



REFORM

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European Union
European Regional
Development Fund

Regional Action Plan: Greater Manchester

REFORM: Integrated Regional Action Plan for Innovative, Sustainable and Low Carbon Mobility

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JANUARY 2019

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ENDORSEMENT

EXECUTIVE SUMMARY

This Action Plan for Greater Manchester sets out the interventions to be delivered in the city-region by the end of 2020. They represent the priority actions to help ensure that the ambitions of the Transport Strategy 2040 (SUMP) are realised.

The REFORM consultation activities provided an ideal opportunity for issues to be raised and, subsequently, for interventions to be suggested, studied and reviewed whilst taking into account the views of technical experts, local stakeholders, the public, and representatives from each of the ten local authorities. Using the knowledge gained through the interregional learning process 'Exchange of Experiences' (Task 1.1, 1.2, 1.3, 1.4 and 1.5), TfGM were able to develop innovative, sustainable, low carbon mobility interventions inspired by the REFORM partners.

Three Good Practices have been referenced in this Action Plan:

GP16 - MaxLupoSE: application of mobility management and land use planning guidelines in a network of 12 cities in Sweden (Sweden): Integrates mobility management early in the planning process to create developments that are highly accessible by multiple modes of transport, managing to influence travel demand and behaviour from the outset. This GP encouraged TfGM to embed transport principles within land use planning to enhance the sustainable mobility of future developments.

GP 21 - Scaling SUMPs: the example of micro-SUMP in Lille (Lille, FR): Uses the innovative approach to disregard traditional administrative boundaries resulting in measures that better address the needs of each specific area. TfGM have used this GP to develop the Streets for All Approach which aims to tackle mobility issues that do not stop at traditional administrative boundaries.

GP 10 - Employers approach by Maastricht Bereikbaar: influencing employees' mobility behaviour (South Limburg, NL): Created a regional tool for influencing employees' mobility behaviour, offering direct, tailor made advice to employees and encouraging employers to offer benefits to their workforce who opted to travel sustainably. This GP was seen by TfGM as a way to tackle the major issues of congestion and poor air quality that were frequently cited in the REFORM consultation activities.

The resulting interventions were approved by the Greater Manchester Transport Strategy Group during the Second Plenary Stakeholders Meeting in September 2018. With regards to the delivery aspect of the Action Plan it was important to define a sense of collective purpose and ownership. To achieve this the Transport Strategy Directorate held an Away Day (second stage of the Second Plenary Stakeholder Meeting) dedicated to clarifying the roles and responsibilities of each team and identifying specific outputs and milestones to be achieved in delivering the Plan.

Ultimately, the delivery of this Action Plan will have a significant impact on realising the ambitions of the Greater Manchester Strategy (Policy Instrument). This overarching strategy addresses education and skills, health, wellbeing, environment, work and economic growth simultaneously and the interventions identified in this Plan will have impacts that will generate improvements across each these sectors and Greater Manchester as a whole.

REGIONAL CONTEXT

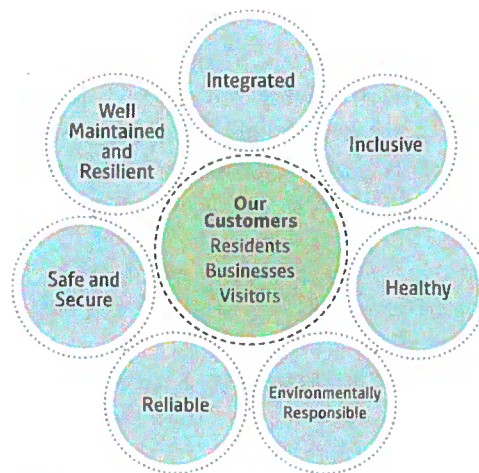
The Regional Policy for Sustainable Mobility

Greater Manchester is a polycentric city region in the UK with a population of 2.79 million residents, made up of ten districts: Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Stockport, Tameside, Trafford and Wigan. The city region is governed by the Greater Manchester Combined Authority (GMCA) which was established in 2011 and consists of ten indirectly elected members, each directly elected from one of the ten districts, and the elected city region mayor, Andy Burnham. Transport for Greater Manchester is the transport delivery arm of the GMCA.

Transport for Greater Manchester (TfGM) is a not-for-profit organisation that delivers transport policies set by the Greater Manchester Mayor and the GMCA. It is responsible for investing money in improving transport services and facilities, to support the regional economy. In February 2017, the “Greater Manchester Transport Strategy 2040 – A Sustainable Urban Mobility Plan for the Future” was launched. This document sets the regional policy context for sustainable mobility within Greater Manchester.

The Transport Strategy 2040, supports the Greater Manchester Strategy, and is Greater Manchester’s 4th Local Transport Plan, building upon previous Local Transport Plan’s but addressing planning over a much longer term. This sits alongside wider policy of the Greater Manchester Spatial Framework, providing mutually supportive transport and land-use policy, an under-development Local Industrial Strategy, and locally controlled health and social care spending, to deliver sustainable growth to 2040, meeting Greater Manchester’s economic, social, and environmental policy goals, as outlined in the Greater Manchester Strategy (Policy Instrument).

The 2040 Transport Strategy establishes seven mutually reinforcing principles to guide Greater Manchester’s



transport network, as illustrated below:

- **Integrated:** To enable people to move seamlessly between services and modes of transport on a single, high quality, easy-to-use network; maximizing choice and supporting low-car lifestyles, made possible by integrated land use and transport planning.
- **Inclusive:** To develop a fully inclusive and affordable sustainable transport system for all.
- **Healthy:** To develop a transport system that supports people in leading active, healthy lives.

- **Environmentally Responsible:** For

Greater Manchester to be known for the quality of its urban areas and natural environments, with transport emissions reduced to near zero, and new transport schemes delivering environmental enhancements whenever possible.

- **Reliable:** To develop a transport network that offers reliable journey times and gives people the confidence to use public transport.
- **Safe and Secure:** To reduce deaths on our roads as close as possible to zero and ensure that poor perceptions of personal security are no longer a significant barrier to people using public transport or walking and cycling.
- **Well Maintained and Resilient:** To bring the transport network into a good state of repair, maintain it in that state and ensure that it is able to withstand unexpected events, exceptional demand and severe weather conditions.

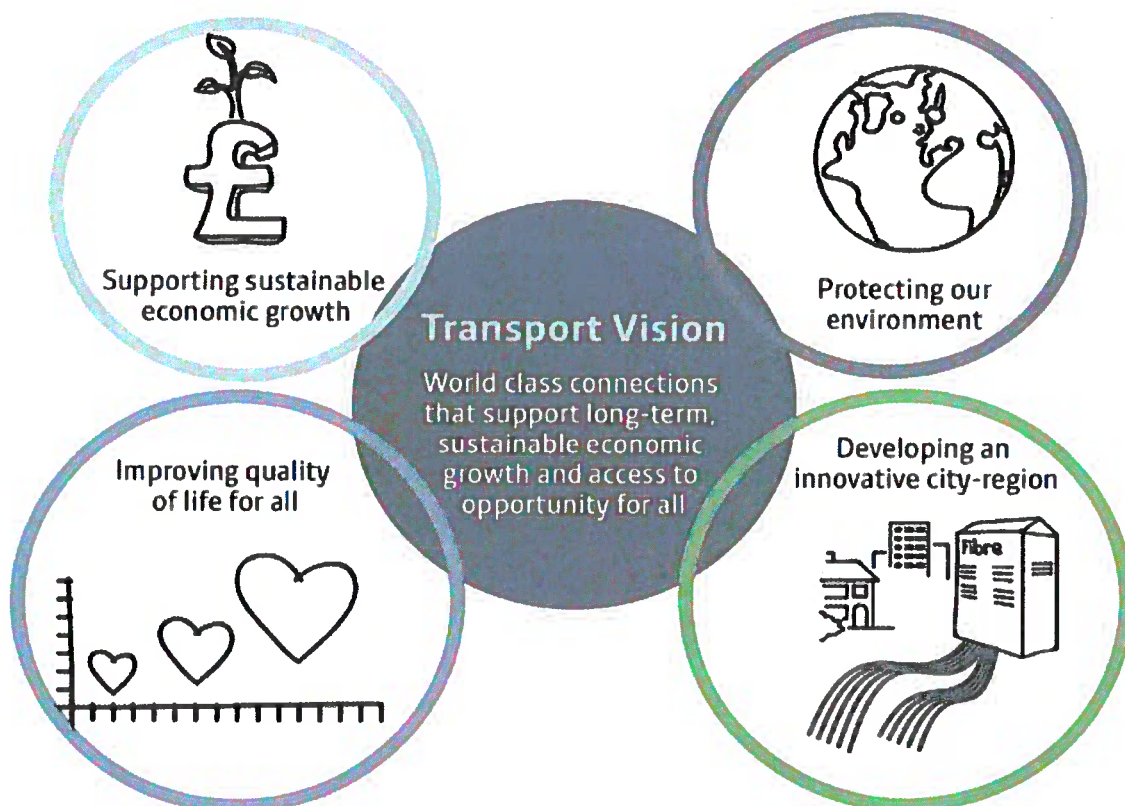
Supporting the delivery of the Transport Strategy vision and the GMSF are a series of five-year Delivery Plans. Currently, TfGM is developing the 2040 Transport Strategy Delivery Plan 2 (2020-2025). The Delivery Plan sets out the practical transport actions, including information on committed and potential schemes over the five-year period. It also highlights the studies, schemes and further transport reforms that will be needed to deliver our long-term priorities. Producing these medium-term delivery plans, with regular updates, enables us to address transport needs arising from development and regeneration, as well as providing a rapid response to regulation changes and funding opportunities.

The Vision of the Region for Sustainable Mobility

The vision for sustainable mobility in Greater Manchester is guided by The Greater Manchester Strategy: Our People, Our Place (Policy Instrument). This is the new plan for the region and has been written by all 10 councils, the Mayor, the NHS, TfGM, the police and the fire service, along with help from business, voluntary, community and social enterprise organisations, and members of the public. The plan explains the ambitions for the future and how we can collectively develop a more inclusive, prosperous Greater Manchester.

The Greater Manchester Strategy sets out the Mayor's, and the GMCA's, priorities for the region with a vision **'to make Greater Manchester one of the best places in the world to grow up, get on and get old'**. Along with tackling climate change, and creating a thriving economy one of the key ambitions set out by the Mayor is for Greater Manchester to have **'world-class connectivity that keeps Greater Manchester moving'**.

The cross-sectoral approach used in the Greater Manchester Strategy highlights that transport should not be viewed in isolation, this integrated approach is reinforced in the Greater Manchester Transport Strategy 2040 (SUMP). Within this regional SUMP, the vision for sustainable mobility is for GM to have, **'world class connections that support long-term, sustainable economic growth and access to opportunity for all'**. There are four key elements of this vision which provide a focus for transport investment up to 2040 and beyond.



REFORM activities towards the development of the Action Plan

The REFORM project has helped us to develop our second Delivery Plan that will ensure the long-term challenges outlined in the overarching 2040 Transport Strategy can adapt and respond to emerging trends and priorities. The REFORM Action Plan represents the interventions that will be delivered until the end of 2020.

The following REFORM activities have helped in the development of our REFORM Action Plan:

1. Focus Group Meeting with the Technical Sector

This took the form of a 'Local Transport Summit' on the 16th/17th November 2017 in Manchester. Over 100 senior professionals involved in local and regional transport attended the event. As part of the event, attendees explored current and future issues, challenges and opportunities concerning transport and the development of the Greater Manchester SUMP. The Mayor of Greater Manchester, Andy Burnham, was also in attendance and gave a speech at the evening reception. Following the event, there was a general acknowledgment of how beneficial the exchange between the variety of organisations had been, and the enormous value of hearing from experts in the fields of technological and behavioural change impacting upon the way in which mobility and accessibility will be provided going forward, and how transport propositions are made and evaluated within that wider framework.

Issues raised included the impacts of governance and policy changes in transport and beyond, external issues that are impacting on local transport (including technological and economic change), how to evaluate and appraise transport plans and projects, the role and resourcing of investment and infrastructure, and the professional-public interface in discussion and decision-making. This led into a number of roundtable discussions in parallel which considered:

- 1) Where is the decision making, where should it be and who is setting the vision?
- 2) Who is/should be checking the validity of proposals and how?
- 3) What are the politics of transport and what is the professional role in the mix?
- 4) Are we embracing the key issues (e.g. MaaS, shared car use, air quality, placemaking and housing)?

Following first day reflections, the second day began with a session on future travel demand before moving into a series of three syndicate discussions addressing:

- 1) A Vision and Validate update
- 2) Future cities and the impact of disruptive change
- 3) Transport planning and urban design

The final part of the second Summit explored professional practice next steps – how new thinking can be incorporated into activities at national, regional and local level with new forms of evaluation and appraisal.

The Summit was of tremendous benefit to TfGM in that the discussion and the evidence helped us to understand the issues that needed to be addressed and possible solutions. An overarching theme of the Summit was that envisioning the future should begin with a focus on where we want to be and an agenda of 'placemaking and people' as much as 'movement and modes', which has become integral to the development of Action 2, developing the Streets for All Approach. Moreover, the Summit focussed on the need to explore the bigger picture, which goes beyond just the transport planning profession, and to involve others that have an important input, including political leaders and cross-disciplinary strategic thinkers. This is something that

TfGM has endeavoured to achieve through Action 1, the creation of the Greater Manchester Spatial Framework which is an overarching spatial plan prepared jointly by both transport planners and land use planners.

2. Walk & Talk Meeting with Local Stakeholders

On the 14th November 2017, a walk and talk meeting with local stakeholders was conducted in the form of a meeting with representatives from the taxi/private hire sector. This included representatives from Salford City Council, the Salford/Manchester Private Hire Association and TfGM. As part of this meeting a number of common key issues were highlighted, including;

- Bus lanes
- Drop off/pick up points
- Transport infrastructure design
- Air quality
- Low emission vehicles
- Licensing
- New technologies and applications

Taxis and private hire vehicles are an important component of the transport system, they often facilitate journeys in places or at times when no other transport service is available and they are heavily used by socially disadvantaged groups. Understanding the key issues from the taxi/private hire sector is integral to the success of Action 2, developing the Streets for All Approach. This meeting identified TfGM as a key body to take forward and address these issues and a forward schedule of meetings were agreed.

3. Citizens Survey

This took the form of a 'Congestion Conversation' led by the Greater Manchester Mayor to seek views on what congestion is, what causes it, its personal and social impacts and possible solutions. The Conversation ran from Friday 22nd September 2017 to Friday 3rd November 2017. This led to the delivery of the 'Congestion Deal' for Greater Manchester which was launched on 23rd March 2018.

The 'Congestion Deal' offers a new approach to tackling congestion, where public bodies and operators are challenged to offer people more choice in their travel options and employers, residents and commuters are incentivised to change their travel behaviour.

This activity helped to develop Action 3 as it enabled TfGM to understand the issues faced by the Greater Manchester population and to identify suitable behaviour change interventions to help alleviate specific problems.

4. Scientific Cafe

The REFORM project hosted a meeting of the Congestion Expert Reference Group. The remit of the Group was to help shape the 'Congestion Deal' and consisted of a cross-disciplinary group, representing a broad set of interests and bringing a range of perspectives and insights to bear on what is a complex and multi-faceted problem. The meeting took place on 25th January 2018 and the draft 'Congestion Deal' was signed off. Meeting with this group was an invaluable experience as it provided TfGM with several interventions that could be included in the Action Plan, particularly how TfGM can encourage behaviour change to support the Mayors Congestion Plan.

5. First Plenary Stakeholders Meeting

The First Plenary Stakeholder Meeting in Greater Manchester took the form of a series of meetings and workshops of the 'Greater Manchester Transport Strategy Group'. These meetings took place between the months of January and June 2018.

In Greater Manchester, there is an established stakeholder group that consists of senior transport representatives from each of the ten Greater Manchester Local Authorities together with senior representatives from TfGM. This Group meets on a monthly basis and is called the 'Greater Manchester Transport Strategy Group'. The purpose of this Group is to:

- Ensure that transport strategy is well integrated with the wider Greater Manchester and Transport for the North policy agenda, including spatial planning, economic growth, environment, skills and health;
- Provide advice on ongoing transport strategy development and transport devolution, ensuring that this reflects district and other stakeholder priorities;
- Facilitate inter-authority working to identify and develop initiatives and packages of transport interventions to:
 - support key growth locations as set out in the Greater Manchester Spatial Framework;
 - improve access to employment and training;
 - Reduce emissions; and
 - Improve health and well-being.
- Agree the approach to transport funding opportunities and provide advice to the Wider Leadership Team and the Local Economic Partnership, and hence the Greater Manchester Combined Authority, on priorities.
- Review progress in delivering the 2040 Transport Strategy, including performance monitoring and scheme evaluation, and provide input to the annual review of the Delivery Plan;
- Maintain an overview of strategic highways issues (including asset management strategy), providing guidance to GM Highways Group as appropriate;
- Agree the sign-off of business cases and mini business cases for capital schemes in accordance with the agreed GM governance arrangements; and
- Review the delivery of GM's transport capital programme to ensure that capital allocations are spent on time and in accordance with the agreed GM governance arrangements.

On this basis, our First Plenary Stakeholder Meeting with the Greater Manchester Transport Strategy Group provided the ideal opportunity to consult with the ten local authorities on the first list of actions to be contained in the REFORM Action Plan.

6. Second Plenary Stakeholders Meeting

In Greater Manchester, the Second Plenary Stakeholders Meeting involved a two-stage process;

1. Meetings of the Greater Manchester Transport Strategy Group in September and October:
These meetings were used to discuss draft versions of the 2040 Progress Report, Delivery Plan 2 (REFORM Action Plan) and the Greater Manchester Spatial Framework. This provided an opportunity to receive feedback from the participating members of the group and for TfGM to incorporate these into a next draft for their review. The October meeting agreed the final comments and the process for signing off the document was agreed with the local authorities.
2. A TfGM Strategy Directorate Away Day on the 24th September 2018:

This was a whole day dedicated to the discussion of the Delivery Plan 2/REFORM Action Plan, focussing on the identification of specific outputs, milestones and integrated working for the delivery of the Plan.

This two-stage process enabled TfGM to produce a final version of the identified actions for inclusion within the REFORM Action Plan and to clarify the roles and responsibilities in relation to the delivery aspect of the REFORM Action Plan.

POLICY CONTEXT

The Action Plan aims to impact:

- Investment for Growth and Jobs programme
- European Territorial Cooperation programme
- ✓ Other regional development policy instrument

Name of the policy instrument addressed:

'The Greater Manchester Strategy – Our People, Our Place'

ACTIONS

ACTION 1: THE DEVELOPMENT OF A REGIONAL PLANNING INSTRUMENT TO INTEGRATE TRANSPORT AND LAND USE PLANNING POLICY

The Background

The Greater Manchester Transport Strategy 2040 (SUMP) identified the vision for the city-region to have ***'World class connections that support long-term, successful economic growth and access to opportunity for all'***. The rapid growth that Greater Manchester is already experiencing is set to continue over the next twenty years and it is Greater Manchester's ambition to deliver the forecasted growth in a sustainable, inclusive way so that everyone benefits and the quality of our environment is improved.

The Greater Manchester Spatial Framework (GMSF) is the overarching spatial plan for Greater Manchester, it seeks to influence the scale and distribution of housing and employment, ensuring that sufficient land is made available to deliver the increased number of jobs and homes needed to support economic growth until 2037. To achieve this, TfGM has been working closely with land use planners at the GMCA to develop a revised version of the GMSF. This comes after the consultation on the first draft GMSF highlighted that no account had been taken of the transport infrastructure implications of new development.

REFORM Task 1.2 "Focus Group Meeting with the Technical Sector" highlighted the need for transport to be incorporated into society's bigger picture through cross-disciplinary working. As a result of this, efforts were made to develop an integrated way of working between the transport and land use planners to alleviate the issues identified during the public consultation. This resulted in the creation of the 2040 Transport Strategy Delivery Plan 2 (2020-2025) which was published alongside the new draft GMSF in January 2019. It sets out all the transport projects we hope to achieve in the next five years to ensure that the planned new housing and employment can be sustainably integrated into Greater Manchester's existing transport infrastructure as far as possible.

This action was also shaped by the lessons learnt from GP16 - MaxLupoSE: application of mobility management and land use planning guidelines in a network of 12 cities in Sweden. This GP has inspired GM to incorporate the principles of transport into land use planning to ensure that we are able to realise the vision for the region and enhance the sustainable mobility of future developments. Through developing two separate, but mutually reinforcing, documents (GMSF and Delivery Plan 2) we are able to demonstrate an integrated approach to transport and land use planning by identifying the strategic transport interventions required to deliver growth.

GP16 deals with the integration of mobility management in the planning process in order to support sustainable urban development by creating locations that are accessible to all via a variety of means. Within this GP, the focus is on "soft" measures that can be implemented by the site related actors prior to the development being in use. Through this GP, the twelve Swedish municipalities have managed to effectively influence travel demand and behaviour using the MaxLupo guidelines and since the completion of the project all of the cities involved are now working with flexible parking standards, mobility management plans and are consistently involving constructors in the planning process.

Within the Greater Manchester context, TfGM, the GMCA and the Greater Manchester local authorities have been working together to develop the GMSF, this was enabled by REFORM Task 1.2 “First and Second Plenary Stakeholders Meeting”.

These meetings provided the ideal opportunity to consult with the ten local authorities on all aspects of the GMSF and the Delivery Plan 2, allowing them to provide feedback and shape each of the plans in a collaborative manner.

Description

Key actions to be implemented are as follows:

- Complete the first phase of formal consultation on the GMSF: Revised Draft 2019
 - Hold the public consultation for 8 weeks between January 21st – 18th March 2019
 - Analysis and publication of feedback and responses
- TfGM to complete supporting modelling work by Summer 2019
- Over Summer 2019, the GMCA and TfGM need to reflect the consultation responses in a revised draft of the GMSF which must be approved by the 10 Local Authorities
- Complete the second phase of public consultation in Autumn 2019
 - Analysis and publication of feedback and responses
- Produce a final draft of the GMSF ready for the examination phase
 - In March 2020 the GMCA will submit the GMSF for independent examination, this is a process whereby a Planning Inspector will assess the GMSF
 - The Examination in Public will take place in Summer 2020
- Following the Planning Inspectors examination a final draft of the GMSF will be produced ready to be published in Winter 2020.

Players involved

- TfGM
- GMCA
- Ten local authorities

Timeframe

All of the key actions for implementation included in this Action Plan will be delivered by the end of 2020:

- First phase consultation complete by March 2019
- Production of a revised draft GMSF by Autumn 2019
- Second phase consultation complete by Spring 2020
- Examination in Public complete by Autumn 2020
- Final version of the GMSF complete by Winter 2020

Costs

N/A

Funding sources

To finance these public transport interventions in Greater Manchester a number of external funding sources will be utilised alongside funding provided by TfGM.

ACTION 2: THE DEVELOPMENT OF LOCALISED CROSS BOUNDARY MICRO SUMP_s USING A ‘STREETS FOR ALL’ APPROACH

The Background

‘Streets for All’ is Greater Manchester’s approach to thinking about the role of streets in creating sustainable, healthy and resilient places. It provides a clear framework to rethink and dramatically improve the design of different types of streets focussing on the needs of people and place, rather than considering the movements of vehicles alone, a clear message that TfGM took away from REFORM Task 1.2 “Focus Group Meeting with the Technical Sector”. This action will help Greater Manchester to address the key issues that exist along the highway network – including congestion, air pollution, bus service reliability, improving interchange between modes, creating walking and cycling improvements, enabling freight to move efficiently, and delivering local centre enhancements – using a single, strategic approach, rather than through different, unconnected plans. This strategy is one of the ‘daughter documents’ to the Greater Manchester Transport Strategy 2040 (SUMP), and the development of ‘Streets for All’ is essential to delivering our SUMP.

In order to develop the ‘Street’s for All’ approach, Transport for Greater Manchester carried out analysis across the Key Route Network to identify corridors and centres to be prioritised for development work – locations where the most challenging trade-offs will need to be made in terms of balancing the needs of movement and place. This process relied on analysis of existing in-house data which was supplemented by the findings from the REFORM Task 1.2 “Citizens Survey”, a listening exercise with the general public named the Congestion Conversation and REFORM Task 1.2 “Walk and Talk Meeting with Local Stakeholders”, to understand the daily issues faced by the taxi and Private Hire sector. The outcomes of this analysis resulted in the creation of the ‘Streets for All’ Corridor Studies, focussing on three corridor packages, covering key radial, orbital and city centre routes, enabling TfGM to test the application of the ‘Streets for All’ framework on different types of major corridor.

‘Streets for All’ aligns with the vision for cycling and walking across Greater Manchester, supporting the ambitions outlined in the recently published ‘Made to Move’ report and the Greater Manchester Cycling and Walking Infrastructure Proposal (Bee Network). The routes identified in the ‘Streets for All’ Corridor Studies were also selected by the 10 districts as the main road corridors within the Bee Network that require a higher level of design intervention.

This action was shaped by the lessons learnt from GP 21 - Scaling SUMP_s: the example of micro-SUMP in Lille (micro PDU). Given that Greater Manchester formally adopted its SUMP in February 2017, this GP addresses the need for Greater Manchester to tackle mobility issues at the most relevant scale. This is important to help TfGM implement the vision set out in Greater Manchester’s regional SUMP, ***‘to deliver a consistently reliable and resilient network which focuses on the efficient and effective movement of people and goods, to, from and across Greater Manchester, but also respects the needs of the places it passes through’.***

This GP pioneered the innovative approach to disregard traditional administrative boundaries when defining the micro-SUMP areas, through doing so, the Métropole de Lille was able design and implement measures that better addressed the needs of each specific area. Furthermore, they understood that the challenges faced in the designated areas differed, and to reflect this they produced different kinds of micro-SUMP_s based around four overarching themes: infrastructure, localities, economic/urban development and land use. The

signing of a micro-SUMP charter (charte micro-PDU) between the Métropole de Lille and the mayors of the areas covered

by the micro-SUMPs had a positive impact in terms of engagement with and ownership of the micro-SUMP as each area is involved with defining and implementing the micro-SUMP.

The geography of Greater Manchester means that this good practice can be easily transferred to the 'Streets for All' approach through the Corridor Studies. The GP acts as a good example of how Transport for Greater Manchester can promote collaborative, cross-boundary working between the districts to solve problems that do not stop at traditional administrative boundaries.

Description

The development of the 'Streets for All' approach will be influenced by the outcomes of the ongoing 'Streets for All Corridor' Studies, which will ultimately identify a preferred strategy for each corridor and consider a range of interventions – including junction improvements, bus priority and bus stop upgrades, and safe and attractive facilities for people walking and travelling by bike – depending on the specific needs of the locality. Moreover, 'Streets for All', along with 'Made to Move', will be used to define the quality and standard that walking and cycling schemes must achieve.

Key actions to be implemented under 'Streets for All' include:

TfGM will produce a final draft of the 'Streets for All' Strategy for publication in Q1 -2019/2020 following the completion of the 'Streets for All' corridor studies. In addition to this other actions include:

- Local Highways Improvements
 - A49 Link Road (access to new development)
 - M60 J13/A572 improvement to support the RHS Bridgewater growth site
 - Manchester and Salford Inner Relief Route: A57 Regent Road improvements
 - Manchester and Salford Inner Relief Route: Great Ancoats Street improvements
 - Mancunian Way junction with Princess Parkway – capacity, traffic management and walking and cycling improvements
 - A57 Hyde Road localised widening
 - A560 Cheadle Corridor resilience and reliability package
 - Traffic control enhancements, including continued roll-out of smart signalling technology at traffic signals
 - Network management improvements, including corridor management, a 24/7 control centre, and better management of roadworks
 - Minor works programme
- Walking and Cycling:
 - Deliver the first phases of the Mayor's Cycling and Walking Challenge Fund
 - Completion of the Cycle City Ambition Grant programme
 - City Centre Salford infrastructure improvement: New Bailey
 - Improved wayfinding, pedestrian links and public realm in the city centre
- Freight and Logistics:
 - Delivery and Servicing Plans for large organisations and retailers
 - Freight accreditation schemes, e.g. Construction Logistics and Community Safety (CLOCS) and Fleet Operator Recognition Scheme (FORS)

– Construction Logistics Plans for
large developments

Players involved

Designing and developing the capability and capacity required for a truly Streets for All approach to be taken will require a collaborative approach across Greater Manchester, including cooperation from:

- TfGM
- TfN
- 10 Greater Manchester Districts
- The Cycling and Walking Commissioner's team
- Highways England
- Transport operators
- Local communities
- Other stakeholders – e.g. City Co, Chamber of Commerce

Timeframe

All of the 'Streets for All' interventions included in this Action Plan will be delivered by the end of 2020, however monitoring and evaluation of the interventions will be required after the time period.

Costs

N/A

Funding sources

To finance the 'Streets for All' interventions in Greater Manchester a number of external funding sources will be utilised alongside funding provided by TfGM. In March 2018, the Greater Manchester Combined Authority (GMCA) approved an allocation of £160 million from the Transforming Cities Fund (TCF) to the Mayor's Cycling and Walking Challenge Fund (MCF). This money has been allocated as follows, £10 million in 2018/19 and £50 million per annum for three years to provide funding for the delivery of cycling and walking infrastructure in line with the 'Made to Move' report and the 'Streets for All' strategy.

ACTION 3: ENCOURAGING BEHAVIOUR CHANGE: REDUCING GREATER MANCHESTER'S CONGESTION FOOTPRINT

The Background

Behaviour change is about helping people to be able to make informed, long lasting decisions about the way they travel and encouraging greater use of sustainable travel modes in order to discourage reliance on the private car. This action will ensure that Greater Manchester can make the most efficient use of the available transport capacity, reduce congestion, tackle roadside air pollution and improve access to employment, education, services and leisure opportunities whilst at the same time improving the health of residents through increasing levels of physical activity.

Transport for Greater Manchester has a dedicated Sustainable Journeys team whose objective is to ***'develop and deliver successful travel behaviour change interventions and programmes, integrated with other strategic priorities'***. They seek to maximise the effectiveness of existing and new capital investment in the transport network by encouraging greater use of sustainable travel modes and are responsible for providing training, information and incentives to re-enforce sustainable habits or encourage car users to try an alternative mode of travel.

In order to progress this action, TfGM organised a listening exercise with the general public through REFORM Task 1.2 "Citizens Survey", known locally as the Congestion Conversation. The outcomes of this conversation resulted in the creation of the 'Congestion Deal' which focuses on near term measures, which are complementary to the longer term measures, policies and goals of the Greater Manchester Transport Strategy 2040 (SUMP) and draft 2025 Highways Strategy. Through REFORM Task 1.2 "Scientific Café" the cross-disciplinary Congestion Expert Reference Group were able to meet to help shape the 'Congestion Deal' and with their input 'Action 6: Organisations taking the lead' was developed and which helped TfGM identify the necessary interventions to encourage widespread behaviour change for the GM population.

This action was shaped by the lessons learnt from GP 10 - Employers approach by Maastricht Bereikbaar: influencing employees' mobility behaviour (South Limburg, NL). This GP was used as inspiration to help tackle the major issues of congestion and air quality through targeting businesses to implement mobility management activities to support sustainable travel options for employees.

The Employers Approach, exemplified in this GP, is a regional tool used for influencing employees' mobility behaviour. The approach offered direct, tailor made advice to employees raising their awareness and offering them new mobility opportunities. To increase the adoption of using sustainable modes of travel, employers could use tax benefits or compensation of costs for employees using bikes, carpooling or public transport. Through utilising this targeted approach Maastricht Bereikbaar were able to achieve a significant impact on those they spoke to; 60% of the reached employees participated in the pilot deals, 15% of the reached employees changed to sustainable travel modes for at least one day a week and there was a total reduction of 700 cars in daily rush hour periods.

Description

Key actions to be implemented are as follows:

- Business and community engagement programme, including:
 - An established business travel network of over 500 employers
 - Engagement with primary schools
 - Supporting jobseekers and apprentices to access employment
 - Campaigns, events and training to support the above
- Travel information and travel planning support programme
- Development of behaviour change support packages for major infrastructure schemes
- Embed behaviour change elements into the delivery of other programmes including:
 - Major town centre improvement packages, such as in Stockport and Oldham.
 - Implementation of a Clean Air Plan.
 - Delivery of new public transport and walking and cycling infrastructure.
 - Delivery of the Mayor's Town Centre Challenge.
 - Cycle parking provision at public transport interchanges.
 - Further phases of Greater Manchester's smart ticketing initiative.

Players involved

TfGM is set to take the lead responsibility for the delivery of all the interventions and schemes included in this section of this Action Plan.

Timeframe

All of the behaviour change interventions included in this Action Plan will be delivered by the end of 2020. However, monitoring and evaluation of the interventions will be required after the time period to understand their impact on Greater Manchester's congestion footprint.

Costs

N/A

Funding sources

To finance the behaviour change interventions in Greater Manchester the majority of the funding will be provided by TfGM. Other funding sources include the Transforming Cities Fund, Growth Deals 1 and 2 and the Mayor's Challenge Fund.

ENDORSEMENT

This action plan will be (politically) endorsed by:

- Councillor John Blundell, Rochdale Borough Council

Date: 27/03/19

Signature(s): 

