

Greater Manchester Transport Committee

Date: 10 December 2021

Subject: Active Travel Update with specific focus on over 50's and children & young people initiatives

Report of: Richard Nickson

Purpose of Report

To provide members with an update of the TfGM active travel programme with specific focus on over 50's and children and young people initiatives

Recommendations:

Members are asked to note the contents of the report.

Contact Officers

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Equalities Implications

All temporary and permanent infrastructure will be fully inclusive in its design and development, with the proactive involvement of organisations such as the Disability Design Reference Group (DDRG).

Climate Change Impact Assessment and Mitigation Measures

All the updates and actions in this report relate to reducing carbon emissions and improving air quality as they focus on enabling more people to travel on foot or by bike for everyday journeys.

Risk Management

The actions detailed in this report will directly support delivery of Made to Move's 15 steps. In relation to infrastructure, a programme risk register is maintained and updated by the TfGM MCF programme team.

Legal Considerations

Legal Delivery Agreements and legal side-letters will be produced and implemented for full scheme and development cost approvals as appropriate

Financial Consequences – Revenue

Not applicable

Financial Consequences – Capital

Not applicable

Number of attachments to the report: 1

Appendix A GM Moving Update

Comments/recommendations from Overview & Scrutiny Committee

Not applicable

Background Papers

- December 2017 – Made to Move
- June 2018 – Beelines (renamed Bee Network)
- 26 March 2021 - Active Travel Update inc. GM Interim Active Travel Design Guide

Tracking/ Process

Does this report relate to a major strategic decision, as set out in the GMCA Constitution No

Exemption from call in

Are there any aspects in this report which means it should be considered to be exempt from call in by the relevant Scrutiny Committee on the grounds of urgency?

No

GM Transport Committee

10 December 2021

Overview and Scrutiny Committee

1. Introduction

- 1.1. This report gives an overview of TfGM's active travel programme with a specific focus on over 50's and children & young people initiatives. The active travel programme contributes to the 2040 Transport Strategy and Right Mix targets which includes walking trips increasing by a third and cycling trips doubling and doubling again from 2018 levels. This means getting a significant number of people doing active travel more than they currently are. The programme uses the recommendations in the Made to Move report to enable these trips through the provision of a comprehensive active travel infrastructure network, providing easy access to cycles, working with communities to enable active travel, ensure roads are safe and that active travel is integrated with public transport and other developments.
- 1.2. TfGM works in partnership with GM Moving and appended to this report is a workplan set out by the 'Active Travel and Over 50s Steering Group'. It responds to the recommendations by the Centre for Ageing report 'Best foot forward: Exploring the barriers and enablers to active travel among 50–70-year olds' which was published on 4 October 2021¹.

2. Active travel consumer sales funnel

- 2.1. TfGM uses a marketing 'sales funnel' to understand the consumer market for public transport and active travel. Understanding the consumers' progress down the funnel shows us where to apply nudges with least effort for highest impact. There are five categories in the consumer journey, they are rejectors, not nows, dabblers, usuals, and champions. This data used is from the TfGM Sales Funnel Research 2021.
- 2.2. Active travel makes up nearly one third of all trips in GM and contributes to levels of daily physical activity with studies showing the people who cycle to work may cut your risk of premature death by 40%².
- 2.3. Walking is the most universally accepted form of transport with only 3% of residents classified as 'rejectors' however those aged over 60 years are overly represented in this group. Better pavement conditions and safer crossings are the main reasons given as to what could improve journeys taken by walking.

¹ <https://ageing-better.org.uk/publications/best-foot-forward-active-travel>

² https://www.gla.ac.uk/news/archiveofnews/2017/may/headline_522765_en.html

2.4. Cycling levels surged in 2020 but fell back closer to expected levels in 2021.

Encouragingly, there has been a statistically significant drop in the proportion of the population classified as 'rejectors' from 45% in 2019 to 33% in 2020 meaning far more people are considering cycling as a potential transport option. Older people make up larger proportion of 'rejectors' for cycling with safety and security concerns the main reason given. Younger people on the other hand make up a larger proportion of 'not nows' who could be more easily nudged to taking up cycling in the future again with safety and security concerns the main reason given for not cycling now.

3. Safe and secure active travel

3.1. All age groups cite safety and security as the principal reason for what could be improved for cycling journeys and the principal reasons for not cycling now however youngest and oldest age groups are overly represented. This is the reason the '12-year old' test for cycling and 'double-buggy' test for walking to ensure all infrastructure is as accessible as necessary to enable active travel for more people in the youngest and oldest age groups. The GM Active Travel Design Guide (GMCA 26 March 2021), which conforms with DfT guidance on Local Transport Note 1/20 Cycle Infrastructure Design, sets out the approach of ensuring that all new infrastructure schemes are built to a safe standard by removing the critical collision factors, mainly based on the volume and speed of motor traffic.

3.2. The Centre for Ageing report recommends that older people have access to safe and connected routes. GM local authorities are developing and delivering circa £200m of schemes to create new connected routes as part of the wider Bee Network. Active travel is an integrated part of schemes as part of the recent City Region Sustainable Transport Fund and Bus Service Improvement Plan submitted to the Department for Transport.

4. Accessible active travel

4.1. The Centre for Ageing reports identifies the important role of e-bikes can play for making cycling more accessible and recommends that local authorities provide opportunities for people to trial an e-bike to help remove misconceptions they may have. TfGM has just launched GM Cycle Hire which will eventually expand to include 300 e-bikes and 1200 mechanical bikes and so will provide a low cost means of trying and using e-bikes. In the Spending Review the government stated it would provide support for e-bikes and we await further details.

- 4.2. Younger people in further education have the highest propensity to cycle which is why GM Cycle Hire was focussed on the Oxford Road and Wilmslow Road corridor as part of launch on 18 November. Only 26% of households in Greater Manchester have access to a bike so providing affordable access to bike is essential to enable more trips.
- 4.3. To support further access to bikes TfGM is developing a series of Bike Libraries in conjunction with local communities to provide easy access to bikes to encourage more local cycling trips.
- 4.4. To support more access to active travel, GM has chosen to allocate £250,000 funding through the Capability Fund to provide grant funding to businesses for them to provide active travel facilities including secure parking and showers. A further £560,000, from the Active Travel Fund, has been allocated to cycle parking for eligible establishments within the health, housing, and education sectors. The first phase of applications is in progress and the second phase will go live in December 2021.
- 4.5. Free Cycle training is available via TfGM and some local authorities, including sessions aimed at those returning to cycling. TfGM's offer includes group sessions, 1-2-1 on road training and family on-road training (all sessions are available from ages 12+, with no age limit on family sessions). Bikes and equipment are provided free of charge at group sessions. Subsidised bike maintenance courses are also available. Members are encouraged to signpost people to this service³. Bikeability training is provided by all Local Authorities in GM, with funding provided by DfT.

5. Education and active travel

5.1. The journey to school and education offers the greatest opportunity for engaging children and young people (and their parents) in active travel. For instance, TfGM is working with Local Authorities to enable a pilot project delivering School Streets, where motor traffic is restricted near the school during pick and drop off time, to improve safety and enable more people to walk and cycle to school. Funding is available for each local authority to deliver several School Streets and Wigan Council opened the first at Leigh St Peter's CE Primary School, in November.

The table below shows the status of applications to this project:

³ <https://activetravel.tfgm.com/cycling/courses-and-bike-maintenance/>

District	No of Schemes	No of schools
Bolton	0	0
Bury	review panel 23/11/21	
Manchester	6	6
Oldham	4	5
Rochdale	0	0
Salford	1	1
Stockport	8	8
Tameside	5	5
Trafford	5	5
Wigan	4	5

5.2. Cycle and Stride for Active Lives is a Greater Manchester based project, funded by the London Marathon Charitable Trust, and aims to increase inclusivity for minority groups and those who experience increased barriers when accessing physical activities. In the first year of the project, we will be supporting children and young people directly by working with 3 schools, South Manchester Scouts and Barnardo's. The aim is to increase physical activity, specifically walking and cycling, and help increase access to training, equipment, events and knowledge. The project lasts for three years and will take on further groups and schools up until 2024.

5.3. TfGM is developing a pilot Youth Travel Ambassador (YTA) programme which will provide young people aged 11 to 19 with the skills and confidence to address transport issues affecting their school community. With support from a TfGM Active Travel Officer and school staff, YTA teams of 6-12 pupils research and develop behaviour change campaigns, focusing on active travel. The programme follows an initial intro assembly, 6 structured sessions, and two events (dragons den style pitching event and end of programme celebration). Additional activity is also being developed with the same funding (Capability Fund) to offer greater access to bikes and training for pupils at secondary schools across Greater Manchester.

APPENDIX A

GM Moving Update on Active Travel and Over 50s

Report of: Eve Holt, Strategic Director, GM Moving

[NOTE: Hyperlink text is underlined]

Levels of physical activity and of active travel drop off rapidly with age. Supporting people to get about in an active way is a great way to design moving into people's lives whilst also boosting their levels of independence and their social and economic inclusion. Adding healthy life to years and years to life. As well as protecting life on the planet for future generations.

Boosting active travel for over 50s in Greater Manchester can make a real contribution to addressing the health inequalities we've seen so starkly exposed and exacerbated by the Covid-19 pandemic. The potential for change is massive, for example, in the UK the percentage of trips cycled steadily decline for women and men over the age of 50. In contrast, in cycle-friendly Netherlands, the percentage of trips cycled increase for both women and men between the ages 50-70.

Supporting a transformational growth in active travel for all, to include over 50s, is therefore a key commitment in our new Greater Manchester whole system strategy for physical activity, '**GM Moving in Action**.' Making active travel the natural choice for as many short trips as possible across the life course, through supporting population level behaviour change, system change and culture change, is critical to achieving our goal of Active Lives for all and Good Lives for all. This needs to be for all generations, by all generations.

So, what are we doing and what do we aim to achieve?

Recognising the need and opportunity to do more, in June 2020 we convened an Active Travel and Over 50s Steering Group. The group brought together a number of GM partners including GreaterSport, Transport for Greater Manchester, The Greater Manchester Ageing Hub, The Centre for Ageing Better and The University of Manchester.

The purpose of the group was to consider opportunities to increase levels of participation in active travel among people in mid and later life, to pull together the existing evidence base, to identify key gaps and barriers and understand what more we could do.

Our approach

- To build on current strengths in GM and the positive momentum and focus on active travel that emerged during the COVID-19 pandemic.
- Recognising older residents as citizens and helping to moving the narrative from vulnerable to valuable.
- Understanding over 50's in all their diversity and the intersecting demographic, spatial and socio-economic inequalities and prejudices they experience.
- Taking a whole-system approach, that acknowledges the disparate and multiple nature of factors that influence peoples' active travel habits, reflecting our GM Moving evidence-base and approach more broadly, as captured in this **GM Moving animation** on working in complex systems.
- Designing in active travel as part of an inclusive integrated transport network

As a Steering Group we gathered and shared our learnings and recommendations

- In discussion with TfGM colleagues in TfGM hosted workshops
- Via a panel for a national webinar on Active Travel for Over 50s, convened by the Centre for Ageing.
- With people and partners across the system via GM's Big Active Conversations, hosted by GM Moving leads, TfGM and partners
- Publication of an [interim Evidence Review Active Travel And Older Adults](#) by GreaterSport
- Publication of the [full Evidence and Insight report conducted by the GM Steering Group](#), published September 2021
- Publication of a [final report setting out the group's key recommendations](#) for GM system partners, published September 2021
- Contributed towards a case study for Sustrans and a blog for the Centre for Ageing Better

This work has drawn on and fed into work being undertaken nationally by our strategic partner, the Centre for Ageing Better, to include '[Active Travel and mid-life: understanding the barriers and enablers to active travel](#)' and national Evidence Review conducted by Sustrans, '[Best Foot forward: Exploring the barriers and enablers to active travel among 50-70 year olds](#)', published on 4 October 2021.

Next steps

- GM Active Travel and Over 50s steering group are now developing a shared implementation plan.
- Identified GM partners and system actors are invited to respond to the recommendations to include an update on what is already in progress and future priorities - TfGM response to go to December's GM Transport Committee meeting.
- Response from other GM system partners to be gathered and collated by GM Moving Strategic lead – Interim outline of progress to date set out in table below.
- GM walking, cycling and active travel partners to be convened in November, to include discussion on progress and next steps for Over 50s and Active Travel and to explore whether to establish a GM coordination group - Initial meeting to take place on 22 November to include; TfGM, Sustrans, British Cycling, WalkRide GM, GM Walking, Living Streets, Ramblers and Cycling Projects.
- Annual update to be published across all recommendations and progress measures.

Priority recommendations by GM Active Travel and Over 50s Steering Group, October 2021	GM Moving Update, November 2021 and next steps
<p>1. Messaging: Promote physical and mental wellbeing benefits of active travel for those in mid and later life, including targeted communications (Valuable Not Vulnerable) and ensure the diversity of over 50s population represented across communications.</p> <p>Ensure information is accessible and inclusive. Reduce impact of digital exclusion for adults in mid and later life.</p>	<ul style="list-style-type: none"> • TfGM Active Travel website includes greater diversity of inclusive, age-positive images and vox pops. • Over 50s active travel stories promoted by GM partners on Older Persons Day in October (see the #OlderAndGreener and #ThisIsWhatAnActivistLooksLike campaigns led by GM Ageing hub) highlighting individual and environmental benefits. • GM Walking age-positive approach, see GM Walking website, daily mile toolkit, resources, campaign and animation • Centre for Ageing Better extended their image gallery to include more age-positive, active travel images in Nov • Sustrans and Arup share good practice in ‘Cycling for Everyone’ report and GM workshop at Big Active Conversation. • GreaterSport prioritising images, messaging and stories promoting age-friendly active environments, 2021-22 • Walking, cycling and active travel developing as GM Population Health and GM Ageing priority. • Plurality of initiatives in localities e.g. Salford Walk and Talk highlights mental health benefits and local walking routes. • GM Ageing hub promoting use of different mediums to share info including local print, radio, word of mouth. • Further info and ambitions to be shared via new GM active travel coordination group including British Cycling, WalkRideGM, Living Streets etc
<p>2. Data, insight & measurement: Data collection and analysis includes and disaggregates those over 50, to inform transport and travel strategies.</p> <p>Understanding intersection of age with other experiences and characteristics e.g. those who do and do not take part, caring, gender differences. Recognise diversity, life journey stages and intersections, uneven experiences of ageing;</p>	<ul style="list-style-type: none"> • Active Lives data collated by GreaterSport for GM Moving includes specific data on walking. Commitment to gather and disaggregate data within over 50s age group alongside intersecting characteristics to inform targeted work to tackle inequalities and widen access and participation. • New GM Strategy performance framework to include spatial disaggregation of active lives data by locality, age, sex, disability, broad socio-economic classification and ethnicity, wherever possible and active travel participation levels. • Sustrans’ next GM Bike Life report will be published in 2022 and will include walking and cycling data and insight. • GM statistics and stories to be gathered and collated through new GM walking, cycling and active travel group. Seeing increasing appetite and efforts across GM localities to regularly gather and collate disaggregated data on active travel. • Layering with TfGM strategy and behaviour insight teams gathering and using data e.g. sales-tunnel and attitudinal insight from Network principle surveys and national highways and transportation annual tracking survey. •

<p>including age in EIAs and tracking progress.</p>	<ul style="list-style-type: none"> TfGM Partnership, Diversity and Inclusion team sharing best practice for consistent and high quality EIAs
<p>3. Involve: Include adults in mid and later life, their views and experiences through consultation, co-design and co-production methods as appropriate, to understand and address barriers to inclusivity.</p> <p>Recognise the conflicts and differences in views and experiences e.g. on use of shared space</p>	<ul style="list-style-type: none"> New Older People’s Panel being established by GMCA to help involve older people in decision-making. GM’s Big Active Conversation (a quarterly stakeholder gathering convened by GM Moving leads, TfGM and partners, is helping facilitate ongoing dialogue with older people and their advocates including specific sessions on age-friendly neighbourhoods and travel, inclusive engagement and co-production and putting the GM Mantra ‘Nothing about us, without us’ into practice. Report and recommendations shared with age-friendly leads for the 10 Districts and discussed at GM Ageing Hub meeting in November to include some locality leads across highways, public health. Highlighting older role models and promoting representation in decision-making forums and roles e.g. Rochdale Active Travel forum Chair is over 70. British Cycling commitment to a place-based approach to implementation of new strategy, e.g. considering recruitment of GM ‘Community Activators’ to represent & work with people & communities across GM.
<p>4. Share practice: Promote and share examples of innovation and good design, what’s already working and good practice from across GM and elsewhere.</p>	<ul style="list-style-type: none"> GM Moving Strategic Director, TfGM Walking and Cycling Programme Director and GM Walking lead are convening GM walking, cycling and active travel partners meeting in November to explore establishment of a new GM coordination group to share resources, good practice, learning and opportunities and to lead on this agenda. GM Active Travel and Over 50s Steering Group to continue to help collate and spread good practice, e.g. Centre for Ageing Better and Sustrans working with GM partners to promote good practice to include recent evidence review. GM Moving leads are presenting the Active Travel and Over 50s Steering Group findings to GM Walking and Cycling/Active Travel forums 2021-22 and inviting discussion around local application of recommendations. Bolton, Tameside and Manchester by end Dec 2021 DfT programme of free workshops between November 2021 and January 2022, for elected members on investing in walking and cycling infrastructure and projects to make neighbourhoods more liveable. Delivered by Sustrans and Healthy Streets. For more information, contact hannah.dickson@sustrans.org.uk.

<p>5. Physical environment: Understanding and integrating age-friendly design guidelines into design of Active Travel schemes and the built environment.</p> <p>Utilising parks and green and blue spaces to promote active travel and the benefits of this in terms of wellbeing.</p>	<ul style="list-style-type: none"> • Streets for All Strategy published. • GM Interim Active Travel Design Guide published. • GM Active neighbourhoods research published by the Healthy Active Cities Research Group at Salford University. • GM’s Big Active Conversation supports sharing good practice e.g. age-friendly neighbourhoods, engagement, building on ageing in place research, access to quality, safe and accessible green space and ways to measure of walkability. • GM Moving partners contributed to the development of the TCPA Guide to 20 Minute Neighbourhoods • Good practice in localities being informed and shared via GM networks including District Walking and Cycling forums, GM Moving conversations, GM Ageing hub, WalkRideGM. E.g. Trafford in process of producing an Active Travel Strategy and associated action plan to be informed and co-produced with the Cycling and Walking forum and their route planning accounts for accessibility of tricycles, cargo, adapted bikes.
<p>6. Workforce development: Develop inclusive messaging to encourage active travel behaviours across GM workforce, e.g. making links with over-50s and employment support.</p>	<ul style="list-style-type: none"> • Promoting and supporting over 50s walking, cycling and active travel workforce e.g. as instructors, mechanics, volunteers, walk leaders, community connectors and entrepreneurs e.g. over 50s have led the way in setting up community bike delivery companies during the pandemic like Chorlton Bike Deliveries and Urmston Bike Deliveries. • Embedding age-positive messaging on active travel in GM partner workplace offers e.g. GM’ Active Workplaces toolkit, Good Employment Charter, Working Well, NHS, Housing and LA workforce initiatives and programmes. • Sharing insights and recommendations with GM system leaders through GM Moving Local Pilot forums/ networks
<p>7. Cycling opportunity & capability: Consider the particular benefits of e-bike schemes, tricycles and adaptable bicycles for the over 50s; innovation in bikeability approaches e.g. cycling proficiency for older people, that address concerns re: safety.</p>	<ul style="list-style-type: none"> • Partners working together in place to support over 50s and active travel, e.g. GM housing associations, workplaces, GPs, VCSE orgs and businesses. Exploring further ways to work together to collectively promote and support age-friendly schemes and e.g. cycle loan & training schemes, locations, messaging and support. • Collaboration in localities e.g. an intro to cycling course with Age UK was delivered in Wigan • Cycling Projects have 13 affiliated all ability cycling hubs in Greater Manchester_ these provide access to adapted cycles, tricycles, buddying and support to enable cycling for all. Exploring ways to fund a GM coordination role.

<p>8. Community organisations: Supported to be age-inclusive, and encourage over 50s as volunteers within community initiatives on cycling and walking.</p>	<ul style="list-style-type: none"> • Cycling UK support community cycling projects across GM, with large % of the volunteers, staff and participants are over 50, e.g Woodies, Men in Sheds group in Bury; Plattfields Bike Hub, the BikeHive and North Manchester Community Cycling Club in Manchester; Positive Cycles in Oldham; Dadz Cycle Hub in Salford; Cera Cycloan in Stockport; Tuf*C (The Urban Fitness Collective) in Trafford; Tame Valley MTB Association in Tameside • Cycling without Age projects are spreading and growing across Greater Manchester to include projects now in Trafford and Rochdale and developing initiatives in Manchester and Tameside. • 10GM continue as a strategic engagement partner in GM Moving and in the GM Active Neighbourhoods supporting coordination and collaboration between VCSE orgs, sport and physical activity orgs and GM Moving partners • Data and stories show increasing access and participation in walking and cycling clubs, activities etc by over 50s. • Growing numbers of community walking and cycling groups and projects supported via GM Walking community grants (£31,252 walking grants over 16 projects across GM), GM Cycle and Stride project and Sport England Tackling Inequalities Fund (distributed via GreaterSport).
<p>9. Behaviour change interventions: During the development of behaviour change interventions, consider people in mid to later life.</p>	<ul style="list-style-type: none"> • Gathering and pooling data and insight to include the demographics of people taking part in behaviour change interventions vs. the target group or general population demographics, where we have this data. Using this to inform future interventions. e.g. see GM Walking interventions, resources, data, learning and evaluation • Community involvement in route planning and bench placement in Stalybridge and production of a map (leisure walking and active travel). • Wythenshawe Good Neighbours recreational walking group targeted at over 60): https://gmwalking.co.uk/walking-groups/wythenshawe-good-neighbours/ • Dementia friendly walks greenspaces in Bolton and Manchester delivered by City of Trees and partners https://gmwalking.co.uk/our-resources/city-of-trees-dementia-friendly-walks/