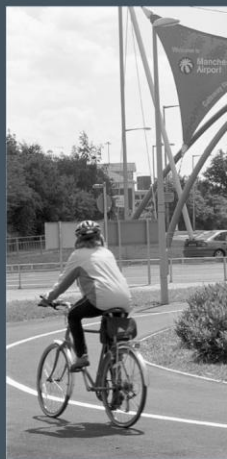


Local Sustainable Transport Fund - Key Component Bid

Greater Manchester Commuter Cycle Project



GREATER MANCHESTER COMMUTER CYCLE PROJECT

The Local Sustainable Transport Fund provides a unique opportunity for the Greater Manchester partners and Government to work together towards the shared objective of delivering a new low carbon economy.

Our third Greater Manchester Local Transport Plan (LTP3) places smarter choices and active travel strategies at the core of the sub-region's approach to delivering its objectives alongside the delivery of the large public transport infrastructure projects that the Greater Manchester Authorities have committed nearly £1billion towards through the Greater Manchester Transport Fund agreement.

This Commuter Cycle Project is the first stage of an ambitious programme that will address local communities' economic and low carbon needs through a programme of active travel, sustainable travel promotion and local accessibility measures.

The *Greater Manchester Commuter Cycle Project* will increase the number of people cycling to work and will be delivered through a series of interventions that are targeted at improving:

- the provision of secure cycle parking, lockers and showers to open up cycling as a genuine commuting option for many more employees;
- the provision of cycling information and promotional support to build confidence with users of the scheme and to break through barriers that currently hold people back from commuting by bike; and
- access to, and cycle facilities at, rail, bus and Metrolink stations for onward commuter travel, so as to establish cycling as a key part of our integrated transport system.

Through this programme we will provide approximately 650 cycle parking spaces at 7 cycle centres across Greater Manchester. These centres will have covered secure cycle parking, lockers for clothing and personal effects, toilets, and shower and changing cubicles. The facilities will be operated on a membership basis and access to the cycle centre will be via a swipe card entry system.

In the region of 450 additional spaces will be provided at a number of cycle compounds across the county. These facilities are targeted at shorter distance commuter cyclists who do not require shower or changing facilities. The cycle compounds will provide covered, enclosed and secure cycle parking with lockers suitable for storing cycle helmets and wet weather clothing.

There is strong evidence to support the introduction of such a scheme, as current cycle to work data suggests that about 2% of employees across Greater Manchester cycle to work in comparison to a national average of 3%. In towns where investment in cycle facilities has increased, levels of commuter cycling have exceeded 4%.

This project, which commands widespread support across the political and business communities of Greater Manchester, is enhanced by a robust programme of monitoring and market research to ensure that it is developed in a market-led approach that maximises impact, both in terms of active travel uptake and in the wider economic, environmental, health, social and safety benefits that it has been designed to secure.

Norman Baker MP
Parliamentary Under-Secretary of State for Transport
Department for Transport
Great Minster House
76 Marsham Street
London
SW1P 4DR

18 April 2011

Dear Norman

Greater Manchester Key Component Submission to the Local Sustainable Transport Fund

We are delighted to submit this Key Component submission to the Department's Local Sustainable Transport Fund, which has the full support of the Greater Manchester authorities and the support of the new Greater Manchester Local Enterprise Partnership.

The Greater Manchester partners have developed a comprehensive economic strategy that seeks to place the sub-region at the forefront of the low carbon economy that will be critical to the country's future success, which reflects closely the policy agenda set out in the recent Local Transport White Paper. Our strategy recognises the central role of attractive and sustainable transport solutions in this regard, and this is reflected in the priority that Greater Manchester has given to transport investment through our local Greater Manchester Transport Fund agreement. The recently published Greater Manchester Local Transport Plan (LTP3) has built upon these strong foundations, with a particular focus on innovative smarter choices and active travel solutions to maximise the economic efficiency of our networks and minimising the carbon impact of growth, whilst also promoting public health levels.

The Commuter Cycle Project set out in this submission is the first output from our LTP3 strategy, demonstrating the priority that we have attached to placing cycling at the heart of the future commuting mix. This project is intended as a forerunner to a wider programme of work that the Greater Manchester partners have developed in a collaborative manner, reflecting our newly strengthened governance arrangements, which will be submitted as a Large Project bid to the Fund in June, blending further active travel measures with targeted smart travel promotion and

network efficiency elements that best meet local community, economic and carbon objectives.

As the enclosed bid document makes clear, the Commuter Cycle Project, which will deliver considerable economic and carbon objectives, is supported by both the Greater Manchester Environment Commission and the Commission for the New Economy. In addition, the Greater Manchester Health Commission views the Project and wider strategy as major contributors to their work in driving up public health levels.

Moreover, the innovative nature of the project has attracted the attention and support of a range of local businesses, community groups and cycle campaign groups, all of whom will be invaluable partners in the project going forwards.

We look forward to working with the Department to deliver our shared objectives through the Local Sustainable Transport Fund.

Yours sincerely



Lord Peter Smith
*Chair, Greater Manchester
Combined Authority*



Councillor Keith Whitmore
*Chair, Transport for Greater
Manchester Committee*

Local Sustainable Transport Fund - Application Form

Applicant Information

Local transport authority name:

Transport for Greater Manchester (TfGM – formerly GMPTE) as lead authority on behalf of:

Bury MBC
Bolton MBC
Manchester CC
Oldham MBC
Rochdale MBC
Salford CC
Stockport MBC
Tameside MBC
Trafford MBC
Wigan Council

Senior Responsible Owner name and position:

Dave Newton – Transport Strategy Director

Bid Manager name and position:

Nick Vaughan – Head of Transport Planning and Solutions

Contact telephone number: 0161 244 1429

Email address: nick.vaughan@tfgm.com

Postal address: 2 Piccadilly Place, Manchester, M1 3BG

Website address for published bid: www.tfgm.com

SECTION A - Project description and funding profile

A1. Project name: Greater Manchester Commuter Cycle Project

A2. Headline description:

This project will increase the number of people who choose to cycle to work each day by up to a half through a series of measures to remove barriers to cycling to work. This involves capital investment in cycle parking facilities (including lockers, showers and changing facilities) and complementary measures to encourage cycling including training, information, and a cycle loan scheme. The establishment of TfGM and the Combined Authority provides an opportunity to establish and manage a strategic, conurbation-wide approach to cycle commuting initiatives that can be delivered through local channels, best reflecting local markets.

A3. Geographical area:

The revenue activities in this key component bid will cover the whole of Greater Manchester. The capital investment will be at a number of specific key centres of activity that act as generators of local travel demand across Greater Manchester.

A4. Type of bid (please tick relevant box):

Small project bids

Tranche 1 bid ☐

Expression of interest for Tranche 2 ☐ (please complete sections A and B only)

Tranche 2 bid ☐

Large project bids

Key component bid X

Large project initial proposals ☐

A5. Total package cost (£m): £6.416m

A6. Total DfT funding contribution sought (£m): £4.938m

A7. Spend profile:

£K	2011-12	2012-13	2013-14	2014-15	Total
Revenue funding sought	544	611	675	670	2,500
Capital funding sought	510	1,315	242	371	2,438

Local contribution	115	151	638	574	1,478
Total	1,169	2,077	1,555	1,615	6,416

Notes:

- Local funding contributions exclude the value of site provision.
- The values above are nominal prices – inflation at 2.75% p.a. has been assumed for revenue elements and 5% p.a for capital elements.

A8. Local contribution

Local contributions will be secured from a number of parties covering the public, private and voluntary sectors as shown in the list below. The details of these contributions have yet to be finalised except with respect to TfGM match funding. The value and source of match funding contributions are shown in section C2.

Capital Investment – TfGM for new cycle centre facilities at Altrincham, Bolton and Piccadilly Gardens; Tameside Sports Trust for management of Ashton scheme.

Cycle Training / Maintenance Events – TfGM, private sector, individuals and GM District Councils.

Organised rides – Voluntary sector e.g. Love Your Bike / Bike Fridays.

Bicycle User Groups – Staff time from participating employers.

Bike Back to Work – Voluntary sector and bike manufacturers.

Cycle Challenge events – Private sector sponsorship.

Monitoring and evaluation – TfGM research budgets.

Expert Peer Review Group – TfGM revenue budgets.

Programme and scheme implementation project management – TfGM revenue budgets.

A9. Partnership bodies

In developing the bid, we identified through consultation, a number of partners that will contribute to the design and delivery of the project. These partners fall into three categories; Delivery Partners, Business Support Partners and 3rd Party Organisations.

Delivery Partners are those who will contribute towards capital costs, typically in the form of land / space for the cycle facilities. From the private sector we have secured support from the management company for the Arndale Shopping Centre in Manchester city centre. We are working with them to develop a scheme where they will take long term responsibility for the management of the cycle facility. We are also working with Salford City Council and Peel Holdings to develop a facility at MediaCityUK, the Northern base of the BBC from 2011, to complement core development plans for cycle access in the area. GM Fire & Rescue Service will be a partner, both by making space available for cycle parking at suitably located fire stations and by helping to deliver cycle training (Bikeability) programmes and cycle maintenance workshops.

A number of district councils have identified sites for cycle facilities on land within their ownership; all ten Greater Manchester authorities are strongly supportive of this project as a key component of the Greater Manchester LSTF bid.

Business Support Partners are those who will contribute to the operational success of the project. We are actively promoting opportunities for private sector partners to get involved by becoming scheme sponsors; becoming commercial partners (by taking over retail space at specific site locations) or by taking on a facility management role where appropriate. For example; Tameside Sports Trust has agreed to take over management and operations of the Ashton Pools Scheme. This builds on the proven track record Greater Manchester authorities have in working with local businesses to secure commercial support for major projects. This is demonstrated by the letters of support received from the LEP and major businesses. Local businesses and major employers will also be able to take up corporate membership of the cycle centres by reserving spaces for employees on an annual basis, which will provide a secure revenue stream for the scheme.

Finally, we have had a great deal of support from **3rd Party Organisations**. These groups have played a key role in the design of the scheme and will continue to make important contributions through promoting the cycling initiatives that we are implementing. We can demonstrate strong support for what we are proposing from these organisations and our continued partnership with them will ensure our project reaches an even wider audience and user group.

SECTION B – The local challenge

B1. The local context

The Greater Manchester Context

Greater Manchester is the most important economic centre in the UK outside London, with significant opportunities for future growth. It is a large and complex, predominantly urban, area covering some 500 square miles and home to around 2.5 million residents. It has a strong regional centre, which is the primary economic driver and the main centre for retail, leisure, culture, university study and tourism. As a result, there are strong daily traffic flows into the centre, second only to those in London. However, the pattern of development in the conurbation is polycentric, with each of the ten local authority areas (Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Stockport, Tameside, Trafford and Wigan) having at least one major town centre; these local centres of activity are also reflected in the pattern of travel.

Greater Manchester is the largest and strongest economic area in the North of England, accounting for more than 40% of the North West's total productivity and is a key economic engine in driving output across the North of England as a whole. However, despite this, Greater Manchester is home to some of the most deprived areas in the country. Promoting regeneration and tackling social exclusion are key priorities. These issues still prevent some communities from benefitting fully from the opportunities that the region offers. They also critically inhibit Greater Manchester's productivity through persistent worklessness.

The growth in the economy and the rise in car ownership have led to an increase in overall road travel in Greater Manchester. More than 73% of all adults aged 17 and over held a full car driving licence in 2010 in Greater Manchester. This has resulted in congestion on the motorways and key radial routes into Manchester city centre. Despite this growth in car travel Greater Manchester still has significant numbers of households without a car. In 2001 this stood at 33% overall rising to 50% of households in some wards. However, in recent years, the long- term trend of a rise in car ownership and a decline in cycling and walking has begun to arrest to a degree. Since 2005, the number of people cycling has increased by 17% across the county. However, at peak times, around 15% of trips by car are for distances of less than 2km – and more than 30% are for trips of less than 5km. This represents a significant market for commuter cycling, should the right incentives be developed.

From a carbon perspective, Greater Manchester currently has a CO₂ emissions footprint of 15.8 million tonnes per annum, of which more than 30% is from transport. The total needs to be reduced to below 10 million tonnes by 2020; and to below four million tonnes by 2050 to meet Government targets.

Currently many areas within the conurbation, as in many other urban areas across the UK, exceed EU thresholds for nitrogen dioxide (NO₂) concentrations and current forecasts indicate that many parts of Greater Manchester will continue to exceed the limit values in 2015. This has serious implications for the health of communities living alongside major

roads, who also suffer from traffic noise. Emissions from road traffic accounted for more than 60% of all NO₂ and PM₁₀ (particulate) emissions in Greater Manchester in 2006¹. Encouraging people to transfer from travelling by car to cycling will reduce emission levels (thus contributing to the objectives of the Greater Manchester Air Quality Strategy and Action Plan) and have positive impacts on health.

Future Employment Growth Areas.

The key locations for employment growth are:

The Regional Centre, which includes: the growth areas of the city centre itself (where there is potential for employment in the centre to grow by 50,000 over the next ten years²); The Corridor, connecting the city centre to major educational institutions and hospitals (where employment is expected to increase from 55,000 to 77,000 by 2020); Sportcity; Salford Quays/ Trafford Wharfside; and MediaCityUK (where 15,000 jobs will be created once the site is fully developed). MediaCityUK lies adjacent to Trafford Park, the largest industrial estate in Europe, which employs a further 32,000 people and where additional growth is also planned.

Manchester Airport City, currently home to more than 300 companies employing around 19,000 people. A further area to the north of the airport has recently been designated as an Enterprise Zone. 'Airport City' will open the scope for a further 7,000 jobs, bringing positive benefits to both neighbouring deprived areas and Greater Manchester as a whole.

Kingsway Business Park is a 170 hectare (420 acre) mixed use business park where it is anticipated that over 7,000 jobs will be created over a 10-15 year period. It lies adjacent to a number of deprived communities in Rochdale.

The main town centres of Altrincham, Ashton-under-Lyne, Bolton, Bury, Oldham, Rochdale, Stockport and Wigan, and other centres, such as Sale, are all well placed to benefit from the existing concentration of activity and good accessibility. Spatial policy will ensure that they remain the focus for local employment growth. They also function as local public transport gateways, providing links to nearby areas of deprivation.

Through the development plans of the 10 local authorities, there are plans for 200,000 new homes by 2026 (although market conditions will make growth difficult in the short to medium term). The planned distribution reflects the policy priority to repopulate the core of the conurbation and reconnect inner neighbourhoods to nearby economic opportunities.

The role of transport in addressing key issues

Greater Manchester's transport strategy has consistently focused on managing additional demand for travel by encouraging people to use sustainable transport. This has been supported by local planning policies that have focused primarily on encouraging the growth of Manchester city centre and the other main town centres, which are more accessible by public transport. This has been successful in supporting a growing economy to date and, as a result, public transport use has grown over the past 10 years and the number of people cycling has increased by 17% since 2005. This is particularly true of peak-time commuting trips into Manchester city centre, with public transport, cycling and walking now accounting for 70% of morning trips, compared to 61% in 2002.

¹ ENIGMA Atmospheric emissions inventory for Greater Manchester

² AGMA Forecasting Model

Manchester city centre plans for growth will lead to 30% more trips each day³, which makes effective public transport links and the promotion of cycling and walking even more important. Our trains and trams are in such demand that overcrowding on both systems is an everyday occurrence. This is now being addressed by the expansion of the Metrolink system, and we are working closely with the DfT to secure additional rail carriages and with operators to make bus services more attractive to commuters.

There is great potential for achieving modal shift through increased cycling and our Local Transport Plan 3 strategy builds on this by encouraging people to try cycling for their everyday journeys. Cycling is a carbon-free way of travelling and by increasing physical exercise the associated health benefits can be realised. There is considerable scope to increase cycling to work, particularly by improving the environment for cyclists along key routes to major employment destinations and investing in cycle infrastructure and parking which feature in our main LSTF and Key Component bids.

The need to stimulate recovery and growth in the current difficult economic conditions means that transport investment will need to be focussed where it can be of greatest benefit to the economy in getting people into education/training and work, and in supporting further regeneration. This approach was endorsed by the Manchester Independent Economic Review and provides the context for a strong focus on environment, transport and health as determining factors of economic potential. The GM Transport Fund prioritised those transport schemes offering maximum economic benefit whilst also collectively delivering carbon and social inclusion benefits. This bid has been developed on the same principles.

B2. Evidence

Current cycling patterns

As a method of commuting, cycling has a relatively low share of the market in Greater Manchester, currently estimated to be just above 2%.

Most commuter cycling journeys are less than 5km (see table below which shows the share of cycle commuting trips by distance across Greater Manchester). This indicates that 5km is a realistic catchment area for cycle commuters. A high proportion of those commuting by cycle work in the city centre or in town centres.

	Less than 2 km	2km to 5km	5km to 10km	Over 10km	Total
All	32%	41%	19%	7%	100%
Male	30%	42%	20%	8%	100%
Female	47%	35%	13%	5%	100%

Reasons for improving cycling facilities

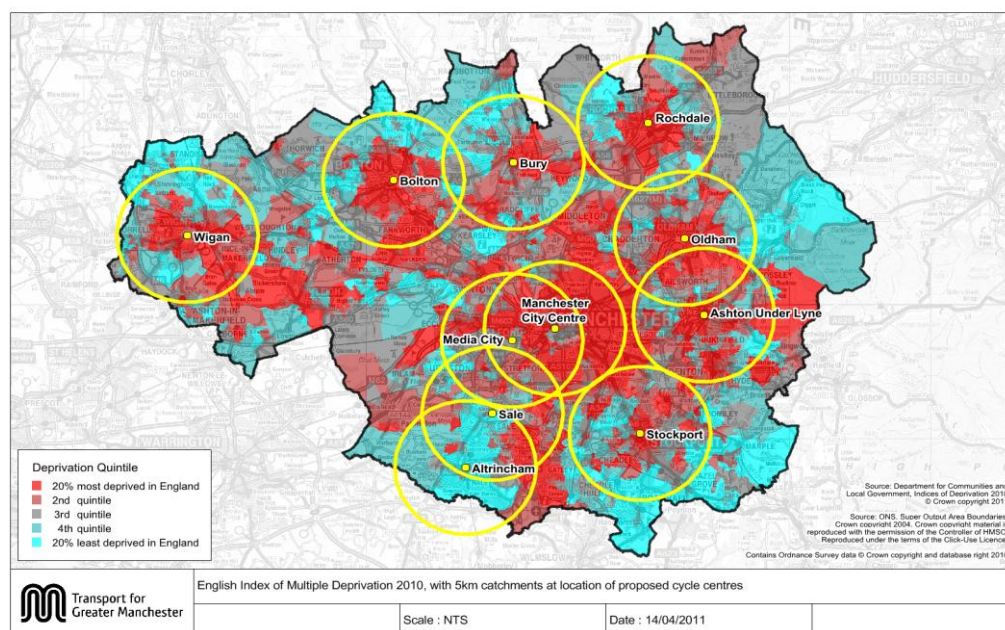
Road congestion – Fifteen per cent of car commuters travel less than 2km and more than 30% travel less than 5km. These commuter journeys significantly add to the congestion on Greater Manchester's roads and their journeys are of a length that many are willing to cycle.

Social inclusion - Cycling is a low cost and flexible means of transport with the potential to connect those seeking employment with jobs. As demonstrated in the map below, the 5km

³ Transport Strategy for Manchester City Centre (November 2010)

catchments of the proposed cycle centres and cycle compounds cover a high proportion of the most socially- deprived areas of Greater Manchester.

Index of Multiple Deprivation 2010 – with 5km Catchments of Proposed Cycle Centres and Cycle Compounds



Health – There is significant evidence linking insufficient physical activity to a number of medical problems and premature death. Primary Care Trust (PCT) data shows that life expectancy for residents in most Greater Manchester districts is between 1.3% and 4.6% below the national average. For the three -year period 2007-2009, male and female life expectancy in Manchester was, respectively, 5.3% and 4.0% below the national average. Only in Stockport and Trafford was life expectancy close to or above the national average.

The single biggest reason for reduced life expectancy is a higher than average level of coronary heart disease, with strokes also having a significant impact; both of these are linked with inactivity. For most people, the easiest and most acceptable forms of physical activity are those that can be incorporated into everyday life e.g. cycling instead of driving.

Potential Market

Although further work is required to identify those groups that are most likely to switch to cycle commuting, we have sufficient evidence that our initiatives will be attractive to shorter commuter trips. Fewer women cycle to work in Greater Manchester when compared to England as a whole, representing just 16% of all cycle commuters compared with the national average of 27%⁴. Therefore, this is a group we will actively target. In addition, cycling could be attractive to those in low paid occupations and/or working unsocial hours.

B3. Objectives

Greater Manchester's third Local Transport Plan (2011/12-2015/16) sets out the approach being taken to achieve the vision of the overarching Greater Manchester Strategy. In developing our LTP3 a number of key themes were identified, consistent with both national

⁴ 2001 Census

and local strategic priorities, namely: economic growth, environmental sustainability, health and wellbeing, and value for money. These form the basis of the LTP3 objectives. The contribution of the Bid Scheme to each objective is as follows:

‘To ensure that the transport network supports the Greater Manchester economy to improve the life chances of residents and the success of business’

LTP3 identifies the critical importance of developing transport solutions that provide capacity for growth and social inclusion as an economic priority. By providing sustainable commuting alternatives to key centres of activity particularly from inner-urban neighbourhoods where the greatest levels of worklessness predominate in Greater Manchester, this project offers the opportunity for improved accessibility and travel network capacity. Other contributions to economic objectives secured through increasing levels of cycling include reduced levels of congestion, giving more reliable journey times for buses, cars and freight vehicles, lower transport costs for employees and reduced absences and a healthier workforce for employers.

‘To ensure that carbon emissions from transport are reduced in line with UK Government targets, in order to minimise the impact of climate change’

LTP3 identifies shorter distance trips as a key priority for Greater Manchester in addressing unnecessary carbon impact of growth. By providing a genuine and attractive alternative for journeys of up to 5 km into centres of activity, this project provides a solution that is both targeted on LTP3 objectives and relevant to modern travel markets.

‘To ensure that the transport system facilitates active, healthy lifestyles and a reduction in the number of casualties; and that other adverse health impacts are minimised’

Cycling not only has great potential to improve health and fitness including wellbeing and mental health, but also has wider social benefits: by making it easier for people who do not have access to a car to travel to key facilities we can help to improve their life chances, particularly in the early years of their lives. The measures set out in this bid will encourage cycling through the provision of more support facilities at the destination end of the cycle trip including secure parking, changing and storage facilities, training and support for cycle maintenance.

LTP3 and the Greater Manchester Strategy identify inner-urban neighbourhoods, particularly inner Salford and Manchester, as key targets in addressing public health levels. This project will provide a stimulus to drive up active travel levels from these neighbourhoods in particular.

‘To ensure that the design and maintenance of the transport network and provision of services supports sustainable neighbourhoods and public spaces and provides equality of transport opportunities’

The project has been designed to promote cycle travel through the provision of attractive cycle parking facilities that meet high design standards. In addition, universality of access to cycling is at the heart of the project through its approach aimed at removing current barriers to cycle commuting.

'To maximise value for money in the provision and maintenance of transport infrastructure and services'

By targeting short distance trips on the local highway network, the project will contribute directly to LTP3 network management objectives that are aimed at securing maximum strategic returns from the local highway system. Where cycling forms part of a longer journey by public transport, it will also lead to better use of services, through increased patronage.

Our LTP3 is strongly focussed on meeting future travel demands by more sustainable modes. To this end we have committed nearly £1 billion of local resources to delivering a programme of public transport led investment over the next few years that offers a strategic platform for smarter travel choices. Alongside this we are developing a smartcard ticketing scheme and through the "Plugged in Places" project will also be implementing new technology solutions to secure reduced carbon emissions locally. We are also looking to implement measures to encourage short trips (up to 5km) to be made on foot or by cycle and longer trips to be made by public transport, with walking or cycling as a first or final 'leg'.

SECTION C – The package bid

C1. Package description

This package proposes a range of interventions to improve the attractiveness of commuter cycling. The initiatives in this bid are designed to address the barriers at the destination end of a cyclist's journey. Barriers to cycling in the quality and availability of cycle routes (both on and off street); will form part of our LSTF Major Package proposals to be submitted in June. The June bid will also include measures to improve cycle access, and cycle facilities at rail, Metrolink and bus stations. The interventions in this bid involve both capital and revenue expenditure as follows:

- Capital investment to provide additional cycle parking facilities within centres of employment;
- Support for those new to, or returning to, cycling through training, organised/led rides, bike loan arrangements and cycle buddies;
- Marketing and promotion through a range of media, including personal travel planning; and
- Monitoring, Evaluation and Project Management.

Given the large number of public sector employees in Greater Manchester, we will be looking for these organisations to take a lead in promoting increased commuter cycling.

Cycle Parking Facilities

Three types of cycle parking facility are proposed:

Cycle Centres

Our "cycle centres" will provide covered secure cycle parking, lockers for clothing and personal effects, shower, toilet and changing rooms. This type of facility might typically be provided by an employer, however, our proposals include establishing centrally located facilities which are open on a membership basis to individuals or for corporate membership to local businesses. Preliminary market testing has shown this to be particularly attractive to small businesses that do not have the space to provide such facilities within their own premises. These facilities will be provided through a combination of newly built bespoke

cycle centres, the re-fit of an existing retail/commercial units or by making an employer's existing, in-house facility available to a wider audience.

The facilities will be operated on a membership basis (with monthly and annual individual membership subscriptions) and access to the cycle centre will be via a swipe card entry system. Corporate membership will also be available, enabling local businesses to "purchase" a number of spaces for their employees. Members will be allocated a cycle parking space and personal locker and have access to the shower and changing cubicles. An indicative design of the Piccadilly Gardens scheme is shown in the supporting documents pack.

Overall we are planning to introduce nearly 650 cycle parking spaces at Cycle Centres at the following locations:

	Proposed Opening Date
Ashton Pool (Tameside MBC)	2011/12
Piccadilly Gardens (Manchester CC)	2011/12
Manchester Arndale Centre	2012/13
Media City (Salford CC)	2012/13
Regional Centre (location to be finalised)	2012/13
Altrincham Interchange	2013/14
Bolton Interchange	2014/15

Cycle Compounds

Cycle Compounds are targeted at shorter distance commuter cyclists who do not require shower or changing facilities. The cycle compounds will provide covered, enclosed and secure cycle parking with lockers suitable for storing cycle helmets and wet weather clothing. The facilities will operate on a membership basis, but in this case the annual subscription will provide for a swipe card to enable access to any of the secure compounds. Lockers will be available on a daily deposit basis and would not be allocated to individual members. Users will lock their bicycles to the cycle stands in the usual manner and CCTV coverage will provide additional security.

We have developed a modular design concept for our cycle compounds that can be varied in length and width to fit with the available land at specific site locations. A copy of this design concept is included in the pack of supporting documents. Overall we are planning for some 450 cycle parking spaces at cycle compounds over the LSTF bid period; these will be located as follows:

	Proposed Opening Date
Bury Interchange (Bury MBC)	2011/12
Stockport Bus Station (Stockport MBC)	2012/13
Sale Town Centre (Trafford MBC)	2012/13
Wigan Stations (Wigan Council)	2013/14
Rochdale Station (Rochdale MBC)	2014/15
Oldham Town Centre (Oldham MBC)	2014/15

Opportunities will be explored for developing cycle compounds alongside other proposals including the 'Plugged-in-Places' initiative. Once funding is secured, a review of cycle access will be carried out to ensure that the parking facilities can be reached easily and safely.

Cycle Storage Grants

This element of the bid provides grants for the provision of cycle stands and lockers to those businesses who are willing to make space available within their own premises, for example,

by removing car parking spaces. A further requirement of any grant will be a commitment from the business to nominate a member of staff to act in a cycling liaison role.

Cycle Support Measures

Cycle Training

Bikeability Level 3 training will be provided for adults along their route to work, or as part of their work, particularly targeting new cycle commuters. Cycle training will also be offered to all those taking up the Bike Back to Work offer (see below). TfGM will procure a supplier to deliver L3 Bikeability training and bookings will be controlled centrally (following consultation with TfL). Adult cycle training is already provided by project partners in parts of Greater Manchester and increasingly through the funding period, contributions will be sought from local partners in both the public and private sectors. A share of the charges could also be passed on to end users. Beyond 2014/15 the full costs of a cycle training programme will be met from local resources.

A central pool of some 3,330 places will be funded by LSTF funding, to be matched by a similar level of locally funded training. Costs are calculated on the basis of £60 per trainee, with the contractor expected to supply a comprehensive support package including monitoring. Over the lifetime of the project, this represents LSTF funding of approximately £30 per head.

Cycle Maintenance

A programme of cycle maintenance workshops and drop-in events will be offered. Businesses with Bicycle User Groups (BUGs) will be offered up to two free sessions per site. A bursary will also be offered for key personnel (BUG or pool bike co-ordinators) within local businesses to attend courses in bike maintenance in order to act as a local support resource. A series of local bike maintenance courses will be run for small and medium-sized enterprises (SMEs). In the first year a central contract will be procured for this service, but as the new storage facilities come on-stream it is likely that maintenance facilities and partnerships will emerge. It is anticipated that this can be delivered at an average cost of £80 per head for the anticipated 1,375 places. This will be matched by a 10% investment in the final year from businesses funding their own courses. Opportunities will also be explored for local cycle businesses to sponsor and provide technical support for this activity.

Organised Rides & BUGs

The voluntary sector (Friends of the Earth) is already delivering the successful *Bike Fridays* and *Love Your Bike* programmes of rides. These programmes will be supplemented by the work of a business *Bike IT* style manager in TfGM who will roll out a larger programme of organised rides co-ordinated with project partners. This activity will be enhanced by resourcing and supporting BUGs across the County. BUGs will be offered quarterly newsletters and other downloadable resources. The LSTF contribution will provide the funding for the *Bike IT* style post for the period up to 2014/15. After this date the post will be subsumed into mainstream TfGM revenue activities.

Bike to Work and Bike Back to Work

This part of the programme is aimed at enabling those without a bike to trial cycle commuting without having to make the initial outlay for the purchase of a bike and other equipment. The LSTF contribution will provide fully-equipped new bikes (including accessories such as lights and helmets) to be loaned for trial periods to businesses and to those seeking work. This initiative will target those who are just starting work, or getting back into work, and those employees with journeys of less than 5 miles who do not own a bike. If, at the end of the agreed trial period, employees are using the bike as their main

mode of travel to work, there will be an option for them to purchase the bike at a discount or, in the case of those getting back into work (and coming off benefits), to keep the bike at no cost.

During the LSTF period, we intend to develop partnerships with the voluntary sector to set up cycle refurbishment centres, linked to work experience/training programmes for young people, to provide refurbished bikes for this Bike to Work bid initiative. We will seek voluntary sector partners for this.

Marketing and Promotion Measures

Campaign Design

A comprehensive marketing campaign will be implemented in the first year of the project to highlight the measures we are implementing and raise awareness with commuters of the possibility of cycling for some, or all, of their journeys to work. Experience from Cycling Towns has shown that it is important to have a strong and recognisable campaign to help unify all the elements of the scheme including infrastructure facilities and campaign material. The expenditure is programmed for 2011/12 and a campaign refresh will be delivered in 2014/15.

Cycle Maps and Campaign material

Experience from Cycling Towns has also shown that well directed free resources act as clear 'nudges' to encourage people to take up cycling. These interventions will be included in the contract for campaign design at the start of the programme. The type of resources commonly used elsewhere, that will be utilised in the Greater Manchester project, include high visibility vests, 'slap its' (cycle clips) and drinks bottles.

A series of cycle maps for Greater Manchester will be produced in both paper and interactive electronic formats. This will build upon the existing range of cycle maps produced through the 'Cycle GM' initiative. These electronic maps will be linked into journey planning software and kept up to date as new cycle facilities are built or opened.

Cycle Challenge Events

A series of annual cycle challenge events will take place across Greater Manchester. These events enable companies to compete against each other (in categories related to organisational size) to see who can log the most cycle journeys by their staff throughout an agreed period. Participating companies will be given website access to enable their staff to log their cycle journeys; prizes will be given to the winning individuals and companies. Initial LSTF resources will be used to set up these events and in the longer term it is envisaged that they will become fully sponsored activities.

Company Cycle Assistants

The LSTF programme is dependent on the ability to engage companies and their staff. This will be facilitated by a central team within TfGM which will help companies take up cycling offers and convince them of the benefits of this approach. Although contracted centrally, this resource will work in partnership with the local authorities and project partners. After 2014/15 this type of activity will become a mainstream, revenue funded, activity for TfGM and Districts, supported by public health resources, given the significant health benefits that are anticipated to accrue.

Beyond the period of LSTF resourcing, the various cycle support activities outlined above are expected to demonstrate significant health and transport benefits. These benefits will justify ongoing expenditure from a combination of TfGM and District funding supported by public health resources.

Monitoring, Evaluation and Project Management

Expert Peer Review Group

TfGM will establish a panel of independent locally and nationally-recognised experts who will meet up to four times a year to review progress and provide challenge to the programme content, ensuring that it remains focused on delivering the anticipated uplift in cycling commuting. Existing cycle user groups in Greater Manchester will also be encouraged to contribute to the process.

Monitoring, Review and Evaluation

To support the work of this Review Group, we will undertake a programme of quantitative and qualitative monitoring to review the effectiveness of each measure against stated objectives. The outputs from this work will inform the direction of the programme and will be shared with DfT for wider dissemination.

Programme and Project Management

A small dedicated team will be established to manage the implementation of the capital schemes and oversee the programme of revenue grant funded activities. The DfT are familiar with the well-established project management procedures that TfGM has in place and which are used to manage the delivery of capital projects, including the expansion of the Metrolink system and the construction of other capital and revenue projects. TfGM will jointly fund the staff costs associated with this team; beyond 2014/15 TfGM will continue to manage ongoing revenue funded cycle support activities.

Cycle Centre / Compounds Membership – set up costs

An initial one-off cost will be incurred in 2011/12 to establish the “back office” processes and procedures needed to operate the cycle centre and cycle compound membership scheme. These include setting up a portal for the scheme from the TfGM website, data hosting for customer data and implementing the communication links and infrastructure between the server hosting the membership database and the membership swipe card readers at the cycle centre which control access to the facility. These systems will be integrated with, and take advantage of, where possible, other planned and existing TfGM applications, such as the TfGM customer database and the Smart Ticketing payment engine.

C2. Package costs

Scheme element 1	£k	2011-12	2012-13	2013-14	2014-15	Total
Cycle parking facilities	Revenue	9	49	73	93	224
	Capital	510	1,315	242	371	2,438
Scheme element 2	£k	2011-12	2012-13	2013-14	2014-15	Total
Cycle support activities	Revenue	170	206	222	154	752
	Capital	-	-	-	-	-
Scheme element 3	£k	2011-12	2012-13	2013-14	2014-15	Total
Marketing & promotion	Revenue	265	304	328	369	1,266
	Capital	-	-	-	-	-
Scheme element 4	£k	2011-12	2012-13	2013-14	2014-15	Total
Monitoring and Evaluation	Revenue	-	-	-	-	-
	Capital	-	-	-	-	-
Scheme element 5	£k	2011-12	2012-13	2013-14	2014-15	Total
Project management	Revenue	100	52	52	54	258
	Capital	-	-	-	-	-
GRAND TOTAL						4,938
Local contribution	£k	£115	£151	£638	£574	£1,478

Notes:

- The Local funding contributions exclude the value of site provision.
- The values above are nominal prices – inflation at 2.75% p.a is assumed for revenue elements and 5% p.a for capital works.

A detailed cost plan for all the project elements is shown below. The values in this cost plan are also in nominal prices using the inflation indices assumed as above.

	LSTF					LOCALLY FUNDED				
	2011/12	2012/13	2013/14	2014/15	Total	2011/12	2012/13	2013/14	2014/15	Total
CAPITAL										
Scheme element 1 - Cycle Parking Facilities										
Cycle Centre Construction										
TfGM (Piccadilly Gardens)	£250				£250					
Manchester Armdale		£263			£263					
Regional Centre (location 2)		£368			£368					
Media City		£315			£315					
Altrincham Interchange					£0			£441		£441
Bolton Interchange					£0				£347	£347
	£250	£946			£1,196			£441	£347	£788
Cycle Compound Construction										
Ashton Pool	£100				£100					
Bury Interchange	£100				£100					
Stockport Bus Station		£116			£116					
Sale Town Centre		£116			£116					
Wigan Stations			£121		£121					
Rochdale Station				£116	£116					
Oldham Town Centre				£127	£127					
	£200	£232	£121	£243	£796					
Cycle Storage Grants	£50	£105	£110	£116	£381					
Card reader costs	£10	£32	£11	£12	£65					
	£60	£137	£121	£128	£446					
Element 1 Total	£510	£1,315	£242	£371	£2,438			£441	£347	£788
Capital Total	£510	£1,315	£242	£371	£2,438			£441	£347	£788
REVENUE										
Scheme element 1 - Cycle Parking Facilities										
Net operating cost	£9	£49	£73	£93	£224					
Element 1 Total	£9	£49	£73	£93	£224					
Scheme element 2 - Cycle Support Facilities										
Cycle Training	£50	£72	£53	£33	£208	£30	£41	£63	£76	£210
Cycle Maintenance	£20	£31	£32	£22	£105				£11	£11
Organised / Led Rides	£30	£31	£32	£33	£126	£5	£5	£5	£5	£20
BUGs	£50	£31	£42	£33	£156	£5	£8	£11	£16	£40
Bike back to work (inc pool bikes)	£20	£41	£63	£33	£157	£5	£10	£21	£16	£52
Element 2 Total	£170	£206	£222	£154	£752	£45	£64	£100	£124	£333
Scheme element 3 - Marketing & Promotion										
Overall Campaign Design	£20	£5		£11	36					
Cycle maps & collateral	£60	£41	£21	£65	187					
Web & phone based journey planner	£30	£21	£11		62			£5	£11	£16
Cycle Challenge	£5	£31	£32	£22	90		£10	£13	£16	£39
Company Cycle Assitants (TfGM)	£150	£206	£264	£271	891					
Element 3 Total	£265	£304	£328	£369	£1,266		£10	£18	£27	£55
Scheme element 4 - Monitoring & Evaluation										
Expert Peer Review Group						£10	£10	£11	£11	£42
Research, Evaluation, Development						£10	£15	£16	£11	£52
Element 4 Total						£20	£25	£27	£22	£94
Scheme element 5 - Project Management										
Project Management (capital)	£25	£26	£26	£27	£104	£25	£26	£26	£27	£104
Programme Management	£25	£26	£26	£27	£104	£25	£26	£26	£27	£104
Membership - back office costs	£50				£50					
Element 5 Total	£100	£52	£52	£54	£258	£50	£52	£52	£54	£208
Revenue Total	£544	£611	£675	£670	£2,500	£115	£151	£197	£227	£690
Project Total	£1,054	£1,926	£917	£1,041	£4,938	£115	£151	£638	£574	£1,478

C3. Rationale and strategic fit

The Greater Manchester Commuter Cycle Project, and the wider Greater Manchester major project submission, of which this is a key component, has been developed to provide commuter cycling solutions that are both attractive to new users and which support the low carbon economic growth strategy (the Greater Manchester Strategy) agreed in 2009.

A new LTP has been developed reflecting the Greater Manchester low carbon economy objectives. It specifically identifies and addresses the unique nature of travel markets in Greater Manchester and supports an emerging revival in cycling levels around local centres of activity. It builds upon early “smarter choices” successes, with a renewed focus on commuting and access to work. This project has been designed to build upon LTP policies, reflecting a unique set of circumstances across Greater Manchester that offer significant scope to maximise the local impact of the Fund.

The Greater Manchester authorities have committed nearly £1 billion of local resources to delivering a programme of public transport-led investment over the next few years that is unique in its scale outside London. The Commuter Cycle Project is a further element of our strategy to lock in the benefits of this investment and maximise the benefits obtained from it.

The revised governance arrangements based around the establishment of the Greater Manchester Combined Authority, provide a firm platform for partnership working with public health bodies in particular adding further value to the active travel promotion outcomes anticipated through this project. This new model of working across the conurbation has seen the establishment of specialist Greater Manchester Commissions on a range of policy areas, including Environment, Public Health, Spatial Planning and Economic Development, alongside the establishment of Transport for Greater Manchester. This has allowed us to shape our proposals to secure what the Transport Minister accurately identifies in his foreword to the Local Transport White Paper as “that short term boost to growth, and the early reductions in carbon, that action locally is best placed to deliver.” In addition, through the Greater Manchester Health Commission, we also have the scope to align the active travel activities set out here with the wider public health promotion work of our health sector partners.

The establishment of TfGM and the Combined Authority provides an opportunity to establish and manage a strategic, conurbation-wide approach to cycle commuting initiatives that can be delivered through local channels, best reflecting local markets.

Most recently, Greater Manchester has also established its new Local Enterprise Partnership (LEP), which brings nine business leaders and three local authority leaders to shape and guide the future economic growth of the conurbation. Transport considerations sit at the heart of Greater Manchester’s growth strategies, recognising the critical competitive advantage associated with effective and sustainable connectivity to markets and skills. The approach set out in this bid seeks to integrate active travel into the commuting mix; this submission also fits closely with the intentions of the Greater Manchester LEP to drive effective integration across economic growth, planning and transport activities. Going forward, the LEP will play a key role in challenging our LSTF strategies to achieve its own objectives. In addition, the LEP will seek to actively engage with DfT on the wider relationship between congestion and growth, as identified in the Local Transport White Paper, and we welcome every opportunity to take an active role in the joint work proposed to identify congestion hotspots to the further benefit of our LSTF approach.

Through the combined approach of infrastructure and promotion set out in this bid, the project will address our core LTP3 priorities and objectives set out in section B3 above.

C4. Community support

The Greater Manchester approach to the Local Sustainable Transport Fund has been strongly influenced by our on-going and specific community engagement. In particular, between October and December 2010, the Greater Manchester authorities undertook a thorough LTP3 consultation exercise, which elicited some 900 responses in total. These responses enabled us to refine our draft strategy, originally developed on the basis of consultation undertaken since the Greater Manchester TIF exercise in 2008.

Active travel emerged as the dominant theme through this consultation. In particular, community stakeholders have consistently highlighted the importance of a consistent, substantial and strategically-coordinated programme of measures aimed at providing the facilities, promotion and support activities crucial to support the development of cycle commuting. This community input has shaped the active travel-led approach that this 'key component' submission epitomises.

In developing each element of our approach, we have consulted further with a number of key partners using a range of channels, including a dedicated seminar held in February 2011 attended by over 100 community and local business representatives. We have worked directly with voluntary sector partners, such as the Manchester 'Love Your Bike' campaign group, and key agencies such as Sustrans to ensure that our proposals match the expectations of target communities. To date we have received letters of support from the following partners:

Greater Manchester Local Enterprise Partnership Commission for the New Economy Greater Manchester Environment Commission Greater Manchester Health Commission CityCo Corridor Manchester Greater Manchester Chamber of Commerce and Manchester Solutions Marketing Manchester MIDAS Pro Manchester	Parsons Brinkerhoff Ernst & Young Eversheds Greater Manchester Fire & Rescue Service Imperial War Museum Manchester Metropolitan University Muse PricewaterhouseCoopers Trafford Centre BikeRight! Bury Cycling Forum Love Your Bike (Friends of the Earth)
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As the commentary set out in A9 above also makes clear, the specifics in the project have been generated by Local Authority partners and attracted the support of local business partners, both of whom are best placed to understand specific local needs.

SECTION D – Value for money

D1. Outcomes and value for money

Outcomes

The Commuter Cycle Project will achieve positive outcomes for Greater Manchester across a range of policy objectives as discussed earlier in this bid document. Positive outcomes will be achieved:

- For the economy in terms of reduced congestion and more efficient labour markets;
- For the environment in terms of reduced CO2 emissions and improved air quality;
- For health in terms of improved levels of physical activity; and
- For social mobility in terms of addressing worklessness in deprived communities.

Value for Money

The Value for Money of initiatives to promote cycling have been well documented, not least by DfT through the work on a variety of Smarter Choices programmes including Sustainable Travel and Cycling Demonstration Towns. Monitoring and evaluation research has shown that investment in cycling leads to returns of at least 3:1 and as part of the option generation process for the Commuter Cycle Project we have developed a light touch appraisal methodology to help design the most appropriate measures for Greater Manchester. Using this methodology we have constructed economic appraisals of two example Cycling Facilities schemes: a typical Cycle Centre and for a typical Cycle Compound. The economic appraisal shows BCRs of over 2 for both types of schemes as shown in the table below.

Facility	Capex	Annual Opex	Capacity	Daily Fee	% new cyclists	PVB	PVC	BCR
Cycle Centre	£250k	£29k	90	£0.98	37%	£262k	£106k	2.5
Compound	£115k	£7k	70	£0.11	26%	£265k	£15k	17.8

Forecast Demand

A key driver of the economic appraisal is the ability of the schemes to attract cyclists and, in particular, new commuters to cycling. The centres and compounds will be placed in key employment areas where is a latent demand for cycling and so it has been assumed that they will run at a 75% occupancy level. The split between existing cyclists and newly generated cyclists at a Cycle Centre is based on the recent Sustrans/ DfT report which demonstrates a 23% increase in cycling resulting from the provision of secure cycle parking, changing facilities and showers. Since a charge will be made for these facilities, it is assumed that new users will be twice as likely to use the new facilities as existing cyclists transferring to the facility. This results in a 63:37 split between existing and new cyclists. The proportion of new cyclists is derived from $(23\%/1+23\%) \times 2 = 37\%$. The split for the Cycle Compound is derived in the same way, but starting from a lower 15% generation figure due to the reduced level of facilities, which gives 26% of the users of the facility being new to cycle commuting.

Scheme Costs and Revenues

The costs of the cycle centre have been derived from:

- initial capital costs to build the facilities in year 1; and

- annual operating costs, including any maintenance and staff costs, net of any revenues received from cyclists, corporate memberships or commercial rents.

Benefits

The impacts of the scheme are assumed to be experienced by a range of 'recipients' and are derived differently whether they accrue from existing cyclists or from those that have switched to cycling. The table below sets out which impacts have been included and the source of their economic value. The majority of the impacts follow a webTAG approach, but we have also included an element for reduced worklessness costs, based upon an approach developed by KPMG during work on bus economics for DfT and the former GMPTE.

Recipients	Impacts	Existing Users	New Users	Source of Values
Cyclists	Health benefits	Already counted	30p per km	webTAG value
	User charges	Daily cost	Daily cost	£0.98 per day – full facilities £0.11 if no shower
	Amenity benefit	80p per day 66p if no showers	Half existing user	webTAG value
Externalities	Decongestion	None	£0.34p/km if transfer from car	TfGM internal investment appraisal guidance
	Carbon reduction			
	Accidents			
Business Impacts	Reduced absenteeism	Already Counted	£40 per year per cyclist	webTAG value
Government Impacts	Worklessness	None	£8,000 per year per unit reduction in unemployment	KPMG work for GMPTE / DfT on bus economics

Appraisal Assumptions

The economic appraisal has been undertaken over 15 years, conservatively assumes 2011 values and prices, applies a 3.5% discount rate, has no growth in Value of Time and assumes that demand stays at 75% of capacity throughout the period. New cyclists are assumed to transfer 40% from car, 45% from bus and 15% from rail / Metrolink.

The methodology is described in a technical note that can be made available on request.

VfM Assessment

Along with the assessment of the monetised costs and benefits above, the scheme is also expected to have a range of non-quantified impacts as summarised against NATA headings below:

- environment: reduced noise and positive impacts on journey ambience and well-being;
- accessibility: improved access to facilities to those without a car, reduced severance, and increased option values; and
- integration: improved access to transport interchanges and the scheme furthers integration between transport and land use policy.

Based on the above outline economic appraisal and high level review of the non-quantified impacts it is considered that the Commuter Cycle Project offers **High Value for Money**.

D2. Financial sustainability

This project will implement measures that increase the level of commuter cycling across Greater Manchester, giving rise to health and transport benefits to be appraised through the planned programme of monitoring. Essentially the LSTF budget is seen as “Kick Start” funding to enable a local case to be made for an increased long-term level of spend by both public and private sectors (closer to the spend per head levels in much of Europe).

From 2014/15 the revenue grant funded elements of the project will become mainstream TfGM and District revenue budget activities justified on the basis of the transport benefits and supported from public health resources (which will become a responsibility of the Combined Authority Health Commission). The creation of the Combined Authority enables a wider, more holistic view to be taken of spending priorities across a number of Local Authority sectors. In addition, it is intended to develop more formal partnership arrangements with private and voluntary sector organisations that will also provide on-going revenue support.

The long-term operating costs associated with the provision of the capital grant funded elements of the bid has been scrutinised by an independent external third party to provide assurance in relation to the future costs and liabilities for TfGM which will become the full responsibility of TfGM from 2014/15. This financial analysis can be made available if requested.

SECTION E – Deliverability

E1. Implementation

TfGM will be the responsible organisation for securing the implementation of the measures included in this bid.

Capital investment will be managed in full accordance with TfGM project management procedures with which the DfT is familiar. Where capital investment is managed by a third party (e.g. in the case of the Ashton Pools Scheme where Tameside MBC will be the responsible authority), TfGM will undertake assurance checks to satisfy itself that appropriate project management procedures are in place.

Revenue grant funded elements will be managed through TfGM and to assurance standards set by TfGM.

E2. Output milestones

The overall programme of the capital grant funded measures will be subject to regular reporting to, and review by, the TfGM Executive Programme Board, ensuring that scheme delivery is monitored to secure agreed benefits and within agreed timescales and budgets.

The performance of the revenue grant funded measures will be monitored through the appraisal programme to be agreed with DfT and internally through the Executive Programme Board, ensuring that interventions are delivering required outcomes.

E3. Summary of key risks

A risk workshop has been held and the following table identifies the key risks, together with the proposed mitigation measures, that were raised:

Risk	Mitigation
Limited availability of usage data for equivalent schemes in existence which may result in demand and revenue being less than anticipated	Utilise conservative demand forecasts in value-for-money appraisals and undertake new survey work.
Difficulty in developing long term contractual agreements and commitments with key sponsors due to current economic conditions	Well-developed contingency plans in place. Early engagement with commercial providers and key sponsors.
Cost increases over the duration of the project in excess of the budget	Agree Contract Price Adjustment (CPA) mechanism with contractor. Maintain contact with the market. Engage with commercial providers throughout.
Usage of facilities not sustained over the long term	Well defined marketing strategy. Monitor revenue against target. Closely monitor trends in cycle use in conjunction with other partners.
Difficulties identifying sites resulting in programme delays and cost increases being incurred.	Early planning to identify and develop sites. Ongoing liaison with district councils and other key stakeholders. Well-developed project timetable to identify milestones for decisions through the TGfM Executive Programme Board.
Changes in the investment priorities of the Greater Manchester local authorities which could result in project delays and additional costs being incurred.	Maintain ongoing liaison and discussions with the local authorities to ensure continued buy-in and ownership of the programme. Establish and manage a clearly defined communication strategy.

E4. Project evaluation

The bid submission includes our proposals for an evaluation workstream to be locally funded from TfGM revenue budgets. This will provide quarterly reporting to external experts who will act as critical friends. Lessons learned and best practice will be shared with the DfT for further dissemination.

We welcome the opportunity to explore the potential for hosting a seminar reporting the findings from our cycling initiatives as an example of what can be achieved in major urban areas.

“The Greater Manchester LEP proposal, which was agreed with Government earlier this year, identified the transition to a low carbon economy as a strategic priority for the sub-region alongside securing effective transport connectivity. This submission is innovative in bringing these two factors together in a range of measures that will be attractive to contemporary commuters and that offer direct partnership support for the business community.”

GREATER MANCHESTER LOCAL ENTERPRISE PARTNERSHIP

“Given that we have over 700 people based in our city centre offices providing more sustainable means of them getting to and from work will contribute to us being able to reduce our environmental impact. We currently encourage our staff to cycle to work from a health and wellbeing perspective and would heartily support the provision of cycle centres in Greater Manchester to encourage more people to cycle to work.”

PWC

“The Greater Manchester Commuter Cycling Project is an excellent proposal that looks to take up this new policy agenda in real, practical terms that should reposition cycling as a genuine commuter option in and around many of our major centres of activity”

GREATER MANCHESTER ENVIRONMENT COMMISSION

“Manchester Metropolitan University and its Corridor Manchester partners believe their good work has reached a ‘tipping point’ where wider, innovative schemes are needed to further increase the numbers of cyclists. This is why the University is fully supportive of Transport for Greater Manchester’s bid to the Local Sustainable Transport Fund and the schemes outlined within it.”

MANCHESTER METROPOLITAN UNIVERSITY

“The Greater Manchester Health Commission has prioritised encouraging active travel in Greater Manchester during 2011. We can confirm our support for the current bid, and welcome the measure identified within it.”

GREATER MANCHESTER HEALTH COMMISSION

“Transport and connectivity are key determinants in the location decision making process and any initiatives, which aim to enhance our offer to new and existing investors, get our full support.”

MANCHESTER INVESTMENT DEVELOPMENT AGENCY SERVICE (MIDAS)

“Love Your Bike has consistently advocated for many of the promotional and practical measures outlined in the bid that are aimed at encouraging and supporting more people to cycle. We broadly welcome and support in principle the measures outlined in the Transport for Greater Manchester bid and hope for a positive outcome.”

LOVE YOUR BIKE

“We would be very keen to explore the possibility of working with Transport for Greater Manchester on this initiative, as we are particularly keen to develop cycling as a genuine mode of choice for travel to the Trafford Centre.”

TRAFFORD CENTRE

“This project supports Greater Manchester’s strategic aims by offering an integrated approach to supporting low carbon travel, making best use of existing infrastructure and focusing on priority employment locations.”

GREATER MANCHESTER COMMISSION FOR THE NEW ECONOMY

Local Sustainable Transport Fund - Key Component Bid

Greater Manchester Commuter Cycle Project



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