

GREATER MANCHESTER INTEGRATED TRANSPORT AUTHORITY**REPORT FOR INFORMATION**

COMMITTEE: Rail and Metrolink Networks

DATE: 17th July 2009

SUBJECT: Improvements to Metrolink Replacement Bus Stop at Victoria Station

REPORT OF: Metrolink Director, GMPTE

PURPOSE OF REPORT

To indicate the additional steps taken to make the Metrolink replacement bus stop at Victoria Station easy for passengers to find.

RECOMMENDATIONS

Members are asked to note the improvements being made at Victoria station.

BACKGROUND DOCUMENTS

Reports on Metrolink City Centre Track Works to Development & Operations Committee – 27th February and 1st May 2009

CONTACT OFFICERS

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| Name | Julie Derbyshire, Marketing Manager Metrolink Projects, GMPTE. Telephone 0161 244 1722. julie.derbyshire@gmppte.gov.uk |
| Name | John Barbour, Departmental Manager Corporate Communications, GMPTE. Telephone 0161 244 1814. john.barbour@gmppte.gov.uk |

1. Background

1.1. The signage at and around Victoria station directing Metrolink passengers to the replacement bus service on Corporation Street has received complaints. The signage strategy has been reviewed and the results of that review are reported below.

2. Evolution of the Signage Strategy

2.1. On the closure of Metrolink services in the city centre in April to facilitate the track works, on-street signage was used to indicate the location of stops for the replacement bus services and walking routes for those who wished to travel between location on foot rather than by replacement bus.

2.2. These signs were supplemented by 'benefits message' hoardings, explaining why the work was being undertaken and what the ultimate benefit would be for passengers.

2.3. On-street signage was supplemented by the handing out of leaflets to passengers by Stagecoach Metrolink staff, media relations activity with the Greater Manchester press to generate positive coverage and increase the level of understanding of the work by journalists, reporters and editors, advertising and online activity.

2.4. An early review of this signage concluded that this signage could be improved by increasing the size and volume of the hoardings. A refreshed campaign was designed by the Hemisphere consultancy.

2.5. The refreshed campaign took the opportunity to combine the benefits messaging with the directional signage and change the 'tone of voice' of the material from straightforward facts to a softer combination of facts and an apology for the short-term disruption.

2.6. This campaign uses the large A-frame and free-standing triangular hoarding in the new Metrolink corporate identity that can be seen prominently in Piccadilly Gardens, Market Street and St Peter's Square. More prominent signage was also provided on routes throughout the city centre to clearly direct passengers to the replacement bus stop locations at Piccadilly Gardens, Piccadilly Station and St Peter's Square. At each location the existing totem was replaced to incorporate clear messaging in the new corporate identity.

2.7. As the most prominent locations within the city centre, the initial campaign refresh focused on these locations.

3. Signage at Victoria.

3.1. The replacement bus stop at Victoria Station is on Corporation Street, close to the walking route into the City Centre, rather than co-located with existing bus stops. Thus, directing people to this stop has proved problematic. The initial level of signage was quickly supplemented by larger hoardings in greater numbers and Stagecoach Metrolink staff were present at peak times to direct passengers.

3.2. A review of the requirements at Victoria has been completed by Hemisphere as part of the latest phase of the overall review of signage. This review has paid particular attention to the difficulty of signing the route to the replacement bus service.

3.3. The outcome of the review is given in the appendix to this report and new more prominent signage in the same style and format as on the remainder of the system is being erected and will be completed by week commencing 13th July 2009.

3.4. A review of success of the new signage in improving the ease with which passengers can now locate the replacement bus service on Corporation Street will be carried out at the end of July with stakeholder focus groups.

3.5. Conclusion

3.6. The signage in and around the city centre has evolved in the light of assessment of its impact. This has resulted in prominent hoarding combining benefits and directional messages. The new signage has been erected in the city centre, on Market Street and St Peter's Square. The final element of the evolution is to replace the signage at Victoria Station and special attention has been paid to making the location of the bus replacement service stop easy to find.

4. Recommendations

4.1. Recommendations are detailed on the front of the report.

Philip Purdy
Metrolink Director



PROJECT **A better Metrolink is coming:
Phase 2**
City centre/
exterior campaign installations

DRAWN BY SH/

JOB NUMBER 50035

LOCATION Victoria Railway Station

SIGN NUMBER

DATE 01 July 09

NOTES



Hemisphere

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