

Get Ready Glasgow



# Glasgow 2014 Commonwealth Games Travel Demand Management

Effectively communicating with  
customers about Games time travel

# Get Ready Glasgow

## Glasgow – Size and Scale.....

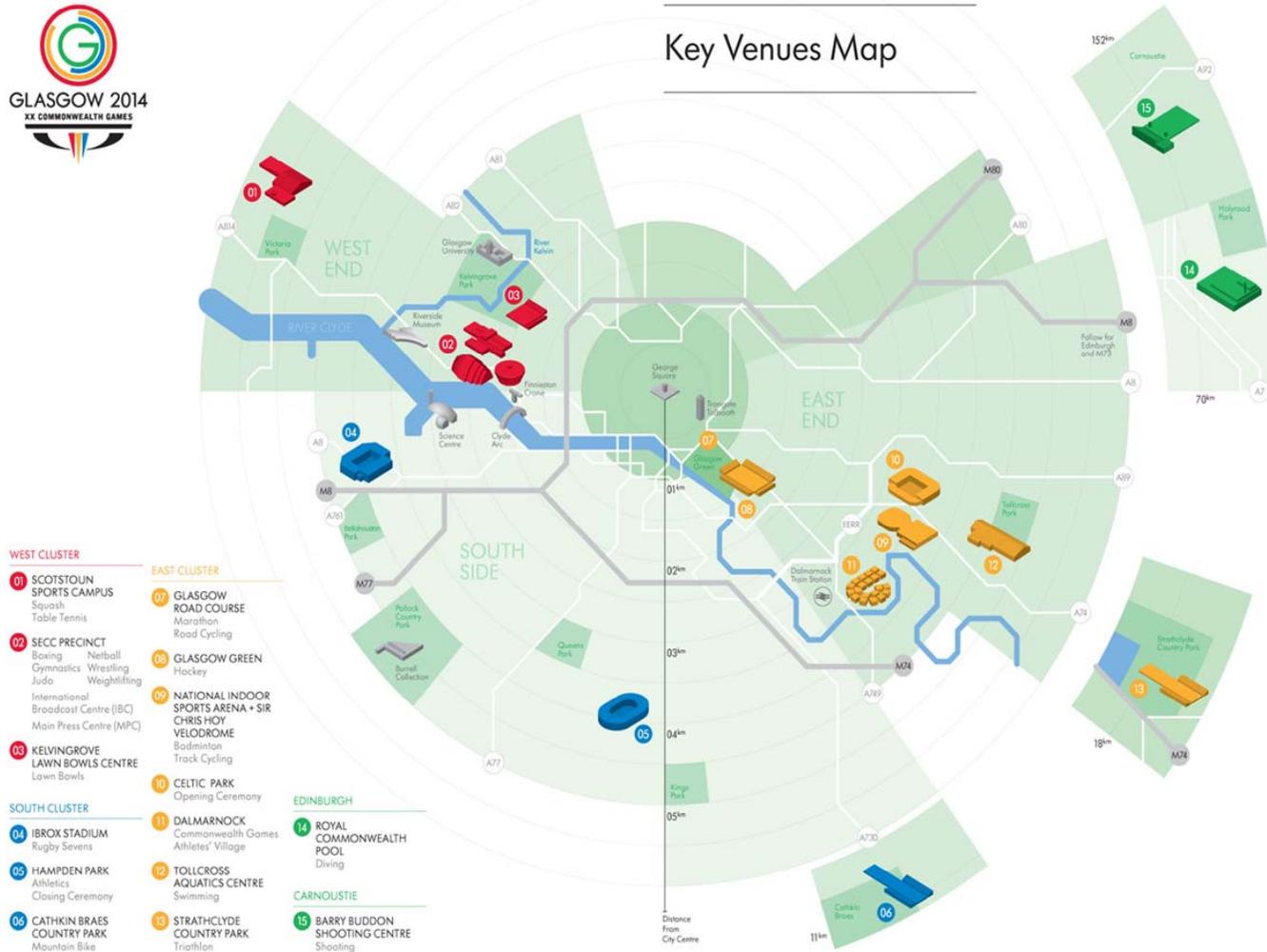
- Sports – **17**
- Competing nations – **70 nations and territories**
- Athletes and officials – **6,500**
- Media officials from all over the world – **6,000**
- Spectators – **Over 160,000 on peak days**
- Spectator tickets sold – **Up to 1 million**
- Days of competition – **Morning, afternoon and evening over 11 consecutive days**
- Venues – **14 venues, 1 Athlete's village & 3 clusters**
- Audience expected to tune in – **1.5 billion**

[www.getreadyglasgow.com](http://www.getreadyglasgow.com)



# Get Ready Glasgow

The Games will take place in the heart of Glasgow...







# Get Ready Glasgow

Glasgow and the surrounding area will operate differently in transport terms - **It will be busier than usual**

This is an excellent trading opportunity for some, a logistical challenge for others.

We are here to help you get Games ready

...but we can only help you help yourself.

To keep your business running smoothly and make the most of the opportunities that the Games present, it will be necessary to understand how your operations may be affected and...

**Plan Ahead.**

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# Get Ready Glasgow

We are asking businesses to plan using the **4 Rs** and to use all the information we have available.

## **Retime, Reroute, Re-mode, Reduce**

**Retime** - Starting earlier / later, deliveries outside of operational hours of LATM&P/GRN, before competition starts, on less busy days

**Reroute** - Avoid driving around venues and along GRN at competition times, ask staff to use a different station if yours is likely to be busy

**Revise mode** - Could you walk or cycle for all or part of your journey?

**Reduce** - Could you ask customers to pre order non perishables, could you reduce unnecessary business travel?

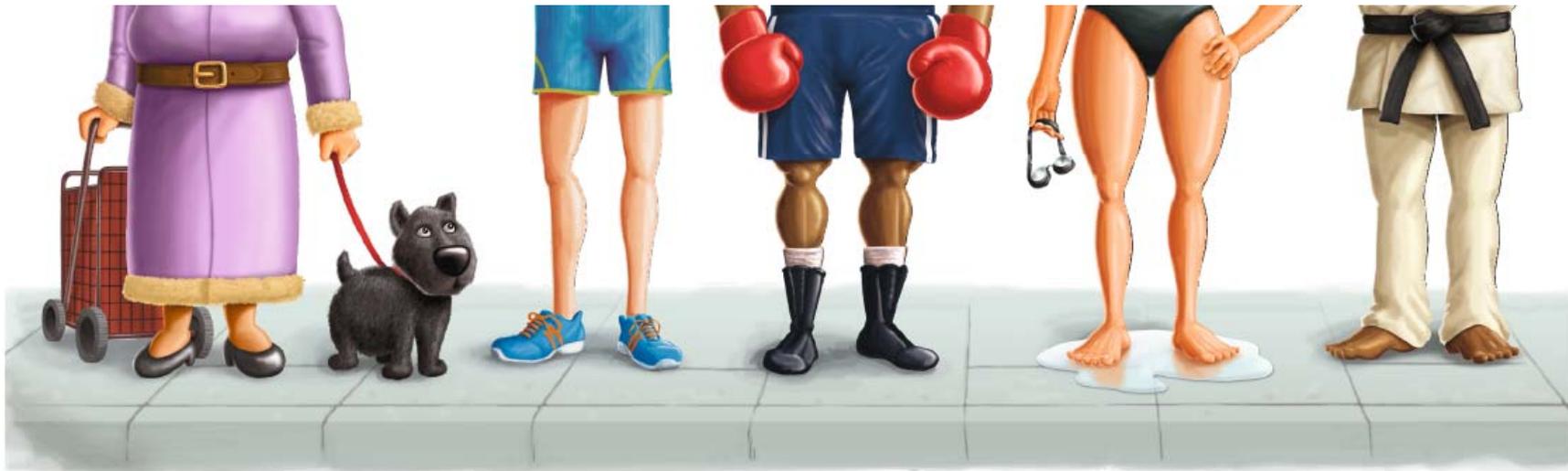
# Get Ready Glasgow

What are we doing to raise awareness of impact on travel and transport for background demand

## TDM Marketing and communications campaign

- Advertising
- Website
- Newsletters
- Twitter
- Media
- Direct engagement with businesses and residents

# What we are saying



THE GAMES ARE ON THEIR WAY. GET READY.

The Commonwealth Games are here from Wed 23 July to Sun 3 August. Glasgow will be busy.  
So plan ahead. For travel advice and information, go to [getreadyglasgow.com](http://getreadyglasgow.com)  
Follow us @GamesTravel2014

IN PARTNERSHIP WITH



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It will be 'business as unusual' during the Games

- Operators will be alerted to disruption
- Various agencies will provide further information and advice
- Daily business briefing
- Communication channels
  - Utilising existing channels as much as possible
  - Dedicated Games channels
- Follow @GamesTravel2014
- Listen to Games Travel Radio
- Download the Traveline Scotland Games app

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# Get Ready Glasgow

## Conclusions

To keep Glasgow moving and businesses doing business will require a concerted effort from everyone.

We are here to help businesses get ready for the Games. Our support consists of :

- Transport maps, LATMP maps, GRN route and measures
- Input to your communications materials, attendance at events etc.
- Updated information on [www.getreadyglasgow.com](http://www.getreadyglasgow.com)
- Information via social media – follow us [@getreadyglasgow](https://twitter.com/getreadyglasgow)
- Email enquiries: [traveladvice.business@glasgow2014.com](mailto:traveladvice.business@glasgow2014.com)



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# Questions

