



# Transport for Greater Manchester

## Out of Home Media Assets



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# Welcome aboard

At Transport for Greater Manchester (TfGM), we're working hard to make travel easier through a better-connected and greener city-region.

We manage multiple modes of transport within Greater Manchester, including Metrolink (the UK's largest light-rail network), the region's entire Bus Network, the Starling Bank Bike hire scheme, transport interchanges, walking and cycling infrastructure and the City Centre free bus service.

Public transport is a vital part of the UK's second largest city-region and the new Bee Network delivers more services, cheaper fares and simplified ticketing options, encouraging over **260m people a year** to use the network, whether by tram, bus or active travel!

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.



# Our platform



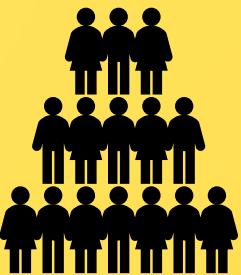
**Metrolink - the UK's largest**  
light rail network, with a record  
breaking **46 million+** tram  
journeys made in 2024



Greater Manchester has a  
population of **2.9 million**



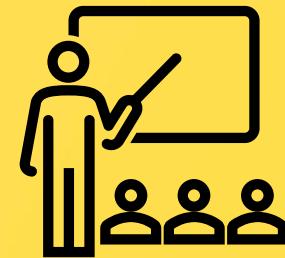
**Over 100 million** bus journeys  
made across Greater Manchester  
every year with annual patronage  
growth of c.14%



**1 million** international  
visitors every year



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



The **largest student population** of  
any city in Europe



# Year at a glance

Over the past year we've worked with our partners to transform transport in Greater Manchester.

Through the Bee Network we've worked to improve the way millions of people travel for work, leisure and other essential trips in our thriving city region.

Here's a snapshot of some of our successes and key achievements for passengers.



Over **100 million** bus journeys and annual patronage growth of c.14% since bus services were franchised.



**1.2 million** rides on Starling Bank Bike hire scheme.



**20km** of new Bee Network standard walking, wheeling and cycling routes, making **133km now in use.**



More than **50,000** 16-18-yr olds now using 'Our Pass' to get free travel to college, work and leisure.



Customer satisfaction up from **76% to 85%**



**All 577 bus routes** and **1,600 buses** brought back under public control.



Around **300 zero emission buses** serving local communities.



Two new **round the clock night bus services** launched connecting Manchester with Leigh and Bolton via Salford.



**Eight key rail routes** to join the Bee Network by **2028** and the rest by 2030, outlined in a new plan.



A record breaking **46 million** tram journeys in 2024.



Plans on track to further **extend the Metrolink network.**



**24/7 Operational Control Centre**



dealt with 6,000+ incidents on our roads affecting the wider transport network.



**Step-free** access works at Daisy Hill & Irlam rail stations.



**New rail station**

for Golborne, Wigan, on track, with a successful business case and planning application.



**£24 million Metrolink improvement works**, including replacing around 5km of track.

**460,000** people using the Bee Network app, with close to **1 million downloads.**



**113-strong** TravelSafe officer unit

**patrolling** **3,750+**

hours a week across Bee Network buses and interchanges.



**2.1 million** journeys made in the first 4 weeks of contactless 'tap and go' launching across bus and tram.



# Our Clients and Partners



## *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."*

## *Rachel Bainbridge, Digital Marketing Manager at The Great Run Company*

*"It was fantastic to work alongside the team at TfGM. They displayed an openness to ideas and a genuine commitment to supporting our celebration...Through our collaborative efforts with the team, we launched a Great Run branded Metrolink tram, captured exclusive stories featured in the live BBC One broadcast, and amplified the voices of Sir Mo Farah and Eilish McColgan across the tram network with tannoy announcements. The team's support, professionalism, and innovative thinking contributed to driving our 20th anniversary messaging across the city."*



## The team behind the timetable

Our **Commercial Relationships** team works with brands, venues and their agencies to create impactful campaigns across the Bee Network. We have a detailed knowledge of our network and its audience as well as what's going on across Greater Manchester, so can help you maximise the reach and impact of your brand.

We believe in a **consultative approach** – many of our assets are exclusive and we package assets on a bespoke basis.

This **document offers an overview of what's available**, but we're always looking for new and exciting ideas. If you have a concept that's outside of the box, then get in touch and let's have a chat about the 'art of the possible'.

We have national sales agencies with access to some of our assets too so we can navigate you to the best points of contact depending on the assets you are interested in.



# Your journey with TfGM



## Advertising

Get your brand in front of thousands of daily commuters by advertising across our Bee Network assets, from trams to bus shelters.



## Sponsorship

Long-term association with a Bee Network asset, creating brand visibility and meaningful connection with customers.



## Partnership

Collaborate with TfGM to create an impactful campaign, reaching large audiences across Greater Manchester



## Experiential

Short-term experience in a high-footfall location, perfect for integrating your brand into customers daily journeys.

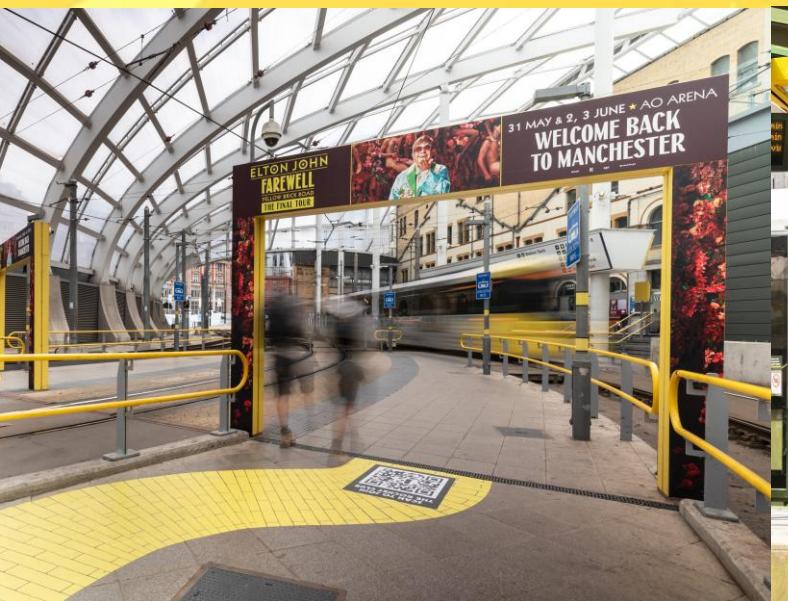
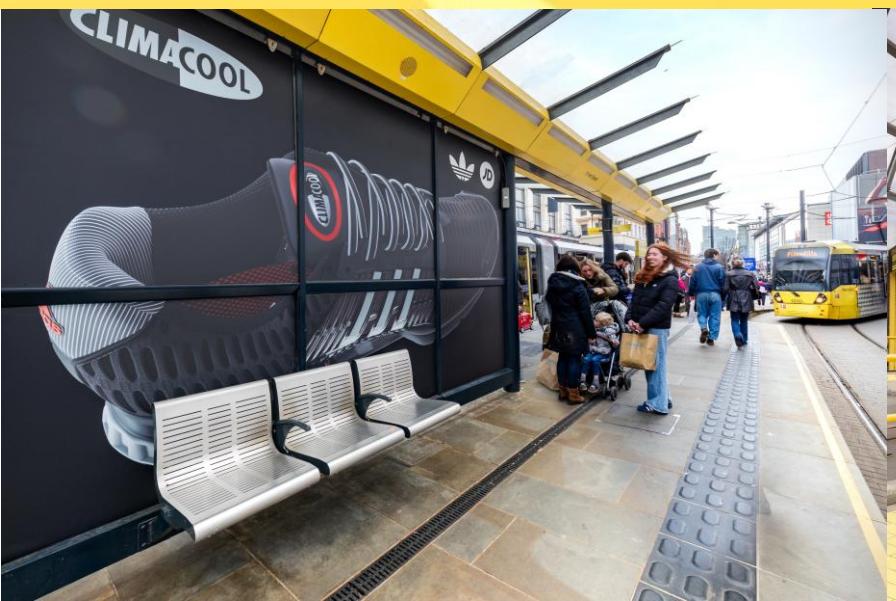


# Bee Network Assets





# Metrolink Stop Takeovers



# Metrolink Stop Takeovers

Transform a Metrolink tram stop into a full brand experience with a vinyl and poster takeover.

As we're an open network, this format delivers huge OTS, reaching customers waiting on platform, those travelling through and high volumes of passers-by on foot.

These takeovers make the perfect backdrop for experiential activations and offer strong potential for organic social content, especially when the creative goes big.

Our team will work with you to create a bespoke design that's right for your brand, the location and the audience. Locations available across the Metrolink network.

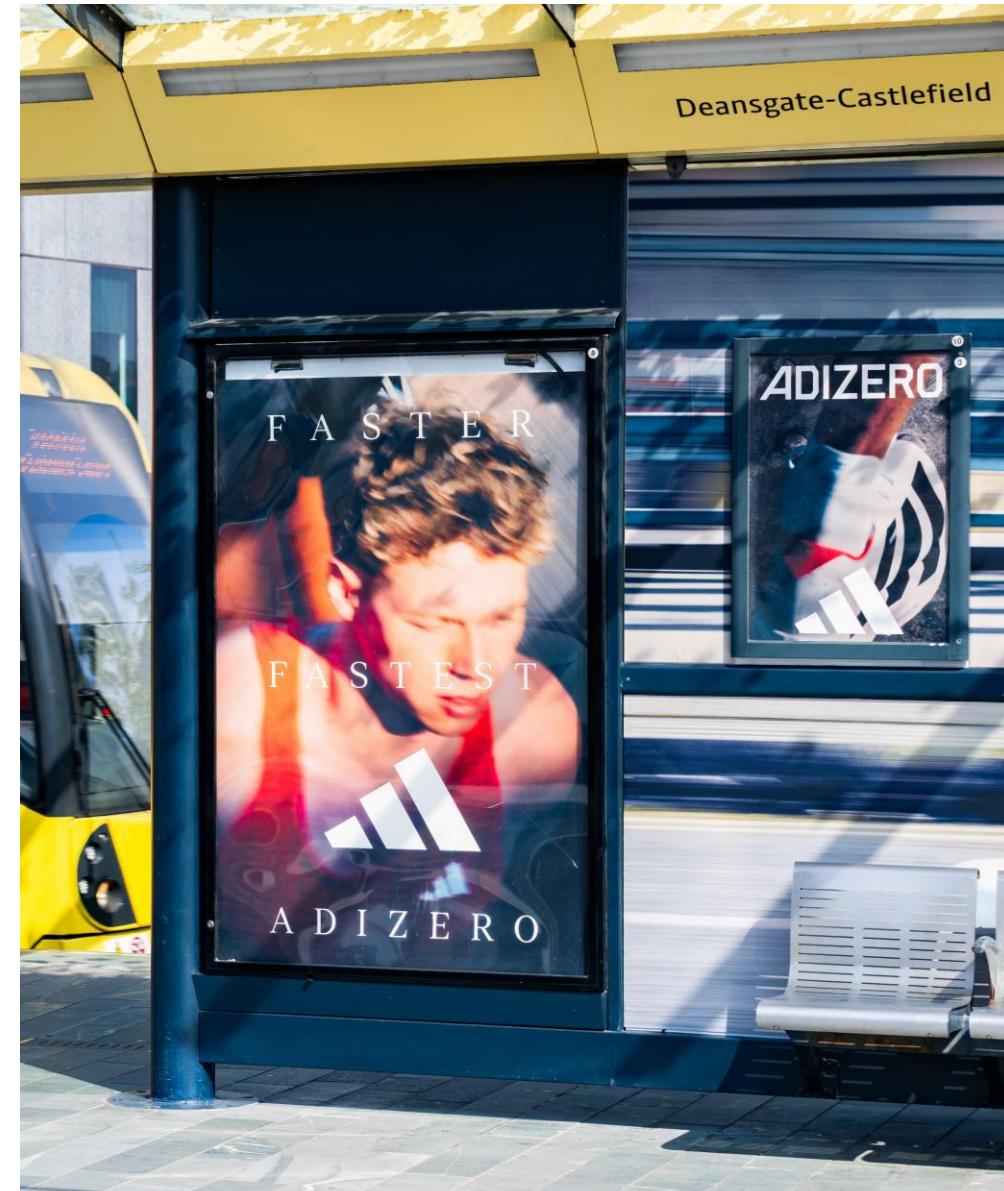


# Metrolink Poster Sites

Get your brand in front of Bee Network customers with exclusive poster placements across **Metrolink shelters** and the high-footfall **Piccadilly Mezzanine**.

**Available through TfGM only**, our posters gives you direct access to some of Greater Manchester's busiest spaces, connecting your brand with audiences who travel with us every day.

With **c100,000 daily Metrolink travellers** and **85,000+ users across our interchanges** as well as extended visibility from passers-by and increased footfall on event day, these formats put your message front-and-centre on the journeys that matter.

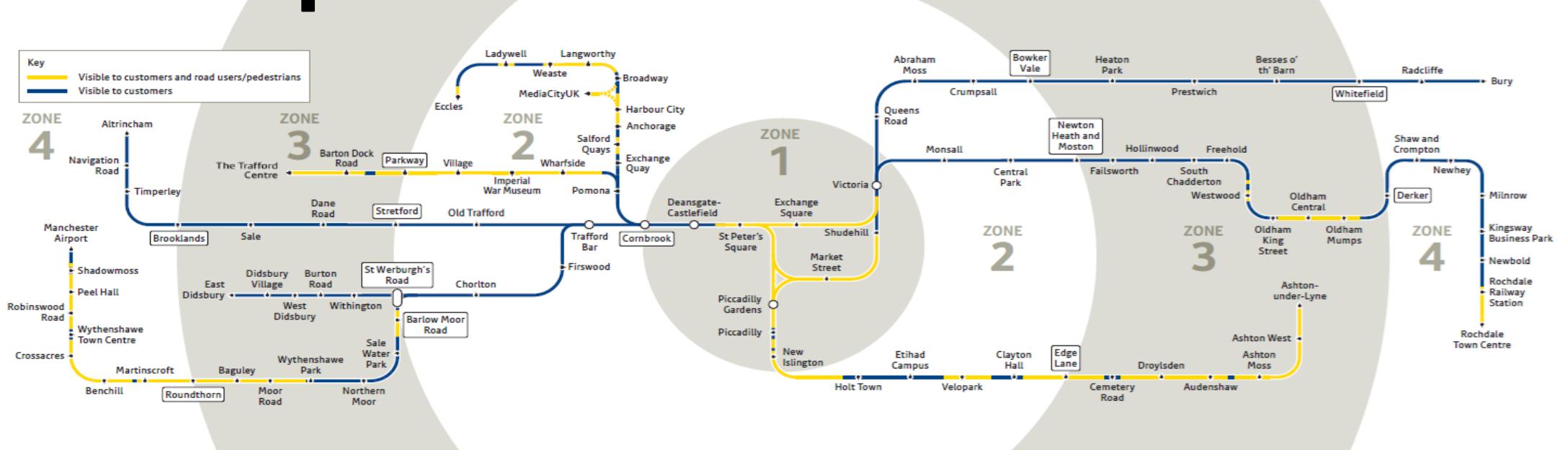




# "Insta-trammable!" – The Ultimate Moving Advert



# Tram Wraps



With **2.9 million residents** across Greater Manchester and **millions of visitors** each year, wrapping a tram as part of a partnership campaign is the perfect high-impact way to achieve maximum brand exposure.

As well as high visibility from major roads, trams using the on-street sections of the network pass through busy pedestrianised areas in the city centre incl. Market Street, Exchange Square, Piccadilly Gardens and St Peter's Square.

TfGM will provide design support to help ensure your campaign is striking, effective, and compliant with all safety and accessibility standards.



# Enhance Your Wrapped Tram

Take it a step further and create a fully immersive experience for those travelling on board your wrapped tram with a range of internal vinyl options.



## Backs of Seats

Benefit from high impact positioning and long dwell times with vinyls on a selection of Metrolink tram seats. **With average journey times of 25 minutes**, they are ideal for longer format messaging and calls to action via QR codes.



## Tram Covings

These internal advertising sites provide the perfect opportunity for customers to engage with your advert across the entire tram network.

**Tram covings run across 147 trams viewed by 100,000+ customers per day.**

With a diverse customer base, around **47% of Metrolink users are aged 18-44 years old**, with a significantly higher use propensity among **urban professionals and family groups**.





# Bus Print Assets



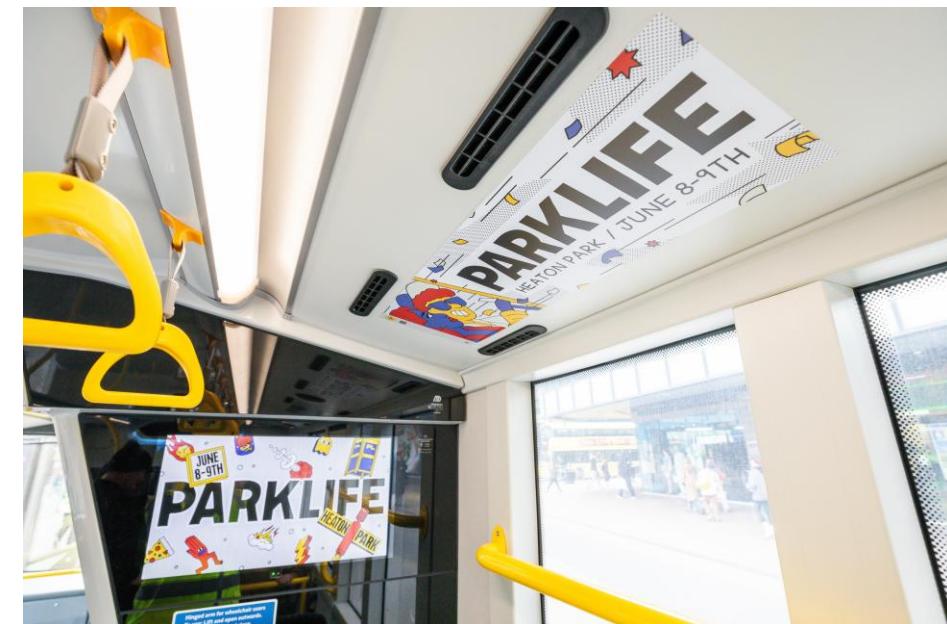
# Bus Assets

**With more than 160M bus journeys** made across Greater Manchester every year, our Bee Network buses allow you to tap into an impactful and wide-reaching portfolio of assets.

With routes across all of GM, our network puts your brand in-front of audiences wherever they are, be that those travelling on the bus, passers-by on foot or other vehicles on the road.

Options include:

- Vinyl bus wraps (full or rears)
- Free city centre bus stop takeovers
- Internal headliners panels
- Exterior adverts
- Bus stop timetable adverts





# Digital Assets

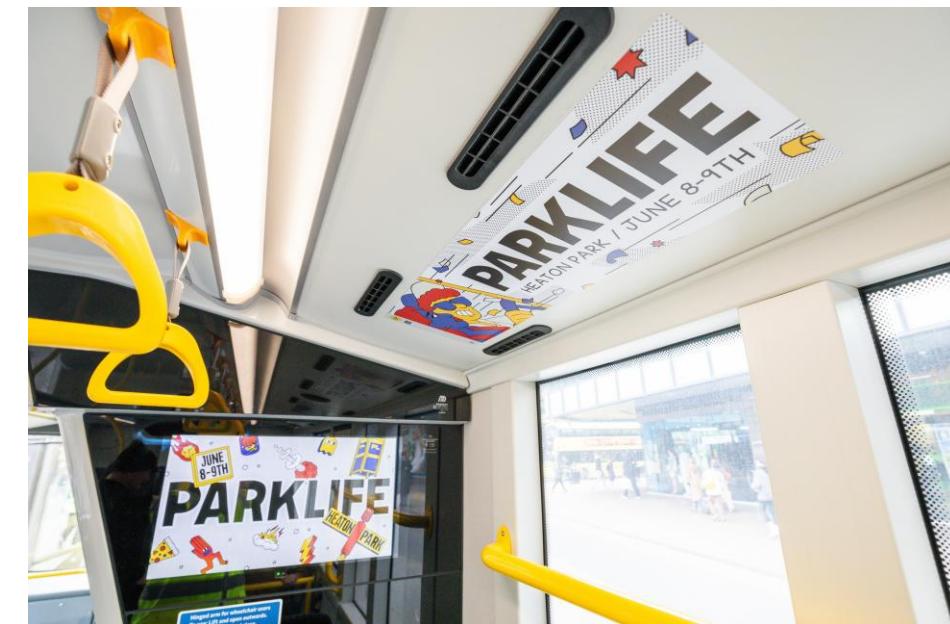


# Digital Assets

With around 18,000 people passing through Piccadilly's Mezzanine daily and millions of impressions generated by our bus and interchange screens each month, the Bee Network's digital assets offer a dynamic and high-visibility platform for your brand. Strategically placed in high-footfall areas and integrated across Greater Manchester's transport ecosystem, our digital screens deliver unmissable exposure to commuters, shoppers, and city dwellers alike—capturing attention in motion and at moments that matter.

Options include:

- Digital 6 sheet posters on Piccadilly train station's busy mezzanine floor
- AVA screens onboard the Bee Network's bus fleet
- Transport interchange screens
- Digital 48 sheet posters by busy roadsides





# **Be Seen Be Inspired Bee Network**

**Watch our commercial showreel here:  
[Commercial | Bee Network | Powered by TfGM](#)**

**Contact us:  
[Commercial@tfgm.com](mailto:Commercial@tfgm.com)**

