

TfGM inject some humour into their festive safety campaign

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The tear-jerking adverts are starting to appear on the TV, and shops are starting to fill up with gifts. There's no doubt that the festive season is creeping up on us.

With Christmas just around the corner, party season will soon be here, and for city-centre transport providers, that can spell trouble.

A new campaign has just been launched by Transport for Greater Manchester (TfGM) urging passengers to stay safe and take extra care around the tram network over Christmas, especially if they have enjoyed a little too much festive cheer...

The Mind the Tracks campaign will promote a range of safety messages aimed at encouraging safe behaviour around moving trams and Metrolink infrastructure including tram crossings, as well as highlighting unsafe actions which could put people at risk.



Graphics using music gig and football match themes also try to get the message across in a light-hearted way

Passenger and staff safety, as well as the safety of pedestrians and cyclists travelling or moving around trams and stops on the network, is a critical priority for TfGM and operator KeolisAmey Metrolink (KAM), and it is hoped that the light-hearted graphics will encourage passengers to keep themselves and others safe at Metrolink stops by taking care when boarding or departing trams, with services expected to be busier over the holidays with the Christmas markets and high-profile events being held across Greater Manchester.