

Cycling in Greater Manchester

Transport and Health Workshop
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Greater Manchester's Cycling Vision

Our vision of a city fit for the future; a healthy, safe, sustainable city region that people want to live, work and visit and where a well established cycling culture is integral to the region's health and prosperity.

Greater Manchester Cycling Strategy – adopted July 2014

Outcomes:

- Healthier People
- Stronger economy
- Greater accessibility
- A greener environment
- Liveable City



Greater Manchester Cycling Strategy Summary

GMCA
Greater Manchester
Council Authority



Transport for
Greater Manchester



www.gmccycling.org

Target:

- 10% of trips by bike in 2025 alongside continued government funding commitments



Cycle Strategy and Interventions

- Encouraging everyday cycling
 - “Segregated “ cycle infrastructure
 - 20 mph Zones
 - Focus on short trips (under 3 miles)
 - Schools and Colleges programme
 - Practical support measures

- Encouraging leisure cycling
 - Mapping and information provision
 - Share the space / slow your pace
 - Skyride, Skyride local, Breeze, Community cycling groups



GM Cycling Strategy Investment Frameworks

1. Route network development
2. Interchange programme
3. Partner schools programme
4. Health, wellbeing and physical activity
5. Practical support and training
6. Marketing and communications
7. Monitoring and evaluation



Route Network Development

This framework looks to remove barriers to cycling by:

- Providing safer routes/paths that are comfortable for use by a range of ages and abilities
- Focusing on what potential cyclists want, not only what existing cyclists want
- Separation is key – which means providing a network of high-quality, continuous routes, separated from general traffic where possible
- Supporting by infrastructure improvements with Travel Choices measures to maximise uptake and usage



The Interchange Programme

This framework looks to encourage cycling as part of longer journeys by:

- Improving the quality and availability of secure cycle parking at train stations, tram stops and other transport interchanges
- Addressing cycle route connectivity, security and signage at and around stations and interchanges
- Linking investment to widen scheme proposals including park and ride, safety and security and passenger information
- Developing bespoke station travel plans tailored to the station/stop



Partner Schools Programme

This framework looks to embed cycling in students at schools and colleges across Greater Manchester by:

- Continued support of links with primary schools through bikeability programmes etc.
- Supporting secondary schools and colleges to develop cycling action plans and school access audits
- Increasing the provision of secure cycle parking
- Improving route connectivity and signage
- Linking with wider investment including 20mph zones



Health, wellbeing and physical activity

This framework looks to improve the health and wellbeing of residents in Greater Manchester by :

- Supporting cycling initiatives that deliver Greater Manchester’s mental health and wellbeing objectives
- Developing walking initiatives, such as the “Get Active in Greater Manchester” project
- Identify opportunities to link with existing initiatives and programmes being proposed through CCG, LA’s and third sector programmes
- Develop strategic links with Greater Manchester’s Directors of Public Health and CCG’s to influence and deliver cycling and walking policy



Practical support and training

This framework will encourage changes in travel behaviour and encourage cycling by:

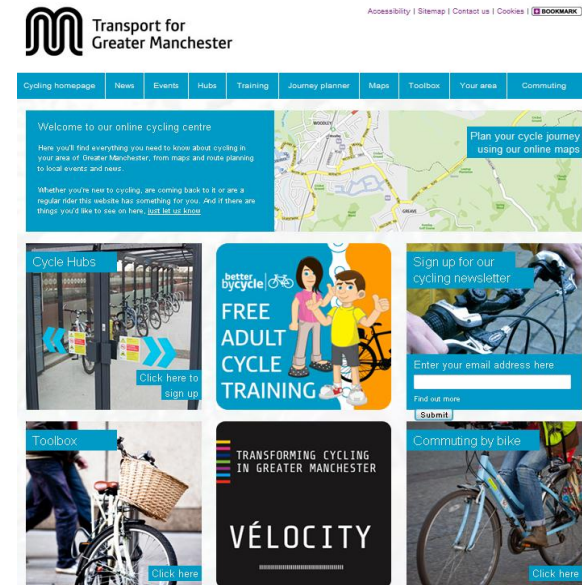
- Delivering a programme of practical support to raise awareness of cycling and walking as a travel choice including cycle training, bike buddy schemes, community engagement schemes
- Delivering a programme of Travel Choices interventions including station travel plans, personal travel planning and business engagement
- Delivering specific activities linked to wider scheme investments including new routes and improvements to interchanges
- Building on existing programmes of intervention being delivered across GM



Marketing and communication

This framework looks to engage effectively with a wide range of audiences by:

- Understanding and reviewing existing communications networks, including cycle maps, websites and newsletters
- Maintaining links to stakeholder information and communication strategies
- Undertaking a range of promotional activities and events
- Ensuring coordination across Travel Choices programmes
- Developing a catalogue of leaflets and flyers that support business and community engagement



Monitoring and evaluation: Bicycle Account

Working with Sustrans to:

- Deliver two 'Bicycle Accounts' for Greater Manchester; 2015 and 2017
- Part of a UK-wide benchmarking publication
- Includes six other CCAG cities

The Bicycle Account will:

- Create a highly-coordinated and high profile account; supported by political leaders, GM residents and stakeholders
- Collect and analyse high quality data including monitoring of cycling levels, travel behaviour and public attitudes
- Strengthen the case for longer term cycling investment

The framework will include:

- Infrastructure account
- Cycle flows and mode share account
- Satisfaction account
- Impact account



Questions for Today

- *Can we show a clear health benefits evidence base for investing in walking and cycling measures at a macro (Greater Manchester) level and at the micro (individual programme intervention) level.*
- *If so, how do we demonstrate to various audiences (Politicians – local and national, Chief Executives, NHS Managers etc.) the savings that can be secured.*
- *What does our evidence base tell us about the relative benefits from capital or revenue initiatives.*
- *Can we identify what works / can work at a GM level of service to secure economies of scale.*
- *If all the above makes sense then what are our next steps in collaboration.*

