



# Active Travel in Greater Manchester Annual Report – 2024

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# Foreword

I am delighted to present the second annual report of Active Travel in Greater Manchester. This report provides an update on progress towards the **Greater Manchester Active Travel Mission**. I launched the mission in 2022 to guide active travel delivery in Greater Manchester. The mission is built around **three foundations (accessibility, behaviour change and communications and engagement)**, and has **six priorities: infrastructure delivery, home to school travel, cycle hire and access to cycles, integration with public transport, road danger reduction and providing access to everyone**.

Monitoring progress is a key part of ensuring success and knowing that as a region we are continuing to move in the right direction. The delivery of the active travel network continues at pace, with more than 117km of Bee Network standard segregated routes now in place. Within the next two years we anticipate this network exceeding 160km.

Headlines from this report include that we have observed a 20% increase in walking and wheeling and a 21% increase in cycling between 2022 and 2023, which is in line with the increase in all journeys post pandemic. During 2024 our public bike share scheme 'Starling Bank Bikes' achieved a major milestone, supporting over 1 million rides and covering more than 2.5 million kilometres since its introduction in 2021.

When looking at perceptions of residents, it is good to see that half agreed that Greater Manchester's transport network encourages them to walk or cycle as part of their trips, marking a significant increase from 2023. In addition, the proportion of people walking feeling safe from traffic both during the day and at night increased significantly in the same time period. However, for cyclists these feelings have decreased.

We continue to work with communities, the health sector, businesses and education. In doing so we provide training, facilities grants, travel planning advice and support, particularly for our young people. I am also delighted to confirm that we have published our draft School Travel Strategy, and we are now working on our School Travel programme, which will see up to 100 school streets become permanent by 2028 and 30 new safe crossings being delivered.

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As the network develops, the number of journeys being walked, wheeled or cycled is increasing, but there is still a lot more that needs to be done to provide a safe, inclusive and integrated Bee Network.

**Dame Sarah Storey**

Active Travel Commissioner



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# Executive Summary

Following a drop in trip-making associated with the Covid-19 pandemic, we have seen the total number of walking, wheeling and cycling trips made by Greater Manchester residents increase between 2021 and 2022 and between 2022 and 2023. This was a 20% increase for walking and wheeling and a 21% increase for cycling between 2022 and 2023 (see Figure 1). This is in line with the increase in all journeys post pandemic.

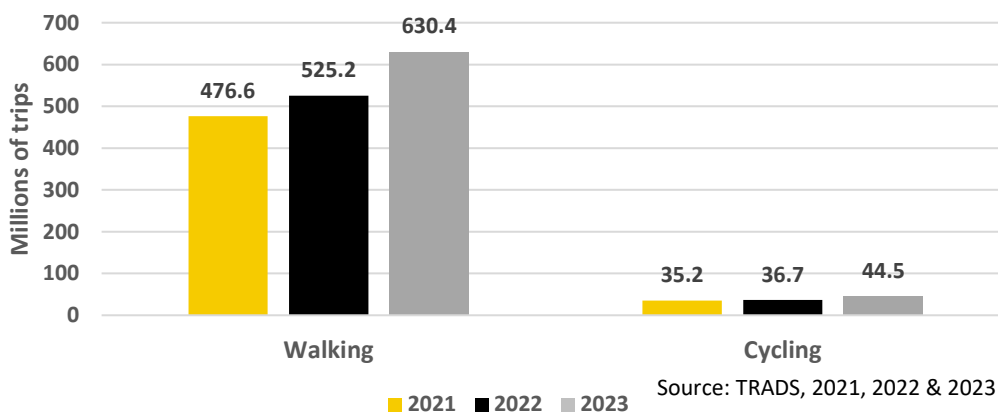


Figure 1: Annual trips by Greater Manchester residents in millions

Active travel accounted for around one-third (33%) of trips by Greater Manchester residents in 2023, which compares with 32% of trips in 2022 (see Figure 2).

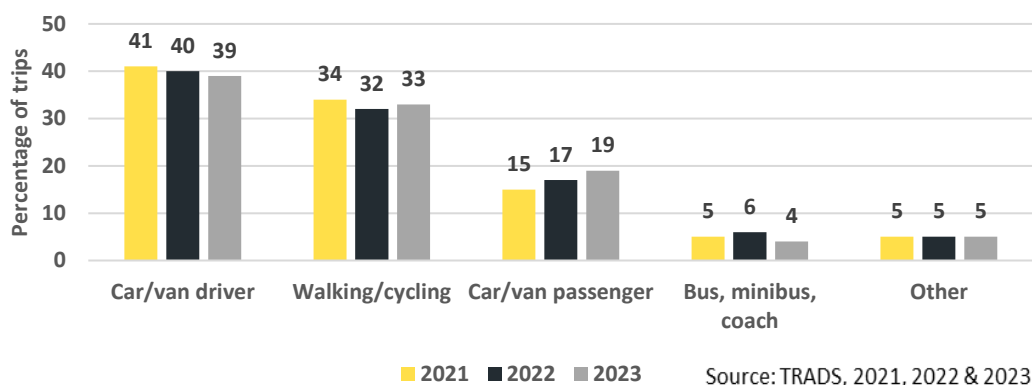
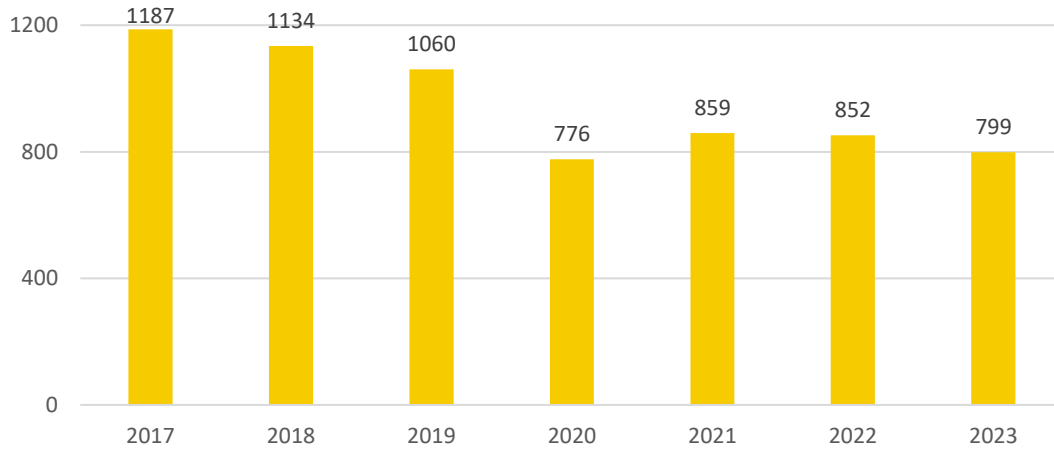


Figure 2: Main method of travel in Greater Manchester – percentage of trips

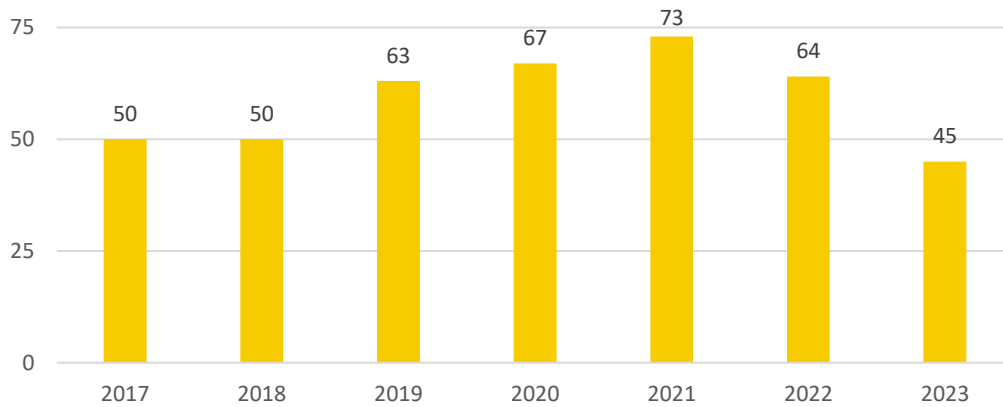
Figure 3 shows that killed and seriously injured (KSI) casualties in Greater Manchester reduced by 6% between 2022 (852) and 2023 (799). If we compare the 2023 figures to the annual average for 2017 to 2019, Greater Manchester achieved a 29% reduction in KSI casualties in 2023 (799 compared to 1127).

Of the 799 KSI casualties in 2023, 263 (33%) related to pedestrians and 126 (16%) to cyclists. The respective figures for 2022 were 273 (32%) pedestrians and 136 (16%) cyclists.



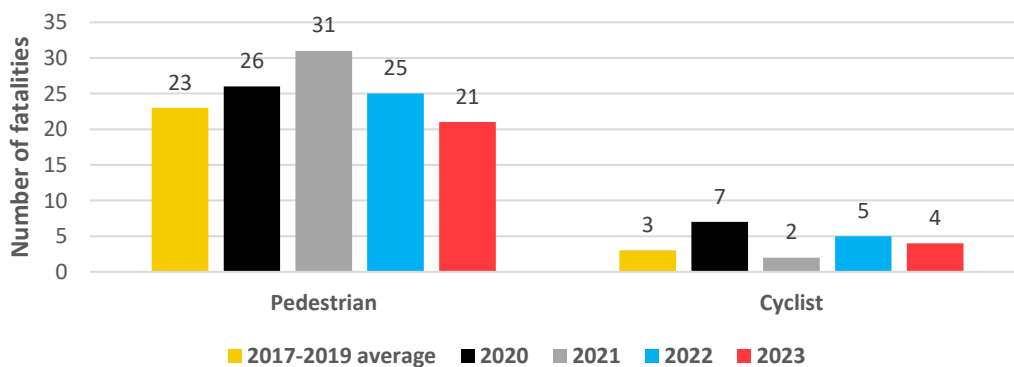
**Figure 3: DfT adjusted KSIs – Greater Manchester**

There was a 30% reduction in the number of fatal casualties in 2023 (45) compared to 2022 (64) – see Figure 4. In 2023 there was a 17% decrease in fatalities in Greater Manchester (45) when compared to 2017-19 average (54).



**Figure 4: Greater Manchester Fatal Casualties**

In 2023 (Figure 5) there were 21 pedestrian fatalities and four cyclist fatalities, with the corresponding numbers for 2022 being 25 and five.



**Figure 5: Number of fatalities in Greater Manchester**



The six mission priorities to enable more people to walk, wheel and cycle are:

- Infrastructure Delivery
- Home to School Travel
- Access to Active Travel
- Integration with Public Transport
- Road Danger Reduction
- Providing Access to Everyone (an overarching priority)

with Communications as a cross-cutting tool for all the priorities as summarised in Figure 6.

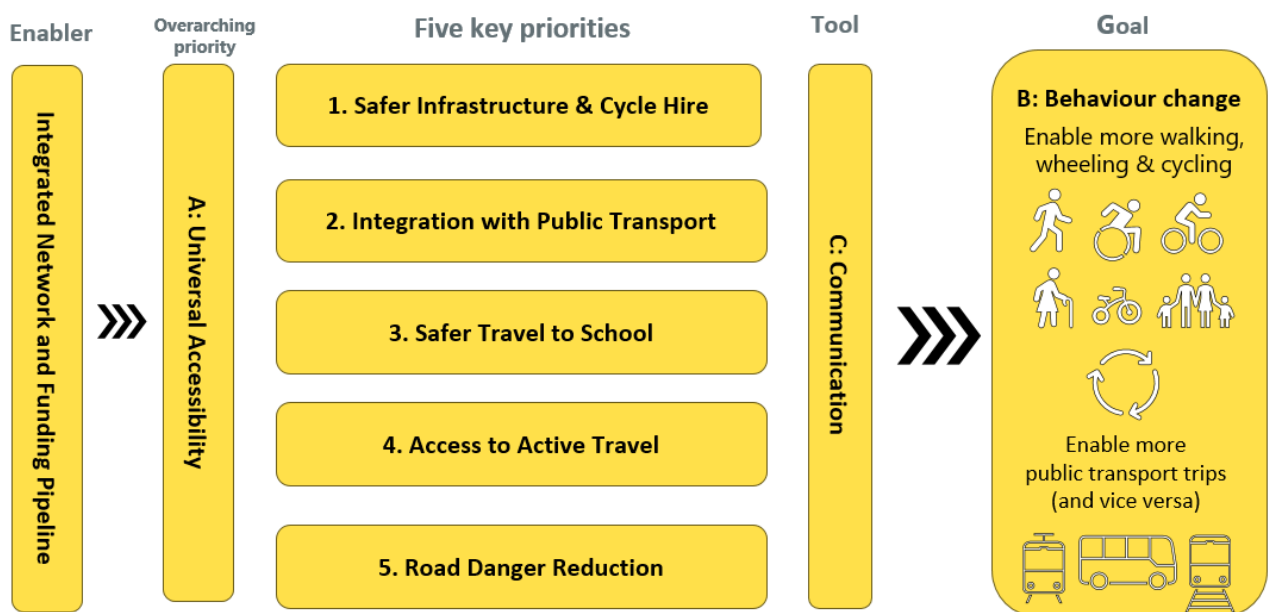


Figure 6: Active Travel Mission

## Infrastructure Delivery

Over 117km of network is now completed to Bee Network standard. For the financial year 2023-24, 20 schemes were completed on site, delivering 31.8km of network. Network auditing (where the existing network is assessed to understand current conditions and what would be needed to bring it up to standard) which started in 2023 was continued in 2024, with around 800km of the network now audited. Recent auditing has focused on the network around schools, identifying potential quick win schemes for future delivery. A revised version of the aspirational active travel Bee Network was published at the end of 2023 and forms our current network vision for delivery by 2040. A major piece of work has been undertaken during 2024 to establish a prioritised pipeline of over 250 active travel infrastructure projects. This will position Greater Manchester as well as possible for future funding opportunities and enable us to maximise network delivery in the areas it matters most. Work

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is underway as part of this on the development of a Strategic Cycle Network; this will be developed further with local highway authorities and wider engagement during 2025.

### **Home to School Travel**

Our school travel strategy, which has a clear vision of wanting more young people to choose to walk, wheel, scoot, cycle or use public transport to get to school and access further education, went out to public consultation in November. The latest Mayoral manifesto included an ambition to boost the existing number of school streets from 30 to 100 in the next four years. Activity is underway to enable this, following a launch event with the Active Travel Commissioner in October 2024. Other work with schools continues to be delivered by Transport for Greater Manchester (TfGM) and partner organisations. This includes the Youth Travel Ambassador programme, Bikeability cycle training, and the rollout of Modeshift STARS to schools in Greater Manchester, as well as the provision of grant funding for facilities such as cycle and scooter parking.

### **Access to Active Travel**

In November 2024 the milestone was reached of over 1 million Starling Bank Bike Hire rides and 2.5 million km ridden since the scheme opened in November 2021. Monitoring and evaluation of the bike hire scheme has found that there are good levels of awareness of bike hire from Greater Manchester residents and visitors. Survey results also suggest that the scheme is encouraging people to start cycling or to cycle more and for some to switch to bike hire from journeys previously made by motorised types of transport. There is also support for expanding the scheme. New bike libraries have continued to open across Greater Manchester, enabling people who do not own their own bike to cycle. A scheme offering people the chance to try out or loan an e-cycle launched in autumn 2024. The scheme will also include a pilot e-cycle purchase subsidy option. This follows on from a pilot delivered by Cycling UK. TfGM continues to offer a range of ongoing cycle skills and confidence training for those who live or work within the region. In 2023-24 over 1,500 people attended these courses.

### **Integration with Public Transport**

Greater Manchester's Local Transport Plan is currently being refreshed, including policies on active travel and public transport. The Local Transport Plan describes how we can help achieve the overarching ambitions of the Greater Manchester Strategy by setting out the strategic direction for transport in Greater Manchester and outlining the policies that are needed to help get us there. A guided pilot of bikes on trams took place during March and April 2024. During the pilot, volunteers took their bikes on board off-peak tram services, on different routes at different times and days of the week. A report summarising the findings of the research and the guided pilot and subsequent recommendations will be presented to the Bee Network Committee in late 2024.

## Road Danger Reduction

A Vision Zero Strategy for Greater Manchester has been developed and was published in November 2024. Our ambition is for Greater Manchester to have zero fatalities and life-changing injuries on our roads by 2040. Safety cameras have continued to be upgraded through funding from the Mayor’s Challenge Fund and Safer Roads Greater Manchester, with 88 locations upgraded by August 2024. A further 53 existing safety camera locations are in the process of being replaced with 25 average speed safety camera systems along the same roads. GMP continues to deliver campaigns to support road danger reduction. Operation Snap encourages road users to show each other consideration, including through the public submitting video evidence relating to driving/moving traffic offences. Between November 2023 and April 2024, 2,430 reports were submitted, and over 1,500 of these received a positive outcome via either the central ticket office or warning letter. Operation Wolverine gives officers the power to seize uninsured vehicles, and those driven without the correct licence. Some 10,990 vehicles were seized in 2023, recovering over £2.2m. Several safety campaigns which aim to change road user attitudes and behaviours have been delivered over the past year, with more to follow in 2025.

In 2022, 388 people were fatally injured or sustained life-changing injuries on Greater Manchester’s roads. This will form the baseline figure for our 2040 Vision Zero target for reducing those who suffer fatal and life-changing injuries (FLCI) casualties. The proposed interim target is to also reduce this number by 50% to 194 FLCIs by 2030, and then to zero by 2040 – see Figure 7.

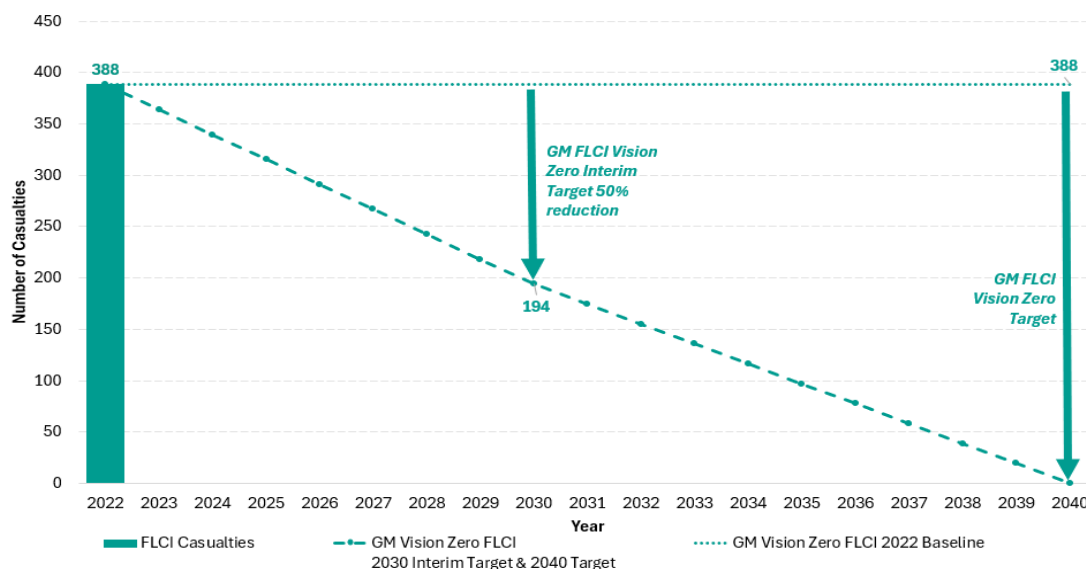


Figure 7: Greater Manchester 2040 Vision Zero target, FLCI casualties

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## **Providing Access to Everyone**

The Greater Manchester Streets for All Design Guide was adopted by the Greater Manchester Combined Authority in December 2023. It sets the standard for how our streets and public spaces will look, feel and function in the years ahead. The guide will inform scheme designs, with the aim of ensuring they are safe and accessible for all, as well as providing greener and more comfortable places to be. The Streets for All Design Check was launched in March 2024 and is a tool to assess how existing streets, and proposed changes to streets, perform against the design principles and requirements set out in Greater Manchester's Streets for All Design Guide. In 2025, we will be exploring options for developing a Greater Manchester Access Control Policy, with the aim of setting out our approach to access controls, where they may be necessary or appropriate, and what solutions are acceptable.

## **Communications, Engagement and Activation**

Behaviour change initiatives to encourage people to choose to walk, wheel and cycle have continued to be delivered over the past year by TfGM, the ten Greater Manchester local authorities, and other partners. This has included the Love to Ride intervention, Cycle and Stride for Active Lives programme and scheme activation activities. Various marketing campaigns have encouraged people to consider active travel, including It's Your Move and Get on Board. Partners, including Living Streets, Sustrans, Cycling UK, GM Moving and others, have delivered a range of initiatives to enable and encourage more active travel use.

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# Introduction

Richard Nickson, Network Director Active Travel, TfGM

We are building the Bee Network – Greater Manchester’s future integrated transport network which brings together walking, wheeling and cycling, buses, trams and trains as one integrated network. This is a new, reliable, affordable and sustainable way for our people, businesses and visitors to get around, connecting them to new opportunities, essential services and each other. Journeys will be marked by one recognisable brand, the Bee, which unites the transport network and acts as a mark of quality. No matter what the journey, the Bee Network should be the natural choice of travel in Greater Manchester.

The rollout of high-quality active travel provision and infrastructure has been at the core of the Bee Network vision and has been in delivery since 2020. In November 2024 we passed the totals of 1 million Starling Bank Bike Hire rides and 2.5 million km ridden since opening in November 2021. High-quality Bee Network standard active travel routes have also been delivered. By 2025, Greater Manchester will have taken control of the entire bus network in three tranches from September 2023 to January 2025. Bus routes will be designed and integrated with other public transport provision and bear similar characteristics to Metrolink, with audiovisual announcements, simplified ticketing and better accessibility. By 2030, local rail services will also be incorporated into the network, meaning all four methods will be joined together by one brand, simplified ticketing, a daily fare cap and seamless, end-to-end journeys. By 2040 we aim to have completed over 2700km of high-quality walking, wheeling and cycling routes, overcoming severance and danger by providing thousands of new, safer crossings, and by offering segregated routes away from motor vehicles.

In 2017, we set out our ambition to improve our transport system so that, by 2040, 50% of all journeys in Greater Manchester are made by public transport or active travel, supporting a reduction in car use to no more than 50% of daily trips. This will mean 1 million more sustainable journeys every day in Greater Manchester by 2040, enabling us to deliver a healthier, greener and more productive city-region. We call this the transport 'Right Mix'. Achieving the Right Mix is expected to lead to zero net growth in motor vehicle traffic in Greater Manchester between 2017 and 2040.

Market research shows that a significant proportion of Greater Manchester residents would use their cars less if the alternatives were more attractive. This means providing a safe and comfortable experience for walking and cycling. This will be done through the provision of a network that is built to the highest standards, where danger on the road is reduced and a culture is developed where the car is not king, with the intention of delivering a strategy that makes significant progress towards zero road casualties. Improving access to bikes is also essential to make sure that every person can embrace more sustainable options.

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To deliver and check progress towards our ambition, numerous strands of activity are ongoing and this, our second annual active travel report, provides an overview of the activities undertaken in 2023-24. The main focus of the report is providing an update on what has been happening across a range of activities that are associated with delivering the network. It also provides a summary of what we know about active travel use and perceptions across Greater Manchester.

Our intention is to continue to publish a similar annual report in the years ahead, and the content of this will be refined as other sources of data are added and new initiatives undertaken.

## Funding

### Building on the legacy of previous investments

Between 2011 and 2020 Greater Manchester secured substantial DfT funding to invest in active travel infrastructure, significantly raising the bar in terms of active travel delivery through programmes such as the Local Sustainable Transport Fund (LSTF) and Cycle City Ambition Grant (CCAG).

### Current active travel investment

Today, Greater Manchester's active travel ambitions are being delivered through several funding sources, including the Active Travel Fund (ATF), Transforming Cities Fund, City Region Sustainable Transport Settlement (CRSTS) and the Active Travel Capability Fund.

#### Infrastructure schemes:

The amount of investment and number of infrastructure schemes being developed and delivered through these grant sources is as follows:

- Transforming Cities Fund (Mayor's Challenge Fund – MCF): £160m – 87 schemes
- Cycle Safety Grant: £1.5m – 1 scheme
- Emergency Active Travel Fund: £1.9m – 27 schemes
- ATF Round 2: £15.9m – 18 schemes (this fund is also funding a 'complementary measures' behaviour change programme)
- ATF Round 3: £14.4m – 6 schemes
- ATF Round 4: £23.72m – 13 schemes
- CRSTS: £54m (continuation of MCF programme) – 15 schemes
- ATF Round 4 extension: £3.8m – 9 schemes

In the three financial years 2021/22 to 2023/24, expenditure exceeded £100m.

As well as the investment noted above, TfGM and partner authorities have other capital schemes, within other capital programmes, which deliver active travel improvements. These include CRSTS Streets for All and Quality Bus Transit programmes. In addition, there are

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Levelling Up Fund funded regeneration schemes such as those in Oldham town centre and Ashton-under-Lyne, Tameside. Growth Deal funds have also been used to deliver active travel infrastructure improvements. There are private developer-funded improvements on which we are working with Active Travel England and stakeholders to influence and deliver high quality interventions that connect to the wider Bee Network.

### **Behaviour change schemes, and capability development activities:**

Alongside this investment in infrastructure, we are also investing in behaviour change programmes and programme development activities through the following additional funding sources:

- Capability Fund 4 Tranches: £11.0m
- Capability and Ambition Fund: £3.4m
- Active Travel Fund 4 Tranches: £5.5m
- Mini-Holland Feasibility Funding: £0.1m
- Social Prescribing Feasibility Study Grant: £0.1m
- London Marathon Charitable Trust: £1m
- Safer Roads Partnership: £0.1m
- E-cycle pilot £0.5m
- Greater Manchester's Transport Levy
- Scheme activation budgets

## **Governance and Capacity**

### **Governance**

Most government funding for active travel capital delivery is awarded to the Greater Manchester Combined Authority (GMCA). Programme Management of these funds (inclusive of governance and assurance) is then typically managed by TfGM, on behalf of the Combined Authority. This is based on an established set of processes and procedures which is in accordance with the region's Single Pot Assurance Framework and is designed to ensure value for money.

The ten councils of Greater Manchester and TfGM work together to deliver the region's active travel capital programme. Most schemes are delivered by the Local Highway Authority, who are typically the scheme promoter. In parallel, TfGM are responsible for leading five Greater Manchester-wide active travel schemes with delivery provided by the local authorities when appropriate, these being:

- Active neighbourhoods
- Crossings
- Cycle hire
- Road safety camera upgrades

- An emerging school travel programme

To enable TfGM to carry out their programme management role, an established Active Travel infrastructure programme team continues to help, guide and support council scheme promoters, while leading on the project management of the five schemes outlined above. All GMCA-approved capital schemes are subject to a design assurance process to make sure designs are compliant with Local Transport Note (LTN) 1/20 and local Bee Network standards.

Any scheme requiring investment through the MCF and/or Active Travel Funding needs to gain funding approval from the GMCA, which follows appropriate assurance, typically through the submission of a 'full business case'. Following a business case review process, the Active Travel Programme Board (which comprises representatives from TfGM and Greater Manchester local authorities) recommends that schemes be progressed to the Bee Network Committee for full funding approval (previously this role was undertaken by the GMCA).

### **Greater Manchester active travel resource capacity**

In 2023 there were around 169 people (or full-time equivalents) estimated to be working to support active travel delivery within TfGM and the ten Greater Manchester councils.

## **Overview of Travel in Greater Manchester**

Understanding how people in Greater Manchester feel about and use walking, wheeling and cycling is key to understanding how our Active Travel Mission is going. It also helps us understand how active travel in Greater Manchester is contributing towards regional and national goals for sustainable travel.

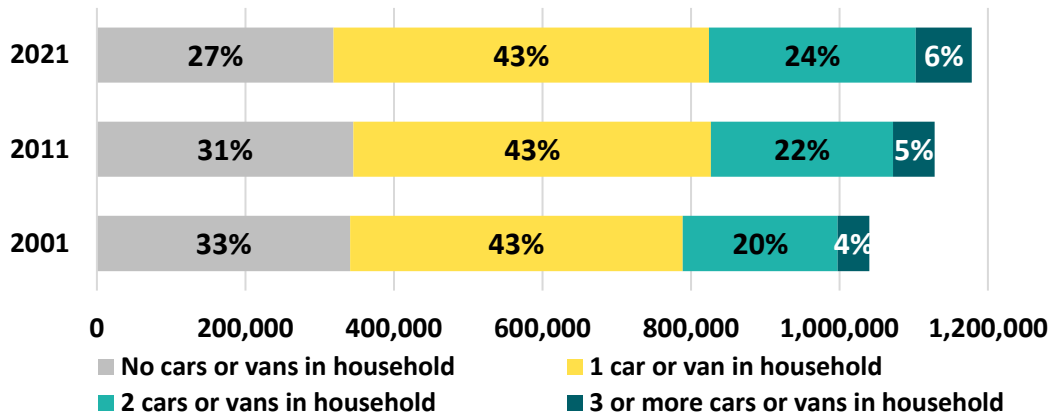
Some of the most important things we know about active travel in Greater Manchester are included here, alongside things we know about transport use more broadly, to provide some context. We have also included a more in-depth look at active travel from the perspective of the 2040 Transport Strategy network principles in the Appendix.

- In 2023, Greater Manchester residents travelled 12.4bn kilometres, up from 11.3bn kilometres in 2022 (TRADS<sup>1</sup>, 2022 and 2023).
- Greater Manchester's resident population grew c.7% between the 2011 and 2021 censuses: in comparison the total number of private cars increased by c.13%. No-car households have decreased in both absolute and percentage terms – see Figure 8.

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<sup>1</sup> TRADS: Ongoing TfGM-commissioned travel diary, around 2,000 Greater Manchester households in 2022 and 2023  
Active Travel in Greater Manchester Annual Report – 2024





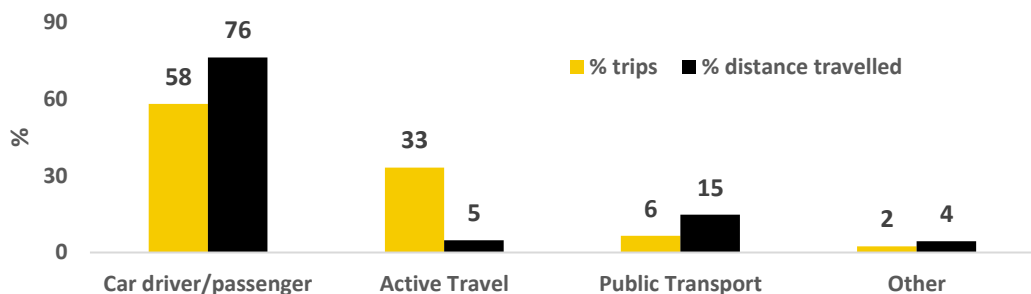
Source: 2001, 2011 and 2021 Census

Figure 8: Car or van availability in Greater Manchester

- In 2019, over three-quarters (77%) of Greater Manchester residents made a trip on any given day. However, in 2023, this dropped to seven in ten (71%) of Greater Manchester residents. The average number of daily trips by a Greater Manchester resident was 2.0, up from 1.8 in 2022 but still down from 2.1 in 2019 (TRADS, 2019, 2022 and 2023).
- Car is the most dominant method of travel in terms of both the number of trips (58%) and the total distance travelled (76%) by Greater Manchester residents (TRADS, 2023).

### Active travel

- Active travel accounts for around one-third (33%) of trips by Greater Manchester residents in 2023 (see Figure 9). This compares with 32% of trips in 2022. The 33% of trips in 2023 is made up of 31% walking trips and 2% cycling trips. (TRADS, 2023).

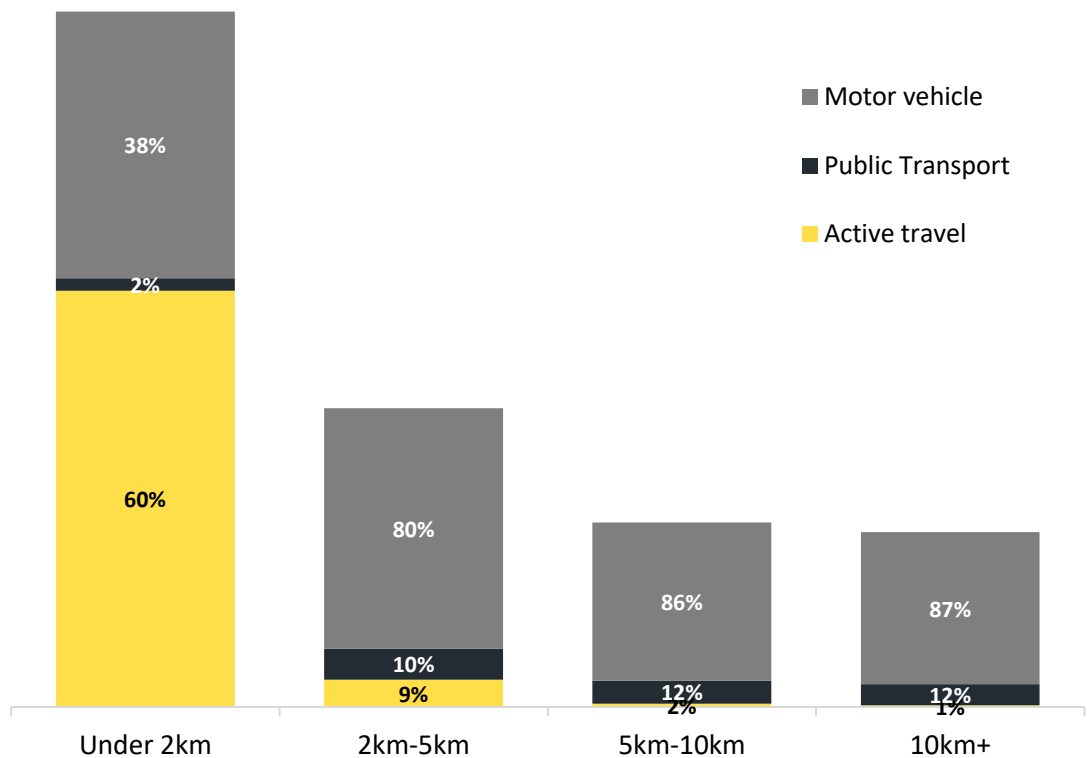


Source: TRADS 2023

Notes: Other = taxi, minicab, motorcycle, scooter, moped, or any other. Figures may not sum due to rounding

Figure 9: Trips and distance travelled

- In daily person kilometres, in Greater Manchester walking is estimated at 1.3m and cycling 300,000 kilometres, compared to 1.1m and 400,000 kilometres respectively in 2022 (TRADS, 2022 and 2023).
- It is estimated that each person in Greater Manchester takes 230 walking trips per year, up from 179 in 2021, which is a 28% increase. The median trip length for these walking trips was 0.5km, compared with 1.8km for cycling (TRADS, 2021 and 2023).
- In 2024, half of the respondents (50%) agreed that Greater Manchester’s transport network encourages them to walk or cycle as part of their trips, marking a significant increase from 38% in 2023 (Network Principles Surveys, 2023 and 2024).
- Every day, walking and cycling in Greater Manchester takes away up to 360,000 car journeys, up from 300,000 in 2021 (Sustrans Walking and Cycling Index, 2021 and 2023).
- Half of trips by Greater Manchester residents are under 2km and of these trips 60% (see Figure 10) are active travel trips (TRADS, 2023).



Source: TRADS 2023

Figure 10: Trip length by method of travel

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# Infrastructure Delivery

## Delivery of Agreed Network Plan

### Delivery to date

Version 3 of the Bee Active Network was published in December 2023, and this forms our current network vision for delivery by 2040. It shows what is needed to connect all communities in Greater Manchester with high quality active travel routes.

The realisation of this vision is now underway, with over 117km of network completed to Bee Network standard (see Figure 11). Specifically in the financial year 2023-24, 20 schemes were completed on site, delivering 31.8km of network. Particularly significant projects completed during 2023-24 have included:

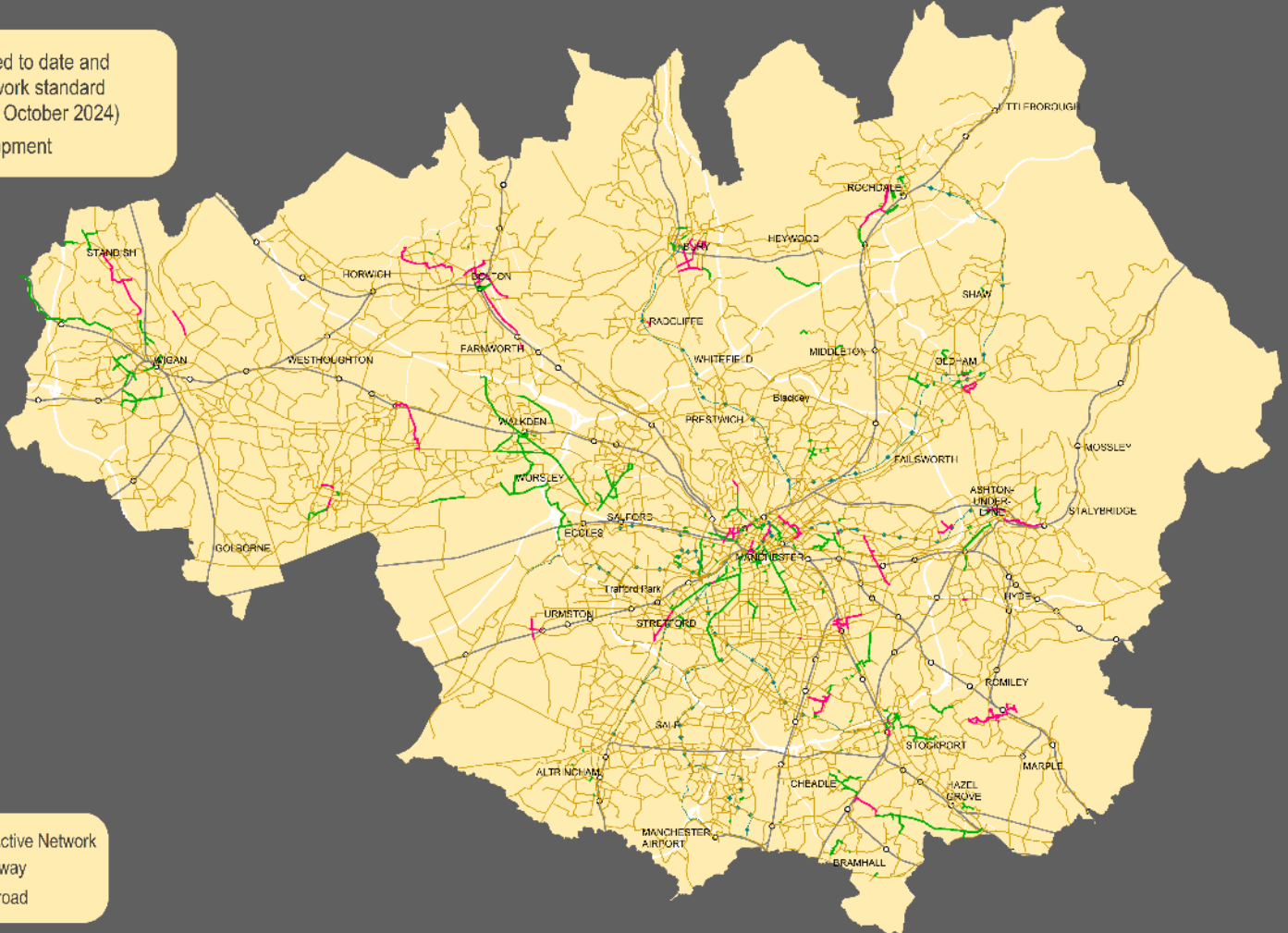
- New and upgraded links to RHS Bridgewater (6.6km)
- Chorlton Cycleway area 3 (1.5km)
- Canal and towpath links in Wigan (6.9km)
- Chadderton improvements (1.4km)

**Next page – Figure 11: Bee Active Network completed to date and in development**

# BEE ACTIVE NETWORK

— Completed to date and Bee Network standard (before 1 October 2024)  
— In development

— Bee Active Network  
— Motorway  
— Main road



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 Transport for  
 Greater Manchester  
 2 Piccadilly Place,  
 Manchester,  
 M1 3BG

Drawn By : wilsons

Scale: 1:167,600

Date : 24/10/2024

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All active travel infrastructure funded by GMCA must conform to strict design standards, defined in the [Greater Manchester Interim Active Travel Design Guide](#) and the [Greater Manchester Streets for All Design Guide](#). An established design assurance process, overseen by the Greater Manchester Streets for All Design Review Panel, ensures consistent application of these standards. This makes sure that we are building for our target audience: those who do not yet use active travel for their everyday local journeys. For far too long, active travel infrastructure has been designed for the minority who are doing it already, when what is needed is infrastructure which everyone finds attractive, and safe to use.

### **Active neighbourhoods**

These aim to create safer, quieter streets which prioritise walking, wheeling and cycling and create better places to live. Typically, these schemes are trialled for a period of time, allowing for community feedback on the design of measures before being made permanent. These measures include:

- Reducing traffic speed and volume, often through the introduction of 'modal filters' that restrict through access just to walking and cycling and enable only local access for motor vehicles
- Creating community spaces in the neighbourhood where people can use the public environment to socialise and play
- Improving the area through more greenery and improved lighting

Our 2023 Annual Report covered the difficulties which we were encountering securing funding for, and implementing, active neighbourhood schemes following widespread adverse national media coverage of such schemes. The previous national government largely withdrew support for active neighbourhood schemes and, as a result, we have not delivered any further active neighbourhoods since the publication of that report.

Early indications are that the new government is likely to take a more devolved view of local transport implementation, and we therefore look forward to the opportunity to develop more neighbourhood schemes in the coming years.

In the meantime, we have undertaken significant work with academic partners at the University of Salford and others, aimed at establishing lessons learned from active neighbourhood implementation to date. A key outcome of this work is the need to make sure that active neighbourhoods are not solely focused on removing through motor traffic, but that they also tackle some of the more basic issues which result in poor levels of service for pedestrians in residential areas: pavement parking, footway surfacing and crossing points without dropped kerbs or tactile paving. We look forward to working with partners, both locally and nationally, to deliver safer, more comfortable and more sustainable neighbourhoods in the coming years.

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Adverse coverage of low traffic neighbourhoods in national media was a constant theme throughout 2023 and the early part of 2024, which continued to make the implementation of these schemes in Greater Manchester challenging. One notable success story was Manchester City Council's ambitious Levenshulme scheme receiving full delivery approval from the GMCA, while other councils including Bury, Salford and Trafford continued to develop new active neighbourhood schemes. The Urmston School Street celebrated its first birthday in July. This is a flagship school streets partnership between a high school, two primary schools and a private day nursery and serves around 1800 children per day.

The creation of liveable neighbourhoods, where local people feel empowered to end their car dependence and make their local trips actively, remains a key part of the long-term vision for living in Greater Manchester.

### **Crossings and junctions**

Facilities for those walking, wheeling and cycling at junctions and crossings are hugely important to reduce the severance effect of major roads for those walking, wheeling and cycling. They enable connections to be made which are vital for everyday journeys on foot, and for cycling they enable key connections on existing quiet streets to be joined together to create important cycling routes.

In Greater Manchester, we have broken new ground in establishing new designs for both crossings and junctions which enable cycling, walking and wheeling all to be properly, separately provided for, for the first time. Notably, we have now constructed more than 20 protected junctions, many of which follow the 'Cyclops' design which was pioneered by Greater Manchester's engineers and planners.

However, existing junctions and crossing facilities in Greater Manchester are often absent or sub-standard, and we are on a mission to change that. In 2023 we reported that, of the 1,362 signal-controlled junctions in Greater Manchester, 189 had no 'green man' controlled pedestrian facility at all, and a further 282 were substandard in that they didn't have facilities on all arms or were missing important facilities like tactile signals.

To address the above issues, TfGM has established two major sub-programmes within the wider active travel infrastructure programme. These are currently funded through the Mayor's Challenge Fund and Active Travel Fund (from Active Travel England), and we anticipate them remaining long term funding priorities over the coming years:

- The Bee Network Crossings programme: this programme supports the rapid delivery of sections of 'quiet way' network where the main issues to be overcome are severance imposed by major roads. The programme seeks to provide appropriate crossing facilities for pedestrians and cyclists, informed by the Crossing Selection Tool published in the Greater Manchester Interim Active Travel Design Guide and subsequently adapted by Active Travel England. Through this programme, 33

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crossings have been completed to date, with a further four programmed to be delivered by April 2025.

- The Walking and Wheeling at Signalised Junctions programme: the aim of this programme is to install fully accessible pedestrian crossing facilities at junctions which do not have these at the current time. The programme is not targeted at proposed future Bee Network routes (where specific facilities for cyclist would be needed as well) but rather at locations with high footfall in town centres or close to schools or other important walking trip attractors. Through this programme, 13 junction upgrades have been delivered to date, with a further five to be delivered in 2024-25.

### **Network review**

In 2023 a comprehensive network audit took place, reviewing the standard of 700km of aspirational Bee Active Network. This was to help us to understand whether the existing infrastructure meets Bee Network standards, and, where it doesn't, how it falls short (the results of which were published in the last Annual Review).

Further work has followed this up in 2024:

- The results of the audit have been shared with council partners to enable making best use of this data to inform a range of work, including network planning and working with developers.
- An expansion of the audit work was undertaken, reviewing the standard of provision specifically around a number of schools, and this included some engagement with schools on particular challenges and opportunities, and maps of potential interventions.

The results from the audits are still being used by TfGM to inform future network planning, particularly in highlighting areas where significant lengths of network have the potential to be brought up to standard relatively quickly or cheaply.

### **Mapping and wayfinding**

The Bee Active Network is currently mapped on our [Bee Active webpages](#). This shows the schemes that have been completed and that are currently funded for delivery, as well as the aspirational Bee Active Network as a 'future' layer.

While a Bee Network wayfinding approach was developed several years ago, wayfinding in terms of physical signage of the 117km of Bee Active Network that has been delivered to date has not yet been installed. Following the refresh of the Active Travel Mission in 2022, we took the opportunity of a pause for reflection on the wayfinding requirements.

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However, this is considered a priority now for two reasons: firstly, it should act to promote the new infrastructure that meets Bee Active Network quality standards and secondly, it is needed to enable new users to navigate the new infrastructure. Therefore, a refresh of the wayfinding strategy for the Bee Active Network is to be undertaken, including a signing specification and signing schedule. The agreed wayfinding approach will then be piloted on a small number of recently completed routes, which is anticipated to take place in summer 2025.

### **Audit outcome and retrofit schemes**

We have completed a network audit of around 800km of the proposed active travel Bee Network. This has established the extent to which the conditions on the existing network already meet the Bee Network design standards and has identified where critical issues need to be resolved to bring the network to standard. This information is now being used to identify potential quick win schemes, as part of the wider development of the network, where significant lengths of network on existing quiet streets have the potential to be brought to Bee Network standards rapidly.

### **Future pipeline, longer routes**

A major piece of work has been undertaken during 2024 to establish a prioritised pipeline of over 250 active travel infrastructure projects, to position Greater Manchester as well as possible for future funding opportunities and enable us to maximise network delivery in the areas it matters most. As part of this, work has started on the development of a Strategic Cycle Network, to sit within the wider Active Travel elements of the Bee Network. This will identify the most important strategic cycling routes, enabling these to be prioritised for earlier delivery. While this network is intended primarily to identify the key cycling routes in the cycling catchments of major centres and trip generators, its delivery will also include high quality walking and wheeling infrastructure.

At the time of writing, work is ongoing to overlay potential cycle routes with strategic proposals for other modes, most particularly bus, to make sure that these are compatible and realistic. Further development will then be undertaken with local highway authorities and wider engagement during 2025.

We have now developed a future pipeline of over 250 schemes at various stages of development. In prioritising schemes for delivery, we will particularly take account of:

- A scheme's contribution to the network
- A scheme's impact in terms of connecting communities with destinations
- A scheme's impact in reducing road danger and contributing towards our future vision for a road network where no-one is killed or suffers life-changing injuries in road traffic collisions
- The extent to which a scheme promotes an integrated whole Bee Network – ie does it improve access to public transport services?



- The extent to which a scheme contributes to particular specific policy commitments, such as enhancing access to schools, reducing community severance and promoting active communities

## Cycle Hire Expansion

The Starling Bank Bike Hire scheme has stations and bikes in Manchester, Salford and Trafford but it is an ambition of the Mayor and the Active Travel Commissioner to have a Greater Manchester-wide cycle hire scheme. Feasibility studies for a phase 2 expansion will be progressed between November 2024 and January 2025, along with improvements to the scheme because of the Recovery Period of 2023-24.

## Cycle Parking

Since 2021, funding has been made available to increase cycle parking at key trip attractors. ATF2 funding was used to support organisations to deliver new cycle parking facilities. This was made available to the NHS, educational settings, housing associations and small organisations. ATF4 funding is now being used to provide further support to schools, small business and Voluntary Community and Social Enterprises to install cycle parking facilities, and to deliver cycle parking at public transport interchanges. Further information is provided in the 'Support to Organisations' section.

## Network Improvement Examples from across Greater Manchester

Bee Network improvements have been undertaken across the ten Greater Manchester local authorities and some examples are provided below:

In **Bolton**, Bolton Council has focused on developing schemes through the business case approval process for delivery beyond the period of this Annual Report. Within the reporting period they have completed the Market Street scheme within Westhoughton town centre that has followed the principles of Streets for All. The scheme has seen elements of road space reallocation to widen and provide continuous footpaths across side streets, improving the pedestrian user experience. This is the first phase of a wider scheme for Westhoughton to improve accessibility and connectivity by walking and cycling.

The council has started to deliver the Active Travel Fund scheme between Bolton town centre and Farnworth where it will connect with the Farnworth Streets for All scheme. The scheme will deliver in the region of 3km of light segregated route and a protected junction scheme at the A6053 Bolton Road/A575 Gladstone Road Junction, where no pedestrian or cycle facilities previously existed.



Figure 12: Gladstone Road, Farnworth

The council has worked closely with TfGM to deliver improved crossing points at Chorley Old Road/Moorside Avenue and Chorley New Road/New Hall Lane, in support of the wider Bolton town centre to Doffcocker MCF scheme. The Chorley Old Road/Moorside Avenue work replaced an existing dangerous zebra crossing with a signalised junction with full pedestrian crossing facilities on all arms. The Chorley New Road/New Hall Lane scheme is a new toucan crossing facility supporting local movement to the Leverhulme Pavilion and beyond to the NCN80 Middlebrook Valley Trail. Monitoring and evaluation are currently being undertaken for the crossing improvement schemes and will be included in the next Annual Report.

The council, as part of its maintenance programme, reviewed existing cycle lane markings and, where feasible, has widened when relining to meet current standards, or in some circumstances has not replaced markings where it would result in a substandard width.

In September 2024 **Bury** made a start on an extensive programme of work to make the Fishpool and Pimhole areas more walkable and cyclable, and to re-connect them with Bury town centre. The initial ATF2-funded work includes various quiet street treatments and will be followed by MCF-funded schemes in the same areas, which will provide both new and upgraded crossings. Two further crossings are expected to be delivered with ATF4 funding. Both Fishpool and Pimhole are very close to Bury town centre, but they were effectively disconnected when the ring road and a belt of retail warehouses were constructed in the 1970s and 1980s.

A new walking and cycling bridge over the River Roch at Gigg Lane in Bury opened in September 2023. The bridge provides direct access from Fishpool and Gigg to Pilsworth Industrial Estate and is an important connection in the overall emerging walking and cycling network to the south of the town centre.



Figure 13: Councillor Alan Quinn opening the new Gigg Lane bridge

In **Manchester**, the Chorlton Cycleway is complete, providing a 5km route between Chorlton and the city centre. The scheme provides protected, segregated cycle infrastructure and improved pedestrian facilities, including several protected junctions along its length. The Levenshulme and Burnage Active Neighbourhood measures are now being upgraded through the rollout of a permanent scheme to enable more active travel in these areas. In Ancoats, modal filters, junction improvements and reduced on-street parking have been introduced to facilitate the creation of a new neighbourhood with active travel at its heart, supported by Ancoats Mobility Hub. Further measures are under evaluation throughout 2024 via an Experimental Traffic Regulation Order.

In **Oldham**, the ambitious plans to transform the town centre to make it easier, safer and more enjoyable to walk, wheel or cycle have continued. To date this has included improving the route between the town centre and the bus station, the western connection to the town centre along West Street and the eastern connection to the town centre along Rock Street. Remaining improvements in the core of the town centre pedestrianised area will be completed over the next year.

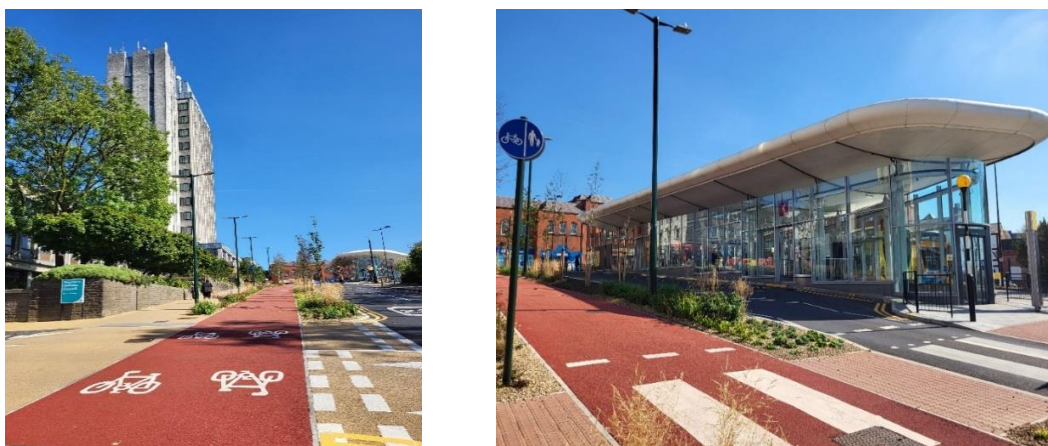


Figure 14: West Street



These ongoing changes have made the street environment more attractive and vibrant, for example by putting in new seating and cycle parking, planting trees and creating high-quality outdoor event spaces which have been well used over the last year in a busy town centre events programme. The improvements complement wider regeneration plans for the town centre, including up to 2,000 new homes, a further education college and a town centre linear park, which are all now progressing.

Elsewhere in the borough, new or improved crossing facilities at three locations along a linear off-road route have been completed, making it easier and safer for pedestrians and cyclists to use this route for everyday journeys between Saddleworth and Oldham town centre.

In **Rochdale**, a number of schemes have been completed, for example a pedestrian crossing upgrade at Bury Road/Sandy Lane. This was a signalised junction for motor traffic on a very busy section of the network which had no dedicated crossing facilities – this upgrade introduced four controlled crossing points at the junction. At St Leonards Street in Middleton, a Prohibition of Driving Traffic Regulation Order was approved which led to the route being closed for vehicular through traffic, with the road space being built up to footway level and all the space offered to active travel modes. A Bee Network crossing scheme has been delivered outside the largest primary school in the borough (Bowlee Primary, about 900 pupils). Alongside the controlled crossing point, the scheme included new walking and cycling connections/renewed materials and, importantly, new restrictions on the highway outside the school site to remove on street parking and declutter road space.



Figure 15: Windermere Road/Wood Street crossings & cycleway outside Bowlee Primary  
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In the Local Centre of Castleton Rochdale delivered an ambitious walking and cycling route over a 1 km distance which removed 100% of on street parking and introduced segregated cycle tracks, signalised (CYCLOPS) junctions, independent road crossings and speed reduction measures.

Across **Salford**, 5km of segregated cycle routes, 13km of traffic-free routes, seven new protected junctions, and 0.3 hectares of urban park have been delivered so far. Bee Network standard walking and cycling provision is now available along the full length of Trafford Road, providing a high-quality walking and cycling route between Media City, Salford Quays, Ordsall and Old Trafford. In Swinton and Monton, the Swinton Greenway connects schools and neighbourhoods via wide, fully lit paths, which are suitable for walking, wheeling and cycling year-round. The route also helps overcome severance via a crossing of the East Lancashire Road.



**Figure 16: Swinton Greenway**

The cycling and walking investment in Salford means that some 4,000 students are now better connected to cycling infrastructure across eight colleges, high schools and primary school sites. Over the last 12 months, Salford has continued to develop proposals for additional Bee Network routes with a further 1km of Bee Network walking and cycling infrastructure along Chapel Street East due to start on site in early 2025. Further segregated routes and neighbourhood improvements are also planned to start in 2025, building a connected network in the city.

In **Stockport**, examples include the delivery of the new viaduct park and bridgescape on top of the new interchange in Stockport, with segregated cycle and pedestrian facilities providing a high quality and accessible connection between the rail station, the interchange and the town centre, avoiding the A6.



**Figure 17: Stockport Interchange**

In addition, there were improvements to the junction of Broadstone Road/Broadstone Hall Road North and South, a new tiger crossing on Mauldeth Road in Heaton Moor and two tiger crossings in Stockport town centre, improving cycle and pedestrian access to local schools, leisure facilities and businesses. On Wilmslow Road, Stockport delivered a new developer-funded signal junction that includes sparrow crossing facilities and associated cycleways. The schemes previously delivered have also allowed for the delivery of several activation activities, including Dr Bike, led walks and cycle rides, information stalls and school-based activities near these schemes. This has included events at Bramhall Park and Cheadle Green. Walking and cycling was also promoted at the summer Stockport Moves event.

In **Tameside**, three cycle lane upgrade schemes have been delivered, at Stockport Road and Oldham Road/Newman Street in Ashton-under-Lyne, and at Guide Lane in Audenshaw. These schemes incorporate segregated cycle lanes, bus stop bypasses, upgraded signal-controlled pedestrian crossings, and treatments to prioritise pedestrians at side roads. One Bee Network crossing scheme has been put in place on the A627 Cavendish Street, converting a zebra crossing to a signal-controlled crossing for both pedestrian and cycle users, and with improved connections to adjacent routes.

In **Trafford**, In Altrincham a new safer crossing point was delivered at the junction of Dunham Road and Gorsey Lane, following a campaign led by a local teenager. Three safer junctions on Talbot Road were launched in July 2024 which link into work that has begun to replace temporary coned cycle lanes along the A56 Chester Road to Talbot Road.





**Figure 18: Talbot Road/Chester Road and Talbot Road/Great Stone Road**

Along this Stretford north active travel corridor, in February 2024, Trafford delivered a 4-week active travel game called Beat the Street in Stretford and Old Trafford. 5,465 residents participated in the game, covering just under 61,000 miles. 15 local schools engaged with the game, as well as community teams and individuals. In Urmston, following consultation and engagement with residents and local schools, a trial of measures to make streets in Flixton safer and create a pleasant street environment for the local community began at the end of August. While consultation and engagement with local residents and schools on the Flixton trial continues, the Urmston School Street celebrated its first birthday in July. This is a flagship school streets partnership between a high school, two primary schools and a private day nursery, and serves around 1800 children per day. There are another five school streets in delivery in Trafford. In Old Trafford, work on the Talbot Road/Seymour Grove/Chester Road and Talbot Road/Boyer Street junctions is set to start this winter. This £5m scheme is part of a wider rollout of integrated walking, wheeling, and cycling facilities that will connect and fully activate a consolidated active travel corridor in the north of Trafford linking into existing schemes in Manchester and Salford.

**Wigan** delivered two successful active travel schemes in 2023, the Leeds and Liverpool Canal Towpath and Links scheme and Wigan to Standish Phase 1. Boasting the borough's rich industrial heritage, the canal scheme involved working alongside Canal and River Trust to upgrade 3.5 miles of the Leeds and Liverpool canal towpath, up to the border of the neighbouring authority, West Lancashire.



**Figure 19: Leeds and Liverpool canal towpath**

The scheme included the clearing of vegetation to enable them to widen the path and improve the surfacing. This provides a safe and attractive route to walk, wheel and cycle to key employment and retail areas, including Kraft Heinz and Robin Park, ensuring the borough is better connected than ever before. The extra links were installed to provide vital connections for surrounding families and communities. Two toucan crossings were installed on Scot Lane and Loire Drive, which connects the scheme to further green space and key leisure and sporting facilities, including a newly constructed state-of-the-art football hub at Laithwaite Park, and Wigan's main football and rugby ground, The Brick Community Stadium.

Wigan to Standish Phase 1 provided crossing facilities, widened footways, and shared use facilities within a mile of Wigan town centre. Prior to the scheme, this densely populated area close to Wigan town centre had little or no provision to safely walk, wheel and cycle across several busy main roads. By implementing various signal interventions across three key junctions close to the town centre, residents now benefit from full pedestrian crossing facilities, two toucan crossings and shuttle signals under the West Coast Mainline.

Complemented by widened footways and improved off road routes, residents can walk, wheel and cycle to key town centre destinations, including retail, schools, colleges, health and leisure facilities, two train stations, and a bus station.



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# Home to School Travel

## Development and Adoption of a School Travel Strategy

Our Home to School work seeks to embed a culture of sustainable and active travel among pupils, staff, and parents. Engagement with schools and their pupils aims to minimise reliance on private vehicles and to encourage sustainable and active travel for the journey to school.

The Active Travel programme complements a complex environment of work that is being undertaken with schools by a wide range of organisations, including local authorities, GM Moving, Sustrans, Living Streets and Global Action Plan, along with other more localised groups.

Our school travel strategy has been in development in 2023-24 and has a clear vision of wanting more young people to choose to walk, wheel, scoot, cycle or use public transport to get to school and access further education. As the school travel policy is developed, the focus of active travel interventions will fall into one of a number of areas:

- Creating safer streets around schools (school streets, parking, park and stride)
- Providing more active travel infrastructure (safe cycle routes, crossings, infrastructure audits)
- Increasing access to cycles and secure cycle storage (bike libraries, lowering cost of buying a bike, cycle hire, storage)
- Changing travel habits and behaviours (training, Youth Travel Ambassadors, Modeshift STARS)

## Own the Ride Secondary School Cycle Training

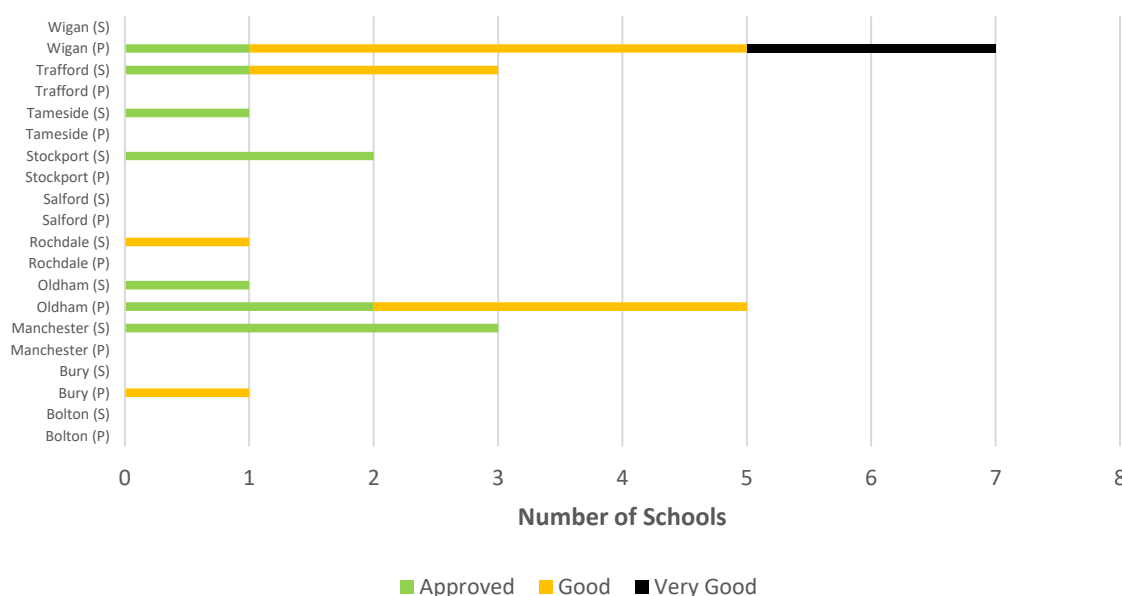
This project, delivered by Bike Right between April 2022 and December 2023, provided intensive support to students at secondary schools who lived within a cyclable distance and had higher potential to cycle rather than take a school bus or arrive as a passenger in a car. Across the project, 52 courses took place, with 361 pupils attending. As there was a less than expected take-up of these courses, Learn to Ride courses were also offered to primary school-aged children, with 24 courses taking place, attended by 534 pupils.

The final element of the project was delivered in 2023-24, providing 97 bikes to local schools along with an essentials pack that included lights, mudguards, locks and helmets. These bikes were used by the schools in various ways, depending on the needs of the school and its pupils, including bike clubs, in PE lessons and for individual pupils to cycle to school.

## Modeshift STARS

Modeshift STARS is an online travel planning platform which schools can use to identify transport issues, monitor methods of transport to and from school and plan and track initiatives to improve pupils' home-school travel and local environment. Schools then get a nationally recognised accreditation with five levels, depending on how involved they are.

Since 2020-21, TfGM has funded the licence for the platform on behalf of the ten local authorities, and since March 2023 has offered dedicated officer time to support councils to get more out of the system. By April 2024, a total of 25 schools had gained accreditation, in all but two of the local authorities, representing a year-on-year increase of 12 schools. During this time, the quality of accreditations also increased: two of the schools (both in Wigan) improved their level of accreditation to 'Very Good', the third highest level of accreditation. Figure 20 shows the distribution of schools with accreditation as of 30 April 2024.



**Figure 20: Primary (P) and Secondary (S) Schools with Modeshift Stars Accreditation by local authority area**

The growth in accreditations was mirrored by an increase in awareness and usage of the platform. Between 1 April 2023 and 30 March 2024 an additional 86 teachers signed up to use the platform, meaning a total of 137 schoolteachers are interested in creating travel plans for their school. The platform provides a great framework for these teachers to help change behaviours, and registration is an important first step. TfGM and our council partners are supporting these teachers to help them make meaningful change within their schools, as well as looking at ways to grow the number of schools registering and progressing to full accreditation, embedding a culture of behaviour change for the coming years.

The platform is also an important element of the School Streets and YTA programmes and is being used as part of the monitoring and evaluation of these schemes.

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## Youth Travel Ambassadors

Funded through the Capability and Ambition Fund, the Youth Travel Ambassador (YTA) programme empowers secondary students, aged 11-19, with the skills and confidence to address transport issues affecting their school community. Through a student-led approach, the programme aims to increase the number of home-school journeys made via active travel modes.

Teams of 8-12 student ambassadors are appointed and attend a series of six sessions delivered by the YTA coordinator, and a minimum of three school-led sessions, delivered by the school coordinator – an appointed member of school staff. These sessions support the ambassadors in devising and implementing their own behaviour change campaign, targeting their peers. The YTA team pitch their campaign ideas and secure the funding (maximum £500) to deliver it at an inter-school event known as 'Campaign Junction'. After delivering their campaigns, all schools are invited to an end of year Celebration Event, whereby each school presents their project report and shares their achievements.

Tranche 2 of the programme took place over the 2022-23 academic year. Tranche 3 started in September 2023 and continued until the end of the 2023-24 academic year (July 2024).

Since the start of the programme up until July 2024, across the three tranches, 23 schools have taken part, and 364 ambassadors have been appointed.

### **Tranche 3 – 2023-24**

Thirteen schools are participating in Tranche 3, with six continuing their participation from Tranche 2. A total of 165 students are appointed as ambassadors, with the programme reaching about 14,300 students. Nineteen members of staff are also championing active travel within their role as school coordinator.

The continuing schools were supported in reflecting on the impact and effectiveness of their first campaigns with the mind to develop them further and overcome any obstacles in delivery. Some schools decided to pick up a further travel barrier/issue to tackle within their campaign. Furthermore, within the continuing schools, it is evident that the YTA programme, and the notion of active travel being a key priority, is embedding into the schools' culture.

Three schools gained or retained their 'Approved' level of Modeshift STARS accreditation. A further 6 schools gained 'Good Level', and two schools achieved 'Very Good Level' accreditation over the 2023-24 academic year. Saddleworth School in Oldham, who obtained their 'Very Good Level', were also crowned the STARS North West Regional Secondary School of the Year.

All schools participating in Tranche 3 delivered their campaigns over the spring/summer term. Secondary schools across Greater Manchester were invited to apply for Tranche 4 of the programme in May, to start in September 2024. All current YTA schools were invited to continue participation. Eighteen schools are taking part in tranche 4; nine of these schools are in their second or third year of participation.

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## **Bikeability**

Bikeability is the DfT's flagship national cycle training programme for schoolchildren in England. It is a practical training programme which provides schoolchildren with a life skill and enables them to cycle confidently and competently on today's roads. Greater Manchester is planning to work with the Bikeability Trust to help them reach their goal that every child can achieve Level 2 Bikeability by 2025. Bikeability Level 2 teaches you to: start and stop with more confidence; pass stationary vehicles parked on a road; understand the road: signals, signs and road markings; negotiate the road, including quiet junctions, crossroads and roundabouts; and to share the road with other vehicles.

Greater Manchester councils deliver Bikeability training in schools. This is funded directly by Active Travel England through the Bikeability Trust. In 2023-24, 23,694 places were delivered on Bikeability training across the different levels in Greater Manchester, up from 18,990 in 2022-23, an increase of almost 25%.

## **Secure Cycle Storage**

TfGM continues to support schools and colleges by providing funding to install cycle parking facilities that enable and encourage people to travel more by bike, most recently through ATF4 funding. Further details are provided in the 'Support to Organisations' section.

## **School Streets Pilot**

A school street aims to address congestion and road safety issues at the school gate by restricting motorised traffic at drop-off and pick-up times. The restriction applies both to school traffic and through traffic, on weekdays during school term time. £500,000 was made available to deliver 40 school streets pilots across Greater Manchester through ATF2. The fund is managed by TfGM; however, schemes are delivered locally by the local authorities. In 2023-24, school streets activity included:

- Delivery of seven schemes across nine schools in Bolton, Bury, Oldham, and Trafford
- Continuation of air quality monitoring being undertaken at two schemes (Manchester and Trafford)
- The first ANPR camera scheme in Greater Manchester

By October 2024:

- 25 pilot schemes (covering 29 schools) remained in delivery
- 3 pilot schemes had been piloted and were no longer in delivery
- 12 pilot schemes remained in development

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## Monitoring and evaluation

Evaluation of the school streets pilot programme is in progress. The evaluation is focused on understanding how the pilot has gone and what its effects have been. This information is being used to shape the future rollout of more school streets in Greater Manchester. We have spoken to those involved in setting up school streets, and parents and carers with experience of school streets. We are working with schools to collect data on how pupils are travelling to school. Over the next few months, we will be talking to young people to understand their perspectives of school streets as well. A small project working with the University of Manchester has measured air quality at two schools. The University of Manchester has also done research to understand residents' experience of school streets in Manchester<sup>2</sup> and Walk Ride Whalley Range has collected data as part of their work supporting Manley Park Primary School with their school street.

The pilot showed that school streets have the potential for positive social and safety outcomes for children, parents, schools and local communities. Discussions with parents, carers and those involved in the pilot found a perceived improvement to road safety and increase in active travel to school. Interim parent and carer survey results also indicate that they feel the school street has improved safety. The top mention of what they like about the school street in the survey was it being safer for children to cross the road or travel to school. The University of Manchester's research with residents identified positive benefits such as a safer street outside the school, perceived better air quality, and active travel benefits. Walk Ride Whalley Range's work with parents, children and residents also identified perceived improvements to safety and air quality. Some parents were also more willing to let their children walk to school independently, and some residents valued the school street making their road quieter, and stopping their drives being blocked by parents parking. In addition, Walk Ride Whalley Range report that the school street at Manley Park has also been a catalyst for other initiatives related to active travel that would not have happened otherwise, including a weekly bike train to school, litter picks on the walking and cycling route between the two school sites, and a scooter library to help families try scooting to school instead of driving.

Evaluation of the school streets pilot to date has also found that sometimes the school streets, as set up, did lead to unintended consequences. These include unsafe parking or drop-off activity near to the school street, and aggression from some parents unhappy about the school street changing access to the school by car. This was mentioned by parents and carers both in the focus groups and in the interim survey results received to date. Buy-in from parents was increased where the school street was supported by a known authority figure at a school (such as a headteacher or deputy headteacher), and marshalling from Police Community Support Officers reduced non-compliance by car users. The University of Manchester's research with residents identified some negative effects of school streets,

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<sup>2</sup> With project partners Manchester City Council, TfGM and Walk Ride Greater Manchester  
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including shifting of traffic, inconsiderate driving, parking and community division. Some residents have made changes to their daily routines while school streets are in operation, and across all schools, residents reported that access by non-residents has been affected, including visitors, taxis and delivery drivers. Walk Ride Whalley Range reported that some residents who don't live on the Manley Park Primary School school street felt that it had moved problems from the school street to outside their house. Traffic observations by Walk Ride Whalley Range showed that inconsiderate and dangerous driver behaviour continues to be an issue at Manley Park, especially around the areas where the school street barriers are placed. This includes anti-social parking, engine idling and dangerous manoeuvres.

The University of Manchester's air quality research focused on two schools: Manchester Communication Academy, which has a school street every day during term time, and Moorlands Junior School in Trafford, which had two trial school street days in December 2023. The research found that car traffic decreased while pedestrian and cyclist traffic increased during peak hours when the school streets were in operation. At Moorlands Junior School, data suggests that on the two trial school streets days, there was some traffic displacement to nearby routes, indicating the need to manage potential traffic displacement effectively.

Air quality monitoring showed that, at both schools, averages for the measurement period were below the UK legal limits as set by the Air Quality Standards Regulations (2010). Monitoring showed distinct morning and evening peaks in nitrogen oxides (NO and NO<sub>2</sub>) which corresponded with traffic rush hours. The research found evidence for the influence of regional outdoor air quality on indoor concentrations of Particulate Matter 2.5 and NO<sub>2</sub>. At Manchester Communication Academy, the comparison between data from before and after the school street was introduced indicates that it did not lead to measurable improvements in air quality. This is likely to be due to the school being near to Rochdale Road, which has high traffic volumes, meaning that the school street had a minor impact on traffic patterns in the area overall. At Moorlands Junior School, there was not enough data from school streets days to draw definitive conclusions about the impact of the school street on air quality.

School streets in Greater Manchester currently generally rely on volunteers to run, and we found that ongoing collaboration, communication and community involvement were important for the successful implementation and sustainability of school streets. Recruiting and sustaining volunteers was a challenge for some schools and in some cases meant that the school street was not continued. Volunteer field diaries from Walk Ride Whalley Range's project with Manley Park Primary School show that generally the experience of volunteers at this school was very positive, although not universally so; sometimes volunteers were verbally abused and put in danger when drivers drove across the pavement to get past the barriers.

Some of the recommendations for future school streets from the different pieces of research are:

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- Integrated approaches to encourage active travel and reduce parents and carers driving to school
  - More practical and financial support for schools to encourage active travel to school
  - An alternative to relying on volunteers to run school streets, such as camera enforcement
  - More use of 'park and stride' (where parents and carers park away from the school and finish the journey to school by walking or wheeling) where suitable, for example through partnerships between schools and local businesses and organisations
  - Greater management of parent/carer parking
  - Consistent operation of school streets, and clear signs to help people understand when the school street is in place and what this means in practice for access at that location
  - More consideration of a school's location in relation to the road network when selecting schools for school streets
  - More 'how to' and best practice guides for those introducing school streets, and more knowledge sharing

## **An Emerging School Travel Programme.**

Work has started on the next phase of the School Streets programme which aims to deliver 100 school streets by 2028, as included in the Mayor's manifesto.

School streets will be one element of a wider School Travel programme approach that seeks to bring together a combination of actions that are suitable to the local area and that reduce the risk of conflict between vehicles and people, especially children. These will encourage trips to school by walking, wheeling, cycling and public transport in preference to private motor vehicles and could include (where funding allows) school streets, crossings, and other potential measures such as cycle/scooter parking, bike buses and access to bikes. In the longer term, more extensive safer street areas around school streets would enable the lessons from our active neighbourhoods schemes to be applied.



# Access to Active Travel

## Starling Bank Bikes

The Starling Bank Bike Hire scheme was rolled out in three discrete sub-phases from November 2021 to Easter 2023, culminating in over 1,200 bikes, 220 stations and over 2,500 stands, in a service area spanning parts of Manchester, Salford and Trafford as shown in Figure 21 below. This area provides a catchment of circa 200,000 residents. The bike hire stations are spaced about a 5-minute walk from each other (300-400m). To date, more than 99,000 users have used the service.

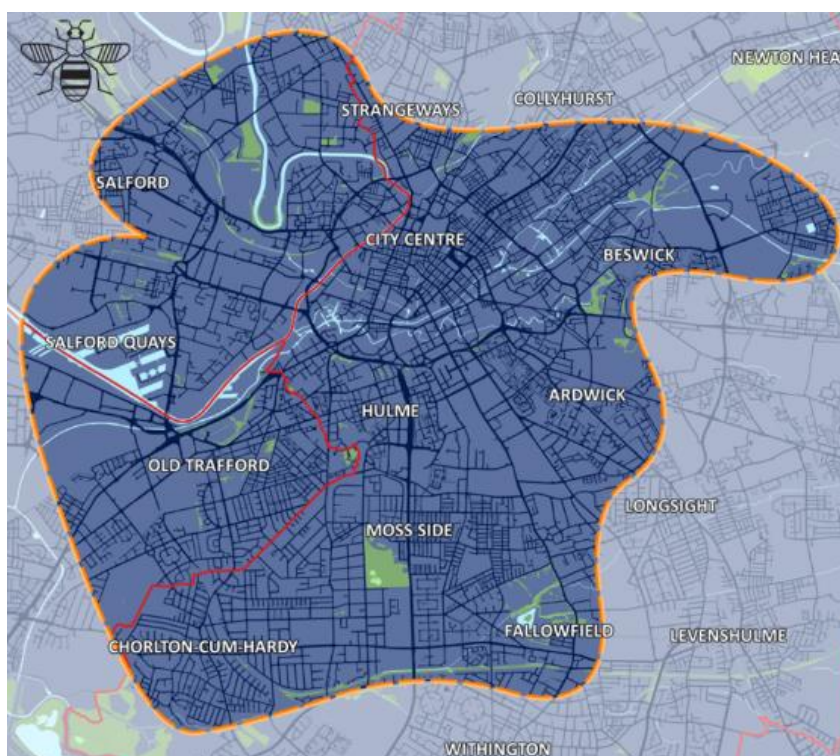


Figure 21: Starling Bank Bike Hire catchment area

Around Easter 2023 the scheme saw significant increases in antisocial behaviour, leading to high levels of repairs, bikes missing or stolen, and low bike availability (dropping to below 200). In August 2023, the scheme entered a recovery period, where some of the least popular stations (those generating less than one ride per bike per day) were suspended while the scheme was brought under control. The recovery plan strategy includes other actions such as getting on top of the repair backlog, increases to both the street team and the repair team, working closer with the Travelsafe Partnership and a front lock protocol. Fraud prevention measures have also been looked at, along with the introduction of higher penalties and increased enforcement.



The scheme has now exited the Recovery Period with an average of 1,200 bikes on street for three months (June-August) and all stations re-opened, except for 34 which are still under review for potential permanent closure.

### Starling Bank Cycle Hire performance

Figure 22 shows the trend in bike hire rides and active users since the Starling Bank Bike Hire scheme was introduced in November 2021.

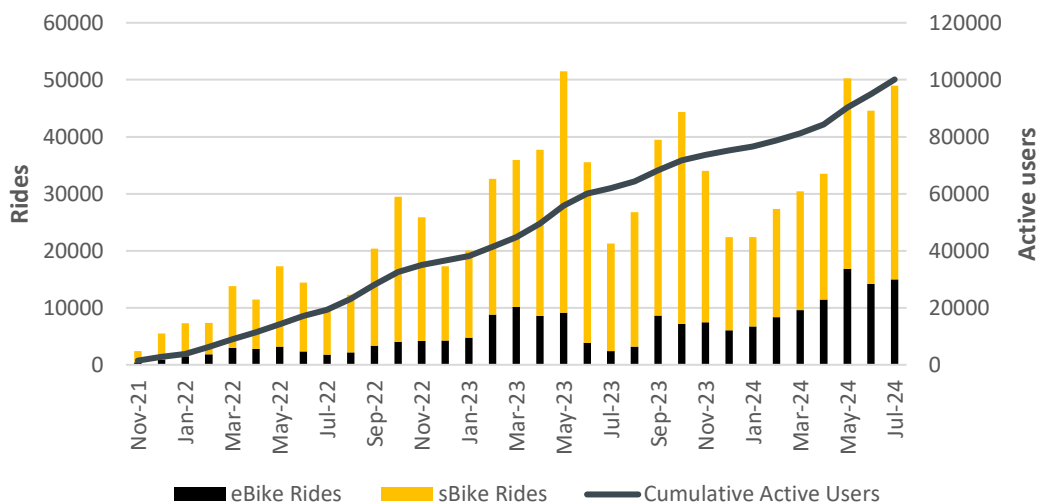


Figure 22: Starling Bank Bike Hire rides and active users per month

Figure 23 shows bike availability and rides from the beginning of the Recovery Period summer 2023 to August 2024.

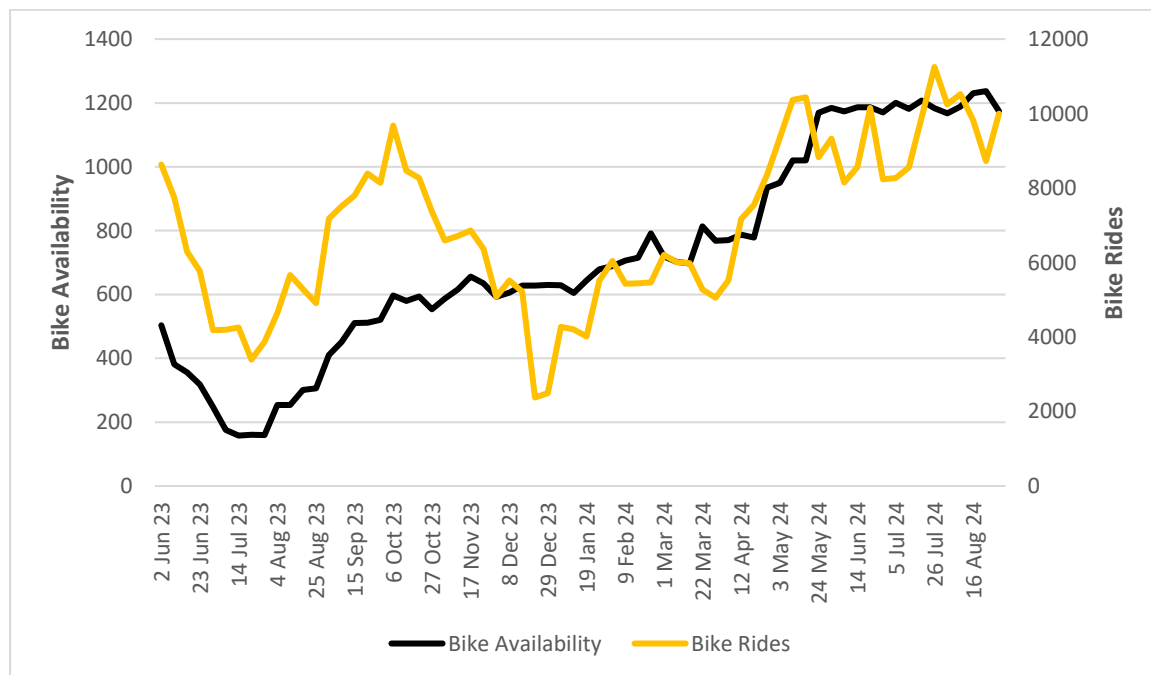


Figure 23: Starling Bank Bike Hire bike availability and rides

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In August there were on average 1,600 rides day, representing more than one ride per bike per day. In November 2024, we passed the totals of 1 million Starling Bank Bike Hire rides and 2.5 million km ridden since opening in November 2021.

### **Monitoring and evaluation**

The evaluation of the bike hire scheme is focused on understanding how the scheme is being used in practice, and whether the scheme is meeting core objectives:

- Increasing access to bikes
- Increasing cycle use in Greater Manchester
- Contributing to modal shift to cycling from non-sustainable modes

The first surveys for the evaluation of Starling Bank Bikes scheme happened in 2024. A survey with users sought to find out perceptions of the scheme, how people are using the scheme, and whether they have changed their behaviour because of the scheme. A survey with people who live in or visit Greater Manchester focused on their awareness and perceptions of the scheme (including hire costs).

There are good levels of awareness of bike hire from Greater Manchester residents and visitors, with awareness highest for those that live within the bike hire zone (80%), compared to those that live within the rest of Greater Manchester (55%) and outside of Greater Manchester (25%). 62% became aware of the scheme by seeing it in action. There was a lower awareness that e-bikes are included in the scheme (40% aware).

Most of those surveyed in the resident and visitor survey (96%) were not existing scheme users. Around 21% would not consider using the scheme, whereas around 75% were not against using the scheme, but were either choosing not to or had circumstances which did not allow it at the time of the survey. There is an opportunity to encourage some of these people to start using the scheme, although most suggestions for what might encourage use of the scheme relate to wider provision for cycling (such as dedicated cycle lanes), suggesting that potential usage of the scheme is strongly linked to availability of good cycle routes to use the hire bikes on.

Survey results from scheme users suggest that the scheme is encouraging people to start cycling or to cycle more and to switch to bike hire from journeys previously made by motorised types of transport. A total of 49% of respondents to the user survey reported cycling more since using the scheme. Over half (53%) of the additional journeys would have been made using a different type of transport if the scheme had not been available, 16% by a motorised type of transport.

The main reasons given for cycling more were bike hire being quicker than other types of transport (55%), the scheme providing access to a bike which had not been available previously (52%), and not having to worry about bike theft or vandalism (52%). The main reasons given for using bike hire over other types of transport were a reduced journey time

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(86%), cycling being good for physical or mental health (73%), and it being fun or enjoyable (65%).

Across users and non-users there was support for expanding the scheme, with 49% across the two surveys thinking the scheme should be expanded (26% felt it should be kept the same, and 4% thought it should be removed entirely). The whole of Greater Manchester, all of Trafford and all of Salford were the most common suggestions for expansion locations.

The user survey will be repeated in 2025 and 2026, and the resident survey will be repeated in 2026.

## **Access to Other Cycles**

### **Bike libraries**

Bike libraries offer the chance to borrow a bike to people living locally who want to try cycling but cannot afford to or could not store a bike. The TfGM scheme was set up in 2021-22, and four separate funding tranches have been made available for community groups, active travel-focused businesses, and other relevant organisations to apply to become bike libraries.

These libraries are run by a variety of organisations, including council-run leisure centres, a mosque, community centres, a health centre, existing community cycling groups and co-ops, book libraries and primary and secondary schools.

Bike libraries funded through the TfGM programme offer a minimum of five adult bicycles available to borrow for time periods ranging from one day to one month, depending on the needs of the borrower. Many libraries also offer children's, mid-size and folding bicycles. Each library is supplied with maintenance tools to carry out bike maintenance and volunteers can access free TfGM Intermediate Maintenance training and a two-day Cycling UK Advanced Maintenance course. Helmets, locks, puncture repair kits and hi-vis clothing are provided to all library users borrowing bikes. TfGM also supports new bike libraries by providing promotional resource packs.

In mid-2023, a further funding allocation to establish more bike libraries in Greater Manchester (Tranche 3) was made and organisations were invited to submit bids for grants of up to £5,000. A total of 19 applicants were granted funding, and as of September 2024 15 of these were up and running (or had held a soft launch). Unfortunately, three grant recipients have subsequently returned their grant funding after deeming themselves unable to proceed due to variety of reasons, including staff turnover and change in circumstances. One applicant has yet to open their library, and TfGM are providing support to help accelerate this.

In March 2024, TfGM conducted a survey with bike libraries that have been in operation for over 12 months, to understand their feedback on the set-up process, what they currently offer and if there have been any changes since their application. It also asked for their views

on the ongoing sustainability of their library and suggestions of how the scheme could be improved. We received a 66% response rate (18 responses) with almost universally positive or neutral responses.

In mid-2024, an extra £50,000 from the Capability and Ambition Fund 4 was allocated to the bike libraries project. 50% of this has been allocated to fund new libraries, and 50% to cover both programme costs and small 'continuity' grants to existing Tranche 1 and 2 libraries to help with their ongoing running costs. For new bike libraries, this funding was combined with £10,950 of returned grant funding from Tranche 3, allowing 9 new libraries to be offered funding.

### Access to e-cycles

In February 2024, on behalf of the GMCA and by invitation of Active Travel England, TfGM submitted a successful bid to participate in the local authority e-cycle pilot fund along with three other authorities: Sheffield, Leicester and Burton upon Trent, and Luton and Dunstable. This project will build on the national pilot which ended in June 2024 (delivered by Cycling UK), transferring ownership of the scheme to the four local authorities, and will also offer a pilot e-cycle subsidy scheme alongside the loan scheme and try outs. The scheme was launched in October 2024.

## Cycle Training

TfGM offers cycle skills and confidence training for those who live or work within the region. Through private tuition and group courses with qualified instructors, we provide opportunities to learn how to cycle, build confidence on the roads, and undertake repairs to bikes. Table 1 shows the courses that were delivered in 2023-24:

**Table 1: Cycle training courses delivered in 2023-24**

Course type	Description	Attendees
Complete Beginner	Aimed at those who have either never cycled before or are revisiting cycling and are starting over from scratch.	543
Confidence Builder	Aimed at those who can ride a bike a little bit but need to develop their confidence to manoeuvre more effectively or ride one-handed, look behind them, etc; essentially all the skills that are a prerequisite to being able to use the roads safely.	284
Cycling on Quiet Roads	Aimed at the confident off-road or recreational cyclist who may be hesitant about cycling on the road.	86
1-2-1 (including for cargo bikes and Starling Bank Bike Hire bikes)	Aimed at those who feel that they are lacking a little confidence on road and would benefit from some advice and guidance.	221

Course type	Description	Attendees
Family	Aimed at families who would like the skills and knowledge to escort children confidently and safely and cycle together as a family.	41
Basic maintenance	Aimed at those who would like to learn how to look after their bike and carry out simple maintenance.	174
Intermediate maintenance	Aimed at those who have basic knowledge of bike maintenance but want to extend this.	173
On the Move maintenance	Aimed at those who have basic knowledge of bike maintenance but want to learn outside of the classroom.	26
Total		1,548

### **Train the Trainer**

This project supported people to encourage and increase cycling in their local community. The project aimed to train cyclists to coach or train others, to lead rides and to complete basic maintenance checks on bikes. The following courses were delivered in 2023-24:

- Advanced Cycle Maintenance for two volunteers of Horwich Ride Social (a local, social, non-competitive cycling group whose main aim is to encourage anyone to get on a bike)
- Bespoke On the Move maintenance course for nine volunteers of JoyRiders (a group of women who are passionate about cycling and want to get many more women and girls on bikes)
- Emergency First Aid at Work course for two volunteers of JoyRiders

### **Safe Urban Driver (SUD) training**

SUD training is designed for professional HGV, LGV and PCV drivers to help them reduce risks and avoid collisions on the road, particularly in relation to vulnerable road users. A total of 20 courses were delivered to over 180 drivers in 2023-24, funded by the Safer Roads Greater Manchester Partnership. The programme will continue to run until the end of March 2025.

### **Bike Buddy**

The Bike Buddy programme offered disabled people, older aged people and those with long term health conditions the chance to be active through cycling as part of everyday life. The programme aimed to create a long-lasting cycling culture within care and support settings, focussing on giving people the skills, knowledge, and confidence to cycle from their front door or from their care and support setting.

We funded Wheels for All to deliver this innovative programme from April 2022 through to January 2024. Wheels for All partnered with five care organisations to deliver a programme of inclusive ride leader and cycle skills training, one-to-one support and guidance and an

appropriate fleet of adapted cycles. The staff within those organisations are now independently delivering cycling activities to their services users and wider community.

The outputs and outcomes of the programme are set out in Table 2.

**Table 2: Outputs and outcomes of the Bike Buddy programme**

What has happened because of the programme?	Number of people	What does this mean, and what has this achieved?
Individuals accessed the Bike Buddy support service across the regional programmes.	25	Disabled and older aged people have the confidence to be active in their community.
Disabled people completed a journey through the initial Bike Buddy scheme.	5	Disabled, older aged people are enabled to be active on their terms. Oldham Personal Advocacy Limited (OPAL) have been cycling in their community as part of Bike Buddy.
People working in the partnership organisations (staff, carers and volunteers) have taken up cycling off the back of Bike Buddy.	2	Increased ease of opportunities for staff, carers and volunteers, encouraging and enabling those within support networks/organisations to become more active. Staff at OPAL have begun cycling to work.
People have been trained through the Bike Buddy ride leader courses delivered across the regional areas.	6	People have the skills, knowledge and understanding of how to engage and deliver Wheels for All sessions – creating a reliable pool of volunteers to support future sessions.
People involved in the initial programme have continued to cycle beyond the Bike Buddy intervention.	15	The training, mentoring and communications from Wheels for All will inspire and enable people to continue to make journeys. OPAL have made cycling part of their regular activity offerings.
Recruited volunteers have been able to support the participants of the Bike Buddy as ride leaders, 'meeters and greeters', mentors or cycle mechanics.	12	Volunteers have confidence to be active in the community and are valued, and give credibility to the project, enabling increasing numbers of people to be active.



## Recorded Bicycle Thefts in Greater Manchester

Figure 24 shows that the number of recorded bicycle thefts in Greater Manchester has continued to fall since 2020, standing at 2,999 in 2023.

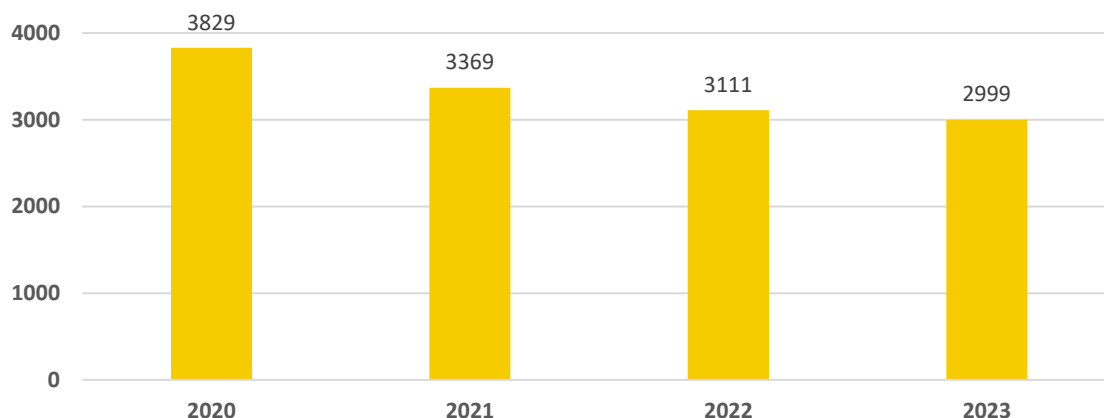


Figure 24: Recorded bicycle thefts in Greater Manchester

Figure 25 shows the location attached to the recorded bicycle thefts in 2022 and 2023.

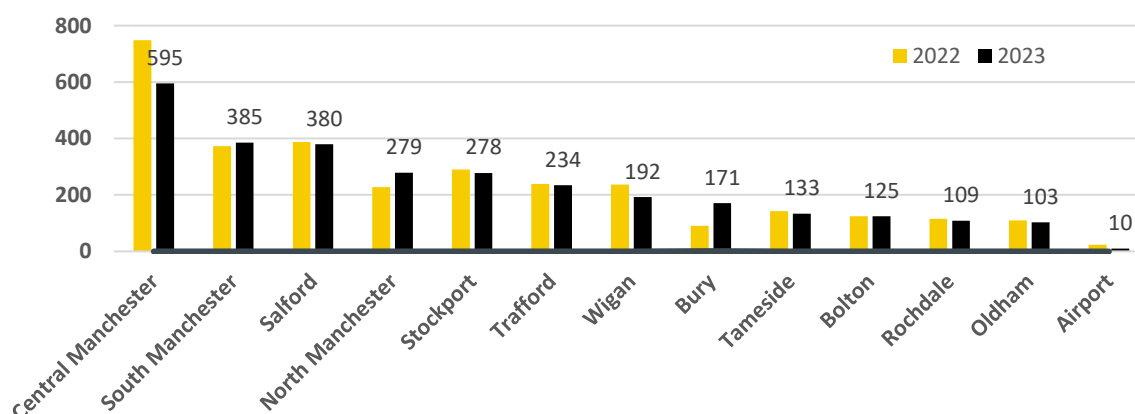


Figure 25: Recorded bicycle thefts in Greater Manchester by location in 2022 and 2023

## Wayfinding

TfGM is currently undertaking a major piece of work to develop, test and adopt a wayfinding package for active travel routes within the Bee Network. A key aspect of Bee Network active travel routes is that they come with a promise of a standard of infrastructure which makes them suitable for an inexperienced cyclist, or any legitimate walking/wheeling user. We are therefore aiming to adopt a wayfinding strategy that will build on existing active travel wayfinding and make it easy to recognise routes which offer Bee Network standard infrastructure. The wayfinding chosen will also need to recognise the value of existing

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connecting infrastructure which does not currently meet standards, but nevertheless can form useful connections for many users. We aim to undertake a trial of a proposed wayfinding approach during 2025.

## Mapping

TfGM publishes two main maps of the active travel network for public use:

- TfGM's ever-popular series of cycle network maps, which are downloadable from the [TfGM website here](#), or available in paper form from TfGM's Travelshops. These show existing cycling infrastructure of a variety of forms and are regularly updated to include the latest constructions.
- The [active travel network vision map here](#) enables users to turn on different layers of projects at differing stages of delivery, from completed schemes through to the long-term network vision to connect to every community.

Work is ongoing to provide integration between the above two maps. It is the intention that a future version of the cycle network maps of existing infrastructure will indicate which routes are already delivered to Bee Network standard.

## Support to Organisations

### **Cycle parking grant (Active Travel Fund complementary measures)**

As part of ATF2, grants up to a maximum of £10,000 were available to support organisations within Greater Manchester to deliver new cycle parking facilities to complement Active Travel Fund schemes across the region. This grant was made available to the NHS, educational settings, housing associations, and small organisations employing 20 staff or less.

A total of 18 schemes were delivered in early 2023-24, creating 231 cycle parking spaces. In total, 1,659 cycle parking spaces were delivered through the programme.

### **Community access grants (Capability Fund)**

This £535,000 grant programme offered grants up to a maximum of £15,000 to help Greater Manchester's small businesses, Voluntary Community and Social Enterprises, education providers and NHS healthcare providers to fund cargo cycle solutions, adaptive cycles and support communities with small-scale projects to facilitate cycling and walking trips in their local area.

The purpose of the programme was to enable organisations to replace or significantly reduce reliance on a motor vehicle; expand and diversify the range and availability of cycles in the community, increasing the opportunity for older and disabled people to cycle; and provide a chance for communities to put in place solutions that address specific needs within their local area.

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Of 78 approved bids, 55 grant projects were completed in 2023-24. These were worth £366,291 and delivered 51 cargo cycle solutions, 17 adaptive cycles, 12 standard cycles and 11 community projects.

### **Cycle parking grants (ATF4)**

Two projects were approved by Active Travel England to deliver cycle parking across the region via ATF4.

With a funding pot of £0.83m, the first of these is supporting schools, small businesses and Voluntary Community and Social Enterprises to install a range of cycle parking facilities that enable and encourage people to travel more by bike. The facilities should be accessible to anyone visiting that location and complement and facilitate use of local cycling infrastructure.

The programme closed to applications on 10 November 2023 with bids totalling more than £1.2m from 144 organisations. Following evaluation, 121 organisations were accepted to receive grants to fund 137 cycle parking projects, which are expected to deliver around 2,584 new and improved cycle parking spaces at key community locations across all ten local authorities. Project delivery started in April 2024.

The second project focuses on the delivery of cycle parking at public transport interchanges supporting an integrated Bee Network. Proposals from both Northern and TfGM's rail team have so far been approved, covering 18 railway stations across the region with delivery expected during 2024-25.

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# Integration with Public Transport

## Local Transport Plan Refresh

Preparation of a Local Transport Plan (LTP) is a statutory requirement of the Local Transport Act 2008. Greater Manchester's LTP describes how we can help achieve the overarching ambitions of the Greater Manchester Strategy by setting out the strategic direction for transport in Greater Manchester and outlining the policies that are needed to help get us there.

Our LTP currently has two key components:

- Greater Manchester Transport Strategy 2040
- Greater Manchester Transport Strategy Delivery Plan (2021-26)

These documents jointly guide planning, funding and decision-making for future transport investment, including prioritisation of the integrated settlement/CRSTS2.

TfGM are responsible for producing the LTP on behalf of GMCA, the local authorities and Mayor, and a refresh of the LTP is currently underway. The refreshed Transport Strategy 2040 document is expected to be available for public consultation in spring 2025, and the new Delivery Plan (2027-32) will set out how the strategy will be delivered and will be subject to consultation in early 2026.

In terms of Active Travel, the policies in the LTP will set the framework for future work on walking and wheeling, cycling, travel choices, streets for all, highway safety, and asset maintenance, among other relevant policy areas.

## Bikes on Trams

In 2023, TfGM commissioned consultants to review the feasibility of bikes on trams and to learn lessons from other light rail and tram networks that permit bikes on board. To study the impact of non-folding bikes and adapted bikes on trams in practice, TfGM undertook a guided pilot during March and April 2024. During the pilot, volunteers took their bikes on board off-peak tram services, on different routes at different times and days of the week. This happened under test conditions with the supervision of the tram operator, Keolis Amey Metrolink (KAM). The trial included adapted bikes used as mobility aids, but also scooters which are not currently permitted on the tram. People with disabilities and people using

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pushchairs were involved in the trial to make sure all access needs were considered when testing the reality of bikes on trams. During the pilot, feedback was collected from the cyclist volunteers and other passengers.

Following this study and the development of an Equality Impact Assessment for the proposed policy change, a report summarising the findings of the research and the guided pilot and subsequent recommendations will be presented to the [Bee Network Committee](#) in late 2024.

## Development Management

### Places for Everyone

The Places for Everyone (PfE) Joint Development Plan Document is a long-term plan of nine Greater Manchester local authorities (Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Tameside, Trafford and Wigan) for jobs, new homes and sustainable growth. On 21 March 2024, the PfE Plan was adopted by each of the nine local authorities and is proposed to cover a timeframe up to 2039. It now forms part of the statutory Development Plan for those nine councils (alongside any saved policies from their existing statutory Development Plans) and will be used in the determination of planning applications.

The active travel agenda is incorporated across the strategic objectives of the adopted PfE Plan, and eight of the ten strategic objectives presented include elements of active travel improvements, for example:

- **Objective 2: Create neighbourhoods of choice.** This includes prioritising sustainable modes of transport to reduce the impact of vehicles on communities.
- **Objective 4: Maximise the potential arising from our national and international assets.** This includes improving sustainable transport and active travel access to these locations.
- **Objective 5: Reduce inequalities and improve prosperity.** Prioritising development in well-connected locations and delivering an inclusive and accessible transport network.
- **Objective 6: Promote the sustainable movement of people, goods and information.** This includes enhancing the existing transport network, ensuring new development is designed to encourage and enable active and sustainable travel, and expanding the transport network to facilitate new areas of sustainable and inclusive growth.
- **Objective 7: Playing our part in ensuring that Greater Manchester is a more resilient and carbon neutral city-region.** This includes promoting sustainable patterns of development that minimise the need to travel and contribute to cleaner air and locating and designing development to reduce car dependency.

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- **Objective 8: Improve the quality of our natural environment and access to green spaces.** This includes improving access to the natural environment and green spaces including parks.
  - **Objective 9: Ensure access to physical and social infrastructure.** This includes ensuring communities and businesses are supported by infrastructure, improving the capacity and network coverage of digital, energy, telecoms, transport and water in key growth locations and ensuring new development is properly served by physical and social infrastructure including schools, health, social care, sports and recreation facilities.
  - **Objective 10: Promote the health and wellbeing of communities.** This includes reducing the health impacts of air pollution through accessibility of sustainable travel such as public transport, cycling and walking.

To make sure active travel provision forms an integral part of new development and that developer-funded active travel infrastructure is integrated with the wider active travel network, we will continue to work with each Local Planning Authority throughout the development management process. This includes: our work aiding the development of Strategic Regeneration Frameworks and Masterplans for large development sites (including the PfE allocations); advising on active travel requirements of proposed development at the pre-application stage; and recommending improvements to submitted planning applications through the planning application consultation process, including ensuring that active travel infrastructure in new development meets the required LTN1/20 standards.

### **Local Plans**

We will continue to work with Stockport Council in the development of their Local Development Plan to make sure that active travel objectives are central to the overall strategy and that active travel provision is a priority requirement of new development. We will also continue to work with the nine PfE local authorities as they produce their Part 2 Local Plans.

## **Walking Action Plan**

Initial discussions have taken place with colleagues across Greater Manchester to seek to progress the Mayoral commitment to promote leisure walking. Plans will be developed in line with the LTP refresh and consideration will be given to overlap between leisure and utility walking.

## **Integrated Ticketing**

The new Bee Network app now includes journey planning for walking, cycling and Starling Bank Bike Hire and more of the Starling Bank Bike Hire functionality will be integrated into the Bee Network app over time. Work has started to determine what elements can be included and in what time frames to align with the bike hire contract.



## Cycle and Travel Hubs

### Cycle hubs

TfGM offers 14 cycle hubs across Greater Manchester, with usage shown in Figure 26. The aim of the hubs is to provide secure cycle parking to remove potential barriers to commuting by bicycle. Smaller district hubs are targeted at shorter distance commuter cyclists (who would not need shower or changing facilities) while larger hubs with showers and lockers are offered in Manchester city centre and Media City. Membership costs from £10 a year for a basic level of access to £200 a year for access to one of the bigger hubs, including access to showers and lockers. Rebranded designs have been developed by the Design team in line with new Bee Network funding. Cycle hubs are currently being reviewed in the light of wider Travel Hub plans which are in development.

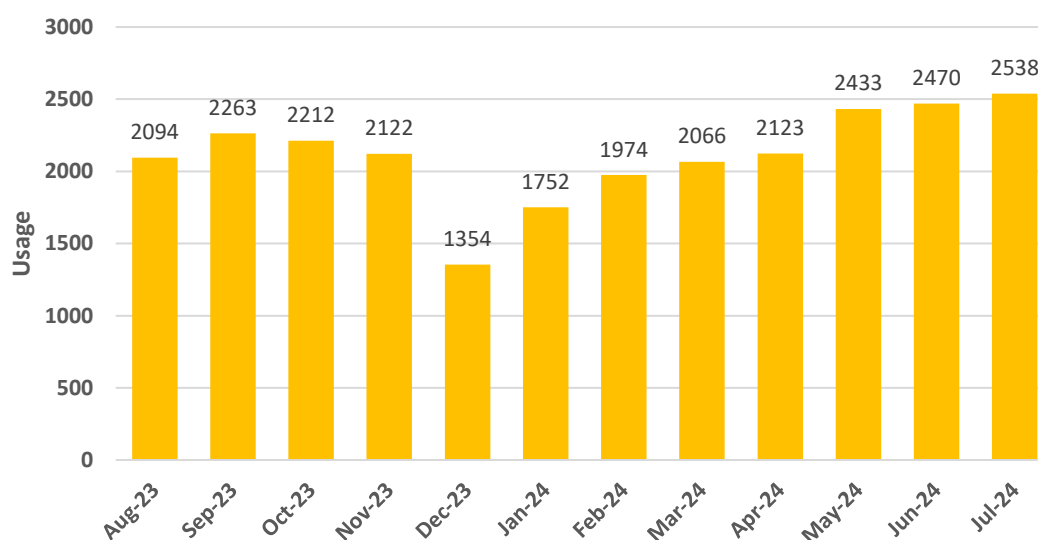


Figure 26: Cycle Hub Usage (per month)

### Travel hubs

The core aim of developing travel hubs is to improve how we access existing and new methods of shared and public transport to encourage sustainable travel choices. Cycling, walking and wheeling are seen as the primary way to access and egress the wider Bee Network. However, some people live beyond the active travel catchment. This is where co-location of buses, park and ride and shared mobility can help to widen the reach of the Bee Network.

Travel hubs throughout Greater Manchester will vary in size and offer different provisions of shared transport options, dependent on the specific location. Some hubs will be in residential areas, featuring just one or two co-located transport methods. Meanwhile, some will be located at public transport stops and larger transport interchanges eg bus and railway stations. Through developing a comprehensive network of travel hubs strategically positioned

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across Greater Manchester, we aim to increase access to both shared mobility and the public transport network and provide an attractive travel option for first and last mile journeys.

### **Bury Metrolink cycle parking**

Improvements were recently made to cycle parking at eight stops along the Bury Metrolink line (Radcliffe, Besses o' th' Barn, Prestwich, Heaton Park, Bowker Vale, Crumpsall, Abraham Moss and Queens Road). Improvements include more spaces, shelters, CCTV and lighting. However, data available suggests very few people are using the cycle parking, with regular spot counts recording very low numbers of cycles parked (between none and four across all eight stops).

The low usage may be partly related to awareness of the cycle parking (36% of people surveyed were not aware of the cycle parking), but it is likely that the low current levels of cycling to access the Bury Metrolink line are likely to be more significant (only 1% of people currently travel to or from the eight stops by cycle, according to the survey). Survey results suggest that usage is unlikely to increase substantially until attitudes towards cycling change: 72% of people surveyed described themselves as 'not a cyclist', 76% do not own a cycle, and 64% say nothing would encourage them to cycle.

Of those who were aware of the cycle parking, over half were unsure whether it has got better or not. This is unsurprising, as people are unlikely to pay much attention to the cycle parking provision if they are not actively considering cycling. Of those who were not unsure about whether the cycle parking had got better or worse, around two in five think it has got better and around three in five think it is about the same overall. Generally, around half think that specific aspects (such as lighting, the location and design of stands, and amount provided) have got better. Comments received in the survey suggest that security of the cycle parking is still a concern for some.

The things that people said would encourage them to cycle to the tram were strongly linked to safety from traffic, with better routes in the surrounding area, better driver behaviour, and less traffic being the most common suggestions. This suggests that until high quality routes to access the Metrolink are delivered as part of the wider network, most people would not consider cycling to the tram stop. However, even if usage is quite low, provision of cycle parking at public transport stops and stations does send out a message that cycling is part of an integrated Bee Network, and that this enabling infrastructure will be ready for increased use in future.

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# Road Danger Reduction

## Vision Zero Greater Manchester

At the beginning of 2024, the Safer Roads Greater Manchester Partnership<sup>3</sup> launched a draft [Vision Zero Strategy](#) and subsequently a draft [Vision Zero Action Plan](#). These plans were endorsed by Greater Manchester's leaders in November 2024.

Our Vision Zero ambition is for Greater Manchester to have zero fatalities and life-changing injuries (FLCIs) on our roads by 2040, while increasing safe, healthy, equitable mobility for all.

In recent years, Greater Manchester has made significant progress in reducing the number of people killed or seriously injured on our roads. However, on average, 1,000 people a year are still being killed or seriously injured each year. This is unacceptable. One death or life-changing injury on our road network is one too many.

There are currently inequalities in road safety, with vulnerable road users and people from deprived communities more likely to be killed or seriously injured. Children, older people and women are more likely to be killed or seriously injured as vulnerable road users. We want our city region to be fairer and improve the quality of life for all.

## Greater Manchester Killed and Seriously Injured (KSI) Road Casualties

For Vision Zero in Greater Manchester, we will start to report on a more detailed level of injury severity, including the life-changing injury breakdown – FLCI casualties, as well as continuing to report on our existing KSI casualty statistics to enable historical comparisons. The data for 2023 is based on the DfT's 'Reported casualties by police force, Great Britain, ten years up to 2023' which was published in September 2024. Casualty statistics are calculated from figures reported by police forces and from data provided by the DfT in 'Reported road casualty statistics in Great Britain: interactive dashboard'.

Figure 27 shows that KSI casualties in Greater Manchester reduced by 6% between 2022 (852) and 2023 (799). If we compare the 2023 figures to the annual average for 2017 to 2019, Greater Manchester achieved a 29% reduction in KSI casualties in 2023 (799 compared to 1127).

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<sup>3</sup> Made up of the GMCA, the ten Greater Manchester local authorities, TfGM, Greater Manchester Police, Greater Manchester Fire and Rescue Service and National Highways

Of the 799 KSI casualties in 2023, 263 (33%) related to pedestrians and 126 (16%) to cyclists. The respective figures for 2022 were 273 (32%) pedestrians and 136 (16%) cyclists.

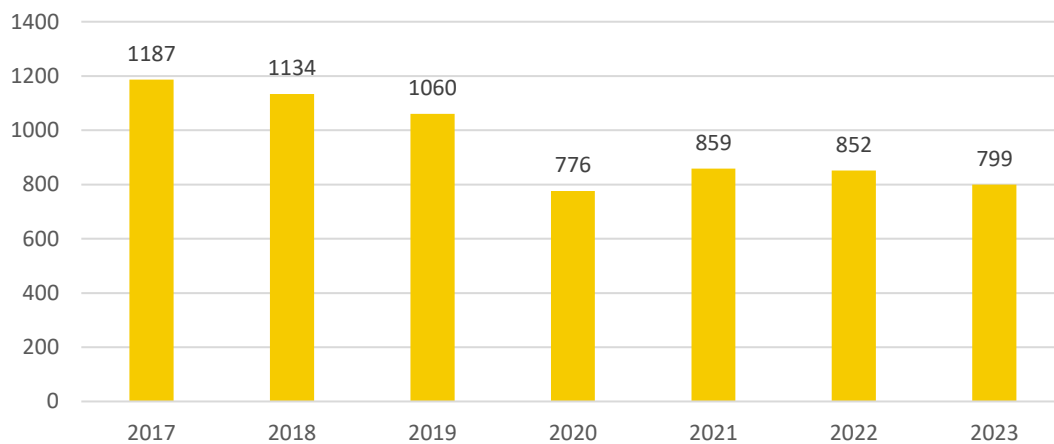


Figure 27: DfT adjusted KSIs – Greater Manchester

## Greater Manchester Fatal Road Casualties

In Greater Manchester there was a 30% reduction in the number of fatal casualties in 2023 (45) compared to 2022 (64) – see Figure 28. In 2023 there was a 17% decrease in fatalities in Greater Manchester (45) when compared to 2017 to 2019 average (54).

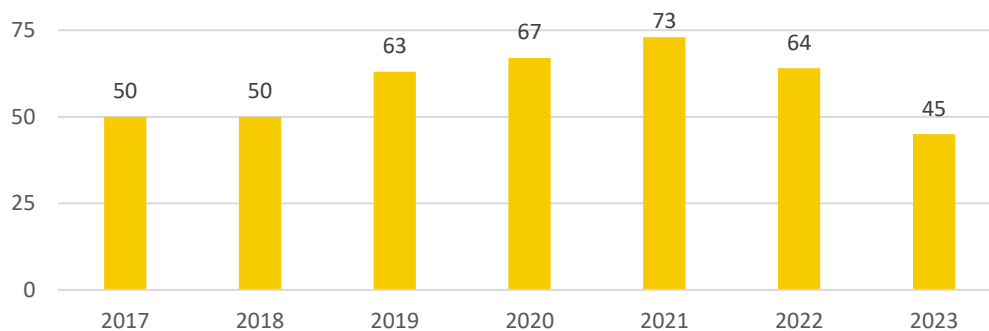


Figure 28: Greater Manchester Fatal Casualties

In 2023 there were 21 pedestrian fatalities and four cyclist fatalities, with the corresponding numbers for 2022 being 25 and five.

## Education, Training and Publicity

### Road safety campaigns

Safer Roads run thought provoking campaigns throughout the year in a bid to change road user attitudes and behaviours. Over the past year campaigns that have launched include Last Steps, Your Car Can't Say No – Don't Drink/Drug Drive, Seatbelts and Distractions. Upcoming

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campaigns are Darker Nights and Christmas Don't Drink/Drug Drive, with more to follow in 2025.

### **School road safety champions**

Following on from the successful delivery of road safety champion boxes to every primary school within Greater Manchester, 15 schools have taken up the offer of receiving school safety parking signs to use outside school to remind parents and carers to 'slow down' and 'no parking' near schools.

### **Improving the education of drivers for in-car child seat safety**

Safer Roads continue to join partnership with Good Egg Safety to deliver 11 In-Car Safety Clinics throughout Greater Manchester during the summer. The free in-car child seat checks were offered to drivers to check that child seats are correctly fitted, and the seat is correct for the child. Findings found improvements in correct fitment and reduction in overall errors when compared to 2023. Further research will be undertaken with retailers in Greater Manchester to obtain reassurance that correct detailed information is being given to buyers.

### **BikeSafe, Biker Down and 2 Wheels GM**

BikeSafe, Biker Down and 2 Wheels GM are motorcycle initiatives, delivered in partnership with Safer Roads, Greater Manchester Police and Greater Manchester Fire and Rescue Service. They aim to reduce the risk on our roads for motorcyclists, who are defined as a high-risk group. The initiatives include: the provision of training and resources to motorcyclists; working with stakeholders to identify improvement; sharing of intelligence; and attending targeted locations and events with education interactions and key messages for engagement.

## **Safety Camera Project**

The Greater Manchester safety camera project is supported by funding from the Mayor's Challenge Fund and Safer Roads Greater Manchester. This project will replace 144 existing safety camera locations with the latest enforcement technology, with improvements such as bi-directional vision and 24/7 enforcement capability. As of August 2024, 88 locations have been replaced with non-invasive ANPR-based spot speed safety cameras, with the remaining three existing spot speed locations waiting for the council to clear the vegetation before they can be installed. The remaining 53 existing safety camera locations are in the process of being replaced with 25 average speed safety camera systems along the same roads. These will be used to enforce safe speeds along a full route.

## **New Technology Trials**

State of the art cameras which can automatically detect drivers using mobile phones behind the wheel or not wearing a seat belt were trialled in Greater Manchester in September 2024. The new 'Heads-Up' technology from Acusensus captures footage of passing vehicles before the images are processed using artificial intelligence (AI) to detect potential offending

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drivers. This trial will help to understand how many drivers still choose to break the law and this data will be used to refine future campaigns aiming to improve compliance.

## **Operation Snap and Operation Wolverine**

Operation Snap is Greater Manchester Police's ongoing campaign to encourage all road users to show each other consideration. Through Operation Snap, Greater Manchester Police has responded to increasing demand for submission of video evidence relating to driving/moving traffic offences. Between November 2023 and April 2024, 2,430 reports were submitted, which was a 12% increase on the same period in the previous 12 months. Over 1,500 of the reports received a positive outcome via either the central ticket office or warning letter.

Operation Wolverine, a constant proactive operation, is helping Greater Manchester Police to make Greater Manchester safer and reduce the number of serious and fatal collisions on our motorways and roads. Some 10,990 vehicles were seized in 2023, recovering over £2.2m.

Operation Wolverine, which gives officers the power to seize uninsured vehicles, and those driven without the correct licence. Automatic Number Plate Recognition cameras play a key role in Operation Wolverine. If a vehicle has been seized, drivers have 14 days to prove satisfactory ownership and provide a legitimate insurance for the vehicle. Should the vehicle not be recovered by the owner they are auctioned, with the proceeds being re-invested back into policing and towards community projects that help prevent and tackle crime throughout Greater Manchester.



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# Providing Access to Everyone

## Streets for All Design Guide

The [Greater Manchester Streets for All Design Guide](#) was adopted by the GMCA in December 2023. The guide supports street design across the region and is an essential tool in achieving our vision for streets. It sets the standard for how our streets and public spaces will look, feel and function in the years ahead. The guide informs designs, with the aim of ensuring they are safe and accessible for all, as well as greener and more comfortable places to be.



It also supports the delivery of the Bee Network – Greater Manchester’s vision for a fully-integrated, London-style public transport network – by improving reliability and journey times for public transport and enabling better walking and wheeling access to bus and Metrolink stops.

The guide is an important tool for everyone involved, or with an interest, in the improvement of existing and development of new streets and places in Greater Manchester. It was co-developed by TfGM together with the ten Greater Manchester local authorities, with input from a wide range of stakeholders.

The guide brings together existing national and local standards and guidance to set out design and infrastructure options and showcase best practice. In doing so, the guide supports the delivery of buildable, maintainable and value-for-money highway and street schemes across the region that are attractive, safe and welcoming places for anyone and everyone. The guide recognises the many roles of our streets, as places we live, socialise, spend time, play, visit, wait for a bus, park vehicles, as well as travel through. It supports designers to achieve a better balance between these roles, make best use of limited street space and balance competing demands.

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The Streets for All Design Check was launched in March 2024 and is a tool to assess how existing streets, and proposed changes to streets, perform against the design principles and requirements set out in Greater Manchester's Streets for All Design Guide. It brings together a range of items to consider when analysing, designing, operating and maintaining our streets, highlighting what matters most for street design in Greater Manchester. The results are a visual representation of the benefits of a scheme and can be used as a communication tool as part of engagement on the scheme.

The health results show how a proposed scheme could affect the health of people using the street. Health results show groups of people who might benefit most from good street design, eg children and people with mobility impairments. They also show how this can benefit people's health in different ways, eg improvements to mental health and reduction of risks from pollution and noise. The benefits of good street design are not limited to these groups of people or health outcomes, but these categories have been shown in medical studies to be particularly affected by street design considerations covered in the metrics. People may belong to more than one group, for example, public transport users can include people of all ages and needs.

## **Greater Manchester Access Control Policy**

Abuse of off-road active travel routes by motorbikes and other powered vehicles has historically led to the installation of many access control barriers designed to prevent access by these illegitimate users. Unfortunately, it is usually physically impossible to exclude motorcycles without also excluding many legitimate users. Use of any access control barriers on new off-road active travel infrastructure in Greater Manchester will therefore usually be limited to those locations where there is concern about abuse by cars or other four-wheeled motorised vehicles, and must have clear, specific, local justification. We use additional minimum clearances developed through extensive testing of a variety of non-standard cycles for any proposed access control barriers which are proposed to be used on Bee Network routes, to ensure access for all legitimate users.

In 2025, we will be exploring options for developing a Greater Manchester Access Control Policy, with the aim of setting out our approach to access controls, where they may be necessary or appropriate, and what solutions are acceptable.

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# Communications, Engagement and Activation

## Cycle and Stride for Active Lives Programme

Through the Cycle and Stride for Active Lives project, funded by London Marathon Foundation (LMF), we work with community organisations to deliver a range of cycling, walking and wheeling activities for local communities across Greater Manchester.

Overall, 65 groups have been engaged through the project, with 33 new community groups introduced onto the scheme in summer 2023. These include disability centres, a school, faith groups, charities and grassroots organisations. Over 12,000 people have benefitted from participation in a Cycle and Stride funded activity.

Groups engaged in the programme could apply for grant funding up to £10,000. A total of 45 grants were paid during the 2023-24 financial year (£348,910 in total). Groups benefitted from extra training to support them in delivering current and future activities, including walk leader, ride leader, City & Guilds maintenance and first aid training. 124 community champions have been trained. Through the project, 4,800 people have also participated in led walks or rides. Cycle and Stride groups also benefitted from wider support, included bespoke events and maps which were provided by TfGM.

The project completed in September 2024, and a full evaluation of the project will be available in January 2025.

## Scheme Activation

Activation covers a wide range of activity designed to increase awareness of the chance to travel actively (as well as the benefits) and to enable behaviour change through interventions tailored to individual audiences.

All MCF infrastructure schemes have an activation plan to encourage and enable residents, commuters, and visitors to use the new cycling and walking provision and offer practical support that aims to remove potential barriers. Scheme activation is delivered by TfGM, local authorities and partner organisations who meet regularly to share ideas and good practice. Examples of where TfGM has delivered activity include:

### Bury

In Bury, TfGM and the Bury Council activation delivery team work together to deliver activities such as:

- 
- A scheme launch event held in July 2023 with second-hand bike sales, ride leaders and a Dr Bike session, as well as attendance from other council partners
  - Installing floor markers with carbon and active travel messaging around a new junction, to highlight new walking routes
  - Focus groups and led walks held with nearby St Gabriel's High School, which led to further interventions being delivered in school by local outdoor education charity The Sunnywood Project
  - Working with Heaton Park Primary School to improve road safety and increase active travel, including a pupil-designed poster competition, and 12 months' funding for the Living Streets WOW Travel Tracker. This model has attracted interest from local councillors who have offered their discretionary funding to fund schools outside of the activation area

## **Oldham**

Construction on the Chadderton scheme in Oldham completed in August 2023. TfGM developed and are delivering the activation plan for this scheme. Activation around Chadderton started in September 2023, with a launch event held at the Crossley Centre with 50 people engaged. It included a Dr Bike, balance bikes, Nordic walking and other activities available to the public. The led walk around the area was particularly popular with participants.

School activation is a particular focus of the plan. There are five primary schools and two secondary schools in the area, totalling nearly 5,000 pupils. Working with Oldham Council, we met with both secondary schools and three of the primary schools to explain our objectives and understand their needs. Following this, four primary schools were allocated £2,000 and two secondary schools £3,000 to deliver activation activities. These activities range from temporary bollards to address anti-social and pavement parking, to designing banners for outside school, to big cycling events held after school.

We have recently developed a business support package which aims to train walk champions and leaders within businesses, who can then in turn support their colleagues to do more walking.

Community led walks have also been arranged and ran throughout the summer.

## **Rochdale**

We have been supporting and advising Rochdale Council's in-house officer, employed in September 2023 to deliver the activation activities for the flagship Castleton Scheme. This has helped form a good partnership where best practice and networks are shared.

Construction on phase 1 completed in February 2024.

A launch event was held at St Edward's School in March, with 119 people taking part.

Activities included:

- 
- A pump track and skills course with pool bikes and helmets provided
  - A Dr Bike session
  - Scoot leaders ran sessions on the playground

In addition, the council's leisure provider's staff have been trained in Balanceability (for balance bikes) and Scootability (for scooters) delivery and frequently deliver to schools. This is a good example of using activation budgets to train staff, so they have a wider, more sustainable impact in an area. The four local primary schools are benefitting from these leaders, and during a visit from Dame Sarah Storey in March 2024 some pupils scooted and cycled along the new infrastructure to the community centre.

### **Trafford**

Since August, we have been working with Trafford Council to co-deliver the Talbot Road Activation plan. A newly formed activation working group has been proactive, setting up a wider stakeholder steering group using existing networks within the council. The group were involved in the decision-making process on what activation should be delivered.

In March 2024, in partnership with Intelligent Health, the 'Beat the Street' programme took place in the area surrounding the Talbot Road scheme. This four-week project encouraged walking and active travel through an interactive game taking place across streets and open spaces. Children in local primary and secondary schools were issued contactless smart cards or downloaded an app which were used to touch against temporary 'beat boxes' – small electronic devices attached to lighting columns on footways and in parks, to record their presence in that location. Children and families were encouraged to walk or cycle between the 30 different beat boxes in an interactive treasure hunt over the four-week period to find and 'touch in' at as many beat boxes as possible.

- The project recorded 5,465 unique individual players, of whom 55% were adults and 45% children
- The scheme was particularly effective at encouraging active travel among minorities, with 48% of those signing up to take part self-identifying as being from a non-white-British background
- Sign-up rates at several schools in the gameplay area were nearly 150% of number of pupils

Other initiatives which have been delivered through the activation include:

- the purchase of a cargo bike for Friends of Longford Park
- a series of led walks with funding provided to Lancashire Cricket Foundation to conduct ten led walks commencing in May 2024

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## **Bee Network crossings programme**

Six councils will receive Bee Network crossings as part of the phase 3 programme: Bolton, Salford, Stockport, Tameside, Trafford, and Rochdale. The Trafford and Rochdale locations have been chosen as priorities for activation due to a high number of potential schools, community groups and organisations in these areas who can be engaged. Stockport Council will deliver their own activation and Salford City Council plan to fund activation from an alternative budget.

## **Walking and wheeling at signalised junctions programme (ATF4)**

This project consists of seven new and upgraded crossings across six local authorities (Bolton, Bury, Manchester, Oldham, Wigan and Tameside), each one of which has been researched and designed by a different apprentice engineer. In spring 2024, we worked with several of the apprentices who have showed interest in learning more about the activation process. An activation plan for each of the seven crossing projects was developed and delivered in summer 2024.

## **Activation roadshows**

Mosodi were appointed to deliver a programme of events to engage with a range of audiences across Greater Manchester. These are delivered as Active Travel Roadshows and are used to promote the range of support available from TfGM and partners to cycle, wheel and walk more often.

Mosodi delivered 33 roadshows in 2023-24 and engaged with about 5,400 attendees. Events attended include the Three Sisters Cycle event in Wigan, Trafford Live and Bolton Food and Drink festival, as well as specific events to support new active travel schemes. Since March 2024, a further 23 events were delivered, reaching 7013 people.

## **Love to Ride**

Love to Ride is an 'always-on' year-round intervention where people who sign up set personal goals and receive personalised support and encouragement messages via email and online via a website. Registrants can also take part in a number of challenges over the year. During months when there aren't promotional focused campaigns, the intervention continues to send supportive messages and uses marketing and communications themes to encourage continued cycling. These are delivered directly via email, via the website and via workplaces and employers. As a social norm approach, Love to Ride targets engagement primarily with organisations and businesses, encouraging them to create 'cycling communities' who support and encourage each other and create a more cycle-friendly culture within an organisation or business.

TfGM has been funding Love to Ride in Greater Manchester since 2020. There are four main annual challenges for participants: Ride Anywhere Week (March), Bike Month (May), Cycle September and Winter Wheelers (December). The latest data for Bike Month 2024 is



detailed below. This year, Bike Month focused on promoting the new Love to Ride app, which aims to make ride logging easy with its auto logging feature. It also emphasised a new Rate My Routes feature, which enables riders to provide feedback on their routes and help make their area better for cycling.

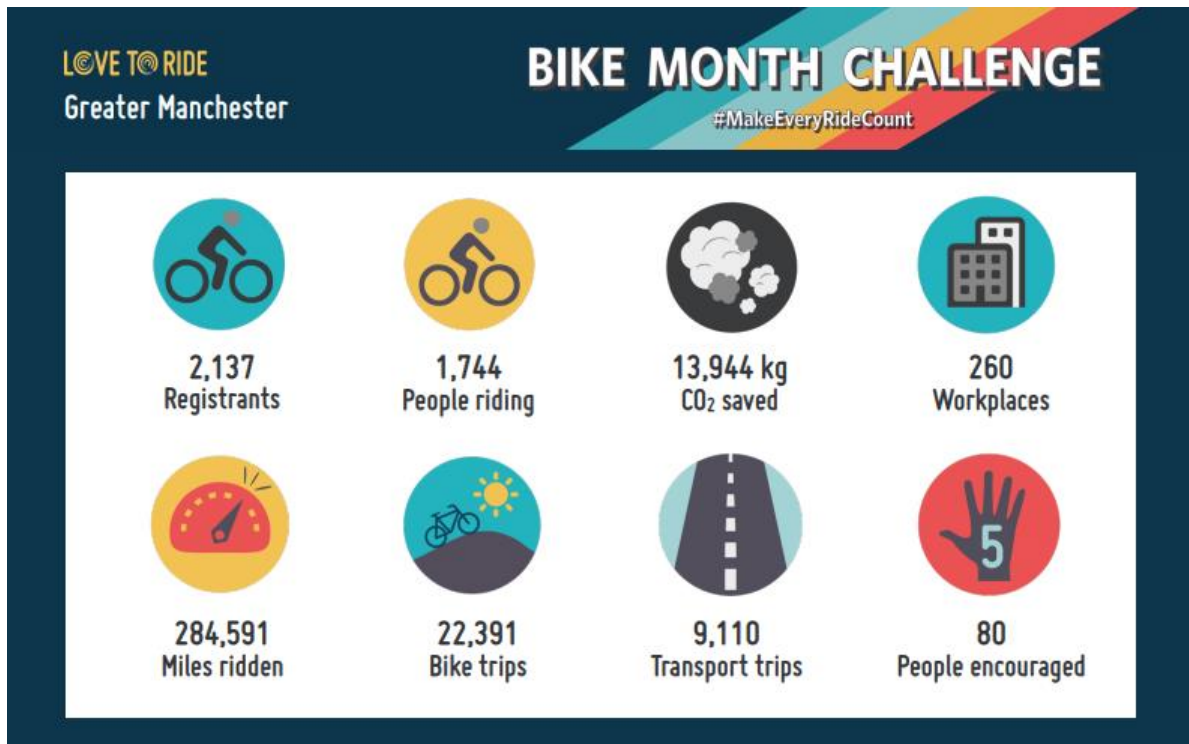


Figure 29: Bike Month 2024 statistics

## Business Engagement

Active travel remains a thread through all of TfGM’s business engagement. Insight gathered from businesses across Greater Manchester highlights that availability and quality of infrastructure are their principal concerns.

During financial year 2023/24, TfGM established a Business Transport Advisory Council made up of business leaders from across the city region. The Council focusses on strategic transport issues and provides advice and challenge from a business perspective. In setting out their most important topics to examine, active travel was chosen and formed the basis of a subsequent meeting.

We continue to feature active travel support and advice on our online business portal and engage with a range of organisations, including local authorities, the NHS and private sector firms to encourage improved active travel access for employees.

# Marketing and Communications

The number of recipients of the TfGM Bee Active quarterly newsletter has continued to grow, seeing an increase each summer in each of the last two years, with 2024 being 11.5% higher than summer 2022 at 32,670 (see Figure 30).

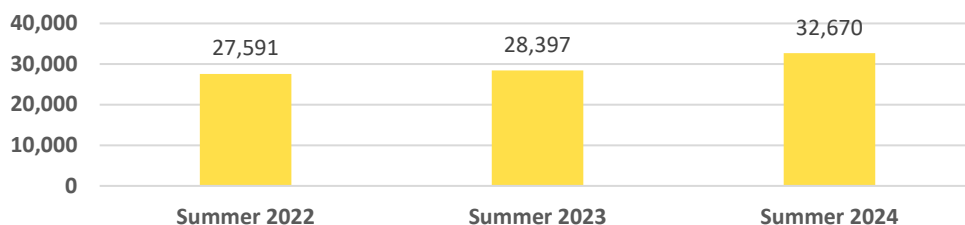


Figure 30: Recipients of the TfGM Bee Active Newsletter

Key marketing, communications and engagement activity delivered by or on behalf of TfGM in support of active travel from April 2023 is set out below.

## It's Your Move: May to September 2023

The **It's Your Move** campaign supported the wider work of the TfGM Active Travel team by addressing a broad audience of both men and women, to encourage as many people as possible to take up and continue active travel habits – in particular, for shorter journeys. The campaign focused on general awareness of adults travelling across the region.

### It's Your Move content examples

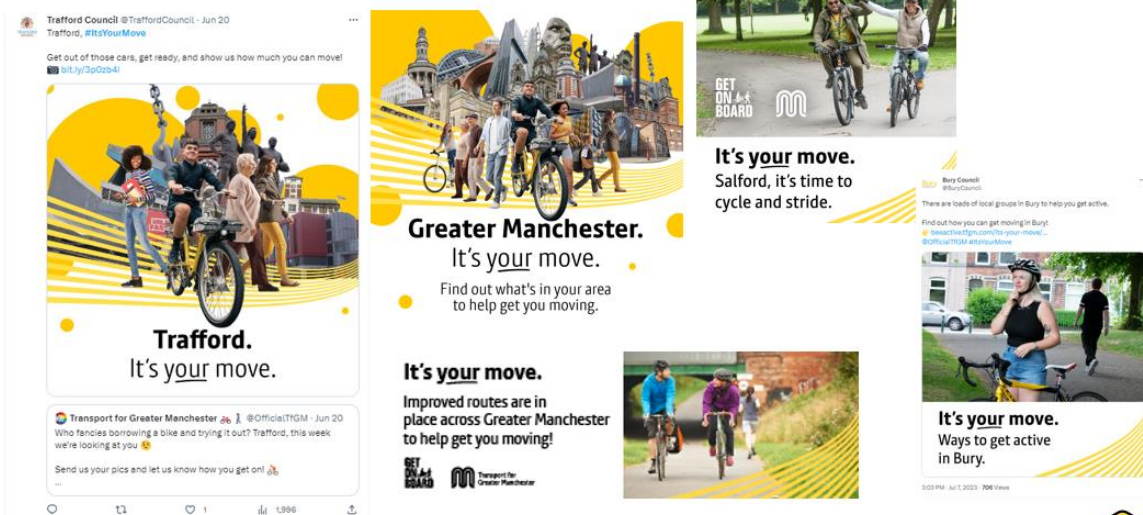


Figure 31: It's Your Move content examples

It's Your Move was run as a borough-by-borough campaign over two phases:

- Phase 1: 15 May to 23 July
- Phase 2: 31 July to 10 September

The campaign set out to:

1. Promote the benefits of walking, cycling or wheeling more, by raising general awareness of what people could find in their own Greater Manchester borough
2. Drive people towards TfGM's campaign website page – encouraging cycle course sign ups/use of Greater Manchester active travel interventions

### **Objective 1: raising awareness of cycling and walking**

The campaign exceeded expectations and generated over 20 million opportunities for people to see or hear the benefits of active travel, along with interventions and routes on their doorstep. This reach was across multiple channels, such as paid and organic social, partner engagement, press and digital screens.

### **Objective 2: driving people towards TfGM's website**

TfGM set a goal of 4,662 page views for It's Your Move – based on traffic achieved for a previous campaign, 10 for 10. The It's Your Move campaign was successful in delivering 23,800 pageviews, significantly higher numbers than 10 for 10, with more visits to the website than expected.

**The number of people booking on to group cycle courses in 2023 is notably higher than in 2022.** Group courses include: Complete Beginner, Confidence Builder, Quiet Roads, Basic Maintenance, Intermediate Maintenance, On the Move.

**May to July 2023 showed a noticeably higher sign-up rate in 'on demand' courses compared to the same period last year.** On demand courses include: 1-2-1, Family, Starling Bank Bk (and formerly Cargoroo).

### **Get on Board: March to May 2023**

Get on Board was TfGM's first integrated marketing and communications campaign to promote multiple methods across public transport and active travel. The spring 2023 campaign ran for eight weeks across multiple channels including social media, paid media, press and network displays. It included the real-life case study of Kath, who cycles around Greater Manchester after her children bought her a bike.



**“One Christmas my children bought me a bicycle. We've never looked back.”**

**Figure 32: Get on Board active travel case study example**

## Overview

- Over 120,000 pageviews of the tickets and passes webpage
- Organic social posts exceeded TfGM's benchmark with over 113,000 impressions across the whole campaign period
- 6,300 pageviews of the cycle hire webpage and 3,200 pageviews of the Bee Active webpages
- On digital display, active travel ads exceeded the benchmark with over 1.1 million impressions and a 0.77% click-through rate (the benchmark was 1 million impressions and a 0.3% click-through rate)

### Get on Board: December 2023 to January 2024

The objective was to promote the first and last mile of active travel – walking, cycling and wheeling – as part of multi-modal journeys using public transport. Active travel assets were pushed out across various channels (radio, social, paid, owned).

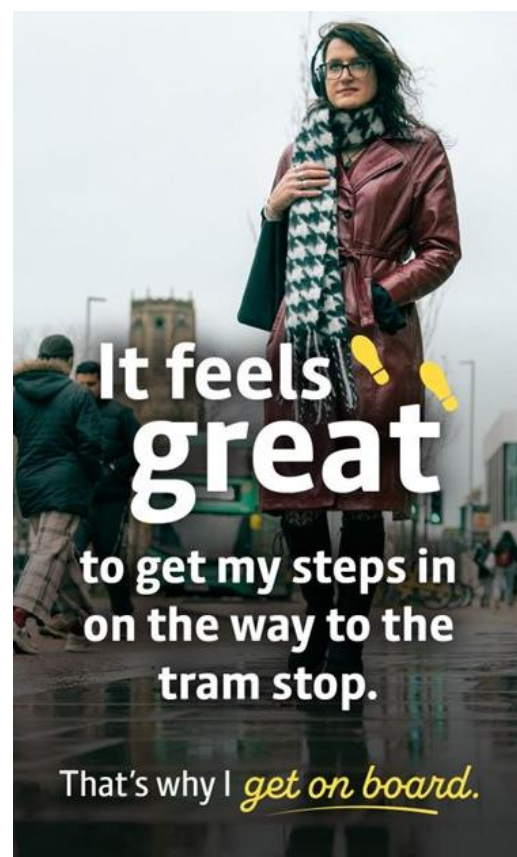
This execution (right) performed best as most relatable, with an accurate reflection of Greater Manchester and being wrapped up when it's cold.

On assessing the impact:

- 48% of people are likely to think about walking, cycling or wheeling after seeing or hearing these specific comms messages
- Overall, 58% found active travel adverts 'informative' and 55% thought they were reflective of Greater Manchester, with 45% finding them 'motivating'
- Almost a third claim that they are likely to walk, cycle or wheel more, with 21% wanting to find out more information

The reach and engagement achieved across the different platforms is summarised below.

- Social: Active travel content focused on walking, cycling and cycle hire and reached 36,700 impressions, which was higher than target at 19,600
- Radio: Active travel radio ad was on Greatest Hits and Hits radio, with a combined reach of 294,865 listeners
- Digital audio: Active travel specific ad went out on Spotify, resulting in more than 174,000 impressions



- Paid media: Active travel specific digital display and paid social went out and reached 545,000 people and 2,771 clicks to the website
- Website: Total of 4,290 pageviews on the Bee Active homepage, beating target of 1,405

## Bike Hire

Marketing and communications related to bike hire is summarised below.

### Student minutes bundle promotion: September 2023

Students are an important audience for cycle hire, which is why activity was launched to promote the scheme to students returning after the summer break. There was a promotion of the 50% discount on minute bundles on 30 September targeting new students in Greater Manchester. The promotion used organic social media and Beryl e-mail and in-app notifications. It led to:

- 319 redeemed discounted minute bundles
- £2,437.50 revenue generated
- +5% increase in minute bundles usage

During August and September 2023, we had 4,032 users on the cycle hire webpage. 1,814 of those users clicked the link to download the Beryl app (45%) and the majority of pageviews have come from Google search (4,624).

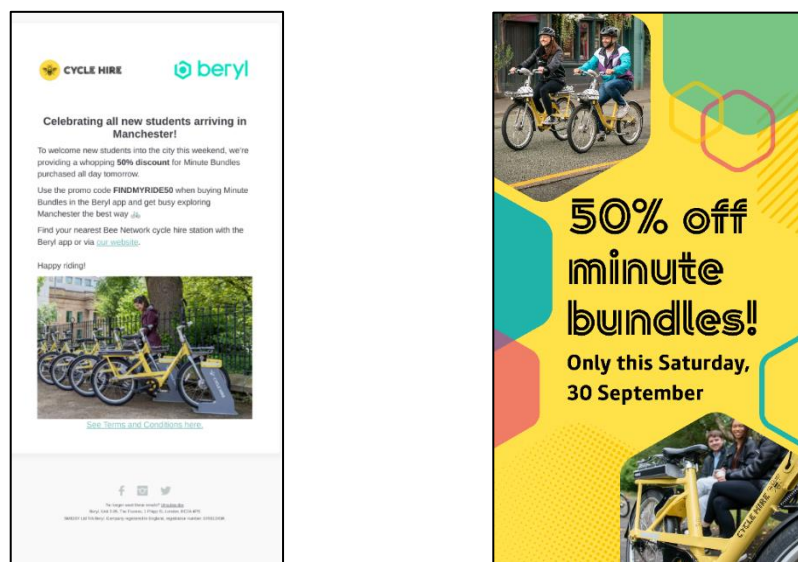


Figure 33: Student Minutes Bundle Promotion materials

### Starling Bank sponsor reveal: January 2024

In January, the Starling Bank sponsorship of the bike hire scheme was announced. The Starling Bank Bikes media announcement resulted in seven pieces of coverage in local news



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and business titles including Sale and Altrincham Messenger, Prolific North, Business Desk and Fintech Times.

TfGM hosted a closed photo opportunity with the Greater Manchester Mayor, Active Travel Commissioner, Starling Bank and TfGM representatives with newly branded bikes in St Peter's Square, followed by press releases issued to regional news outlets as well as trade and fintech titles (via Starling).

To support the announcement of Starling Bank as sponsors of the cycle hire scheme, two rounds of social media content were published on 31 January: sharing the PR with announcement details to X, LinkedIn and Instagram stories, followed by a promotional video filmed by the social team that went out on Facebook, Instagram, TikTok and YouTube.



Figure 34: Starling Bank Bikes sponsorship launch

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# Partner Delivery

Many other organisations are helping drive forward behaviour change in Greater Manchester. Some examples of this work are included in this section.

## Living Streets

### Walk to School Outreach

The Walk to School Outreach 2023-24 project was delivered by Living Streets in partnership with five combined authority partners and 13 local authorities, funded by Active Travel England. The project supports the government target of 55% of children walking to school by 2025. In partnership with TfGM, 67 Greater Manchester schools were supported to deliver WOW – the walk to school challenge. WOW is a pupil-led initiative, where children self-report how they get to school every day using the interactive WOW Travel Tracker. Active journeys are rewarded with a collectable monthly badge. Dedicated coordinator support was provided to all schools, including assemblies, WOW Ambassador training and interschool competitions. Over 600,000 journeys were logged on the WOW Travel Tracker and the project resulted in 11.4 percentage point modal shift to walking and wheeling all the way in participating Greater Manchester schools.

## Sustrans

### Walking and Cycling Index

Sustrans worked with TfGM to prepare and launch the 2023 Greater Manchester Walking and Cycling Index,<sup>4</sup> part of the UK's biggest study of walking, wheeling and cycling. The 2023 report was launched in March 2024. The Index, formerly known as Bike Life, is published every two years and was first published in 2015.

### Fallowfield Loop improvements

Sustrans own and manage the Fallowfield Loop, a key piece of off-road infrastructure. Sustrans has worked in partnership with Manchester City Council to deliver improvements along the route, including widening, tree root bump treatment and access control redesign.

### Route development

Sustrans has funded development work to progress the delivery of an accessible route between Bolton and Bury. The designs propose the installation of a new crossing, opening up an unusable stretch of bridleway, the redesign of access control barriers, and enhancements to existing footways and crossing points. The project means the scheme is shovel ready and can be delivered when funding is available.

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<sup>4</sup> [Greater Manchester Walking and Cycling Index – Sustrans.org.uk](https://www.sustrans.org.uk/greater-manchester-walking-and-cycling-index)  
Active Travel in Greater Manchester Annual Report – 2024



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## **National Cycle Network volunteer activity**

Sustrans manages and supports teams of volunteers on parts of the National Cycle Network, like the Fallowfield Loop, who carry out and help with a range of essential tasks, including litter picking and vegetation management.

## **Cycling UK**

Cycling UK continues to have a large active presence across Greater Manchester, delivering multiple behaviour change programmes. Their Big Bike Revival has been successfully delivered again this year.

### **Cycling UK Big Bike Revival**

Cycling UK's Big Bike Revival 2024 fund has distributed 14 grants to 13 Manchester-based groups to deliver entry level cycling opportunities to adults. Over £47,500 was given to Manchester groups; this includes a contribution of £11,000 from Manchester Active's Place Partnership. The fund has now closed for this year.

Programme delivery runs up until the end of October 2024, with these figures to date:

- 1,279 attendances at Big Bike Revival events across Manchester. Events include led rides, learn to ride and bike maintenance
- 197 events held across Manchester
- 13 delivery partners delivering events in the Manchester city area

### **Inclusive Cycling Experience**

The new Inclusive Cycling Experience programme provides cycling sessions using bikes and non-standard cycles for disabled people across Greater Manchester. It delivers skills and confidence sessions to help people gain experience using these cycles. It also offers loans for people to use the cycles away from the hubs, with loan periods ranging from a few hours up to a month, to make sure everyone can participate.

From the hubs in Salford, Manchester Bike Kitchen and Hyde Park in Tameside, Cycling UK are delivering sessions most days of the week. Their fleet consists of 24 diverse cycles, including trikes, recumbents, and bikes with adaptations to suit a range of needs. This variety ensures that everyone can find a cycle that suits them. Since the hubs have been operational, they have successfully delivered sessions to 86 participants and provided six loans in just a few weeks.

The programme is open to disabled adults over the age of 16 who experience physical, sensory, mental health, or age-related impairments. They provide adapted cycles and supportive training to enable everyone to travel actively. They also have spare cycles available for parents, carers, or companions to join in.

# Greater Manchester Moving

## Greater Manchester walking and wheeling grants

From October 2023 to March 2024, the fourth round of the Greater Manchester walking and wheeling fund distributed £95,000 through GM Moving and the ten local authorities. The grants aim to help build capacity, capability and confidence to walk more among community organisations and target groups, including people with disabilities or long-term health conditions, people from diverse ethnic backgrounds, and people from lower socio-economic groups. There was also a focus on projects with explicit links to the health and care system to support better health outcomes for people.

Thirty-eight community groups and organisations across Greater Manchester working to improve the health and wellbeing of inactive and less active communities through walking received a total of £95,000 via grants of up to £5000, and an additional 93 organisations applied but could not be funded. There were 1,029 people who benefitted, of which 508 had not previously been involved with the funded organisations.

## Narrowing of inequalities in activity levels in Greater Manchester

As part of the legacy of the Right to the Streets project, which explored how we create the conditions for women and girls to feel safe moving around their local area, GM Moving has been facilitating workshops with the Right to the Streets card deck. The sessions help us to explore gendered issues for our communities, imagining the world free from the problems many face, and drawing up actions and commitments that can help us get there. These sessions have included planners, designers, engineers and project managers from GMCA, TfGM, and WSP.

## Walking Festival: May 2024

Coordinated through GM Moving, the annual GM Walking Festival is held during national walking month each May. It is a curated set of free group walks and walking-based activities, designed, delivered and promoted by a range of organisations for their communities. It celebrates the benefits of walking and provides a chance to raise awareness of regular walking to contribute to personal, community or system outcomes.

Figure 35 shows the number of walks offered in 2024 by provider. There were 359 in 2024 which compares with 299 in 2023.

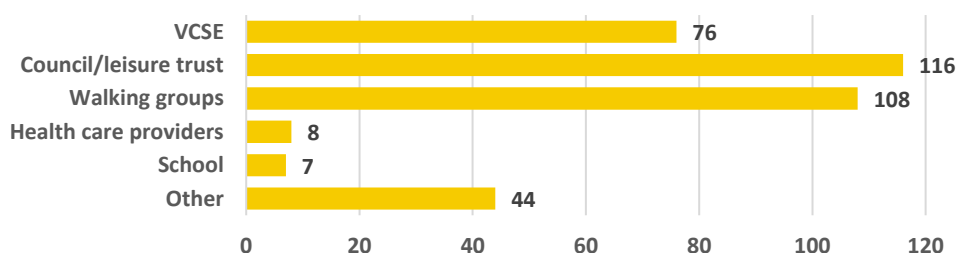


Figure 35: Number of walks by sector

Figure 36 shows the number and diversity of organisations involved in 2024: 140 organisations in 2024, which is up from 124 in 2023. Over half of those organisations reported that they were new to the festival, which suggests that there is an increase in people taking part who are new to the walking festival. It is estimated that over 6,600 people took part in the festival during May 2024.

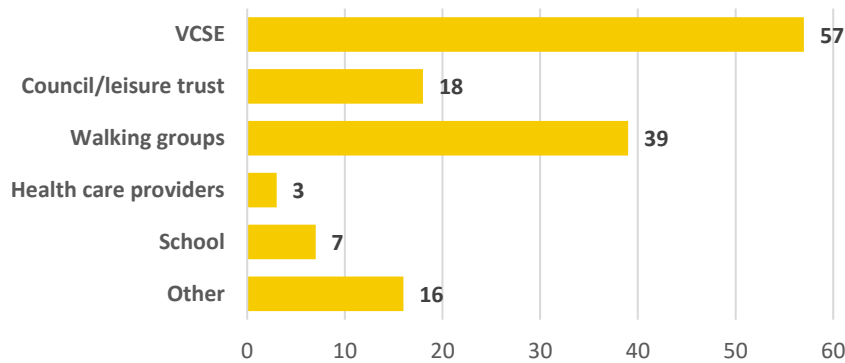


Figure 36: Number of unique organisations by sector

The growth and diversification of groups offering walks was supported by a small grants fund of £100 for new organisations, as well as a targeted social media campaign and an improved user experience on the website. Posters with health messages and general promotion were also printed and distributed in 2024. This is the first time physical assets have been produced since 2018.

### System maturity

GM Moving works to create the system conditions for change towards active lives for all. Each year, partners across the system are asked to what extent each of the five evidence-based indicators for enabling change are in place in their work. Progress against these enablers towards a maturity level of seven is one of the indicators of progress towards the shared mission.

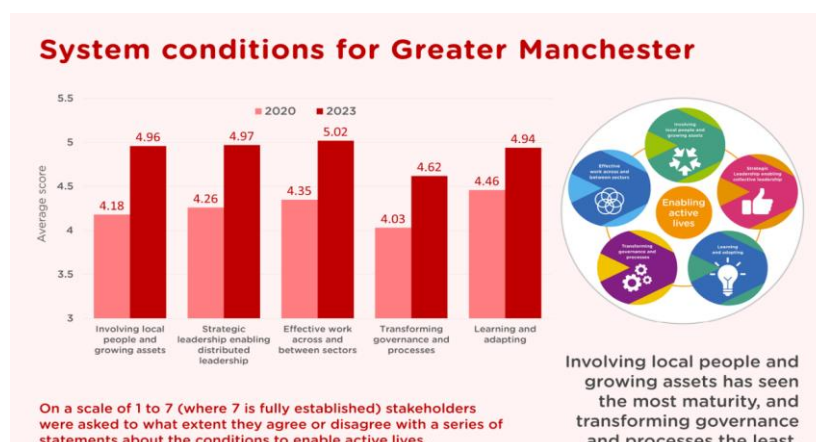


Figure 37: System conditions for Greater Manchester, November 2023

# Appendix – Towards 2040

This appendix uses data from our annual travel diary survey and other key data sources to provide more detail on active travel use and access by Greater Manchester residents, along with residents' perceptions of and satisfaction with active travel provision, based on the [2040 Transport Strategy](#) network principles.

In 2017, we set out our ambition to improve our transport system so that, by 2040, 50% of all journeys in Greater Manchester are made by public transport or active travel, supporting a reduction in car use to no more than 50% of daily trips.

Meeting the transport needs of our residents, businesses and visitors is at the heart of the 2040 Transport Strategy. Our transport system carries both people and goods and must consider the needs of both in its planning. Seven mutually reinforcing principles have been established, which will be applied as Greater Manchester's transport system is improved, to make sure that it meets the needs of all customers.

## Network Principles



Figure A1: 2040 Transport Strategy Network Principles

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The perceptions of and satisfaction with items relating to active travel in Greater Manchester given in this appendix originate from one of the following sources:

- Network Principles: Annual Multi-Modal Network Principles Survey, TfGM-commissioned, 5,162 face-to-face interviews with Greater Manchester residents in 2024
- NHT: Annual National Highways and Transportation survey, district council-commissioned postal survey of around 7,000 residents in 2022 and 2023
- TRADS: Ongoing TfGM-commissioned travel diary, around 2,000 Greater Manchester households in 2022 and 2023
- Sustrans Walking and Cycling Index 2021 and 2023, around 1,300 Greater Manchester residents every two years
- Sport England, Active Lives Survey 2023, 10,949 adults and 3,780 children and young people in Greater Manchester

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## Safe and secure

**The Ambition:** To reduce deaths on our roads as close as possible to zero and make sure that poor perceptions of personal security are no longer a significant barrier to people using public transport or walking and cycling.



For active travel, this means designing safer roads, reducing excessive speed by drivers, and ensuring active travel provision is maintained. It also means addressing personal safety and security concerns.

### **How will we know we are succeeding?**

**Behaviour:** Reduction in both the collision rate and the actual numbers of cyclists and pedestrians killed or seriously injured and a reduction in the rate and numbers of cycle thefts.

**Attitudes:** Active travel is perceived to be safe, both in terms of safety from traffic and personal safety and security.

### **How are we doing so far?**

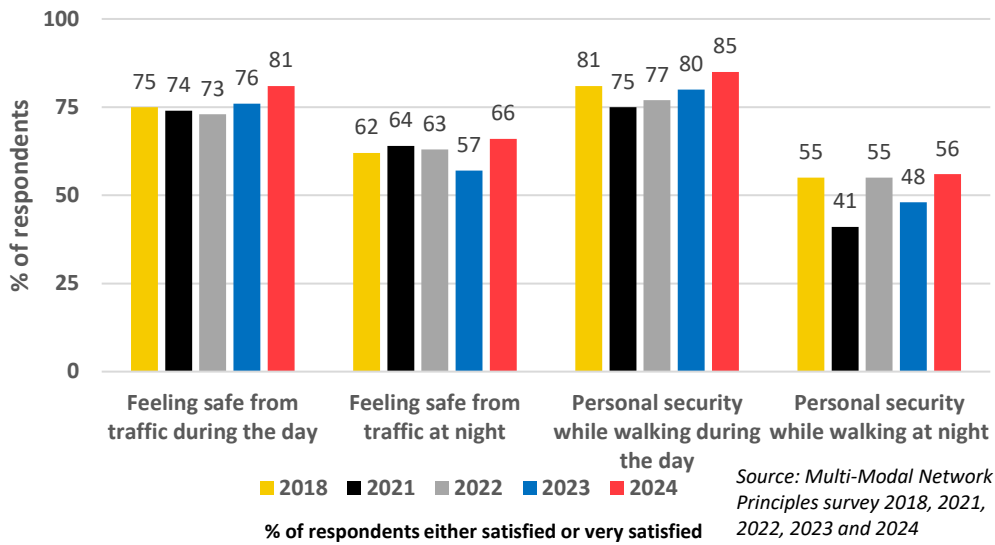
#### **Behaviour:**

- KSI casualties in Greater Manchester reduced by 6% between 2022 (852) and 2023 (799). If we compare the 2023 figures to the annual average for 2017-19, Greater Manchester saw a 29% reduction in 2023 (799 compared to 1127)
- In Greater Manchester there was a 30% decrease in the number of fatal casualties in 2023 (45) compared to 2022 (64). In 2023 there was a 17% decrease in fatalities in Greater Manchester (45) when compared to 2017-19 average (54)
- In 2023 there were 21 pedestrian fatalities and four cyclist fatalities, with the corresponding numbers for 2022 being 25 and 5
- For every 360 people who own an adult cycle in Greater Manchester, there was one reported cycle theft in the past year, compared to every 277 people in 2021 (Sustrans Walking and Cycling Index, 2021 and 2023)

#### **Attitudes:**

- There's been a significant increase in perceptions of personal security while walking, both during the day (up from 80% in 2023 to 85% in 2024) and at night (up from 48% to 56%) (Network Principles Survey, 2023 and 2024). See Figure A2
- The proportion of people feeling safe from traffic during the day increased significantly from 76% in 2023 to 81% in 2024, and feeling safe from traffic at

night also saw a significant rise from 57% to 66% (Network Principles Survey, 2023 and 2024)



**Figure A2: Rating of various aspects when walking**

- 59% of residents think the local area is a good place for safety when walking or wheeling in 2023 compared to 65% in 2021 (Sustrans Walking and Cycling Index, 2021 and 2023)
- 46% of residents think the level of safety in the local area for children walking is good in 2023 compared to 50% in 2021 (Sustrans Walking and Cycling Index, 2021 and 2023)
- 54% of people are satisfied with the provision of safe crossing points in Greater Manchester (NHT Survey, 2023)
- 35% of residents think the level of safety for cycling in their local area is good, compared with 34% in 2021 and 27% in 2019 (Sustrans Walking and Cycling Index, 2019 and 2021 and 2023)
- 49% of people are satisfied with cycle crossing facilities at junctions in Greater Manchester (NHT Survey, 2023)
- 28% of residents think the level of safety for children cycling is good in the local area, compared with 26% in 2021 and 16% in 2019 (Sustrans Walking and Cycling Index, 2019 and 2021 and 2023)
- 48% of residents agreed their area would be a better place if streets outside schools are closed at drop off, compared with 60% in 2019 (Sustrans Walking and Cycling Index, 2019 and 2021 and 2023)
- Feelings of safety from traffic saw significant declines from 63% in 2023 to 51% in 2024 during the day and from 50% to 39% at night (Network Principles Survey, 2023 and 2024). See Figure A3



- Cyclists’ sense of personal security during the day has dropped from 78% in 2023 to 70% in 2024, while night-time security has remained stable (48% in 2024 and was 44% in 2023) (Network Principles Survey, 2023 and 2024). The during the day data is a statistically significant increase from the 61% who were satisfied in 2022

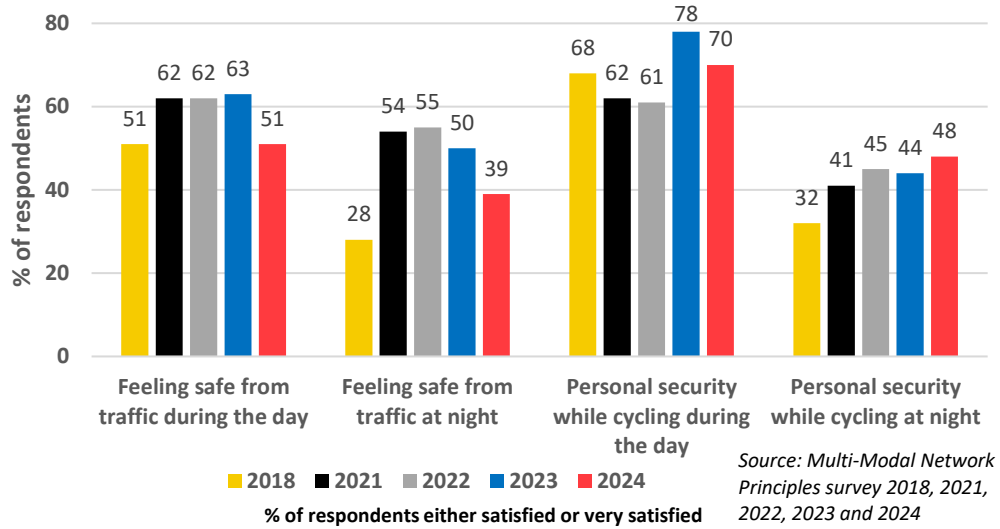


Figure A3: Rating of various aspects when cycling

Table A1: Whether residents either strongly agree or tend to agree that their area would be a better place if...

	2019	2021	2023
streets outside schools are closed at drop off	60%	54%	48%
through traffic reduced on residential streets	60%	57%	52%

- 73% of residents support the creation of 20-minute neighbourhoods, compared with 63% for more low traffic neighbourhoods (Sustrans Walking and Cycling Index, 2021 and 2023)

Table A2: Whether residents either strongly support or tend to support the creation of...

	2021	2023
more low traffic neighbourhoods	68%	63%
20-minute neighbourhoods	79%	73%

# Healthy

**The Ambition:** To develop a transport system that supports people in leading active, healthy lives.



For active travel, this means making walking, wheeling and cycling attractive, convenient and safe, increasing active travel and improving health. A shift from car to active travel will also benefit health through reduced noise and air pollution.

## **How will we know we are succeeding?**

**Behaviour:** More people travelling actively and getting recommended physical activity through walking and cycling.

**Attitudes:** People think the network encourages active travel.

## **How are we doing so far?**

### **Behaviour:**

- Over two fifths of residents (44%) walk five or more days a week (TRADS, 2023)

**Table A3: How frequently do Greater Manchester residents walk? (including leisure, outdoor exercise, to get to a public transport stop/station)**

Frequency	2016-18+*	2017-19+	2021+	2022+	2023
5 or more days a week	41%	42%	31%	32%	44%
3 or 4 days a week	15%	16%	22%	21%	18%
2 days a week	11%	11%	18%	17%	16%
1 day a week	8%	8%	9%	8%	8%
At least once a fortnight	2%	2%	1%	2%	2%
At least once a month	2%	2%	1%	2%	3%
At least once a year	1%	1%	1%	1%	5%
Not in the last 12 months	9%	8%	7%	12%	4%
Never used	11%	11%	9%	4%	1%
Total	100%	100%	100%	100%	100%

+ Prior to 2023 respondents were asked how often they walked - for 20 minutes or more, in one trip

\*Question was only introduced in 2017, so only two-thirds of respondents were asked this question

- One in ten residents (10%) cycle at least once a fortnight (TRADS, 2023)

**Table A4: How frequently do Greater Manchester residents cycle?**

Frequency	2016-8*	2017-9	2021	2022	2023
5 or more days a week	3%	3%	2%	2%	2%
3 or 4 days a week	1%	1%	1%	1%	2%
2 days a week	2%	2%	2%	2%	2%
1 day a week	3%	3%	3%	3%	3%
At least once a fortnight	2%	2%	2%	1%	1%
At least once a month	3%	3%	4%	3%	3%
At least once a year	5%	4%	4%	3%	4%
Not in the last 12 months	41%	38%	35%	48%	55%
Never used	39%	43%	46%	37%	28%
Total	100%	100%	100%	100%	100%

\*Question was only introduced in 2017, so only two-thirds of respondents were asked this question

- It is estimated that each person in Greater Manchester makes 230 walking trips per year, up from 179 in 2021, a 28% increase (TRADS, 2023 and 2021)

**Table A5: Number of trips per person per year**

Method of travel	2016-18	2017-19	2021	2022	2023
Car or van driver	329	325	233	267	291
Walk	233	237	179	195	230
Car or van passenger	154	149	87	114	140
Bus, minibus, coach	65	60	30	41	30
Bicycle	18	18	13	14	16
Taxi, minicab	16	16	11	14	14
Metrolink	14	14	7	7	10
Train	9	8	2	5	8
Other	3	4	2	4	3
Motorcycle, scooter, moped	1	1	1	1	2
Total	843	832	564	660	744

- Around one-third of all trips (32%) are 1km or less in distance (TRADS, 2023)

**Table A6: Percentage of trips by distance**

Distance	2016-18	2017-19	2021	2022	2023
1km or less	33%	33%	32%	32%	33%
1km to 2km	17%	18%	18%	19%	18%
2km to 3km	10%	10%	10%	12%	10%
3km to 5km	13%	12%	12%	13%	12%
5km to 10km	14%	14%	15%	12%	14%
Greater than 10km	12%	12%	13%	12%	13%
Total	100%	100%	100%	100%	100%

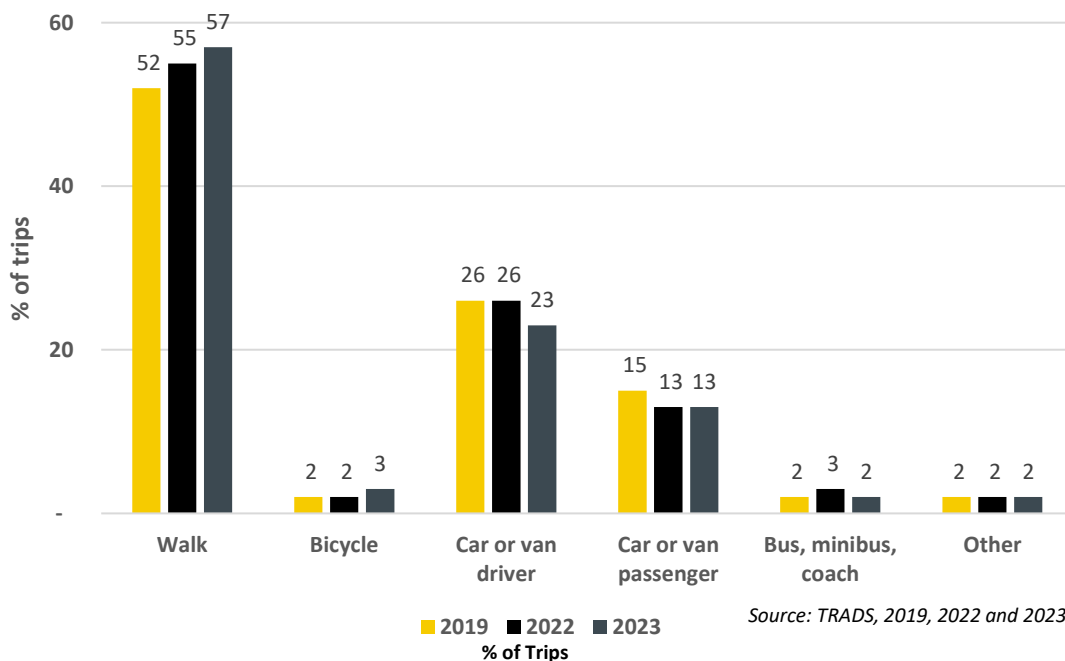
- The median trip length for walking was 0.5km compared with 1.8km for cycling (TRADS, 2023)

**Table A7: Walking and cycling trip length in kilometres**

	2016-18	2017-19	2021	2022	2023
Walking – mean	0.7	0.7	0.8	0.8	0.8
Walking – median	0.4	0.5	0.6	0.5	0.5
Cycling – mean	3.1	3.0	3.2	5.1	2.6
Cycling – median	2.0	2.0	2.9	3.7	1.8

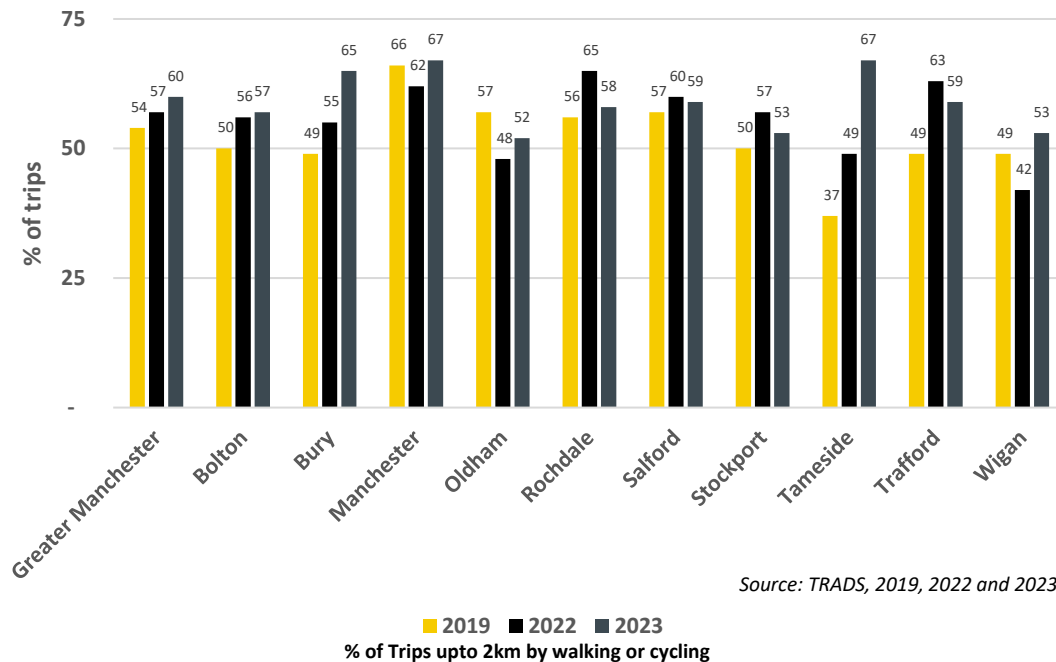
Note that 2021, 2022 and 2023 cycling data is based on small sample sizes

- 60% of trips up to 2km (see Figure A4) by residents in Greater Manchester are either walked or cycled, compared with 57% in 2022 (TRADS, 2022 and 2023)



**Figure A4: Method of travel share of trips up to 2km by Greater Manchester residents**

- Two-thirds (67%) of trips up to 2km undertaken by Manchester and Tameside residents were made by either walking or cycling (see Figure A5), compared with about a half (52%) by residents of Oldham (TRADS, 2023)



**Figure A5: Percentage of trips up to 2km undertaken by walking or cycling by local authority area**

- Levels of leisure walking have increased since the pre-pandemic period, with almost half of adults (45%) walking for leisure at least twice in 28 days. Walking for travel is similar to pre-pandemic levels, with around one in three adults (31%) walking for travel at least twice in 28 days. This follows a dip in the proportion of adults walking for travel at this frequency during and following the pandemic. (GM Moving analysis of Active Lives November 2022-23 data)
- Overall active travel levels saw a similar dip during the pandemic. Levels have been recovering post-pandemic and are now at similar levels to the 2015-16 baseline, with 33.5% of adults undertaking active travel at least twice in the last 28 days in November 2022-23. This is lower than the level seen pre-pandemic (GM Moving analysis of Active Lives November 2022-23 data)
- Greater Manchester adult activity levels November 2022-23 in the Active Lives results published by Sport England show that 72% of adults in the region are active for at least 30 minutes a week, equating to 1,670,800 adults moving: an increase of 26,600 from the survey 12 months previously (GM Moving analysis of Active Lives November 2022-23 data)
- Around 46% of children and young people in Greater Manchester meet Chief Medical Officer guidelines and achieve an average of 60 minutes or more of physical activity a

day. This is a decrease from 12 months ago when the level was around 49%, but is similar to pre-pandemic levels (the level was around 45% in academic year 2018-19). Around 32% of children and young people are failing to achieve 30 minutes of physical activity a day (GM Moving analysis of Active Children and Young People December 2022-23 data)

- Almost three in five children (58%) and young people in the survey had used active travel in the last week, while around 61% had walked, 18% had cycled and 13% had ridden a scooter (GM Moving analysis of Active Children and Young People December 2022-23 data)
- Almost half (47%) of all education trips are walked, with around one in 20 (7%) being cycled (TRADS, 2023). This compares with 51% and 4% respectively in 2022 (TRADS, 2022 and 2023)

**Table A8: Education trips by method of travel – % of trips**

Method of travel	2016-18	2017-19	2021	2022	2023
Walk	42%	45%	47%	51%	47%
Bicycle	4%	4%	2%	4%	7%
Motorcycle, scooter, moped	0%	0%	0%	0%	0%
Car or van driver	3%	2%	0%	1%	1%
Car or van passenger	27%	26%	31%	23%	28%
Train	1%	1%	0%	1%	1%
Metrolink	2%	2%	1%	2%	0%
Bus, minibus, coach	21%	19%	17%	16%	14%
Taxi, minicab	1%	1%	1%	1%	1%
Other	0%	0%	0%	0%	0%
Total number of trips	518,249	518,712	425,649	590,102	470,000

- Every year, walking and cycling in Greater Manchester prevents 2,033 serious long-term health conditions (Sustrans Walking and Cycling Index, 2023)
- Every year, walking and cycling in Greater Manchester prevents 472 early deaths annually which is valued at £1.71b, saving the NHS in Greater Manchester £25.1m, equivalent to the cost of 610,000 GP appointments (Sustrans Walking and Cycling Index, 2023)

## Attitudes:

- In 2024, half of the respondents (50%) agreed that Greater Manchester's transport network encourages them to walk or cycle as part of their trips, marking a significant increase from 38% in 2023 (Network Principles Survey, 2023 and 2024)

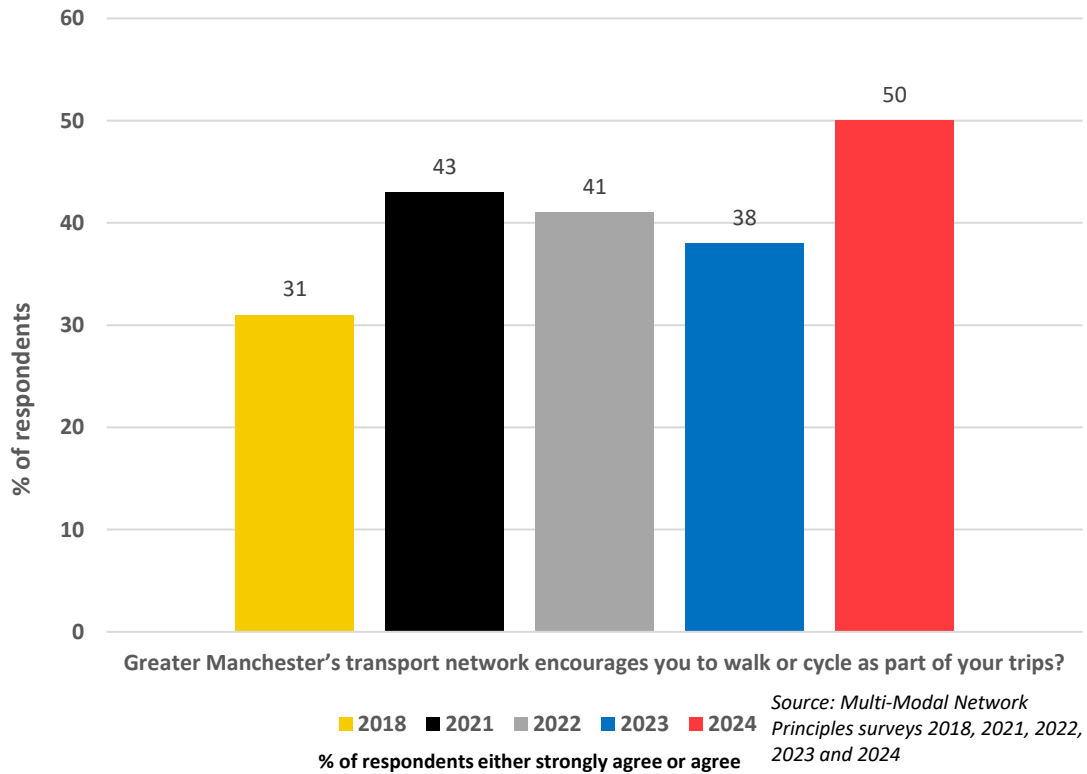
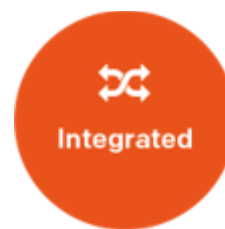


Figure A6: Do you agree or disagree that Greater Manchester's transport network encourages you to walk or cycle as part of your trip?



# Integrated



**The Ambition:** To enable people to move seamlessly between services on a single, high quality, easy-to-use network, providing choice and supporting low-car lifestyles, made possible by integrated land use and transport planning.

For active travel, this means creating a comprehensive and easy to understand cycle, walking and wheeling network that integrates well with public transport and the emerging city-region-wide cycle hire scheme.

## How will we know we are succeeding?

**Behaviour:** More people making multi-modal trips which have an active travel component.

**Attitudes:** People think it is easy to access public transport using active travel.

## How are we doing so far?

### Behaviour:

- Almost all the trips that have train, Metrolink or bus as the main method of travel had a walking leg as part of the trip (TRADS, 2022 and 2023)

Table A9: Percentage of main method of travel trips that include a walking or cycling leg

Main method of travel	Walking		Cycling	
	2022	2023	2022	2023
Walk	100%	100%	0%	0%
Bicycle	0%	1%	100%	100%
Motorcycle, scooter, moped	0%	0%	0%	0%
Car or van driver	1%	1%	0%	0%
Car or van passenger	1%	2%	0%	0%
Train	95%	97%	4%	0%
Metrolink	96%	100%	0%	0%
Bus, minibus, coach	97%	99%	0%	0%
Taxi, minicab	1%	2%	0%	0%

Note: A trip is a one-way movement to achieve a single purpose.

- In 2024, how customers access train stations has shifted notably compared to 2023. Fewer people now walk or wheel to the station, down from 44% to 37%, while those arriving by bus have increased from 27% to 32%, marking a significant change in both. Access via Metrolink remains steady at 5%, and there’s an encouraging increase in cycling, rising from 0.2% to 2% (Network Principles Survey, 2024)

- In 2024, access to tram stops has shifted, with more people now driving, rising from 7% to 10%. Walking has declined from 52% to 47%, while bus usage has remained relatively stable, edging up from 34% to 38%. Train access remains unchanged at 3% (Network Principles Survey, 2024)

**Attitudes:**

- 75% of respondents stated it was either very easy or easy to use different forms of transport in one journey in Greater Manchester (Network Principles Survey, 2024)

**Table A10: How easy or difficult is it for you to use different forms of transport in one journey in Greater Manchester?**

	2023	2024
Very easy	23%	18%
Easy	54%	57%
Neither	11%	13%
Difficult	11%	12%
Very difficult	1%	1%
Total	100%	100%

## Environmentally responsible



**The Ambition:** For Greater Manchester to be known for the quality of both its urban areas and natural environments, and with transport emissions reduced to near zero, with new transport schemes delivering environmental improvements whenever possible.

Active travel has a key role to play in enabling people to reduce their use of methods of transport which are sources of greenhouse gas emissions and local air pollution via a shift to active travel methods.

### How will we know we are succeeding?

**Behaviour:** Uptake of active travel having a substantial environmental benefit in Greater Manchester.

**Attitudes:** People’s willingness to use the car less and sustainable methods more. People think the network encourages environmentally friendly travel and are motivated by environmental considerations in their transport choices.

### How are we doing so far?

#### **Behaviour:**

- Walking accounted for 31% of trips by Greater Manchester residents in 2023 and cycling 2% (TRADS, 2023). Estimated at 630.4m and 44.5m annually respectively compared to 525.2m and 36.7m in 2022, representing a 20% increase for walking and a 21% increase for cycling

**Table A11: Main method of travel – percentage of trips**

Method of travel	2016-18	2017-19	2021	2022	2023
Car or van driver	39%	39%	41%	40%	39%
Walk	28%	29%	32%	30%	31%
Car or van passenger	18%	18%	15%	17%	19%
Bus, minibus, coach	8%	7%	5%	6%	4%
Bicycle	2%	2%	2%	2%	2%
Taxi, minicab	2%	2%	2%	2%	2%
Metrolink	2%	2%	1%	1%	1%
Train	1%	1%	1%	1%	1%
Other	1%	1%	1%	1%	1%
Total	100%	100%	100%	100%	100%

Note: A trip is a one-way movement to achieve a single purpose. If the respondent described a round trip (which starts and finishes at the same location) eg walking the dog around a local park, this is recorded as two trips: 1. home to park (or the place of furthest distance away from their house), 2. park to home.

- Residents in Manchester make a larger share of their trips by active travel (36% walking and 7% cycling) than the residents of other Greater Manchester local authorities (TRADS, 2023)

**Table A12: Main method of travel in each local authority area – percentage of trips in 2023**

Method of travel	GM	Bolton	Bury	Manchester	Oldham	Rochdale	Salford	Stockport	Tameside	Trafford	Wigan
Car or van driver	39%	43%	36%	28%	39%	42%	38%	46%	38%	42%	49%
Walk	31%	28%	38%	36%	32%	27%	36%	26%	33%	30%	22%
Car or van passenger	19%	15%	15%	20%	24%	23%	16%	20%	16%	21%	17%
Bus, minibus, coach	4%	6%	2%	4%	3%	3%	5%	4%	6%	1%	6%
Bicycle	2%	0%	0%	7%	0%	1%	1%	1%	1%	1%	1%
Taxi, minicab	2%	4%	2%	3%	2%	1%	2%	1%	1%	2%	1%
Metrolink	1%	0%	6%	2%	1%	1%	0%	0%	1%	3%	0%
Train	1%	3%	0%	1%	0%	0%	1%	1%	2%	0%	2%
Other	1%	0%	1%	0%	0%	1%	0%	0%	3%	0%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

- In daily person kilometres, walking is estimated at 1.3m and cycling 300,000 (TRADS, 2023)

**Table A13: Total person kms per day by method of travel**

Method of travel	2016-18	2017-19	2021	2022	2023	2023 as % of 2019
Car or van driver	19,600,000	18,100,000	13,900,000	17,600,000	18,600,000	103%
Car or van passenger	7,700,000	7,500,000	4,100,000	7,400,000	7,400,000	99%
Train	2,700,000	2,300,000	700,000	1,700,000	3,400,000	148%
Bus, minibus, coach	2,700,000	2,400,000	1,600,000	1,500,000	1,100,000	46%
Walk	1,100,000	1,100,000	1,000,000	1,100,000	1,300,000	118%
Other	200,000	300,000	600,000	500,000	800,000	267%
Taxi, minicab	500,000	500,000	300,000	400,000	500,000	100%
Bicycle	400,000	400,000	300,000	400,000	300,000	75%
Metrolink	700,000	700,000	300,000	400,000	600,000	86%
Motorcycle, scooter, moped	80,000	70,000	100,000	40,000	200,000	285.7%
Total	35,700,000	33,500,000	23,000,000	31,000,000	34,100,000	102%

- 23% of all trips by Greater Manchester residents were shopping trips, compared to 22% of walking trips and 10% of cycling trips. Cycling and walking each have over

13% of trips for education compared with 8% of all trips being for this purpose. (TRADS, 2023)

**Table A14: Journey purpose by method of travel – % of trips**

	All trips			Walking trips			Cycling trips		
	2021	2022	2023	2021	2022	2023	2021	2022	2023
Shopping	19%	20%	23%	17%	18%	22%	9%	9%	10%
Commuting	16%	16%	18%	4%	7%	8%	29%	27%	25%
Sport and entertainment	15%	13%	16%	22%	13%	18%	22%	10%	16%
Visiting friends	6%	6%	8%	3%	4%	5%	3%	5%	5%
Education	10%	12%	8%	15%	21%	13%	8%	24%	26%
Escort to education	10%	9%	7%	14%	14%	8%	2%	0%	1%
Personal business	5%	5%	6%	3%	4%	5%	1%	3%	2%
Escort other	6%	7%	8%	1%	2%	4%	0%	0%	7%
Business	5%	5%	1%	0%	0%	0%	4%	8%	0%
Holiday and round trip	7%	7%	6%	20%	18%	17%	22%	14%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Note that 2021, 2022 and 2023 cycling data is based on small sample sizes

- Every year, walking and cycling in Greater Manchester saves 42,000 tonnes of greenhouse gas emissions (Sustrans Walking and Cycling Index, 2023)

**Attitudes:**

- 51% of people agree that the Greater Manchester transport network encourages people to travel in an environmentally friendly way, a significant increase from 45% in 2023 (Network Principles Survey, 2024)
- This year, only 44% of people consider their environmental impact when deciding how to travel, down from 47% last year. Meanwhile, the majority – 56% – now say their environmental impact does not influence their travel choices at all (Network Principles Survey, 2024)
- 39% of Greater Manchester residents either strongly agreed or agreed that the air is clean in their neighbourhood, compared to 38% in 2021 (Sustrans Walking and Cycling Index, 2021 and 2023)

## Reliable

**The Ambition:** To develop a transport network that offers reliable journey times and gives people the confidence to use public transport.



For active travel, this means a well-maintained network, free of obstacles, that people can rely on (see also 'Well-maintained and resilient', and 'Inclusive'). A shift to active travel will also improve the reliability of the wider network by reducing congestion and overcrowding on public transport. As part of multi-modal journeys, active travel can provide reliable 'first or last mile' access.

### **How will we know we are succeeding?**

**Behaviour:** Active travel being used by people who would otherwise have driven. People choosing to travel by active travel when a car is available.

**Attitudes:** Active travel is seen as a reliable and easy method of transport. People recognise the role of active travel in making the whole transport network more reliable.

### **How are we doing so far?**

#### **Behaviour:**

- Every day, walking and cycling in Greater Manchester takes up to 360,000 cars off the road (Sustrans Walking and Cycling Index, 2023)
- 49% of people walking or wheeling could have used the car; 33% of people cycling could have used the car (TRADS, 2023)

**Table A15: For walking trips was a car available for the trip?**

	2016-18	2017-19	2021	2022	2023
Yes	27%	31%	55%	29%	49%
No	73%	69%	45%	71%	51%
Total	100%	100%	100%	100%	100%

**Table A16: For cycling trips was a car available for the trip?**

	2016-18	2017-19	2021	2022	2023
Yes	21%	19%	38%	27%	33%
No	79%	81%	62%	73%	67%
Total	100%	100%	100%	100%	100%

Note that 2021, 2022 and 2023 cycling data is based on small sample sizes

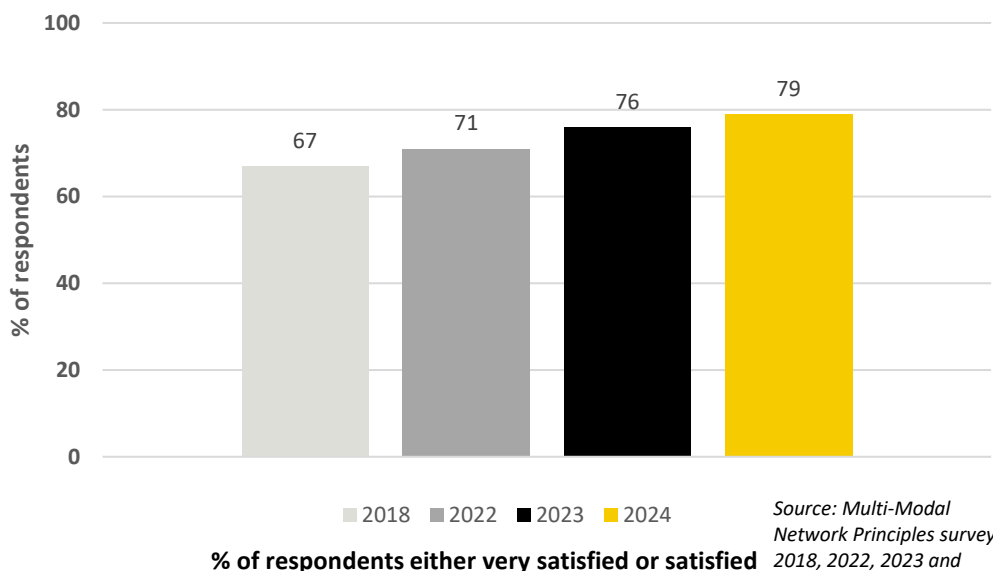
**Attitudes:**

- The proportion of cyclists satisfied with the availability of dedicated cycle routes in Greater Manchester has declined significantly, from 61% in 2023 to 54% in 2024. This drop is primarily driven by infrequent cyclists, whose satisfaction has sharply fallen from 65% to 50%, while satisfaction among frequent cyclists has remained steady, rising slightly from 56% to 58% (Network Principles Survey, 2024)

**Table A17: how would you rate the availability of dedicated cycle routes?**

	2023	2024
Very satisfied	6%	10%
Satisfied	55%	44%
Neither	14%	16%
Dissatisfied	19%	25%
Very dissatisfied	6%	5%
Total	100%	100%

- Since 2018, satisfaction among walkers and wheelers in Greater Manchester about the time spent waiting to cross roads has seen a steady, positive trend, rising from 67% in 2018 to 79% in 2024. More recently, satisfaction has remained stable, rising slightly from 76% in 2023 to 79% in 2024 (Network Principles Survey, 2024)



**Figure A7: Walkers' satisfaction with the amount of time spent waiting to cross the road**



## Well maintained and resilient

**The Ambition:** To bring the transport network into a good state of repair, maintain it in that state and make sure that it can withstand unexpected events, exceptional demand and severe weather.



For active travel, this means safe, usable, well-maintained provision, including seasonal maintenance (eg hedge trimming, leaf clearance, gritting). Active travel also has a role in increasing the resilience of the overall transport system, for example by providing an alternative method on days when others may be unavailable or oversubscribed.

### How will we know we are succeeding?

**Behaviour:** People are confident that the road and public transport networks can withstand unexpected events and weather conditions and continue to use them.

**Attitudes:** Satisfaction with maintenance of the active travel network.

### How are we doing so far?

#### Behaviour:

- While satisfaction with the resilience of Greater Manchester’s public transport network in withstanding unexpected events and weather conditions has remained relatively steady, reaching 49% in 2024 from 47% in 2023, satisfaction with the road network has seen a notable decline. Confidence in the road network’s ability to handle unforeseen disruptions has significantly dropped to 41% in 2024 from 50% in 2022 (Network Principles Survey, 2024)

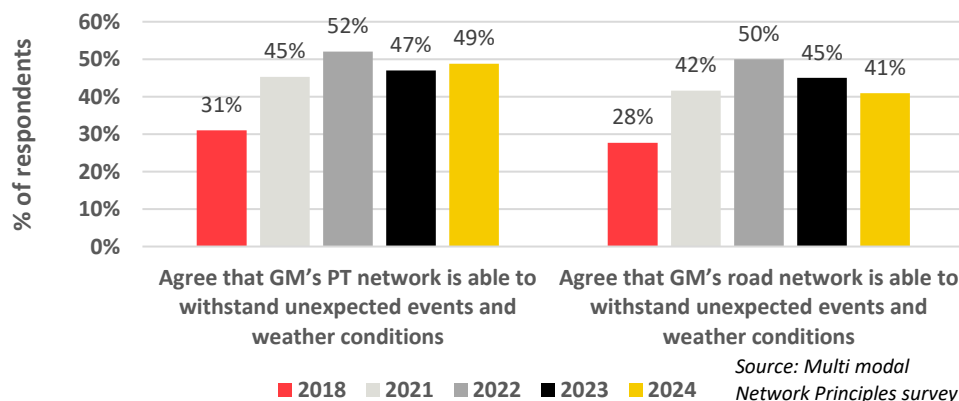


Figure A8: Thinking about Greater Manchester’s road and public transport networks, do you agree or disagree that they are able to withstand unexpected events and weather conditions?

#### Attitudes:

- 45% of Greater Manchester residents are satisfied with the condition of pavements (see Figure A9) and 52% are satisfied with the condition of cycle routes (NHT Survey, 2023)

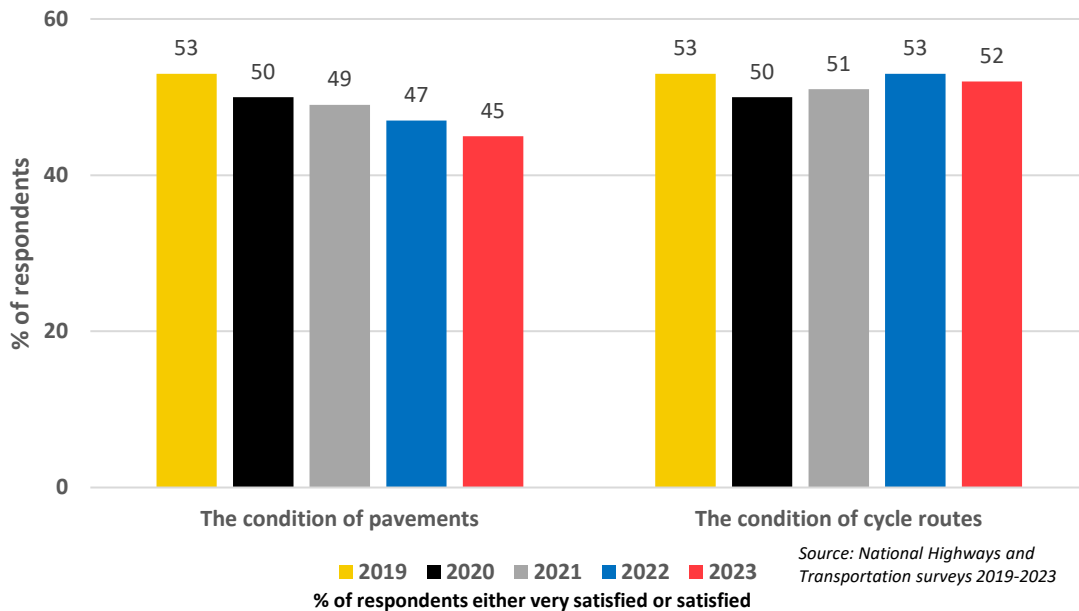


Figure A9: Satisfaction with the condition of pavements and the condition of cycle routes

- Satisfaction with both pavement and footpath conditions in Greater Manchester has shown minor fluctuations over recent years, with no significant change recorded in 2024. Satisfaction with pavement conditions has gradually declined from 61% in 2022 to 53% in 2024. Meanwhile, satisfaction with footpath conditions has remained fairly stable, oscillating around 56-60% since 2018 (Network Principles Survey, 2024)

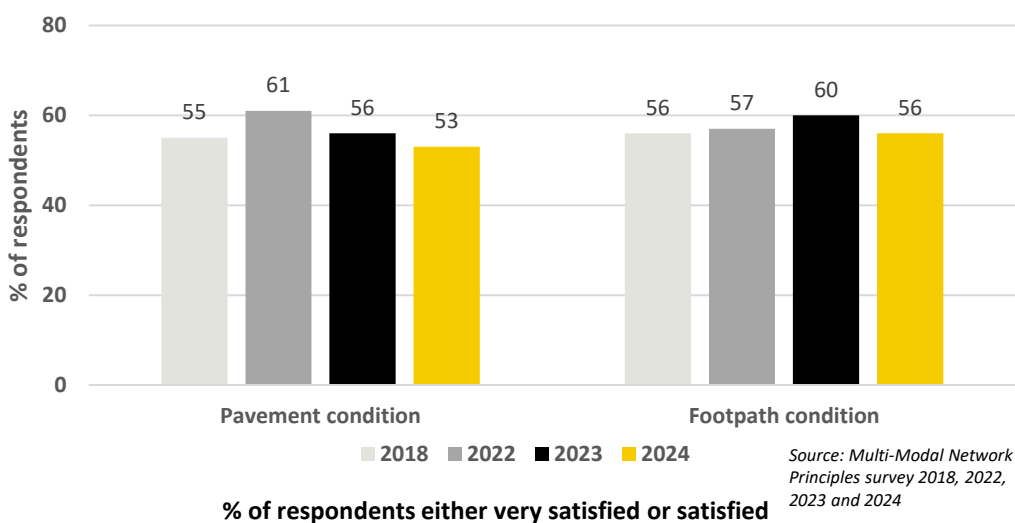


Figure A10: Walkers' satisfaction with pavement condition and footpath condition

- 35% of people are satisfied with pavements being kept clear of obstructions and 38% are satisfied with the cleanliness of pavements (NHT Survey, 2023)
- The satisfaction with the condition of dedicated cycle routes in Greater Manchester has seen a significant decline in 2024, dropping to 49% from a stable 57% in 2022 and 2023 – marking the first notable shift since 2018, when satisfaction was considerably lower at 39%. The downward trend in 2024 breaks an otherwise improving pattern, potentially indicating recent challenges in maintaining cycle infrastructure to users' standards (Network Principles Survey, 2024)

**Table A18: how would you rate the state of dedicated cycle routes (eg condition of surface)?**

	2023	2024
Very satisfied	6%	8%
Satisfied	50%	42%
Neither	19%	20%
Dissatisfied	18%	23%
Very dissatisfied	7%	7%
Total	100%	100%

## Inclusive

**The Ambition:** To develop a fully inclusive and affordable sustainable transport system for all.



For active travel, this means ensuring the network serves important opportunities (eg work and education sites) and ensuring provision is accessible to all. It also means ensuring that access to active travel (particularly cycling) is affordable and available to all.

### **How will we know we are succeeding?**

**Behaviour:** The active travel network is inclusive in its user profile.

**Attitudes:** Perceptions of the active travel network are similar across the demographics of residents.

### **How are we doing so far?**

#### **Behaviour:**

- One in five (20%) walking trips are made by those aged 16 or under, compared with around one in 14 (7%) of cycle trips (TRADS, 2023)

Table A19: Percentage of walking and cycling trips by age group

Age group	Walking			Cycling			Census residents aged 5 and over
	2021	2022	2023	2021	2022	2023	2021
5-10	15%	14%	13%	4%	3%	6%	8%
11-15	6%	9%	6%	3%	9%	1%	7%
16	0%	2%	1%	0%	0%	0%	1%
17-19	1%	3%	3%	4%	0%	25%	4%
20-24	4%	8%	7%	16%	35%	18%	7%
25-34	20%	19%	17%	34%	27%	7%	15%
35-44	16%	13%	17%	17%	13%	16%	14%
45-54	11%	11%	11%	10%	1%	12%	14%
55-59	5%	6%	6%	3%	7%	4%	7%
60-64	6%	4%	5%	3%	0%	5%	6%
65-74	9%	8%	9%	4%	4%	5%	9%
75+	6%	4%	5%	3%	1%	0%	8%
Total	100%	100%	100%	100%	100%	100%	100%

Note that 2021, 2022 and 2023 cycling data is based on small sample sizes

- Over half (51%) of walking trips are made by females, compared to just over a quarter of cycle trips (28%) (TRADS, 2023)

**Table A20: Percentage of walking and cycling trips by gender plus Census gender breakdown for Greater Manchester**

	Walking trips			Cycling trips			Census all residents
	2021	2022	2023	2021	2022	2023	2021
Male	44%	47%	49%	73%	78%	72%	49%
Female	56%	53%	51%	27%	22%	28%	51%
Total	100%	100%	100%	100%	100%	100%	100%

Note that 2021, 2022 and 2023 cycling data is based on small sample sizes

- Around four fifths of both walking and cycling trips are undertaken by residents with a white ethnic background (TRADS, 2023)

**Table A21: Percentage of walking and cycling trips by ethnic background plus Census ethnic background data for Greater Manchester**

	Walking trips			Cycling trips			Census all residents
	2021	2022	2023	2021	2022	2023	2021
White	83%	80%	79%	91%	77%	80%	76%
Mixed	1%	2%	2%	1%	3%	4%	3%
Asian	12%	13%	12%	8%	19%	8%	14%
Black	3%	3%	6%	0%	1%	7%	5%
Any other ethnic background	1%	2%	1%	0%	0%	1%	2%
Total	100%	100%	100%	100%	100%	100%	100%

Note that 2021, 2022 and 2023 cycling data is based on small sample sizes

- One in ten (11%) of walking trips are undertaken by someone who has day to day activities limited by a health problem or disability (TRADS, 2023)

**Table A22: Percentage of walking and cycling trips by day-to-day activities limited by health problem or disability**

	Walking			Cycling			Census all residents
	2021	2022	2023	2021	2022	2023	2021
Limited a lot	4%	4%	5%	1%	0%	1%	8%
Limited a little	4%	7%	6%	1%	1%	2%	10%
No	92%	90%	89%	98%	99%	97%	82%
Total	100%	100%	100%	100%	100%	100%	100%

Note that 2021, 2022 and 2023 cycling data is based on small sample sizes

- 25% of respondents can ride a bike/cycle and have access to a working bike or cycle. Nearly a third (31%) express that they cannot ride a bike (Network Principles Survey, 2024)
- Over half of households (51%) in Trafford have access to a bike (see Figure A11), compared to only 16% in both Bolton and Tameside (TRADS, 2023)

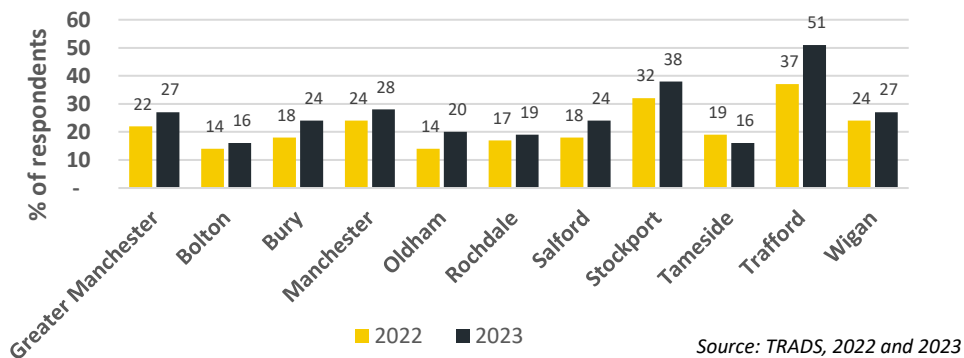


Figure A11: Percentage of households with access to a bike by local authority

### Attitudes:

- Similar proportions of both females and males (60% compared with 59%) thought that their local area is either very good or good for safety when walking or wheeling (Sustrans Walking and Cycling Index, 2023), with the corresponding figures for safety when cycling being 35% and 36% respectively

Table A23: Percentage of residents who think their local area is either very good or fairly good...

	for safety when walking or wheeling		for safety when cycling	
	2021	2023	2021	2023
Overall	65%	59%	34%	35%
Male	68%	59%	36%	36%
Female	64%	60%	32%	35%
16-25	66%	56%	44%	46%
26-35	60%	67%	34%	42%
36-45	61%	53%	32%	36%
46-55	75%	57%	38%	31%
56-65	69%	68%	32%	34%
66+	67%	57%	26%	24%
White	66%	60%	31%	32%
Ethnic minority groups	63%	59%	46%	49%