

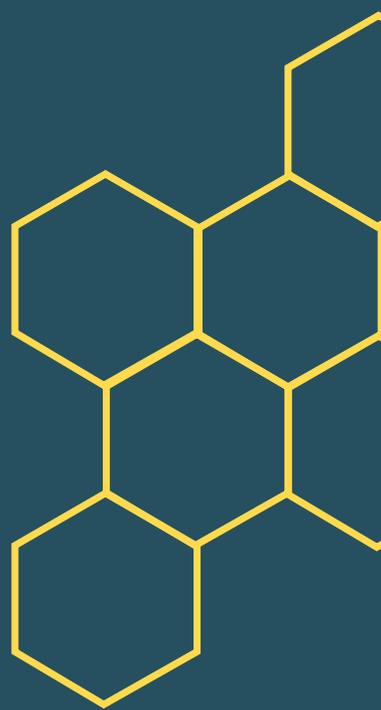
**GREATER  
MANCHESTER**  
DOING TRANSPORT DIFFERENTLY

REFRESHING  
GREATER MANCHESTER'S

# ACTIVE TRAVEL MISSION

**DAME SARAH STOREY** ACTIVE TRAVEL COMMISSIONER





THESE STREETS ARE  
MADE FOR **MOVING**  
WALKING **WHEELING**  
**CYCLING** RUNNING  
PLAYING **WORKING**  
**RESTING** LEARNING  
**EXPLORING** DANCING  
CELEBRATING  
**SOCIALISING**

# FOREWORD

**Walking, wheeling and cycling are central to my vision for the future of transport in Greater Manchester, forming an intrinsic part of our future integrated transport system, the Bee Network.**

Earlier this year, I was delighted that Dame Sarah Storey agreed to become Greater Manchester's new Active Travel Commissioner, building on the work of her predecessor, Chris Boardman and working to deliver our ambitious plans for active travel, giving people new choices about the way they move around our city-region.

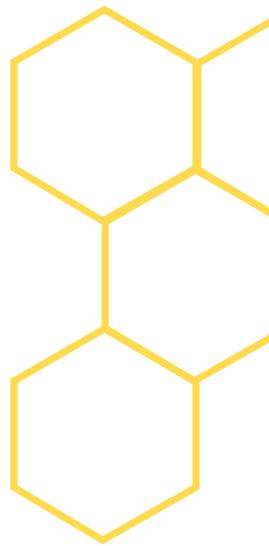
In this document, Dame Sarah has set out how she will build upon Greater Manchester's progress to date and look to refresh our mission, setting out her new priorities.

We have already made good progress since 2017, building over 100km of high quality walking and cycling routes and launching our cycle hire scheme, supporting over 110,000 sustainable journeys covering more than 300,000km to date. We now need to take the next step and make sure we give everyone in our city-region more opportunities to walk, wheel or cycle.

Dame Sarah is the right person to lead us towards these goals and I am grateful to her for this report.

**Andy Burnham**

Mayor of Greater Manchester





# INTRODUCTION

**I was thrilled to be asked to be Greater Manchester's Active Travel Commissioner and since taking up the role in May 2022, have had the pleasure of building on the successes of the region's first Cycling and Walking Commissioner, Chris Boardman, whilst also working together with the new Transport Commissioner, Vernon Everitt, to drive integration and coherence across public transport and active travel.**

The term 'Active Travel' includes but is not limited to walking, wheeling and cycling; it includes all kinds of human-powered movement to reach a destination, including using a wheelchair, scooting, running, skateboarding or other forms of personal mobility. Aside from transport, it is fundamental to enabling the success of other key agendas for Greater Manchester, including improved health,

decarbonisation, educational attainment and the economy. My role is to work with stakeholders to find ways to make it safe and convenient for all people to travel actively for everyday trips, to connect areas and communities better across the city-region, as well as integrating active travel routes with public transport for seamless and efficient longer journeys.

Greater Manchester has already built the strong foundations of an active travel system – with at least 92km of routes adopted into the Bee Network by May 2022 and the first phase of the GM cycle hire scheme already rolled out. Work is also underway to enable places of education, work and other community groups to engage with the myriad of benefits that come from having a more active and physically mobile population.



But there is more to do. The world has changed since Chris Boardman presented Made to Move in 2017 and the COVID-19 pandemic didn't just change work travel habits but also highlighted, to a greater number of people, the wider health and well-being benefits of walking, wheeling and cycling. Local high streets continue to benefit from the greater footfall active travel supports and there is the continued imperative of providing solutions to support environmental targets. Not only that, the cost-of-living crisis means the need for affordable forms of transport and cost-effective ways to maintain a healthy lifestyle has never been greater.

With all this in mind, now is the right time to revisit existing priorities and refresh the mission for Greater Manchester.

I look forward to working with the Mayor, Local Authority Leaders, Transport Commissioner and Community Groups to drive forward delivery of the active travel strategy and make this the best place in the country to walk, wheel and cycle.

### **Dame Sarah Storey**

Active Travel Commissioner





# WHY ACTIVE TRAVEL?

Providing people with the opportunity to walk, wheel or cycle is fundamental to helping us move around Greater Manchester in different ways, particularly for short trips or giving barrier free access to public transport stops. However, active travel is about much more than just transport; active travel for leisure is also an important part of our programme and there are many benefits far beyond it being just a way to move from one place to another.

Active Travel is a healthier way to move...

Physical inactivity is responsible for **1 in 6 deaths in the UK**



The annual cost of this inactivity is estimated to be at least **£7.4 billion**

Sustrans estimate that current levels of active travel in GM prevent at least **2,600 serious, long-term health conditions**



Walking in GM is reported to help prevent at least **425 early deaths annually**



Cycling helps to prevent more than 50 and **saves the local NHS £4 million**



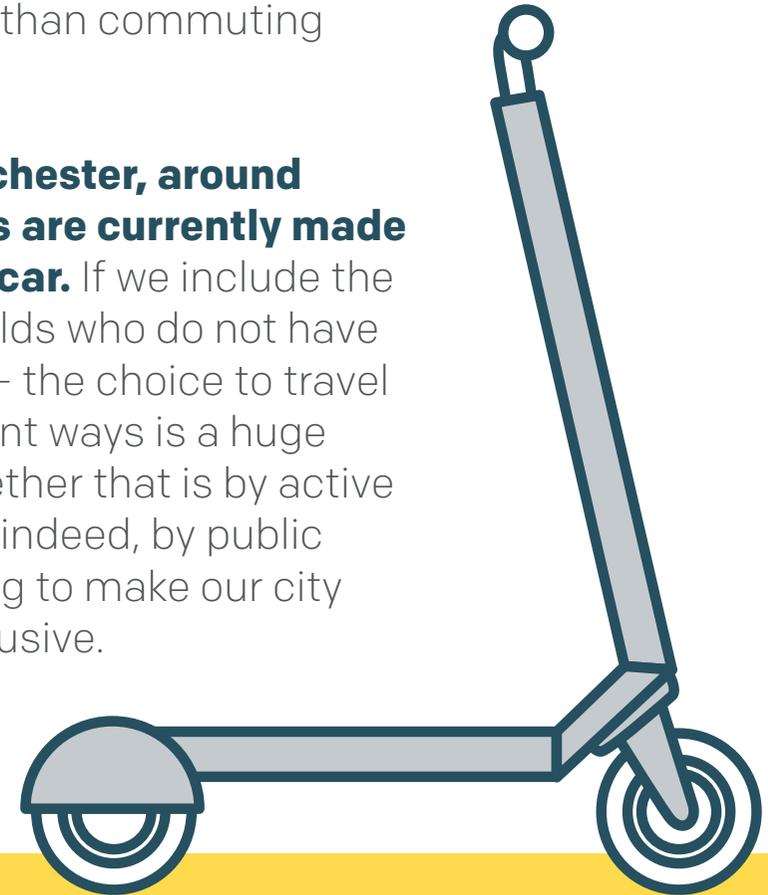
**WE CAN'T AFFORD NOT TO ACT ON THIS AGENDA**

**Active travel is essential in helping us tackle the climate emergency.** Greater Manchester has set an ambitious target to reach net zero by 2038, twelve years ahead of the national target. Compared to driving, walking, wheeling or cycling in Greater Manchester currently saves 35,000 tonnes of greenhouse gas emissions per year, the equivalent of 44,000 people taking flights from Manchester to New York, but we need to go further.

**There are still around 500 million journeys of less than three miles which are driven in Greater Manchester annually.** If 80% of these journeys were walked, wheeled or cycled, it could save approximately 160,000 tonnes of greenhouse gas emissions. Opting to travel actively for shorter journeys is essential to enable Greater Manchester to meet its 2038 target, making it a cleaner, healthier and more pleasant place for all to live, work, grow up and grow old.

**Active travel is a low-cost way to get around.** Enabling people to switch an existing journey done by car to one done on foot or bike, can significantly ease the financial pressures on household budgets. A study by Lund University into travel habits in Copenhagen has shown that commuting by car is six times more expensive than commuting by bicycle.

**In Greater Manchester, around 60% of journeys are currently made using a private car.** If we include the third of households who do not have access to a car – the choice to travel around in different ways is a huge opportunity, whether that is by active travel modes or, indeed, by public transport; helping to make our city region more inclusive.





# THE STORY SO FAR

**In recent years, Greater Manchester has committed itself to building a world-class walking, wheeling and cycling network, a commitment that was restated at the launch of the new Greater Manchester Strategy in March 2022. The city region's vision and plan for Active Travel is impressive and the next phase is to ensure active travel is now completely embedded into a region-wide, London-style transport system.**

In addition to the **92km** of active travel routes that were delivered to May 2022, Greater Manchester delivered the **UK's first fully protected CYCLOPS junctions** in 2020 and expect to have completed **14 more** junctions by the end of 2023.

**GM's first publicly operated cycle hire scheme**, which launched across areas of Manchester, Salford and Trafford this summer, now provides **over 100,000 people** with access to an affordable, reliable and convenient public bike share service.

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**Between 2019 and 2021**, the city region led an extensive research programme to make the case for innovative side road zebra crossings. This study concluded in 2021 and now forms part of the next phase of work being done to continue to influence national policy to enhance pedestrian provision.



It's an impressive picture from which to launch the ambitions of the next phase and, over the coming years, Greater Manchester will need to deliver more and faster in order to meet its active travel and decarbonisation targets. Delivering on the vision for the active travel network in Greater Manchester was always going to require a major increase in capacity to deliver transformational active travel infrastructure, and over the past 4 years Greater Manchester have succeeded in **increasing our delivery capability for active travel infrastructure from c.£500k per year to c.£50m a year** through consistent investment in the workforce and skill sets in TfGM and local authorities. To deliver the mission, we now need to work even more closely with our communities and clearly demonstrate the vast benefits of more movement.

The creation of Active Travel England was announced in 2020, As the Government's executive agency for making walking, wheeling and cycling more accessible,

it has replaced the Department for Transport as the body distributing active travel funding. This new approach nationally supports the momentum in Greater Manchester to provide people with more options to travel actively.

## Foundations

Fundamental to our programme will be three foundations, the ABC at the heart of our programme:

- Accessibility
- Behaviour change
- Communications & engagement

## Accessibility

Active travel in Greater Manchester must be inclusive, universally accessible and built to consistent standards that meet and exceed local and national standards. That means providing appropriate infrastructure, adaptations and indeed space on our streets for people to walk, wheel and cycle to their destinations with confidence and without fear.



## Behaviour Change

Enabling greater uptake of active travel is central to my role. As the most accessible form of active travel, I want to place greatest emphasis on the importance of walking and wheeling, fully integrating this into a viable option for all people. This means building on Greater Manchester's Right Mix target to increase take-up of active travel and, crucially, reduce the number of trips made by car and other non-sustainable modes. Behaviour change is about more than just mode choice, it is also about how everyone values each others' choices. This is reflected in Streets for All and the Highway Code update of January 2022, and this hierarchy of road users must be reflected across the entirety of the Bee Network and adopted as standard road user practice through education, enforcement and engineering changes, reducing road danger and increasing confidence.



## Communications and Stakeholder Engagement

To deliver on A and B, I want to promote transparent and simplified communication lines for schemes at all stages of development and delivery, enabling issues to be detected, reported to local authorities and TfGM and solutions found and reported back on, in a timely fashion.

I want to continue to work with experts in the active travel space, as well as partners across health, education, sport, businesses, media, transport and anyone else who is interested in making our vision a reality. This will mean communicating with groups in ways that link active travel to their real life and everyday scenarios.

Strong, consistent and high-profile communications linking active travel to these real life and everyday scenarios (health, education attainment, workforce productivity etc) will play a vital role in embedding the benefits into every community and for all ages within our population.





# PRIORITIES

Building upon these foundations, I have identified five key priorities that will drive the work and focus of active travel over the coming years. The aim is to develop some core principles of delivery and engagement that will make the biggest difference to every community and area of our region.

## 1. Infrastructure Delivery - four principles to a connected network

- Universally Accessible
- Longer routes
- Active Neighbourhoods
- Crossings

At the heart of the strategy is the building of the active travel network and, whilst development of new infrastructure is the responsibility of local highways authorities, I will work with CA and TfGM to enable them to deliver a universally accessible, coherent and connected network for Greater Manchester.

I want us to develop Active Travel routes of 1km or more that link neighbourhoods and destinations into a coherent network, with a clear plan of how we enable the longer journeys that e-bikes and greater levels of fitness will enable. I want to find ways to help future-proof active travel routes so that they will be able to accommodate all forms of personal mobility. I want to work with GMCA and TfGM to co-ordinate and publish this plan, and for progress to be plotted against it so everyone can see how the network is progressing. I would like to do that alongside our plans for bus and other public transport improvements.

Polls consistently report more than two thirds of people agree places are improved with a reduction in the presence of motor vehicles and Active Neighbourhoods are one tool that can be used to deliver this. They provide an opportunity for communities to come together to make their areas safer and more welcoming, effectively creating “community zones” across the city region where people are able to walk, wheel and cycle with ease. I want to work with partners to optimise these plans so that local people are central to their implementation and success.



Despite good intentions, routes can become severed when difficult junctions are encountered and the past priority of vehicles flowing first is deployed. I want to work with all parties involved to realign the priority of travel, reflect Greater Manchester's Streets for All approach, the hierarchy of road users laid out in the Highway Code and remove the danger these spaces pose to people using active modes.

## 2. Home to School Travel

Research into childhood well-being consistently reports Dutch children to be amongst the happiest in Europe and this is often attributed to their ability to travel independently from such a young age. With such a significant focus on mental well-being in schools, I want to ensure education establishments across the region are provided with the tools to engage with every option available to support our youngest members of society.

From School Streets and bike or walking buses to wider infrastructure improvements and new active neighbourhoods, it is vital more is done to

make it safer and easier for pupils to get to and from school each day, whilst also enabling families to be active and enjoy the benefits of being outside. Alongside the Transport Commissioner, TfGM, local authorities and schools, I want young people to have the opportunity of voicing their preferences and help design the school travel of the future.

## 3. Cycle Hire and access to cycles

Greater Manchester's cycle hire scheme – the 'Bee Bikes' as they have become known – have already proven themselves, with over 110,000 rides taken since they launched in November 2021. With the first phase now fully operational, I want to support the scheme to grow and reach as many people as possible.

I want to support the development of the new bike libraries scheme that has launched across the city region, to give communities and individuals access to cycles and adapted bikes. Bike libraries allow people to borrow a bike and access cycling at a time convenient for them. With the scheme currently focusing on two-wheeled cycles, I am committed to ensuring that it will eventually cater for those who require a non-standard cycle too.

## 4. Integration with Public Transport

As the wider Bee Network is built, I want to work with our Transport Commissioner, Vernon Everitt, to ensure that stops and interchanges are easy and safe to walk, wheel and cycle to. Passenger experience is the highest priority so it must be good from start to finish. By taking a fully integrated approach it will enable active travel to be the preferred choice for the first and last mile of a journey.

I am already working with the Mayor, Transport Commissioner and TfGM to deliver a pilot scheme to allow cycles on the Metrolink system and have instigated a review into the current policies in place for those with mobility aids on trams.

## 5. Road Danger Reduction

In 2021, 858 people were killed or seriously injured on Greater Manchester's roads, an increase from the previous year of 11%, compared to 13% across the whole of Great Britain.

This figure is unacceptable, and action is required. New infrastructure alone will not solve the problem of road crime or ensure road safety. The feeling of being unsafe is the overarching reason many people cite when asked about the barriers they face to walking, wheeling or cycling.

I want Greater Manchester to adopt Vision Zero - a commitment that will see individuals and communities contribute to a new Road Danger Reduction Action Plan where the target is no deaths and severe injuries on Greater Manchester's roads. To do this I will work closely with Greater Manchester Police, local authorities, the Safer Roads Greater Manchester Partnership and communities to develop a plan to deliver this within the shortest timescale possible.

The benefits of adopting Vision Zero go far beyond the important first reason of ensuring no family has to endure the death of a loved one through road crime. Emergency and health services are too frequently overwhelmed by the aftermath of collisions and the fiscal cost to society each year runs into the billions of pounds.



# NEXT STEPS

**I want to give everyone the opportunity to get involved in this agenda and the chance to improve their own communities. This means seeking input and involvement from the wide array of stakeholders and members of the public who are already invested in making active travel more accessible for all, whilst also endeavouring to introduce every community to the benefits they may not yet be aware of.**

To deliver on this mission, I have developed ten recommendations for Greater Manchester:

- 1.** Renew the commitment for every part of the Bee Active Network to be universally accessible.
- 2.** Deliver a pilot for trialling the carriage of bikes and non-standard cycles on trams.
- 3.** Adopt Vision Zero, clearly stating a timeframe and plan for all people in GM to commit to.
- 4.** Publish a plan for the expansion of GM's cycle hire scheme to additional areas of Greater Manchester.
- 5.** Establish an integrated ticketing system for the Bee Network that incorporates cycle hire, allowing customers to complete end to end, multi-modal journeys with a single fare.
- 6.** Explore new offers - including for Our Pass holders - on Cycle Hire and TfGM's Cycle Hubs to improve access and encourage use.
- 7.** Publish the comprehensive network review by the end of April 2023 that I requested on taking up the Active Travel Commissioner role.
- 8.** Publish a comprehensive update to the future pipeline of active travel infrastructure, acknowledging the previous ten year target and including annual goals to enable progress to be transparently tracked and reported on year by year. Target date of April 2023 for the initial update.



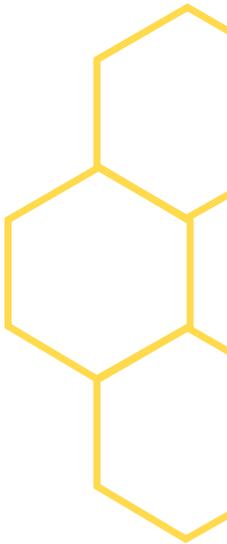
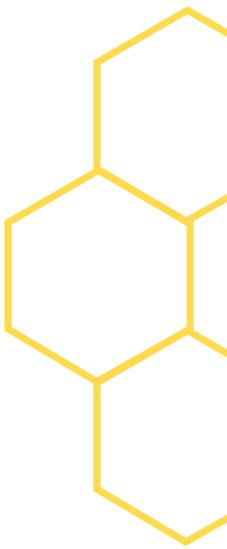
9. Deliver a new plan for travel between home and school that reduces the number of children being driven less than 2km to their school and helps support Greater Manchester's ambitions for improved air quality.
10. Work with GM's local authorities and the VCSE sector to create an expanding, accessible and diverse range of training offers to suit local needs that reaches all residents of GM by 2025. Collaborate with Bikeability to assist them in achieving the ambition to ensure that every child is able to achieve level 2 Bikeability by 2025.





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