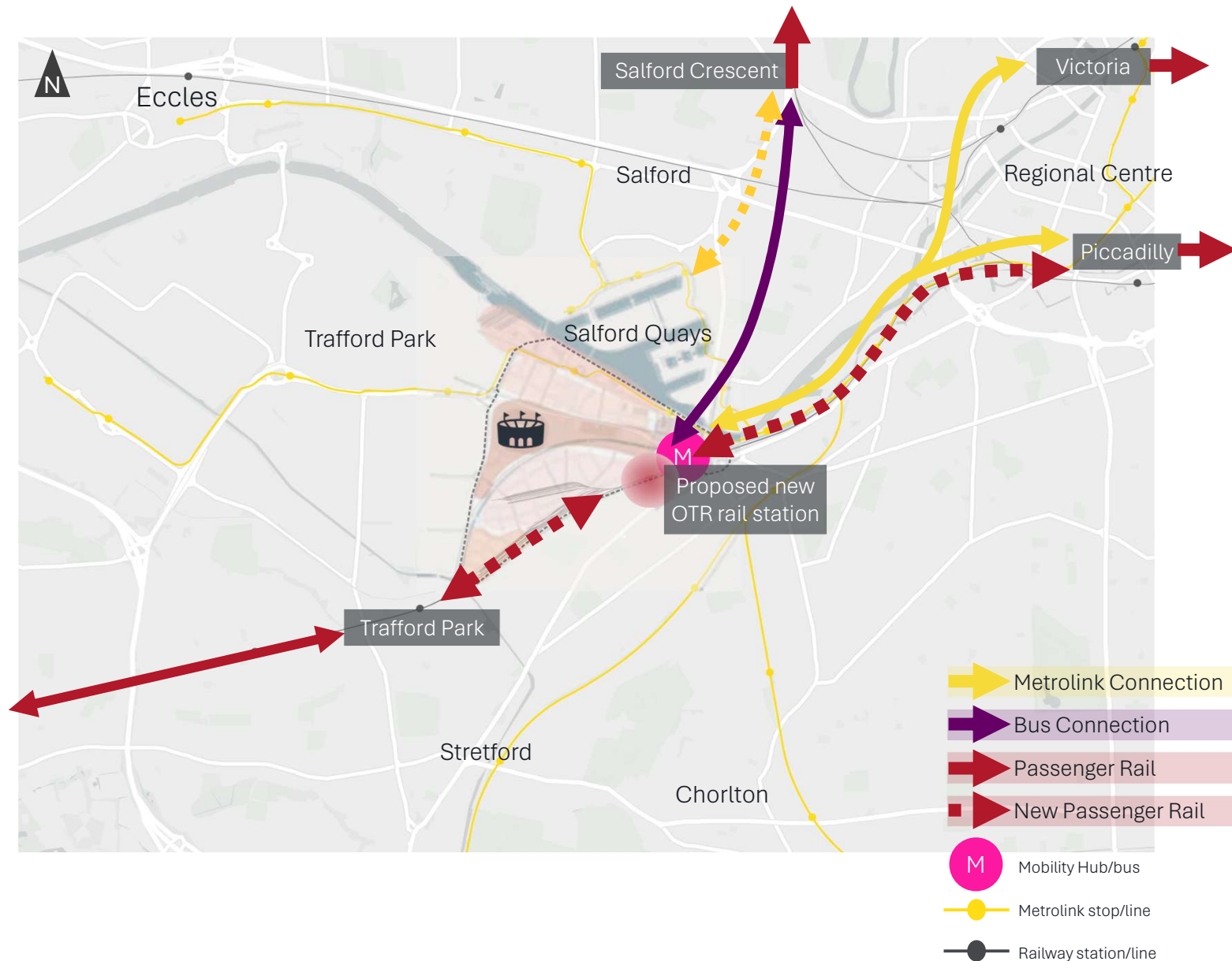


Source: TfGM.com

Rail Access

Detailed ambition for rail based intervention

- Rail transfer to OTR - Trafford Park Metrolink extension to Crumpsall, will provide direct connection to OTR for those transferring at Manchester Victoria.
- Connections between Salford Crescent rail station and the OTR area will intercept rail based demand from the north west. This could be delivered by a Metrolink connection Salford Quays to Salford Crescent, which could also enhance regional connectivity to the OTR area
- A proposed new rail station which could be integrated within an OTR public transport interchange. This will support direct travel by rail.
- Increased rail service frequency will ensure suitable capacity to serve main rail based demand.
- There is a need to unlock Regional Centre rail capacity (Castlefield corridor) in the long term to provide the required public transport capacity into the Regional Centre to avoid the OTR area becoming gridlocked with traffic and fly-parking. This is also essential to support the aspirational event day mode shares.



Car Based Demand

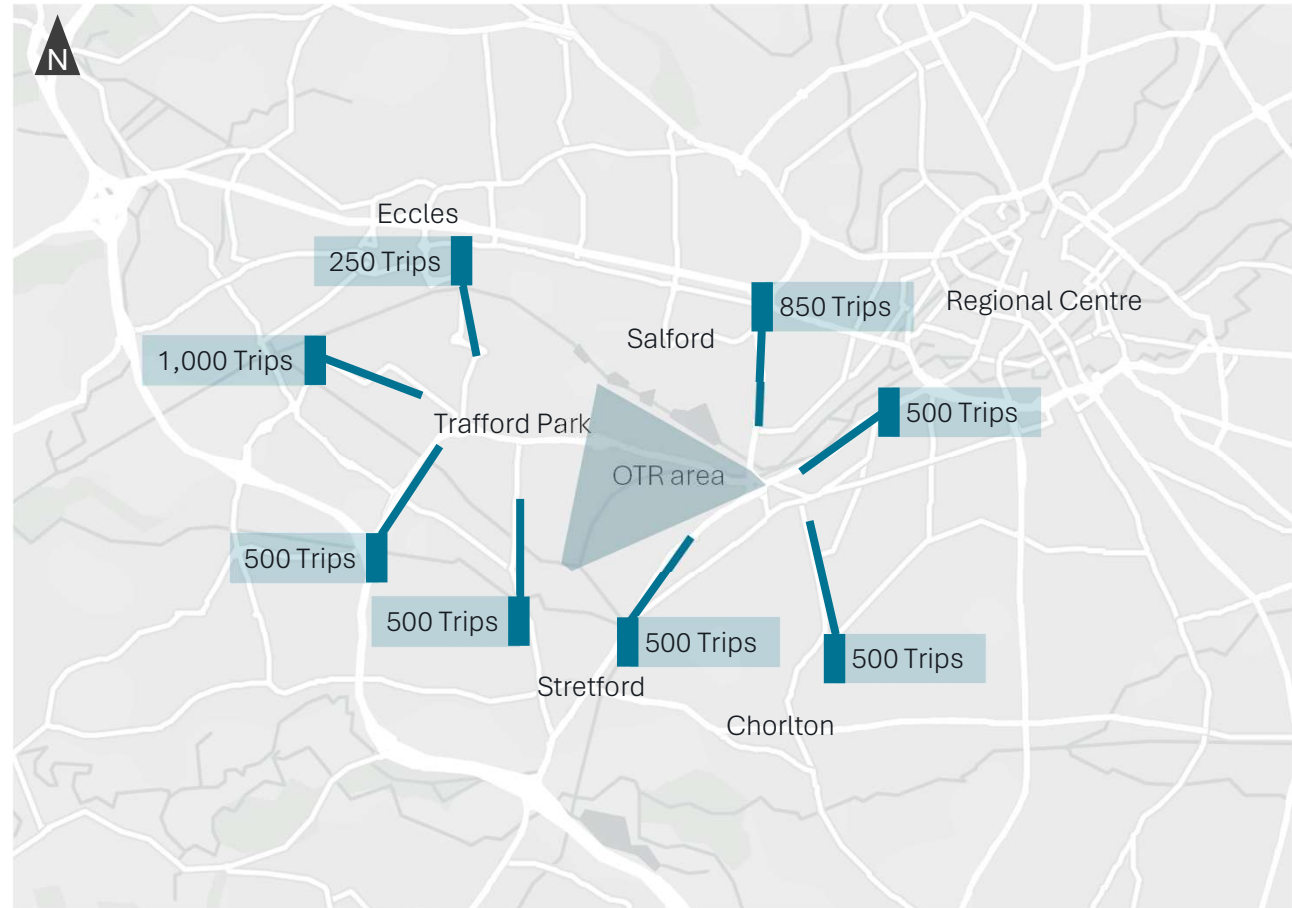
Highway management is associated with managing private vehicle demand accessing the OTR area. This involves the delivery of mobility hubs along with changes to the road network to support this; including reimagining the White City Circle, and Village Circle junctions, and changing the priority of localised streets including Wharfside Way and Trafford Park Road.

Careful management and enforcement of parking adjacent to OTR area is required, in particular in the area immediately to the west. It should be acknowledged that there will be a particular need for this during match days. Implementation of a wide area Event Day Controlled Parking Zones with strong enforcement and tow truck capabilities should be considered.

Implementation of Stadium Event Day Local and Wide Area Traffic Management Plans will be needed to prevent localised access within protected road closure zones. Strategic routing strategies are required to prevent event-related traffic attempting to access the local area, including static and dynamic signage provisions on the wider strategic highway network.

Minimising localised highway impacts will be achieved with Park and Ride, influencing travel behaviours will be needed to reduce impacts on highway and achieve the aspirational mode share target. Park & Ride sites for stadium event days should be located with Metrolink or bus interchange for travel to the stadium.

Indicative Additional Car Based Demand on Key Access Points to the OTR area



Not all highway-based demand can be accommodated with parking within the OTR area. Due to existing and proposed parking constraints, it is forecast that some demand will be forced out of the area and onto other modes of travel to access the OTR area. This could promote the following behaviours:

- Park within OTR area (limited with capacity constrained);
- Park outside the OTR area and walk (up to 750 trips);
- Park and Ride (up to 800 trips);
- Transfer to public transport (up to 1,000 trips); and
- Or transfer to active travel (up to 450 trips).

Indicative Mobility Hubs

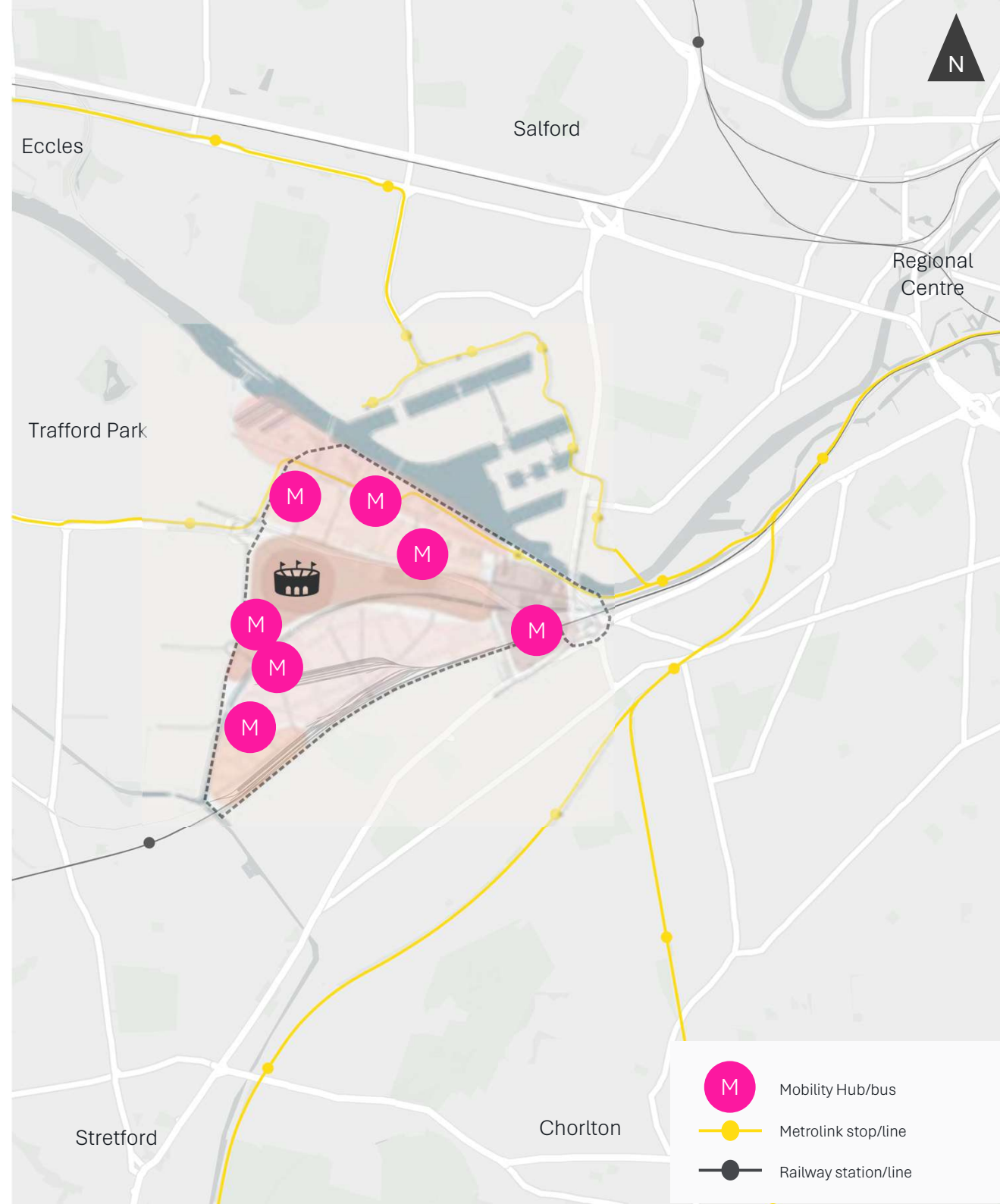
M

Indicative locations for neighbourhood mobility hubs and event day priority mobility hubs

A series of community based mobility hubs will be developed to serve travel demand within the OTR area. These hubs will prioritise residential, commercial, and event based demand.

These will include:

- Mobility hubs which focus on public transport, linking in the various bus and Metrolink stops serving the area. This could also include the anchoring of the proposed new rail station.
- Hub facilities could also provide bus termination, and active travel facilities, plus OTR area drop off.
- Neighbourhood mobility hubs focused on residents, with active travel, and community parking for those living within the OTR area. These hubs could also provide a hub for OTR residential deliveries.
- Event day priority mobility hubs providing active travel, micro-mobility, and community parking facilities focused at non-residents of the OTR area. These facilities would be flexible spaces to accommodate OTR employees, visitors, and limited event based parking facilities. These locations should be located outside of stadium event day road closure zones.



Event Based: Location & Access

Road closures

Roads within the WSM masterplan will be subject to road closures on Stadium Event Days to protect and prioritise pedestrian movement and safety. Due to the proximity of Wharfside and Imperial War Museum Metrolink stops, it is proposed to close Wharfside Way on stadium event days for crowd management purposes. Europa Way will also require closure due to proximity to the stadium site. The site is designed so that there will be no event day vehicle through-route across the masterplan site, highlighting the importance of alternative transport modes for event day travel (Metrolink, rail and bus), and off-site Park & Ride locations. Exceptional traffic priority routes will have to be maintained and considered for team and artist stadium access.

Active Travel

The stadium's close proximity to Media City / Salford Quays will generate a significant demand via active travel bridges across the ship canal, and crossing of the Trafford Park Metrolink corridor which will need careful management during peak times during events to maintain Metrolink network reliability and service frequency. Additional pedestrian bridge crossings create a wider spectator dispersion plan, vehicle-free routes, and easier access for spectators to utilise the Eccles Metrolink line and services, reducing demand pressures on the Trafford Park and Altrincham Metrolink lines.

Implementation of supporting non-event and event-day wayfinding on primary pedestrian access routes to public transport hubs will also improve the visitor experience to the OTR area for new and different fan groups, and increase awareness of alternative transport options.



Event Based: Location & Access

Corridor Restrictions

Existing waiting and kerbside restrictions along the A56 would still be required to manage traffic flow and road safety along the corridor. Additionally, traffic restrictions at White City Circle would be needed to safeguard dedicated public transport and active travel routes between Trafford Bar and the Regional Centre. Bus priority is proposed on Trafford Park Road on Stadium Event Days to incentivise localised bus travel over private car modes, with interchange options in the Regional Centre.

Bus Re-Routing and Metrolink Operations

Bus stops and routings within the OTR area should be developed with consideration for event day demand expectations. This includes diversionary bus priority corridors plus bus stop facilities designed to include queue infrastructure, integrated pay systems, network maps and real-time information boards.

With Wharfside Way closed, bus services would need to be diverted via Trafford Wharf Road. This would enhance fan accessibility to public transport links including the Imperial War Museum and Wharfside Metrolink stops. Conversely, the Village Metrolink stop may need to be closed on event days, as its proximity to the stadium leaves insufficient space to manage passenger flows safely. Trams would still be able to run as normal through the stop without stopping, preserving wider network continuity. Potential enhancements to Metrolink village stop are being explored to integrate with the Stadium District.

High capacity public transport viability

Opportunities to increase Metrolink capacity are being explored, such as the viability of tunnelled options for direct, traffic-free express services to the Regional Centre. This could enable new connections between existing light rail lines, enhancing those services converging on the Regional Centre and, in combination with the development of tram-train technology, could service to release capacity on the rail network.

A proposed new rail station with capacity and service frequency enhancements would also create a new travel option to fans on matchday with connectivity to the Regional Centre. It would be located on a desire line to the stadium along the processional route. Station, gateline and platform capacities should be carefully designed to meet crowd management requirements.

Spectator communications

A behaviour change is required to promote a shift in travel behaviours on Stadium Event Days, achievable through dedicated and integrated travel webpages, social media and fan communications from Metrolink, TfGM, MUFC and Trafford Council.

Parking

The desire for the OTR area is to car-free on Stadium Event Days. Off-site Park & Ride and coach parking locations will be identified and promoted. Park & Ride sites will need public transport interchange capability for onward travel to the stadium. Coaches can benefit from use of bus priority corridors within the masterplan area.

PART 3: DELIVERING THE VISION

PART 3 details a set of recommendations and interventions that have been developed; these align with the WSM vision and enable the delivery of a successful WSM and Movement and Transport Framework. Substantial investment in infrastructure is key to achieve growth successfully in the OTR area. The programme and scale of investment and development is an important consideration to achieve the ambition of transformational change in the OTR area.

PART 3.1 RECOMMENDATION and INTERVENTIONS

Connecting by Active Travel

Provide high quality active travel corridors, with direct desire lines to key destinations within and near to the OTR area, including access to wider transport network, Salford Quays, and the Regional Centre, whilst also integrating into existing active travel provision (such as Stretford Cycleway, and Chorlton Cycleway).

SHORT TERM [0-5 Years]

Expand and unlock new active travel corridors within and across the OTR area. Maximise use of the waterfront environment of the Manchester Ship Canal and strengthen direct routes to maximise walking and wheeling accessibility within and beyond OTR area and to transport interchanges and mobility hubs. Support and promote expansion of Greater Manchester cycle hire scheme, and local operator partnerships within Trafford and Salford, and adequate provision of cycle hire facilities and promotion. Install additional wayfinding pedestrian signage to promote walk routes to the Regional Centre and transport hubs.

HOW COULD THIS BE ACHIEVED?

- New and improved connected walking, wheeling, and cycling links to connected neighbourhoods.
- New and improved active travel facilities, supporting Greater Manchester cycle hire schemes, and e-scooter infrastructure, building on existing networks.
- Improve connections to the public realm by maximising the waterfront environment
- Install pedestrian wayfinding.

MEDIUM TERM [5-15 Years]

Establish street design and road hierarchy centred around active travel, setting the foundations for wider development. Support Clippers Quay bridge proposals to promote walk, wheel and cycle connectivity and traffic-free routes between neighbourhoods. Reduce severance for active travel movements and establish an improved active travel corridor towards the Regional Centre.

HOW COULD THIS BE ACHIEVED?

- New and improved connected walking, wheeling, and cycling links and facilities to key destinations.
- Expand active travel facilities to accommodate new communities, supporting Greater Manchester cycle hire schemes, and e-scooter infrastructure, building on existing networks.
- Improved active travel connections and facilities to wider public transport (e.g. for match days e.g. Trafford Bar, Exchange Quay, Media City), with improved traffic-free cycling and walking and wheeling linkages to corridors linking to key destinations such as Salford Quays, and the Regional Centre.

LONG TERM [15+ Years]

Continue to promote and invest in active travel networks and facilities, including walking and wheeling routes and cycling infrastructure. A continued focus on active travel as a key part of neighbourhood connectivity.

HOW COULD THIS BE ACHIEVED?

- Improved connections to the public realm, reducing severance to wider neighbourhood through improved and new links into wider communities and existing active travel corridors.
- New and improved connected active travel links, road space within the OTR area to be converted with modal hierarchy view of improved active travel provision for walking and cycling instead. Road space to be rationalised and reallocated on key roads.

Connecting by Public Transport

Building on, and enhancing existing public transport networks to create direct, frequent and reliable public transport connections for local communities. Provide accessible and scalable public transport solutions within the area, increasing connectivity and capacity to the Regional Centre, destinations across GM and enhancing regional accessibility and opportunity.

SHORT TERM [0-5 Years]

Enhance bus and Metrolink frequency and the stopping pattern of existing services operating via the OTR area, building strong east-west connections to the Regional Centre, and north-south connections via Salford Quays. Bus will play a significant role in the short term, supported by targeted capacity boosts on Metrolink.

HOW COULD THIS BE ACHIEVED?

- Bus service specification under bus franchising in GM.
- Core bus corridor through the OTR area, enhancing frequency and stopping pattern for existing services.
- Improve bus facilities, high-quality stops to support improved accessibility.
- Potential extension of the TPL line from Deansgate Castlefield through the Regional Centre.
- Maximise double tram operations on the Altrincham and East Didsbury Lines.
- Existing Trafford Park rail station improvements, and/or considering viability of a proposed new rail station within the area and a proactive commitment to safeguard the land required for the proposed new rail station to improve station facilities and active travel access to/from the station.
- Establish Bee Network ticketing offers for occupiers of new OTR development and existing MUFC season ticket holders.

MEDIUM TERM [5-15 Years]

A core bus corridor serving the OTR area, with wider direct services to a wide range of destinations, with system enhancements on Metrolink lines to increase capacity. Explore opportunities to enhance integration between bus and other transport modes (rail / Metrolink), to improve accessibility and ease of .

HOW COULD THIS BE ACHIEVED?

- Core bus corridor, with wider connectivity, providing enhanced linkages via Salford Quays and Media City.
- OTR area bus priority measures.
- Mobility Hubs, exploring opportunities to enhance integration between bus and other modes.
- A new public transport interchange, with a proposed new rail station could provide enhanced rail connectivity to the OTR area.
- Increase bus depot capacities.
- Introduction of Next Generation Vehicles on Metrolink to increase per service capacity.
- Installation of station crowd management infrastructure.
- Providing improved regional connectivity, with Metrolink connection between Salford Quays and Salford Crescent
- Potential new lines and extensions to provide wider Metrolink connectivity to the OTR area.
- Improve active travel options parallel to the Trafford Park line between Wharfside and the Imperial War Museum.
- Enhancing stopping provision on existing rail line [beyond 1 train per hour].

LONG TERM [15+ Years]

Continue to enhance bus service and depot facilities, building on and terminus facilities. Explore central area capacity and connectivity for Metrolink along with potential new lines and extensions to OTR area. Potential for rail/Metro to do the heavy lifting, with a proposed new rail station.

HOW COULD THIS BE ACHIEVED?

- Stadium bus stop facilities serving commercial area as a key destination.
- Mobility Hub to act as a focus for a public transport destination.
- Continuing to enhance bus provision and frequency to improve orbital connectivity.
- Potential new Metrolink lines and extensions.
- Opportunities to increase capacity, such as the viability of tunnelled options for Metro services. This could enable new connections between existing light rail lines, enhancing those services converging on the Regional Centre.

Highway Access

Primary focus to include bus priority junctions, with active travel provision, which reduces severance, and aligns to Street for All principles and reduce the dominance of car. A limited level of parking will still be required, flexible parking options will be used to scale to different daily requirements, moving away from car dominated spaces for local communities and neighbourhoods.

SHORT TERM [0-5 Years]

Low car neighbourhoods within the new development should be prioritised. Where parking is required, this will be consolidated to the western part of the OTR area. Sustainable movements at White City Circle will be prioritised to reallocate key strategic highway movements including freight away from the OTR area.

HOW COULD THIS BE ACHIEVED?

- Junction analysis to understand the performance and capacity of the White City Circle junction.
- Improved walk, wheel, and cycle facilities, and bus priority through the White City Circle and Village Circle junctions.
- Implement a wider strategic traffic management plan to manage and limit local through traffic, including freight re-routing.
- Support use of Park & Ride opportunities connecting to Metrolink corridors.
- Explore a wide area parking management and enforcement strategy to manage and constrain car-travel, supplemented by enforcing Controlled Parking Zones.
- Freight Routing Strategy, considering full downgrade of routes within the OTR area
- Limit development parking to create low parking neighbourhoods.

MEDIUM TERM [5-15 Years]

Parking associated with the new development to be constrained to target mode shares, with the development of Mobility Hubs for community parking e.g. car sharing. Parking restrictions will be implemented on stadium event days to limit vehicle movements in the local area. White City Circle junction to prioritise sustainable modes and develop a wider strategic network strategy to move traffic away from the area.

HOW COULD THIS BE ACHIEVED?

- Develop a road priority and reallocation strategy to transfer traffic away from White City Circle junction.
- Consolidate highway links and routes in the OTR area, by relocating internal road space for active travel and public transport modes.
- Case for bus and active travel priority at White City Circle.
- Implement Mobility Hub facilities across the OTR area for accessibility within a 10-minute walk time – these should target community parking approaches only.
- Prioritise smart kerbside use by reserving on-street parking for servicing and Blue Badge users only.
- Deliver car-free development and traffic-free streets within the masterplan area.

LONG TERM [15+ Years]

Encourage reduction of through traffic and establish several Mobility Hubs for community parking, and strategic road diversions. Build on medium-term interventions by promoting the sustainable modal hierarchy to enhance active travel and public transport movement.

HOW COULD THIS BE ACHIEVED?

- Investigate the need for targeted improvements to the strategic road network.
- Reallocate highway capacity on key routes serving the OTR area – to improve priority and capacity for bus, Metrolink and active travel.
- Consolidate highway movements and downgrade routes within the OTR area.
- Consider linking parking into wider Mobility Hub development opportunities.

Event Day Access

ACTIVE TRAVEL

- Integrate high-quality and high-capacity walking, wheeling, and cycling corridors within the masterplan and on routes towards transport interchanges, and to access the wider Metrolink network at Trafford Bar, Exchange Quay, Media City, Broadway and Cornbrook including new vehicle-free links towards Salford Quays. Consider car-free routes as far as possible to minimise pedestrian-vehicle conflicts.
- Enhance wayfinding and walking and wheeling routes between the OTR area and Regional Centre, utilising existing corridors, on the River Irwell, Bridgewater Canal towpath and existing transport corridors.
- Implement event day bike parks for cycle parking and cycle hire at Park & Ride / Park & Rail sites to encourage active travel modes. Any stadium cycle and cycle-hire provisions should be located outside of high-crowd areas.

PUBLIC TRANSPORT

- Local bus provision in the OTR area should allow for match-day spectator shuttle operations to provide local and express services to / from the stadium towards Park & Ride sites, transport interchanges and the Regional centre. Integration of shuttle services with Bee Network payment integration will prevent queues and slow service loadings.
- Bus stops and routings within the OTR area should be developed with consideration for event day demand expectations. This includes the design of bus stop facilities to include queue infrastructure, integrated pay systems, wayfinding signage and real-time information boards.
- Additional match day bus service provision with wider reach including Stockport, Tameside, Wigan should be considered subject to Manchester United FC travel demand data.
- Increased event day Metrolink capacity and service frequency to be boosted through targeted operations of double tram formations.
- Opportunities to increase capacity are being explored, such as the viability of tunnelled options for Metro services. This could enable new connections between existing light rail lines, enhancing those services converging on the Regional Centre and, in combination with the development of tram-train technology, could service to release capacity on the rail network.
- Shuttle services to / from the Trafford Centre should be implemented to increase Park & Ride usage.
- A proposed new or enhanced rail station on the Liverpool to Manchester rail line will require timetabling and capacity enhancements to increase service frequencies and create a viable option for spectator travel, including freight.
- Identifying the location of the proposed new rail and gaining approvals for operation will require early intervention to meet proposed stadium opening timeframes. It should be carefully planned to meet crowd management requirements.

HIGHWAYS/PRIVATE VEHICLE ACCESS

- Limit on-site parking to technical operational requirements and supporter coach parking facilities. Parking will be required for technical staff, team coaches and ambulances. Coach parking (including search and screening process) should allow for segregated sites for home and away supporters.
- Promote Park & Ride sites to the west and south. Select sites outside of the M60 with Metrolink or bus for travel to the stadium.
- Implement wide area Event Day Controlled Parking Zones with strong enforcement capability, traffic regulation orders (including red routes), penalties and tow truck capabilities.
- Consider partnerships with coach operators to create a match-day coach-travel package which also allows for traffic priority benefits e.g. use of bus priority lanes to incentivise travel by non car modes.
- Implement a Local and Wide Area Traffic Management Plan for stadium event days to deter through-traffic. This should include appropriate localised road closures with rated Hostile Vehicle Mitigation measures to protect high pedestrian footfall areas, and wider strategic routing strategies to prevent event-related traffic attempting to access road closure zones. Integration of permanent dynamic Vehicle Messaging Signs on the strategic highway network should be considered to provide advance warning of stadium event days and anticipated congestion.
- Implement a local and wide area travel planning app for visitors, to promote sustainable travel on match days and to help manage access and egress for the site.
- Stadium event day traffic priority corridors should be considered for team arrivals.

PART 3.2 INDICATIVE INVESTMENT PROGRAMME

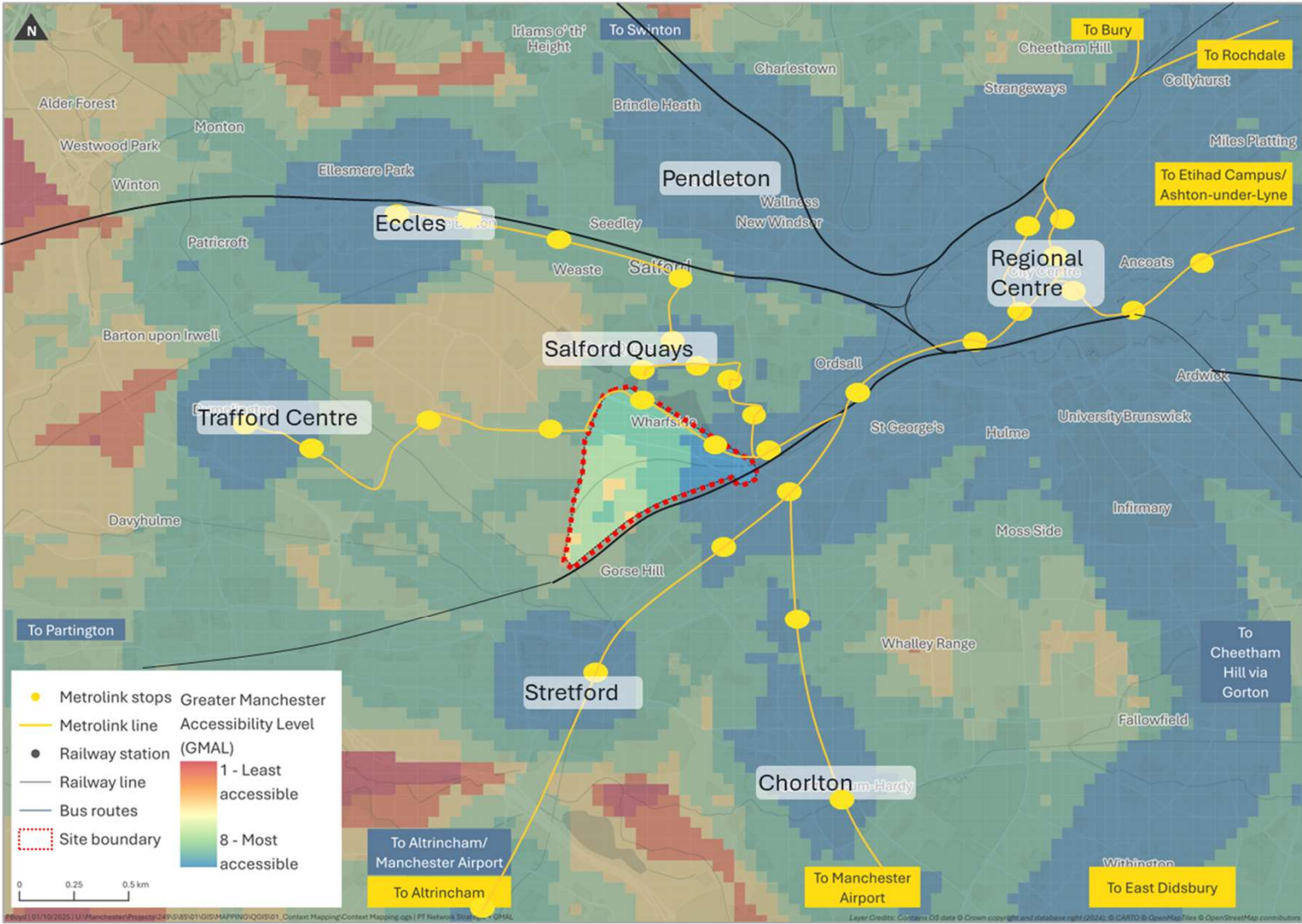
		PHASE 1 2026 - 2030	PHASE 2 2031 - 2035	PHASE 3 2036 - 2040	PHASE 4 2041+
MOVEMENT & TRANSPORT					
	ACTIVE TRAVEL	Active travel corridors	Clippers Quay bridge	Ongoing corridor enhancements	Avondale Road bridge
	BUS	Strengthen existing OTR bus routes	Shuttle bus Salford Crecent Rail station to OTR area via Salford Quays, with priority measures	North West GM, (inc Salford) to Regional Centre via OTR area services	Further frequency strengthening Media City to Regional Centre, via OTR area
		Introduce new event day shuttle service	Enhanced orbital bus services		
		Address bus depot capacity constraints	Establish high frequency core corridor bus service through OTR, with bus priority measures	Strengthen bus services to south Manchester (connecting area with longer walk distances to Metrolink)	
		Provide bus termination facilities within the OTR area	New public transport interchange		
			Strengthen event day shuttle services where short term capacity shortfall on other PT modes		Opportunities to increase capacity, such as the viability of tunnelled options for Metro services. This could enable new connections between existing light rail lines, enhancing those services converging on the Regional Centre.
	METROLINK	Utilising existing TPL capacity	All double trams on Altrincham and TPL Line	Improved Metrolink connection between OTR Area and Salford Crescent (via Salford Quays)	
		Implement new event day Metrolink plan		Overcome existing TPL network constraints 10tph ambition	
	RAIL	Improved access to existing Trafford Park rail station	Enhanced PT connections between OTR area and wider major GM rail stations (ahead of proposed new OTR rail station)	Airport line Western leg	Remove Castlefield corridor constraint and increase rail service serving OTR area
				Improved rail service frequency serving OTR area	
				Proposed new OTR Rail Station integrated within PT interchange	
	HIGHWAY	Deploy parking management in OTR area, and wider walking catchment	Phased highway amendments to key network, including White City Circle, Village Circle and Wharfside Way (to reduce through traffic from OTR area)	Further mobility hubs to serve development phasing, and managed parking facilities	Further mobility hub development
		Deliver community mobility hubs in line with WSM development forecasts		Further phased highway amendments to manage OTR access	
	OTHERS	Develop Wider P&R capacity on PT corridors serving OTR area	Consider potential for water based travel options, utilising Manchester Ship Canal, Bridgewater Canal corridors	Wider P&R facilities, serving new PT services accessing the OTR area	
		Travel planning and incentives to influence sustainable travel behaviour			
		Develop case for longer term major transport investments			

Appendix A: EXISTING MOVEMENTS and PLACE

Greater Manchester Public Transport Accessibility

The OTR area currently has moderate levels of public transport accessibility. The central and eastern sections of the site are better connected than the west, this is primarily due to the existing bus connections available.

To facilitate future development, as well as the proposed new football stadium, the site's accessibility level will need to increase substantially, bringing it closer to the Greater Manchester Accessibility Level (GMAL) of the city centre.



Walking Catchments

At present, severance caused by waterways, major rail infrastructure, and highways result in journey times to key nodes and destinations are disproportionately longer than they otherwise would be without these barriers in place. This presents challenges when seeking to promote active and sustainable travel usage when accessing key destinations such as Metrolink stops (e.g. Old Trafford, Trafford Bar and Exchange Quay) or Salford Quays/MediaCityUK. Dealing with this severance through the masterplan is crucial to enabling journeys to be made by walking, wheeling, cycling and public transport.

On an event day, however, spectators / attendees walking distance / time tolerances increases and therefore walking for 30 minutes is considered acceptable to many. This 30-minute walking catchment includes all surrounding Metrolink stops, as well as the higher frequency bus routes along the A56.

15-minute walking catchment



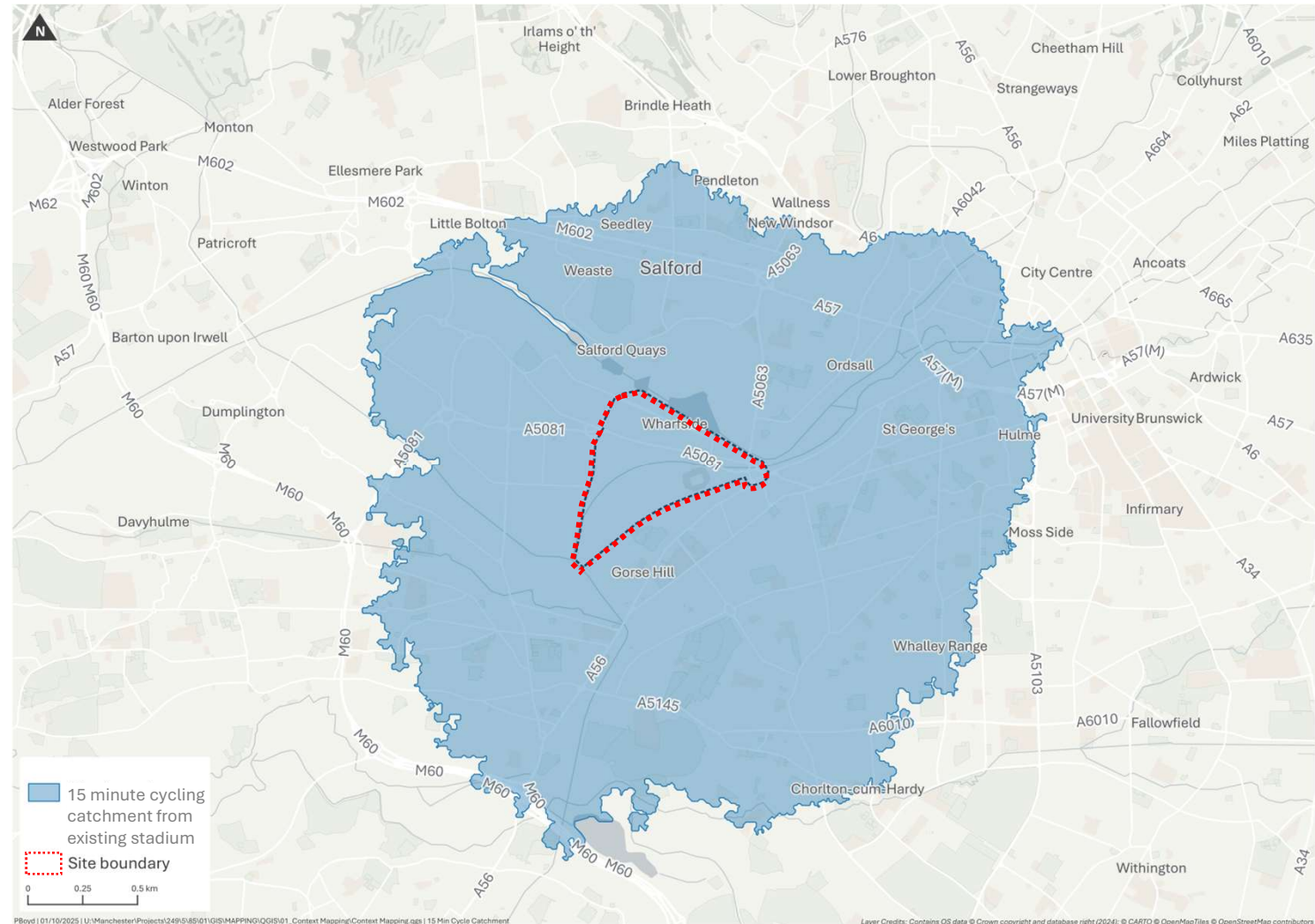
30-minute walking catchment



15 Minute Cycle Catchment

The figure on the right shows a 15-minute cycling catchment from the centre of the masterplan area. This illustrates there is significant potential for cycling to and from the study area. Destinations such as the City Centre, Salford, Chorlton and Stretford are all within a 15-minute cycle journey .

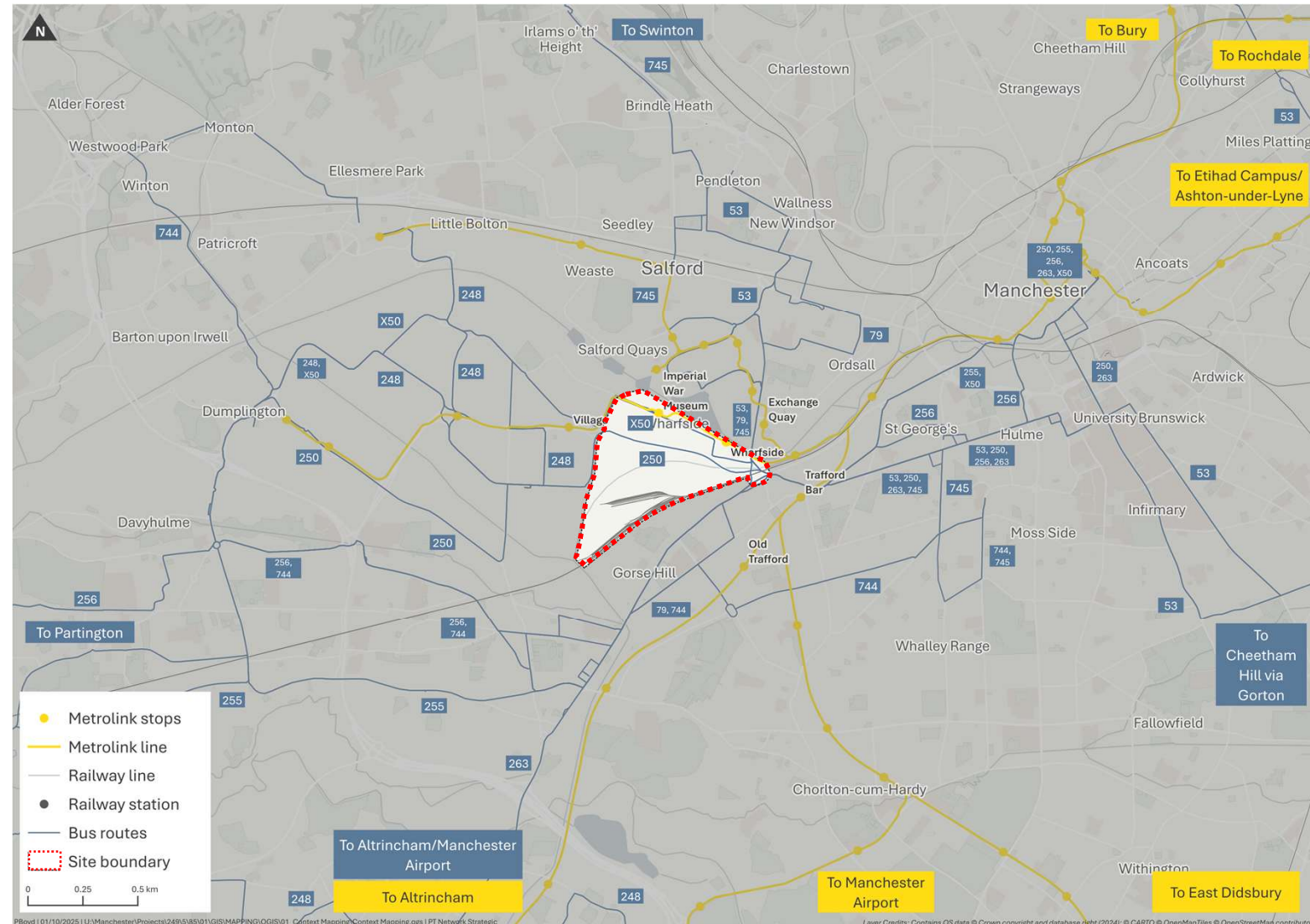
With high-quality, continuous and direct cycle routes to these areas, cycling can play a key role in reducing demand for public transport services and reducing demand for private vehicles including taxis, whilst also increasing the uptake of active travel modes.



Strategic Public Transport Network

The figure on the right shows the local public transport network supporting the masterplan area. Whilst earlier being categorised as having a moderate public transport accessibility score, the site is well connected to the public transport network with latent potential to become a highly accessible location within Greater Manchester.

There are several Metrolink stops within a short walk of the site, as well as good bus network coverage. In order to facilitate the anticipated increase in demand trips from/ to the site, bus and Metrolink services and frequencies shall need to be increased alongside improved quality of nodes.



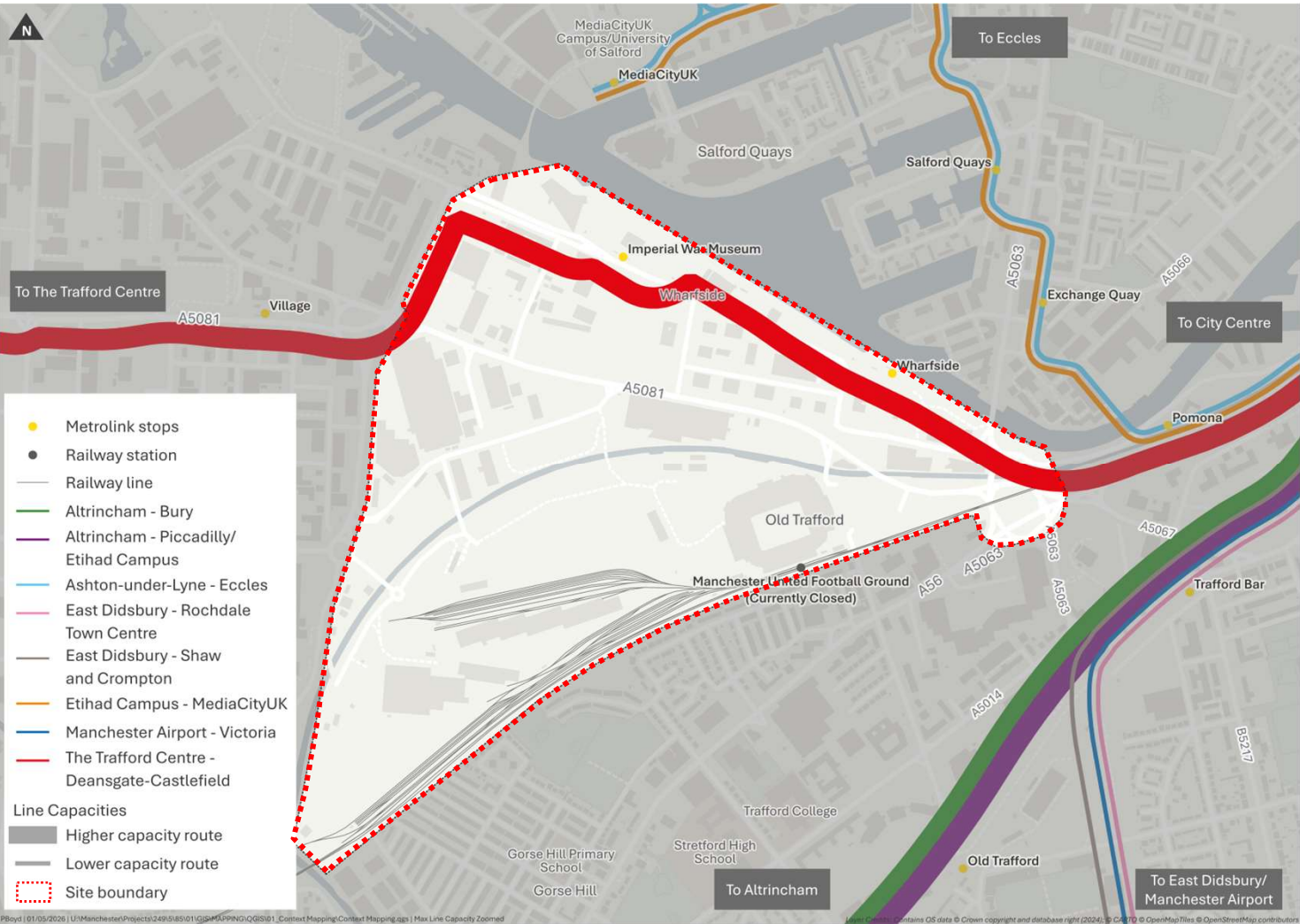
Metrolink

There are multiple Metrolink connections around the masterplan area, providing excellent connectivity.

Wharfside and Imperial War Museum stops provide access directly into the OTR area, and Trafford Bar, Old Trafford and Exchange Quay are within a 15–20-minute walk. Across these four stops, eight Metrolink lines are available.

However, the Altrincham line faces significant capacity constraints with high levels of passenger crowding in peak hours and run at capacity on matchdays. The East Didsbury line also faces capacity constraints however this is less acute than on the Altrincham Line.

Maximum Metrolink Line Capabilities



Source: TfGM Metrolink Data

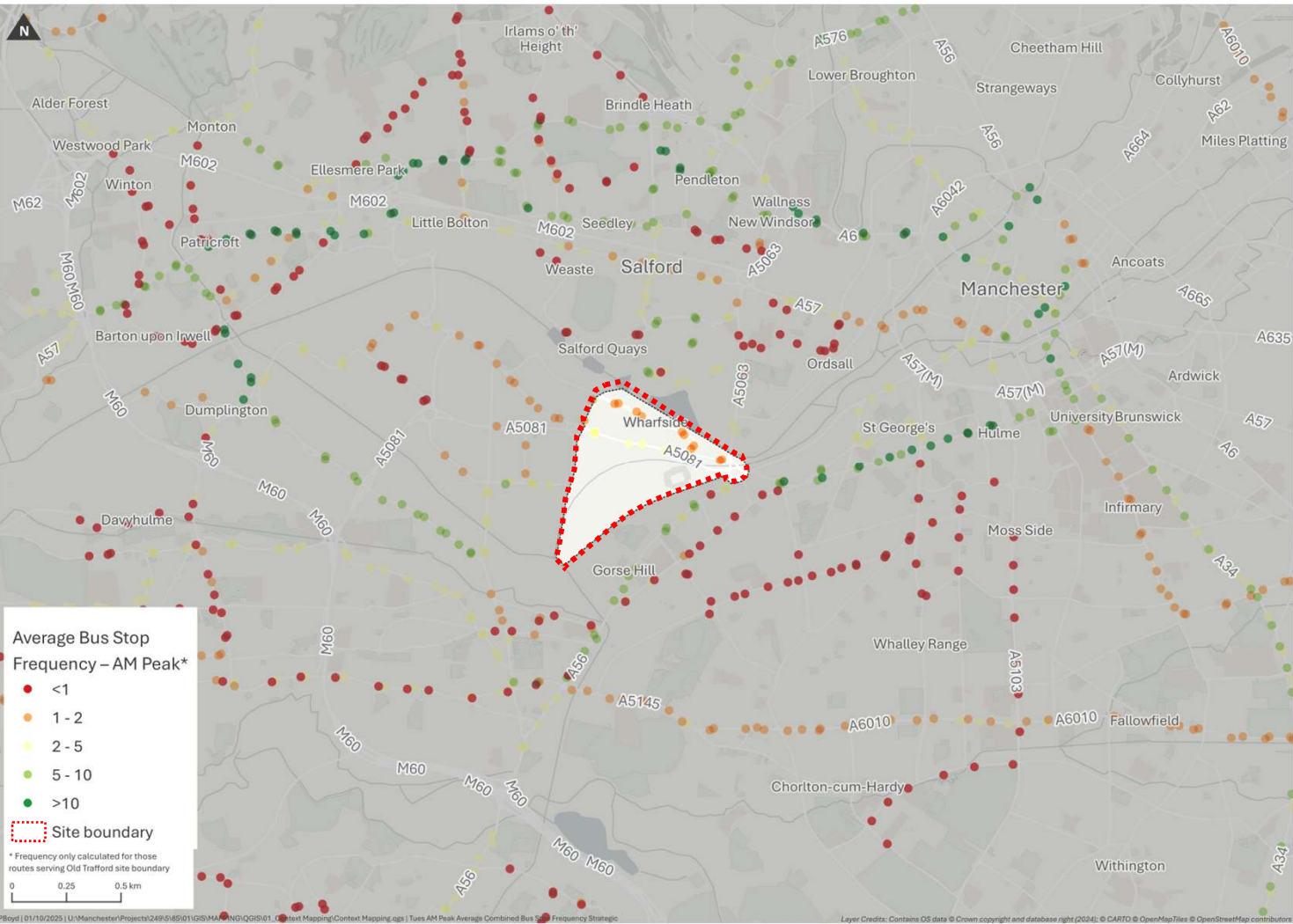
Bus

Because of the existing nature of the masterplan area, there are limited bus connections through the site, with only two routes (X50 and 250) directly passing through.

There are, however, higher frequency routes to the south of the OTR area which provide connections into the city centre via Stretford Road.

To enable future residents, employees, visitors and spectators to reduce car dependency when travelling to the OTR area, bus services will need be enhanced with higher frequencies and greater route options.

Bus Route Frequencies



Rail

TfGM has prepared an initial high level business case exploring options for a proposed new rail station at Old Trafford. This analysis focusses on potential for a passenger rail station serving the OTR area, and considers potential locations for a proposed new rail station. The assessment also considers potential implications for match days. Match day rail demand would be a challenge as a matchday station would have to have significantly larger capacity, and currently, there is a lack of Manchester-Liverpool (via Warrington) rail line capacity.

The interaction with Metrolink is also shown on the map for context with the wider area.

Other wider studies for the rail line have considered business case for upgrades to the line, including electrification and 6-car train platforms, plus upgraded signalling. These improvements would enable frequencies to be upgraded for some local stations. However, there is not currently funding allocated for these improvements.



General observations on the Manchester-Liverpool (via Warrington) rail line in context of OTR:

- Both the rail line and the Castlefield corridor to the east are highly constrained currently. It's unlikely an extra stop on the local services can be squeezed in without upgraded infrastructure.
- Shuttle services for weekend or evening events could be an option, when the line is less busy and there is spare rolling stock. This could terminate at either Oxford Road Platform 5 or at Piccadilly. There are no other services that could easily be extended to Old Trafford, as they vast majority come from the Airport.
- Longer term, there are plans to extend local services from Manchester to Warrington West, and Merseyrail from Liverpool to Birchwood, overlapping through Warrington Central.
- Liverpool-Manchester Railway / NPR is unlikely to change anything in the long term, as the semi-fast Liverpool-Sheffield services (2tph EMR&TPE) would still use the rail line in any case.

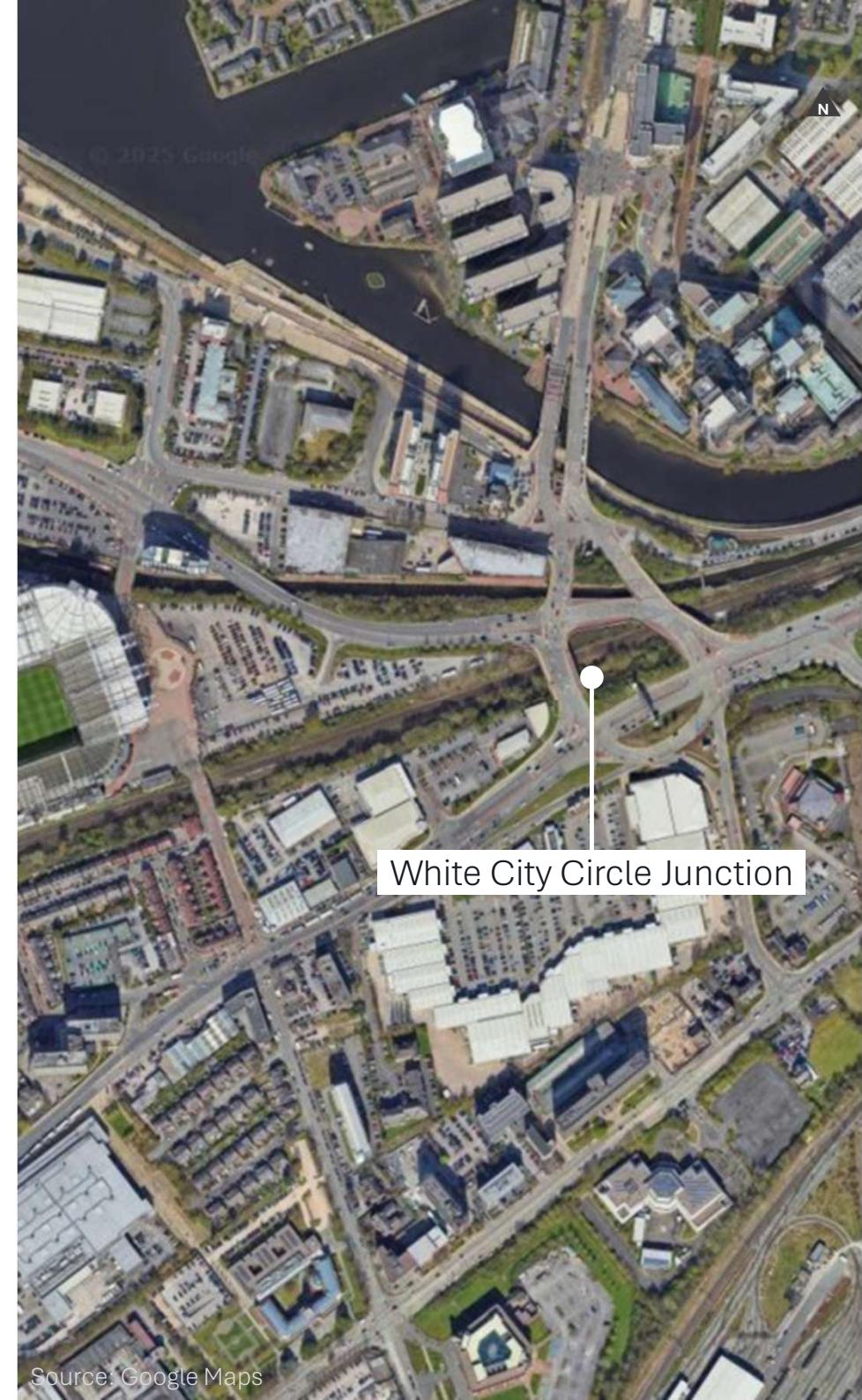
Highway

Current Challenges / Opportunities:

- Severance – Inhibitor to active travel connections;
- Modal hierarchy – Junction focused on private car and goods vehicles;
- The coming together of major routes for all modes;
- Match day vs normal day e.g. impact on pedestrian movements across the area (e.g. Trafford Bar) and pedestrian impact on junction performance; and
- Opportunity to consolidate to afford better amenity to modal hierarchy, but need to understand the impact on the wider network.

Masterplan Objectives:

- Overcome severance created by large scale of junction and traffic volumes.
- Create gateway and sense of arrival at eastern end of OTR area.
- Unlock additional land within the OTR area.
- Enhance safety at White City Way for all users.
- Improve legibility and routes for arrival to Stadium by all modes.
- Reduce through vehicle movements within masterplan area.
- Retain required strategic routes for essential traffic and buses.
- Improve access to surrounding public transport stops.
- Improve bus user priority in totality.
- Accommodation of future demand forecast under WSM in line with future mode share aspirations.



Existing Demand

Demand analysis has been undertaken to consider:

- Existing land use in the OTR area;
- Travel to/from, and within the OTR area; and
- Subsequent review of mode shares by distance to the OTR area.

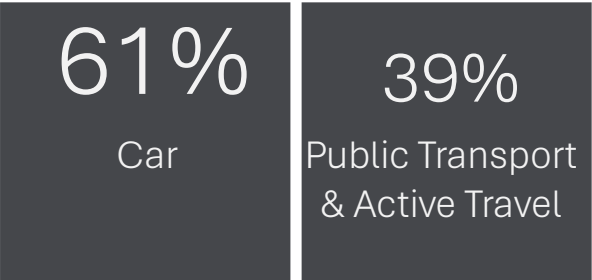
The OTR area includes a wide range of land uses with office related the most significant in terms of trip generation. There are currently over 4,000 jobs based within the OTR area, under a wide range of employment types, this equates to 184,500 SQM of employment floor space.

There is a total of 2,500 two-way trips made to/from the OTR area in a peak hour. Car travel dominates trip types, with 1,500 two-way trips. There are just under 1,000 two-way trips made by public transport and active travel combined.

Demand is mainly associated with Trafford, Manchester, and Salford, with small proportions to the rest of GM and beyond.

A number of buildings and land uses within the area will remain despite the redevelopment of the OTR area. However, they represent a small proportion of the final total demand.

Existing Mode Shares



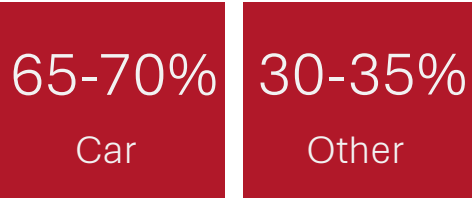
Manchester United Football Club: Existing Demand

Travel demand significantly changes on MUFC event days with significant volumes of additional travel to/from the OTR area.

Mode shares for the 74,100 capacity stadium are strongly car dominated, with 65-70% of match day supporters using car, placing significant pressure on the highway network, particularly in the southwestern quadrant of the city region.

There are 5,000 stadium related parking spaces adjacent to the ground across several surface car parks. In addition, within the wider area, there are many thousand spaces in unofficial car parks, or on-street, within a 30-minute walk of the stadium.

Stadium Mode Shares



Source: April 2020 MUFC Travel Survey



MUFC: Existing Stadium Parking

Manchester United Football Club: Existing Demand

Overview

Manchester United FC currently host 74,100 people on matchdays, with approximately 25 home games per season (August to May).

There is a particular concentration of fans in the southwest of Manchester, though season ticketholders are concentrated across the UK, including Northern Ireland.

Mode shares for main mode on match days are shown in the table below [main mode does not consider the trips final mode]

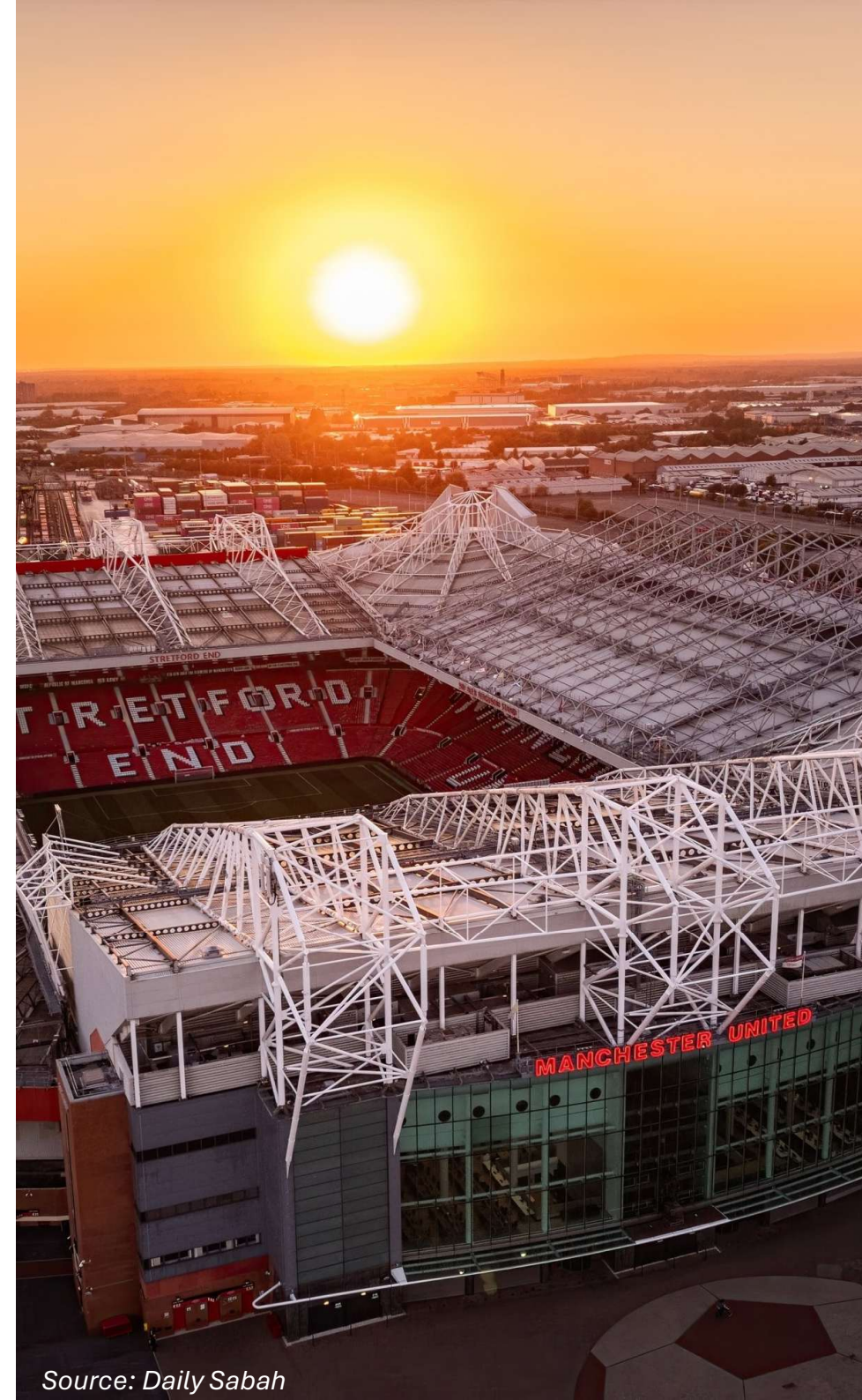
Mode of Transport	Share of Trips
Travel by Car	65-70%
Metrolink	c.15%
Train	5-10%
Coach	5-10%

Source: April 2022 MUFC Travel Survey, main mode of travel e.g. rail relates to access into the Regional Centre

Car

Car is the dominant mode of transport, with 65-70% of spectators either driving themselves, being a passenger or being dropped off.

- 44% of cars park either on-street or elsewhere on local, fly-matchday surface car parks. These numbers are reported to cause significant congestion and nuisance for local business and residents.
- TfGM estimate an increase of approximately 24,000 vehicle movements before and after matches at Old Trafford. This causes particular problems on the A56 at Stretford Arndale to M60 Junction 7, and M602 and M60 Junction 8.



Manchester United Football Club: Existing Demand

Metrolink

Approximately 60% of Metrolink demand originates in the Regional Centre (Manchester City Centre).

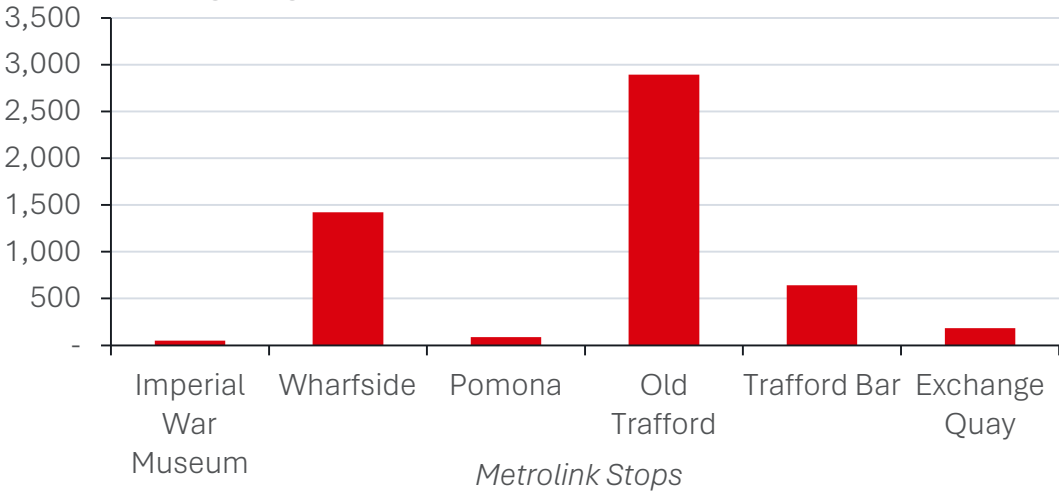
The graph shows existing usage of Metrolink stops on a matchday. Old Trafford is the main stop used by spectators using Metrolink, with around 3,000 tap-ins* per match day.

Wharfside and Trafford Bar also serve significant numbers of spectators. Old Trafford, Wharfside and Trafford Bar have specifically designed queuing infrastructure, albeit Trafford Bar is basic and not designed for the size of flows it handles.

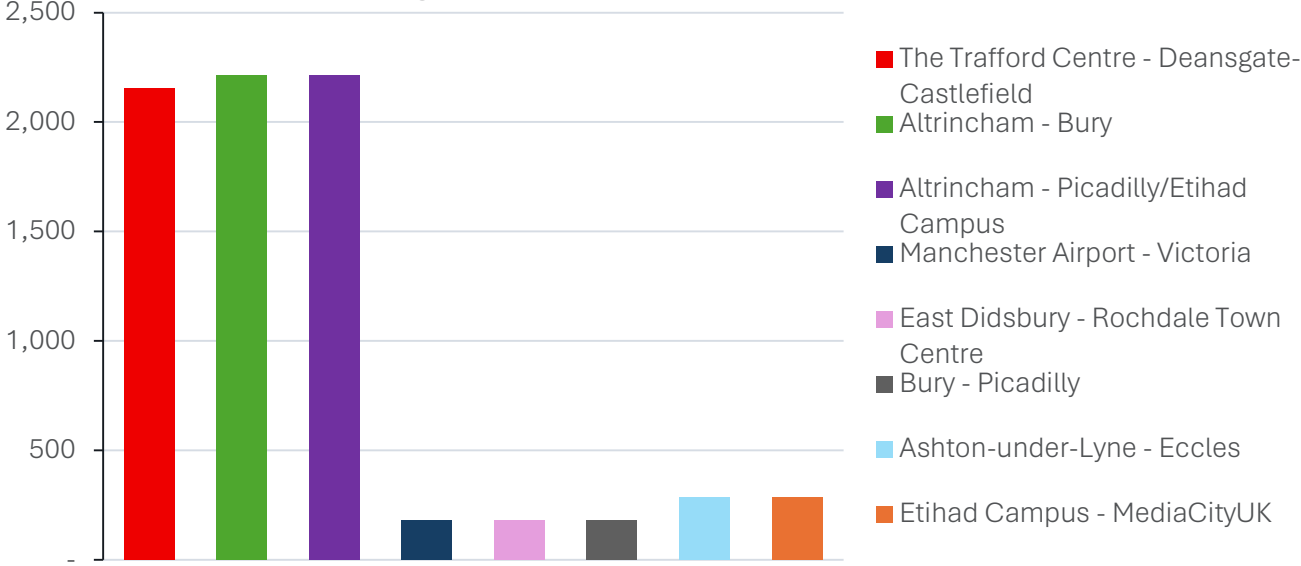
Despite eight lines serving stops close to Old Trafford, only three are heavily used during match day events (Trafford Park and Altrincham Lines).

**To tap-in on Metrolink means the use of a contactless payment method on a Metrolink yellow smart reader at a tram stop to register the start of the journey*

Existing usage of Metrolink stops on a Matchday



Metrolink lines serving stops near Old Trafford



Manchester United Football Club: Existing Demand

Rail

The nearest rail station, Trafford Park, is a 25-minute walk with sporadic service patterns (3 trains per hour along the corridor, though only one every two hours calls at the existing station). Rail is therefore not heavily used as a method of accessing Old Trafford.

Rail is, however, a key mode for fans not based in southwest Manchester to reach Manchester Piccadilly, Victoria or Oxford Road, before continuing their journey to Old Trafford via Metrolink and bus.

Coach

Coaches are used by up to 5,000 people per matchday. This is a key mode of transport for some away fan groups, as well as Manchester United fans living outside Manchester.

The Manchester United Supporters Club runs a coach booking service from its district areas. Fans can log in and are able to make bookings for upcoming home & away games, liaising with Branch Travel Administrators.

Some coaches park in official car parks, others drop supporters off and collect them post-match.



Existing Transport Constraints

Due to the OTR area's proximity to the strategic road network and existing site uses, the area experiences car-dominated travel patterns. The White City Circle Junction is the key eastern access to the area and is heavily dominated by vehicles, causing congestion and severance, ultimately inhibiting active travel connections.

The OTR area itself has limited public transport options, with only two bus routes passing through the site directly. However, the surrounding area is well connected with local public transport networks. With investment and intervention, the area has potential to become a highly accessible location within GM.

The surrounding public transport network offers high frequency bus routes, and several Metrolink stops offer access to eight different Metrolink lines, providing excellent connectivity across GM. Rail does not currently serve the area, but there is potential for rail-based travel to the area.

Active travel links in the surrounding area are plenty, however connectivity with the OTR area is poor. Severance created by waterways, major rail and highway infrastructure, presents challenges for active travel. Limited safe and connected active travel infrastructure is a barrier for those wanting to walk, wheel or cycle within, or to and from, the area.

Car dominated travel [65-70%] to/from Old Trafford Stadium adds a significant number of vehicle movements pre and post football match, causing issues on the local and strategic road network. Stadium related parking across several official and unofficial surface car parks and on-street parking also brings issues to the local network, impacting local communities and businesses on match days.

Appendix B: Learnings from Elsewhere

Learnings from Elsewhere: Olympic Village, Stratford

	2005	2008	2012	2020
	Olympics awarded	Construction begins	Olympics begin	Majority of development complete

£8.77bn
TOTAL COST



Overcoming severance

Multiple waterways cut through the Olympic Park, creating potential severance between key destinations. Extensive infrastructure including bridges, elevated walkways, and landscaped crossings has been introduced to overcome these barriers and maintain strong connectivity to focal points such as the London Stadium.

Implications for WSM

Addressing the severance in the masterplan area through bridging and permeability will be crucial to linking the new stadium and surrounding destinations.



Mixed use development

The new Olympic Village developments have been shaped by high-quality residential development, creating a vibrant new neighbourhood. However, many of these streets have substantial amounts of on-street parking, detracting from the overall quality of place and pedestrian experience.

Implications for WSM

As the WSM’s proposed residential density is comparable to Stratford’s, design solutions should limit on-street parking to maintain a high-quality public realm and reduce traffic within the masterplan area.



Planning for active travel

The Olympic Village’s early phases of development did not fully prioritise cycling within its street network. As a result, much of the Olympic Park and surrounding areas have since required a cycling retrofit: the gradual introduction of segregated lanes, improved crossings, and better connections to address gaps in the network.

Implications for WSM

Establishing a coherent and safe cycling network early in the masterplanning process prevents large vehicular routes from dominating the public realm and ensures that cycling is embedded. For Trafford, achieving the right balance between permeability for walking, wheeling, and cycling while minimising the impact of through-traffic will be essential.

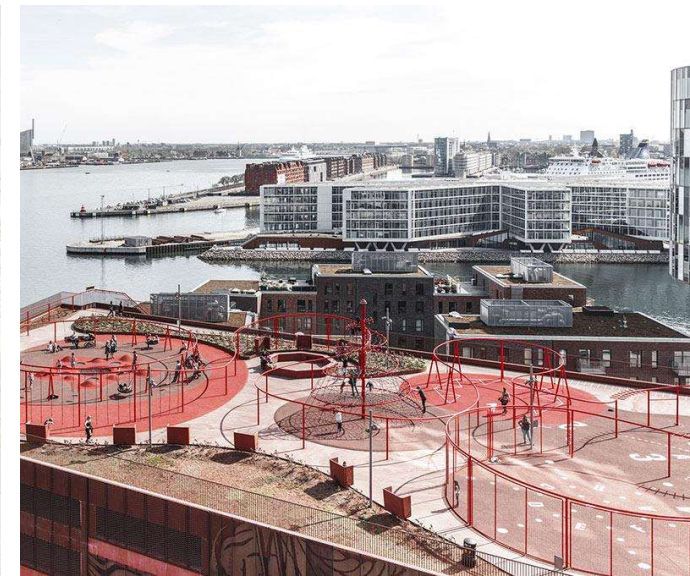
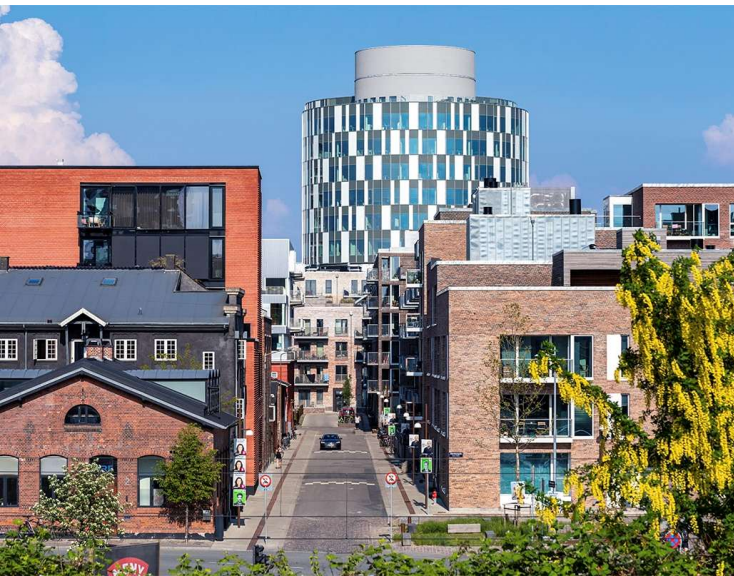
Learnings from Elsewhere: Nordhavn, Copenhagen

The vision for Nordhavn was to transform the old port area into an attractive and sustainable city of the future.

Nordhavn is centred on a people-focused “5-minute city”, integrating walking and cycle infrastructure with mixed-use, high-density neighbourhoods.

With the goal to minimise the reliance on cars, infrastructure encourages residents to embrace alternative transport options. Public transport, walking, wheeling, and cycling are the focal point, with features like pedestrianised streets, bike-friendly spaces, and an elevated metro line that covers a bicycle highway to protect cyclists from poor weather.

An integrated and layered development design optimises space and provides an attractive liveable urban place. To support a “car-lite” environment, parking and a small number of large MSCP’s are offered, incorporating other public recreational spaces.

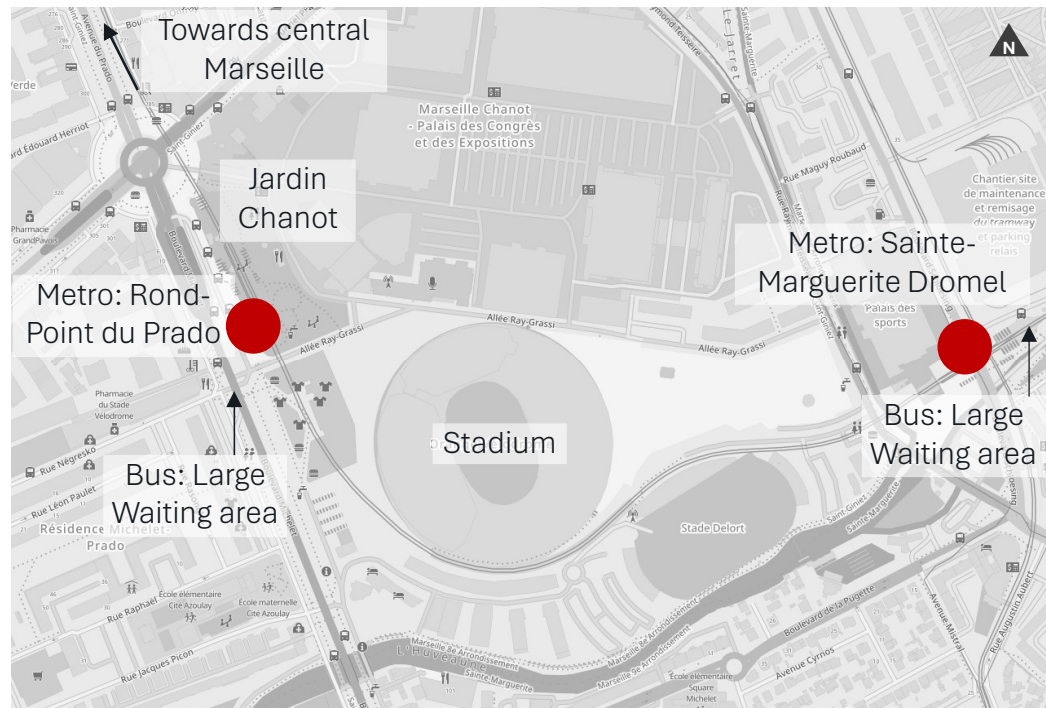


Learnings from Elsewhere: Marseille Stadium, France

Marseille Stadium is central to a larger urban development plan, which includes commercial facilities, residential, employment, and recreational spaces that thrive on both event days and non-event days.

By integrating the stadium within the city and its history, the project has successfully enhanced the surrounding area, creating new economic opportunities, attracting visitors and becoming a major symbol for the city.

The location and central placement within the city allows for ease of access, with multiple public transport options and the direct connection to the city centre. The strategic location of the stadium has facilitated its success as a major venue in an active and vibrant surrounding area.

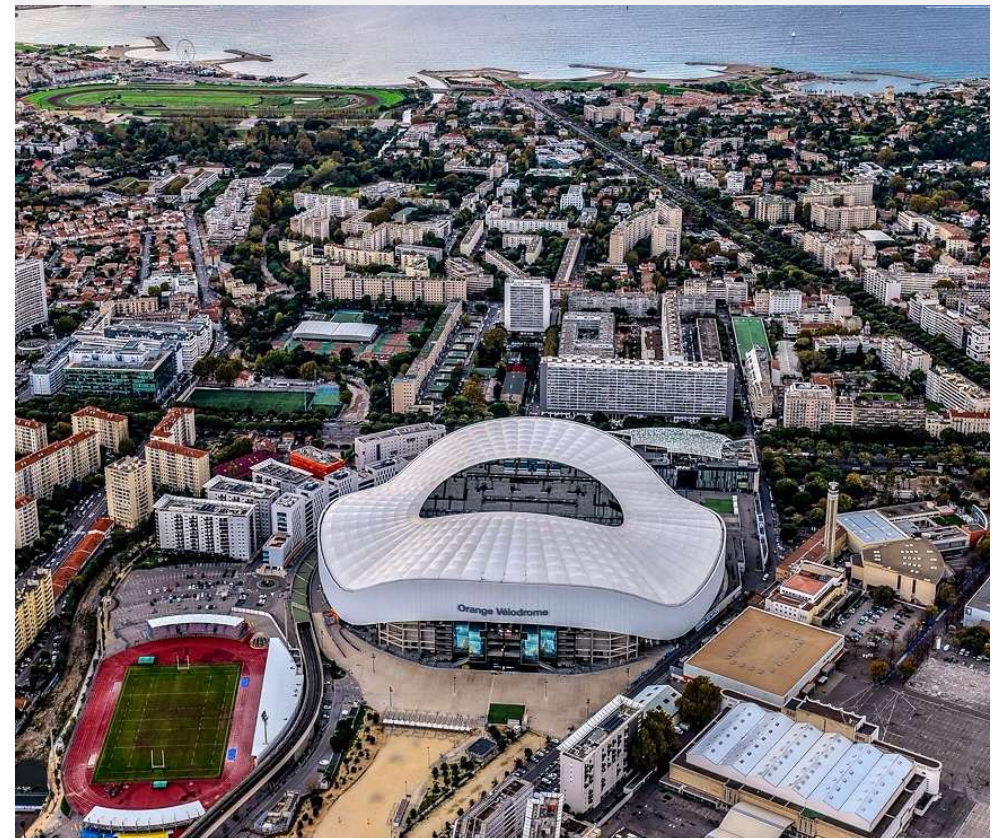


Public Transport Connectivity:

Metro Line 2: 2 stops adjacent to the stadium, train capacity of 475, and 20tph during peak times (max 19,000 passengers by direction)

Bus: Well served by bus with bus waiting facilities adjacent to both metro station (Lines 83, 19 and B1)

Rail: Accessible via Metro



Learnings from Elsewhere: Football Stadia

Comparisons have been made to stadia across Europe of a similar size and scale of the Old Trafford stadium proposals. A consideration has been made to the level of local transport provision for the following stadiums, for comparison with Old Trafford, shown below:

Stadium	Location	Capacity	Car Parking	Coach Parking
Old Trafford	Manchester	74,197	5,000	0
Allianz Arena	Munich	75,024	9,800	350
Camp Nou	Barcelona	105,000	3,200	0
San Siro	Milan	75,817	4,000	0
Johan Cruyff Arena	Amsterdam	56,120	2,400	170



San Siro, Milan



Allianz Arena, Munich



Camp Nou, Barcelona



Johan Cruyff Arena, Amsterdam

Existing public transport access (within walking distance)

Stadium	Total People Per Hour	National Rail				Metro				Tram				Bus			
		# routes	# passengers	Frequ (mins)	pph	# routes	# passengers	Freq (mins)	pph	# routes	# passengers	Freq (mins)	pph	# routes	# passengers	Freq (mins)	pph
Old Trafford	2,340	1	400	120	400	-	-	N/A	0	3	600	~8	11,200	5	90	~5	3,500
Allianz Arena	6,912	-	-	N/A	0	1	576	~5	6,912	-	-	N/A	0	-	-	N/A	0
Camp Nou	25,724	-	-	N/A	0	2	1,081	~2	17,288	3	230	~7.5	5,520	18	54	~20	2,916
San Siro	14,032	-	-	N/A	0	1	536	~3	10,720	1	285	~9	1,900	2	100	~10	1,412
Johan Cruyff Arena	8,226	1	588	~30	1,176	1	175	~10	1,050	-	-	N/A	0	17	50	~8.5	6,000

Learning from Elsewhere: Football Stadia

Allianz Arena



Seated capacity: 75,024

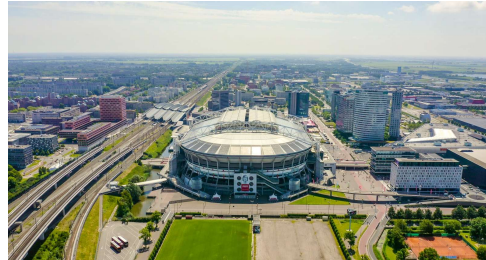
Car parking

- 9,800 cars including 900 dedicated to 'away' fans
- 350 coach spaces
- Parking is provided across 2-levels of the stadium and 4 x 4-storey car parks across an esplanade
- All car parking is pre-booked (ANPR system)

Metro

- Capacity per hour: 6,912 passengers
- Accessible via the U6 line at Frottmaning station
- Service frequency: 5 minutes

Johan Cruyff Arena



Seated capacity: 56,120

Car parking

- 2,400 cars
- 170 coaches

Metro

- Capacity per hour: 9,600 passengers
- Accessible via 1 x metro line which serves 3 x stations
- Service frequency: 10 minutes

Intercity rail

- Capacity per hour: 15,000 passengers
- Accessible via 1 x intercity N-S line:
- Service frequency: 30 minutes

Bus

- Capacity per hour: 6,000 passengers
- Accessible via 17 x bus routes:

San Siro



Seated capacity: 75,817

Car parking

- 4,000 cars

Metro

- Capacity per hour: 10,720 passengers
- Accessible via 1 x metro line: *Line M5 (purple)*
- Service frequency: 3 minutes

Tram

- Capacity per hour: 1,900 passengers
- Accessible via 1 x tram line: *Line 16*
- Service frequency: 9 minutes

Bus

- Capacity per hour: 1,412 passengers
- Accessible via 2 x bus routes

Camp Nou



Seated capacity: 105,000

Car parking

- 3,200 cars

Metro

- Capacity per hour: 17,288 passengers
- Accessible via 2 x metro lines
- Service frequency: 2 minutes

Tram

- Capacity per hour: 5,520 passengers
- Accessible via 3 x tram lines: *T1, T2 & T3*
- Service frequency: 7.5 minutes

Bus

- Capacity per hour: 2,916 passengers
- Accessible via 18 x bus routes

