

Case Study

"For a number of years, the Trafford Centre have worked with MVIS. We started using MVIS portable VMS signs for peak periods, secured by Virtus, who had an ongoing partnership with the Trafford Centre during the Manchester Smart Motorway (MSM) project.

Following MSM being made operational in 2018, we have been working with MVIS directly to supply the signs for the festive period. As the signs had become a fixture during the festive peak trading period, we took the view that they would continue to prove indispensable in managing peak traffic flows and the associated varying parking demand on site.



In 2020, and due to the ongoing operational challenges presented by the Coronavirus pandemic, we decided to opt for an extended hire period so that we could benefit from the effectiveness of the signs to pro-actively promote Covid-safe centre guidelines to customers upon their arrival to our site. This has proven hugely effective, coupled with the already established wayfinding messages we display to manage parking demand across the site.

We have a long standing positive working relationship with the team at MVIS and our operational team enjoy the ability to swiftly update the messaging using the Bartco app in response to ever-changing operational challenges at the centre.



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Key Facts:

- **Peak traffic managed** – signs indispensable during busy trading periods.
- **Covid guidance added** – proactive safety messaging for arriving customers.
- **Wayfinding established** – helping manage parking demand across site.
- **Permanent use explored** – effectiveness driving move to long-term deployment.



Trafford centre

Long-standing MVIS partnership since Manchester Smart Motorway project.



Festive peak periods

Signs used to manage parking and traffic demand.



2020 extended hire

Added Covid-safe guidance messaging on arrival.



Bartco app

Quick messaging updates for changing operations.