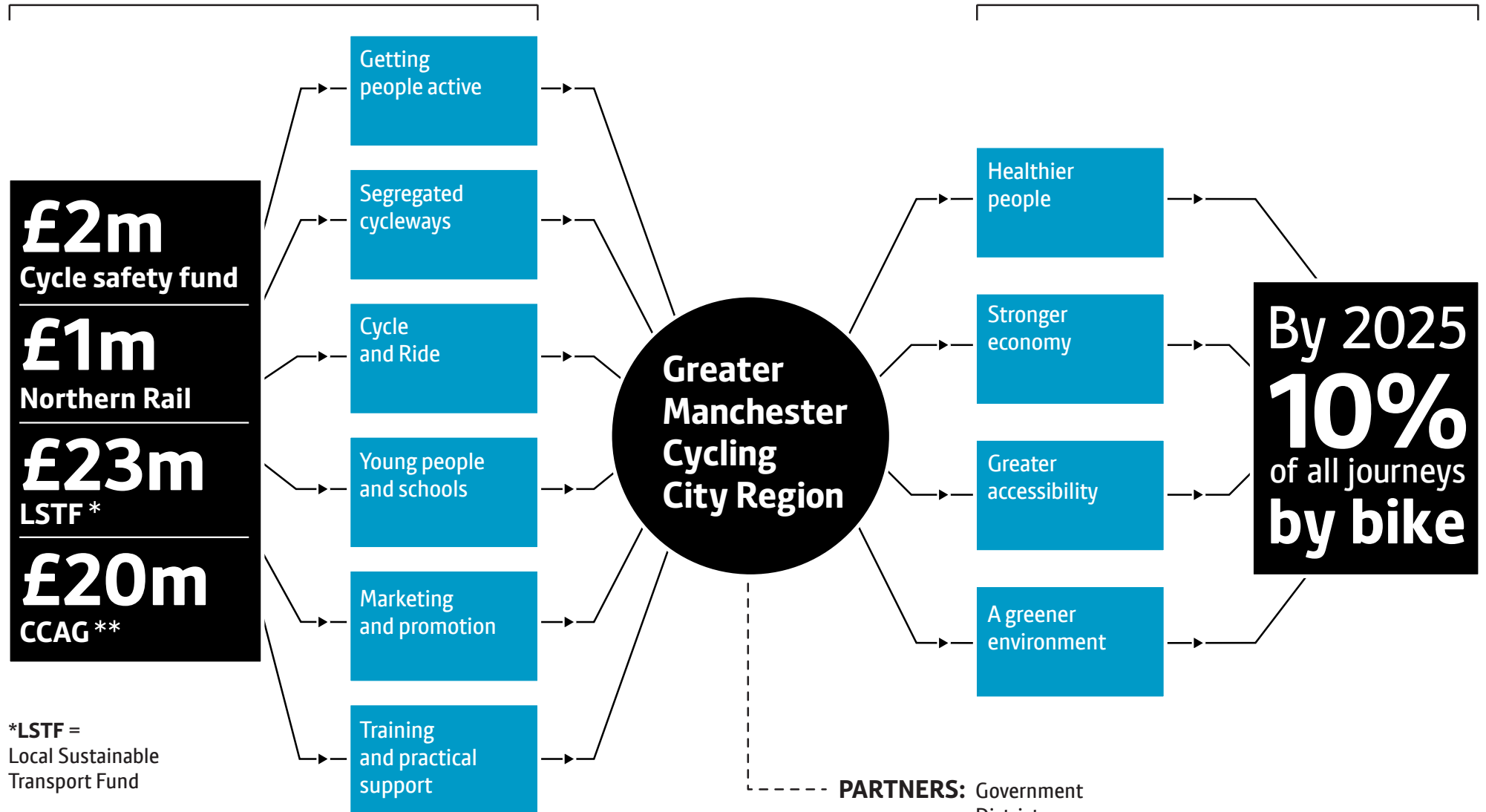


# Greater Manchester Cycling Strategy

July 2014

## INVESTMENTS



## OUTCOMES

**£2m**  
Cycle safety fund

**£1m**  
Northern Rail

**£23m**  
LSTF \*

**£20m**  
CCAG \*\*

\*LSTF =  
Local Sustainable  
Transport Fund

\*\*CCAG =  
Cycle City  
Ambition Grant

**PARTNERS:** Government  
Districts  
Health authorities  
Cycling organisations  
Businesses  
Job Centre Plus

**By 2025**  
**10%**  
of all journeys  
**by bike**

## Greater Manchester Cycling City Region

The Greater Manchester Cycling Strategy builds on the previous Local Transport Plan policy and the investment secured through the Local Sustainable Transport Fund and the Cycle City Ambition Grant. It sets out a regional approach to prioritise future investment in capital and revenue spend on cycling, and challenges policy makers to ensure that programmes are in place to influence, enable and encourage individuals, families and communities to take part in physical activity and adopt active travel choices.

Increasing cycling levels will have a dramatic impact on the region's health and economic prospects. A high quality network of cycle routes that are fit for purpose, connecting people to the places they want to go to, alongside infrastructure improvements and a comprehensive programme of training and support are instrumental to bring about a cultural shift to cycling. Achieving greater levels of sustainable transport into and around the regional centre are critical to continue on a trajectory of growth and prosperity, not least with regard to city centre living.

It's not just about the regional centre, though. This strategy reaches to and connects the ten districts of Greater Manchester and, through improved cycle route connectivity to key destinations, including town centres, new and existing interchanges and Metrolink stations, ensures that it becomes a more connected city region for all 2.7 million residents and beyond.

To do this, we will work with partners to develop Action Plans to deliver a sustained and strategic programme of investment in cycling from both the public and private sectors. Within a generation, we are aiming to make cycling a mainstream, everyday and aspirational form of transport for all, regardless of age, ability or background.

A number of supporting documents to this Strategy will provide greater levels of technical detail.





## Cycling: a vision of the future

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

We aim to double and double again the proportion of trips made by bicycle over the next 12 years. That's a 300% increase by 2025. Alongside continued government investment we believe we can stretch this further to a 10% mode share by 2025.

Greater Manchester is aiming for a real cultural shift in cycling across the region through:

- A co-ordinated approach with partners
- A network of high quality dedicated cycle routes, segregated from traffic where possible and which connect to employment centres, schools, leisure opportunities and the regional centre
- Improved cycle parking at rail, Metrolink and transport interchanges
- Working with educational establishments to increase cycling levels in young people
- The widespread application of a Travel Choices programme; and
- Work with Public Health Authorities to develop cycle-focused health and wellbeing initiatives.

This strategy will contribute directly to strategic aims in terms of carbon reduction – Greater Manchester has a target of 48% reduction in carbon dioxide emissions by 2050.





## Achieving the vision

Clear objectives that reach out across all districts will be delivered, to improve connectivity between residential areas, key destinations, employment areas, rail and Metrolink stations and interchanges. Transport for Greater Manchester (TfGM) and Greater Manchester stakeholders will:

- Identify future funding opportunities, steer a sustained programme of investment and co-ordinated funding bids on behalf of Greater Manchester authorities
- Develop and deliver a prioritised programme of investment to deliver a safe, direct, coherent and connected cycle network
- Recognise that a key market for increasing cycling trips lies in converting car trips up to five kms
- Encourage integration between cycling, public transport and cycle and ride stations
- Increase the number of everyday cycle trips per year across Greater Manchester, which contributes to an overall improvement in the health of the region's population
- Develop appropriate Greater Manchester Cycle Design and Planning guides that improve standards, encourage continuity of infrastructure, demonstrate a united region in terms of cycle provision and are adopted as best practice by planners, designers, engineers, developers, architects and projects managers
- Develop and deliver a range of measures that will influence and support travel choice behaviours
- Ensure that the region's cycling economy is viable, flourishing, sustained and contributes to a thriving and prosperous wider economy
- Develop a comprehensive monitoring and evaluation programme that will measure success in meeting the objectives set out in this Strategy and the impact of interventions implemented
- Establish appropriate political and reporting mechanisms to champion cycling, support local and regional cycling networks, embed cycling into policy, identify funding.





## Building a framework for cycling

Key to the success of securing a cycling culture, we will develop a number of investment frameworks to help guide our future capital and revenue investments. We will achieve this through co-ordinated action planning and target setting.

We will define clear roles, develop new and strengthen existing partnerships which will lead the planning, development, stakeholder engagement and delivery of these frameworks:





## Building a framework for cycling

### Framework 1: Route network development

In order to develop a strategically planned network of accessible, dedicated, high quality, continuous routes which are largely segregated from general traffic\* that will appeal to a broad range of potential cyclists for whom safety concerns are a barrier to cycling more, we will:

- Review the current cycle network, identify key gaps and
- Carry out an analysis of current journey patterns and people's travel behaviour
- Develop a primary and local route categorisation based upon agreed standard and criteria
- Develop a primary and local cycle network that connects people to places for health, education, employment and leisure that reflect the standards set out in the Cycling Design Guidance and meet the needs of a range of cyclists including cargo bikes
- Develop and introduce 20mph zones/limits to enable and encourage local cycle trips, provide 'quiet roads' links to the primary and local cycling route network and discourage access by through traffic
- Ensure cycle parking facilities are provided at key centres of attractions across the primary and local cycle route networks
- Work with highway authorities to review and develop maintenance regimes that prioritise pothole and drainage repairs and street cleaning for cycling routes.

\* The need for this has been evidenced by a number of sources including Sky Ride participants' surveys where "over 80% said they would cycle more if they had safer routes "





## Building a framework for cycling

### Framework 2: Interchanges

In order to increase the number of access trips to transport interchanges made by bicycle, we will:

- Adopt a targeted investment approach based on criteria such as trip numbers, station catchment characteristics and public transport service frequency
- Improve the quality and availability of secure cycle parking
- Improve route connectivity, security and signage at and around interchanges
- Link investment to widen scheme proposals including park and ride, safety and security and passenger information
- Develop bespoke station travel plans tailored to the catchment area.





## Building a framework for cycling

### Framework 3: Schools and colleges programme

In order to increase the number of students and employees cycling to schools and colleges, we will:

- Strengthen links with schools and colleges to develop travel plans and school access audits
- Build upon existing measures within education establishments e.g. Bikeability
- Implement a pilot 'Partner Schools' project to showcase a comprehensive package of interventions at Secondary Schools and Colleges that can be delivered in school and to the wider community
- Increase the provision of secure cycle parking at schools and colleges
- Improve cycle route connectivity and signage, to and within the school and college premises
- Link to wider investment including adjacent 20mph zones and measures to reduce the volume and speed of vehicles near to school entrances
- Make available a comprehensive package of travel planning and cycle training opportunities that can be delivered in school.



## Building a framework for cycling

### Framework 4: Health, wellbeing and physical activity

In order to contribute to improvements in the health and wellbeing of our residents, we will work with other agencies such as public health authorities, NHS England and Clinical Commissioning Groups to develop a comprehensive and collaborative approach to encouraging Greater Manchester residents to become more active. In particular, we will:

- Encourage utility and recreational cycling as a means to address physical health challenges, including conditions such as cancer, obesity and heart disease where inactivity is a contributory factor
- Identify opportunities to link with existing 'activity' initiatives and programmes being progressed through Local Authorities, Clinical Commissioning Groups and third sector programmes including 'exercise on prescription' and physical activity referral schemes
- Develop strategic links with Greater Manchester Public Health and seek a collaborative approach to walking and cycling campaigns
- Support cycling initiatives that contribute to improvements in air quality
- Support initiatives that deliver Greater Manchester's mental health and wellbeing objectives.





## Building a framework for cycling

### Framework 5: Practical support and training

In order to provide the support that people need to make the decision to cycle, we will:

- Develop and deliver a programme of practical support that includes cycle training, led rides and maintenance courses, ensuring programmes are inclusive and accessible regardless of age, ability or background
- Develop and deliver a programme of 'cycle aware' driver training courses for buses and larger good vehicles and lobby for changes to general driving test skills and Highway Code changes
- Develop and deliver a programme of Travel Choice interventions including Travel Plans and Personal Travel Planning together with Business Engagement Policies
- Develop specific activities linked to wider investments, including new routes and improvement to interchanges.



# Building a framework for cycling

## Framework 6: Marketing and communications

In order to engage with different audiences, we will:

- Develop and deliver a programme of marketing and communications activities that make it as easy as possible for people to access information on cycling training, bike maintenance and cycle infrastructure. This will be done largely through the Better By Cycle website, newsletter, promotional material and maps, as well as face-to-face advice and social media
- Develop the Better By Cycle brand across all marketing and communications activities
- Establish links to key stakeholders including national and local cycle groups and where appropriate, develop joint communication strategies aimed at attracting new cyclists, demonstrating the benefits of cycling and showing cycling as a normal everyday activity
- Undertake campaigns to address sharing the road space and respect for other road users targeting both cyclists and other road users
- Undertake a range of targeted promotional activities which make effective use of new and existing communications channels to target particular audiences
- Ensure co-ordination across a range of Travel Choice programmes.





## Building a framework for cycling

### Framework 7: Monitoring and evaluation

The success of the Greater Manchester Cycling Strategy will be measured across a number of dimensions and reported on a regular basis, in the style of the Copenhagen Bicycle Account.

Existing work, including feedback on satisfaction levels and attitudes of both cyclists and potential cyclists will be built upon, leading to a more complete picture, which will serve to inform future policy and scheme development. We will also be looking to work with Greater Manchester academic institutions to develop and apply appropriate research.

The reporting framework will assess performance against the targets set – delivering against 300% increase in levels of cycling by 2025 – and creating more continental style routes. The monitoring and evaluation framework will build upon the LTP processes already in place and the post-implementation evaluation case study through our investment programmes.

The framework will cover the following for Greater Manchester:

- Infrastructure: detailing the amount and quality of cycle infrastructure provided with information such as length of cycle path, percentage of traffic-free routes, number of advanced stop lines, number of cycle parking places including the level of annual spend on such facilities
- Cycle use: change in the number of cyclists across the county collected through cycle counts and travel demand surveys
- Satisfaction: satisfaction with provision, general attitudes towards cycling and perception of cycling, both in general and split by different groups to inform future work
- Impact: evaluation of the actual cycle investments made, to ensure that the expected benefits are being delivered, such as health improvements, air quality and reduced levels of carbon.



## Stronger together

Greater Manchester has a proven track record for partnership delivery and engagement – and partnerships are at the heart of this strategy. These partnerships will include national and local cycling groups, third sector organisations as well as other public and private sector agencies. This approach to partnership working has laid the foundations to ensure that a transformational shift in cycling can be built up over the years. There is a pledge from public, private and third sector organisations to commit funding alongside central government investment for the duration of the strategy.

The Combined Authority and the Local Enterprise Partnership provide leadership and management structures that can drive this Greater Manchester Cycling Strategy to 2025 and beyond.

Benchmarking cycling in Greater Manchester against a number of British, European and worldwide cities highlights similarities that Greater Manchester stakeholders should be encouraged to embrace. These include:

- Making cycling a regular item on high level agendas
- Creating a strategic cycling group that meets regularly and sits within existing frameworks
- Co-ordinating and enlisting a number of partnership working arrangements to support and feed into the strategic cycling group
- Finding resolutions at the earliest possible stage across departments and portfolios
- Ensuring that specific cycling action plans have named leads and, in turn, strategic links to the cycling team.





**For more information contact**  
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This strategy document has been developed in  
partnership with Greater Manchester Cycling Stakeholders.