



# Transport for Greater Manchester

## Bee Network Case Studies



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# Introduction

At Transport for Greater Manchester (TfGM), we're building a network that's more than just buses, trams, trains, bikes and walking.

**The Bee Network is about connecting people to the things that matter most and making everyday journeys easier, more affordable and more reliable.**

We believe everyone deserves a transport system that works for them. That's why the Bee Network is being built to reflect the spirit of our city region and why it's shaped by the people who live here.



We're not just building a better way to travel. We're building a better-connected Greater Manchester.

Working together with you helps us grow too. All income generated from TfGM commercial activity is re-invested into the network to deliver continued growth and improvement to transport services and facilities for Greater Manchester's residents and visitors.

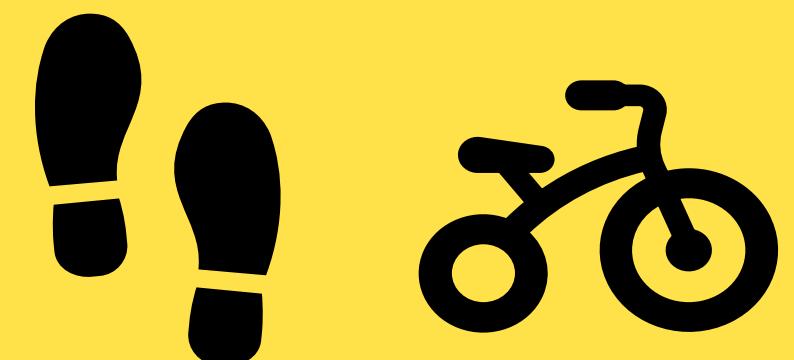
**This document offers an overview of some of our current opportunities within this Bee Network infrastructure, but we're always able to tailor packages based on your aims and ideas.**



# Our platform



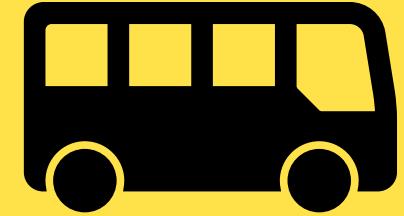
**260 million** journeys  
across all modes every year



**Active Travel**-focused, with 1.2 million Starling Bank Bike rides taken in 2024 and 1,000kms+ of walking and cycling routes



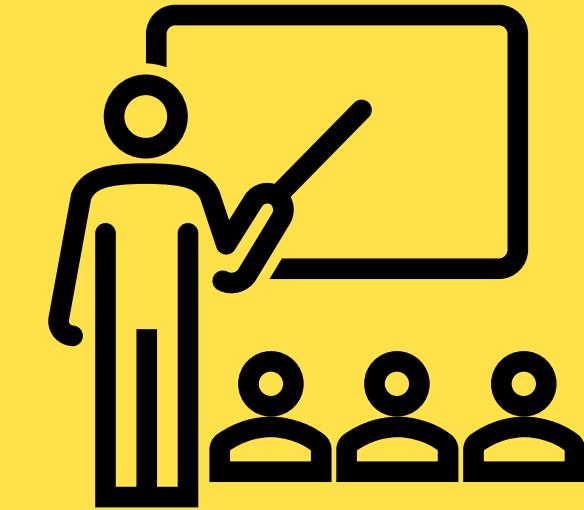
Metrolink - the **UK's largest** light rail network, with a record breaking **46 million+** tram journeys made in 2024



**Over 100 million** bus journeys made across Greater Manchester every year with annual patronage growth of c.14%



Greater Manchester population of  
**2.9 million**

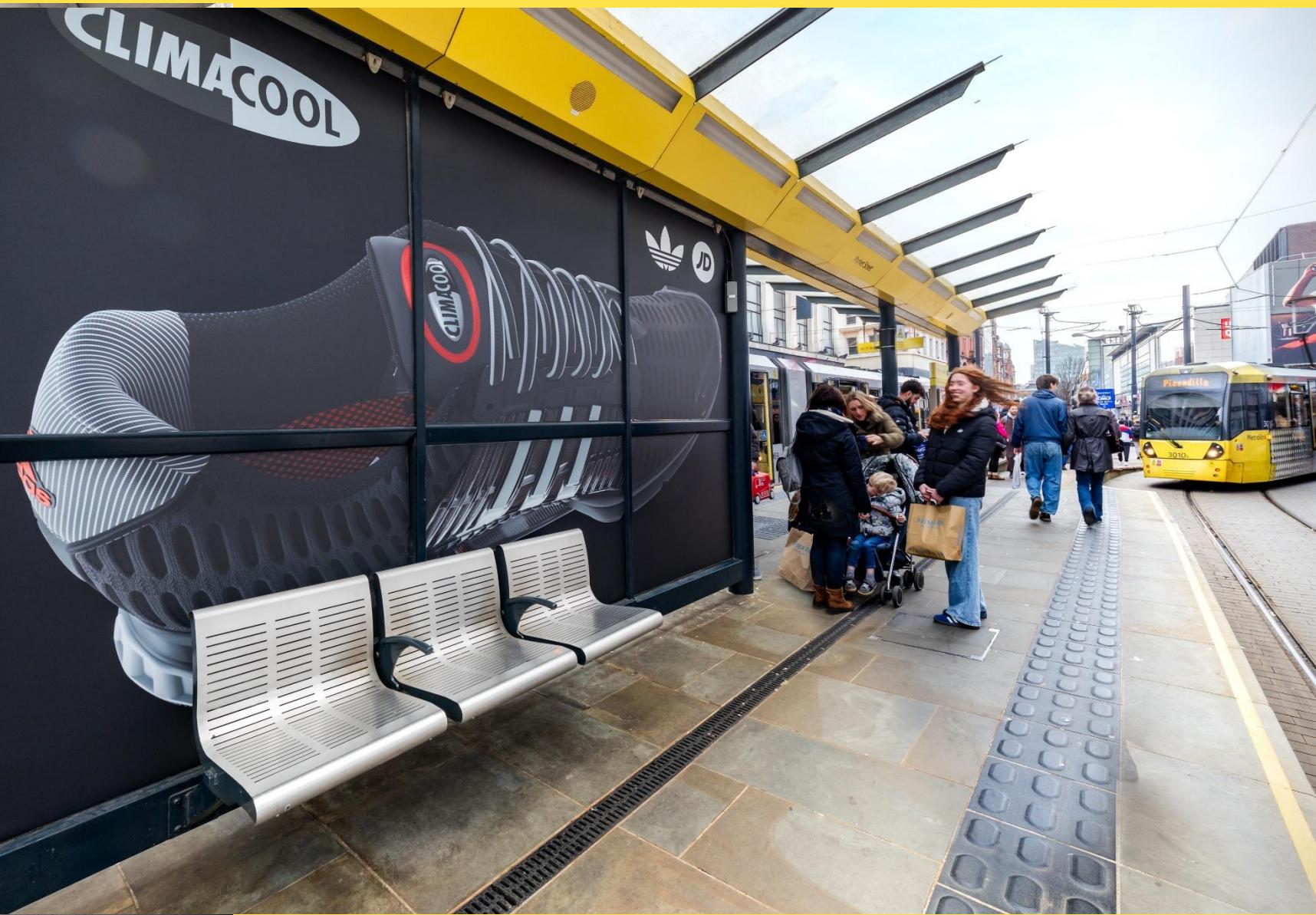


The largest student population of any city in Europe





# We create moments that move millions



And turn everyday journeys into unforgettable experiences

BBC Local News | Manchester

World Book Day: Manchester commuters offered free books

2 March 2023

World Book Day



Prolific North

Chester Zoo rebrands one of Manchester's busiest Metrolink stations as St Cheetah's Square



NEWS

FUNERAL NOTICES

JOB

ADVERTISE WITH

News > Greater Manchester News > Manchester

**Manchester City star play spotted on TRAM heading treble parade**

Stars such as Jack Grealish, Phil Foden, Erling Haaland and captured smiling and laughing

NEWS By Sophie Halle-Richards Senior Reporter

12 Jun 2023



itvNEWS

Commuters set for big surprise as music superstar Rita Ora takes over Metrolink tram announcements

GRANADA | MTV | METROLINK | Monday 4 November 2024 at 6:14pm



THE TIMES

Home UK World Comment Life & Style

Liam Gallagher voices the trams as Manchester braces for Oasis

The city is in the grips of Oasis-mania and Heaton Park concerts are expected to bring a £100 million boost to the local economy



**But don't just take our word for it.....**

# Marketing Manager, Manchester United

*"We achieved an attendance of 31,000 on the day for the [Women's Manchester Derby] game and the team also secured Champions League football for next season – so big wins on and off the field. This would not have been possible without your support at TFGM and especially with all of the changes that we made with the fixture details. We needed to reach a new audience for this game and inspire a new generation of fans and I have personally received multiple messages from people saying they had seen the creative all across the Metrolink network."*



# World Book Day

In partnership with Read Manchester, 10,000 free books were placed on Metrolink tram seats for customers to find on their morning journey on World Book Day 2023.

This one-day activation saw 11.2 million impressions on social media, 20.6 million press and TV impressions and library sign ups across Greater Manchester increase by 26%.

The campaign that had a small budget but a big heart, delivered a huge impact on the day, and has been recognised as a shortlisted nominee for the Prolific North Champions Awards 2024.



## Liam Gallagher voicing Manchester Metrolink announcements

GRANADA | LIAM GALLAGHER | METROLINK | GREATER M...

Wednesday 11 October 2023 at 5:00am



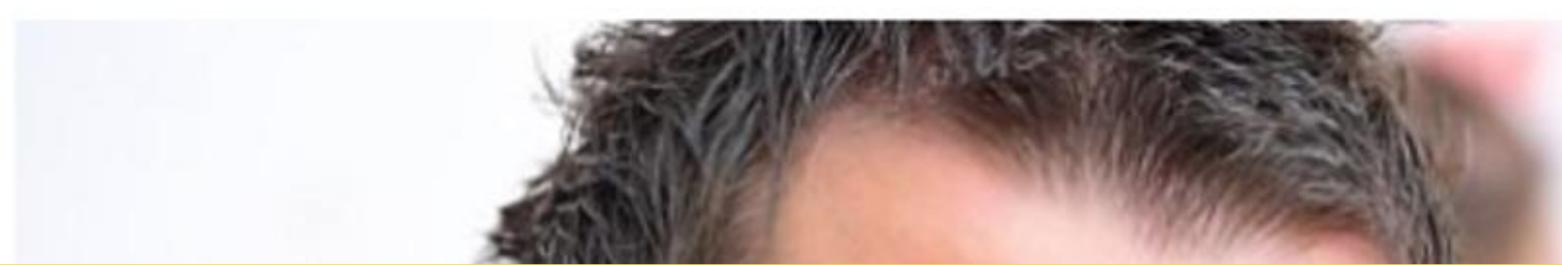
BBC

| Israel-Gaza war | Cost of Living | War in Ukraine | Climate | UK | World | Business | Politics

England | Local News | Regions | Manchester

## Liam Gallagher voices Manchester Metrolink tram announcements

11 October 2023



# Beyond the Music Festival Ft. Liam Gallagher

To promote the music festival at venues spread out across the city, we had help from a fellow Mancunian legend delivering the best way to travel to the events.

With a perfectly positioned recognisable voice delivering the everyday announcements on Manchester trams over 5 days it created quite a buzz, locally and nationally too!

The activity delivered over 800,000 social media interactions with a total reach of 125 million across TV and press and generated 86.5million online visits.



# Trafford Palazzo Stop Rebrand

Peel Retail and Leisure, owners of Trafford Palazzo renamed the tram stop outside the leisure destination in October 25, aiming to and strengthen Trafford Palazzo as a landmark and raise the profile.

As well as renaming the site across the entire Metrolink network, they launched a full Metrolink campaign including stop takeovers, full tram wraps, on stop takeover performance and social content. The launch campaign had 31 media hits reaching 832,015,098.

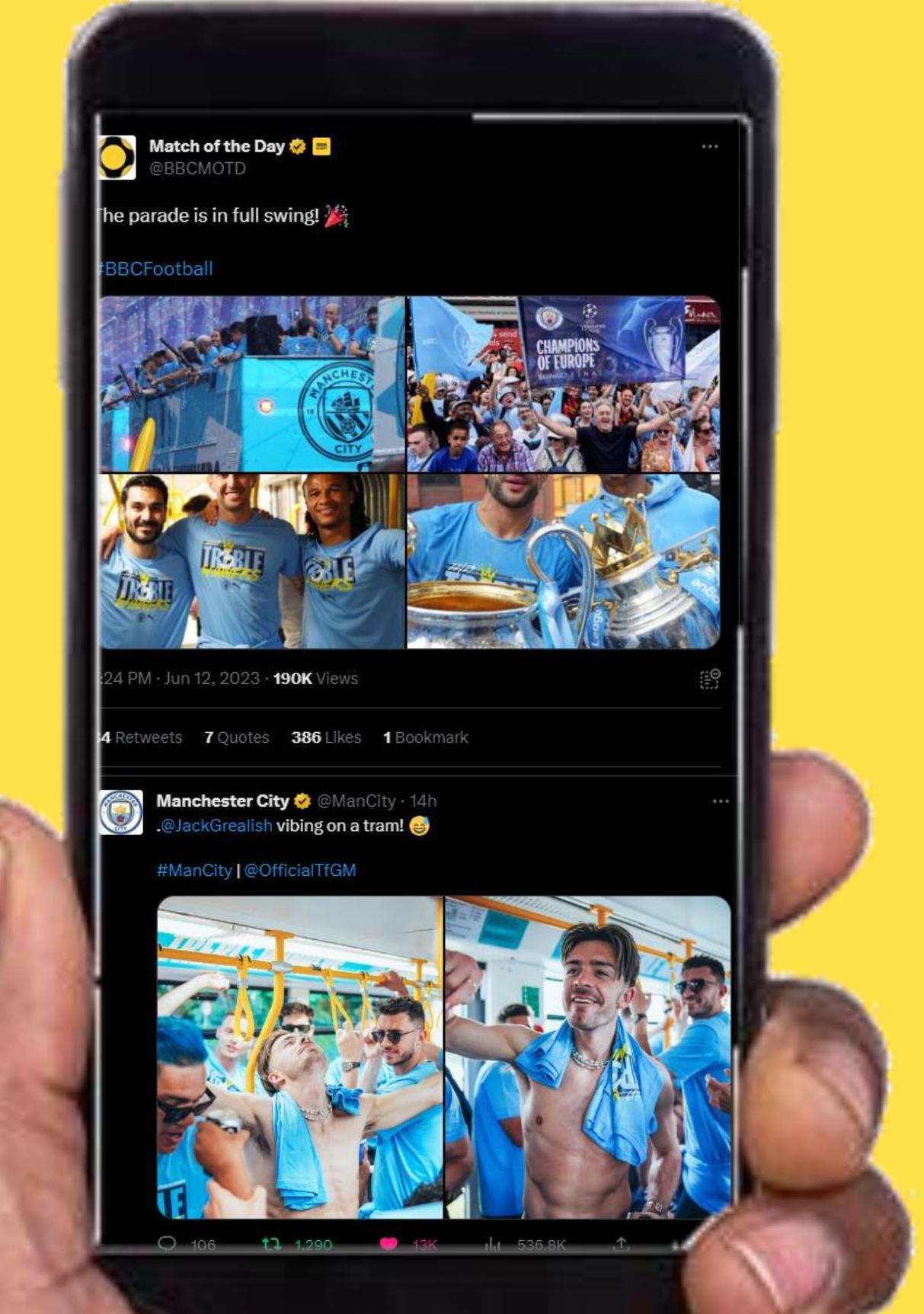
Lauren Hopkins, Associate Marketing Director Peel. *It's been fantastic to work on such a bold, vibrant project that really puts Trafford Palazzo on the map. A huge thank you to the brilliant team and partners who brought this to life, your creativity, energy and hard work made every pink, feel good moment possible - couldn't be prouder of what we achieved together.*



# Manchester City FC Treble Parade

Working closely with Manchester City Football Club, TfGM carried their treble winning team and staff members from their Etihad Campus base to the start point for their Treble parade in Manchester City Centre on a “special” tram.

The surprise activation captured the attention of fans across the world and saw coverage from all major media outlets including BBC, ITV, Sky Sports as well as hundreds of organic social reactions. The





# Nemzzz Album Launch

In Partnership with Ark Media, Beam and JD we transformed a Metrolink tram into a moving stage for Manchester's very own rapper Nemzzz, ahead of his album launch. The tram gave passengers an exclusive sneak peek performance as it travelled across the Trafford Park Line.

The tram included exterior coverage, interior panels and a full -length ceiling advert.

This campaign demonstrated how TfGM's assets can go beyond transit, turning a simple tram journey into an unforgettable experience and saw half a million social impressions as well as being picked up by brands and customers alike.



# Chester Zoo

To promote Chester Zoo in Manchester City Centre as the zoo of the north, St Peters Square was changed to St Cheetah's Square for 24 hours with sampling and face painting on-stop.

To amplify the campaign, a wrapped tram, stop takeover and posters were run across the network.

The name change was picked up by multiple media outlets including Prolific North, MEN, The Manc and many more!



**We'd just love you to Bee part of  
something amazing.....**



## Collaborations we love to see and do...





WE'D LOVE TO TALK  
[Commercial@tfgm.com](mailto:Commercial@tfgm.com)

SEE IMAGINATIONS FIRED  
THIS SUMMER

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