

An aerial photograph of Manchester Airport, showing the terminal, runways, taxiways, and surrounding green fields and roads. The airport is centrally located, with a large terminal building and several parking lots. The surrounding area is a mix of green fields and residential or commercial buildings.

# Shaping Sustainable Commuting

Manchester Airport Transport Forum  
25<sup>th</sup> November 2025  
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# The Workforce Challenge

- 2023: 18,000 employees → Today: ~22,000
- Last survey: 75% commuted alone by car
- Half on-site daily = 8,000+ car trips every day
- Impacts: congestion, cost, carbon emissions
- Growing workforce = need for sustainable commuting
- Key Questions:
  - How are employees travelling in 2025?
  - What measures have worked?
  - How do we set ambitious, achievable targets?





# Understanding Employers

- Goal: Clear picture of employers and workforce characteristics
- Why it matters:
  - Diverse mix: airlines, cargo, retail, hospitality
  - Tailored engagement by industry
  - Progress: 54 major employers engaged (EasyJet, Ryanair, TUI, DHL, Swissport, MAG)
  - Call to Action: Haven't completed the survey? Speak to us today!

# Hearing from Employees

- Designed to hear directly from employees:
  - Where are you travelling from? (postcode mapping)
  - How are you getting here? (mode of travel)
  - When/how often do you commute?
- New this year:
  - Attitudinal questions: openness to change, barriers to public transport
  - Segmentation by attitude and geography
- This helps calculate carbon emissions and identify patterns that matter.





# Turning Insight into Action

- Enables us to:
  - Deliver targeted messaging
  - Inform interventions in the Sustainable Development Plan
  - Track progress against sustainability targets
- Goal: Evidence-based solutions for smarter, sustainable commuting

# Driving Engagement

- Promotion through a multi-channel campaign:
  - Worked with major employers to cascade survey internally
  - MAG network amplified messaging
  - Channels: Intranet, Teams, posters, digital screens
  - On-site collection at staff entrances, car parks, rail station, terminals
  - Incentive: Lifestyle Vouchers up to £500
- Your role: If you're in contact with employers or colleagues, please share the survey link. Help us build a representative picture of commuting patterns.





Trams and  
tickets



Stairs



Escalator →



Lift →

## Next Steps

- Immediate priorities:
  - Close the data gap
  - Please scan QR code!
  - Analyse findings
  - Engage stakeholders
- Looking ahead:
  - Integrate results into Sustainable Development Plan
  - Develop targeted interventions
  - Set measurable targets aligned with MAG sustainability goals



**For more information on participating in both surveys please contact:**



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