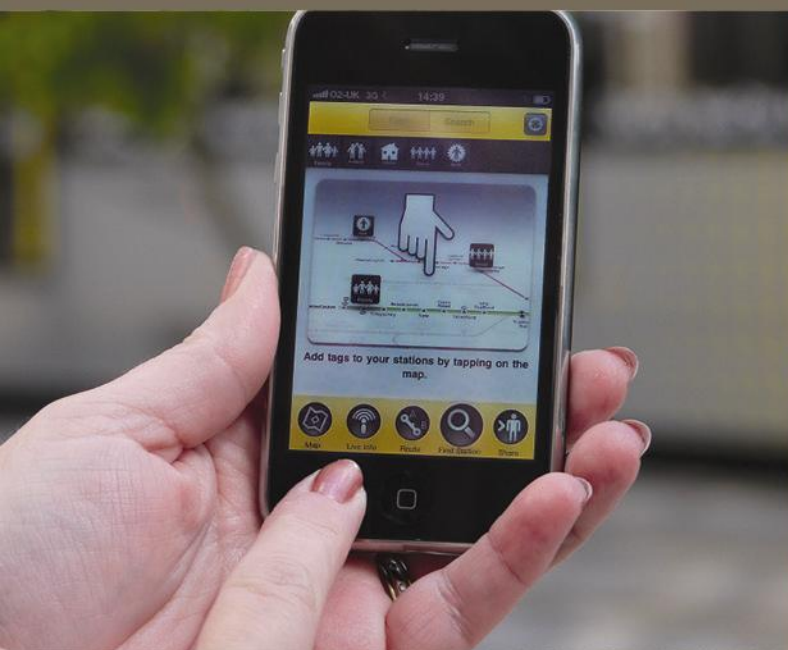


Vision for sustainability

Local Sustainable Transport Fund





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free travel in the city centre

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Sustainable travel in Greater Manchester: The journey to a low carbon economy

Greater Manchester has a vision of sustainable commuting at the heart of its blueprint for a low carbon economy, as set out in the ambitious Greater Manchester Strategy. We want to give local people the travel choices that will allow them to take an active role in our future low carbon economy. We have already gone a long way locally to set the foundations for our vision:

- **By leading from the front**, the Greater Manchester partners have committed nearly £1 billion of local spending over this decade to support the uniquely ambitious Greater Manchester Transport Fund that will deliver the largest public transport investment programme outside London;
- **By shaping our future**, through the establishment of the new Greater Manchester Combined Authority and the Local Enterprise Partnership, Greater Manchester has a distinctive and unique governance system in place that will drive the low carbon and economic growth agendas in a powerful and mutually supporting way; and
- **By getting into shape to deliver**, the establishment of Transport for Greater Manchester provides a new model of working that can effectively bring together integrated public transport, active travel and smarter travel initiatives across the entire local economy.

Greater Manchester has a strong track record in delivering sustainable transport for growth:

- public transport, cycling and walking have been our priorities for the past 15 years;
- local planning policies have focused on growth in our town and city centres, which are more accessible by public transport;
- through investment in cycle routes, improved cycle parking and marketing/training initiatives, cycling numbers have increased by 17% since 2005, and the new Local Transport Plan sets out clear growth ambitions for active travel for the coming years;
- in Manchester city centre, public transport, cycling and walking now account for 70% of morning trips, compared to 61% in 2002;
- investment of over £1 billion in the Metrolink expansion programme now under way will treble the size of the light rail network and generate 30 million additional journeys by tram;
- Metrolink Smartcard ticketing and real-time information, provided through smartphone 'apps', will improve accessibility and encourage integration across different transport modes; and
- commuter bus developments and other key initiatives are programmed through the Greater Manchester Transport Fund to provide additional commuter options over the next few years.

Regeneration and reduced worklessness dominate our economic agenda:

- Greater Manchester is the largest and strongest economic engine in the North of England, accounting for more than 50% of the North West's total productivity;
- but it is also home to 75,000 JSA claimants and over 300,000 claimants across all benefits; recovery in many town centres and housing markets remains fragile.
- The Greater Manchester Combined Authority and the Local Enterprise Partnership recognise the critical role of connectivity in stimulating growth and through the Greater Manchester Transport Fund, investment in access to employment has been placed at the heart of Greater Manchester's growth policy.

We are committed to a low carbon economic future:

- with a carbon footprint of 17.5 million tonnes (2008), we have a long way to go, but at 7.1 tonnes per person Greater Manchester is already well below the national average of 8.7 tonnes per person;
- the local low carbon sector is already worth £4.4 billion, supports 34,000 jobs and is projected to grow at more than 4% per annum over the next five years; and
- our transport policy is at the low carbon vanguard – from the wholly renewables-powered Metrolink system and Green Buses to the Greater Manchester Electric Vehicle Infrastructure Scheme and smarter choices plans for the future.
- The Greater Manchester Environment Commission and Transport for Greater Manchester are committed to repositioning the future trajectory for growth-related carbon emissions across the conurbation.

Public health levels remain a stark characteristic in many of our most deprived communities:

- coronary heart disease and obesity are priority local public health concerns - seven out of the ten Greater Manchester districts record Cardio Vascular Disease levels higher than the national average and one in four residents are currently classed as obese; and
- ill health is one of the main causes of worklessness in Greater Manchester.
- The Greater Manchester Health Commission and Transport for Greater Manchester are committed to collaborative working to drive up active travel levels.



Delivering our vision through the Local Sustainable Transport Fund

In delivering our low carbon objectives, our priorities are local commuters and job-seekers, and our strategy has been shaped by their travel needs and solutions that meet them in a truly sustainable way.

In a complex urban economy like Greater Manchester, these needs are diverse and so are our solutions. Through the Local Sustainable Transport Fund, we aim to bring together technology, smarter choices travel marketing and active travel measures to build the future travel markets that will lie at the heart of our low carbon economy.

Our approach encompasses a Key Component and four further strategic components set out in our comprehensive Large Project bid:

Key Component Bid: Greater Manchester Commuter Cycle Project

Transport for Greater Manchester submitted a “Key Component” bid in April to support the delivery of the Greater Manchester Commuter Cycle Project, designed to increase the number of people cycling to work at a number of major commuting destinations through a series of interventions, which our research shows will open up cycling as a genuine commuting option for many more employees.

Through this Key Component, we will provide a total of 650 cycle parking spaces at seven 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. In the region of 450 additional spaces will also be provided at a number of cycle compounds, targeted at shorter-distance commuter cyclists who do not require shower or changing facilities, providing covered, enclosed and secure cycle parking with lockers suitable for storing cycle helmets and wet weather clothing. In addition, the Key Component is designed to deliver a range of cycling information, training 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.



Large Project Bid Component 1: ‘Sustainable Access to Key Destinations and Transport Hubs’

Greater Manchester benefits from a rapidly-improving core public transport system and many of our communities are clustered within a relatively short distance from a local town centre, offering access not only to a public transport interchange but also to local jobs, shops, education and health facilities. So most of our residents are within a potential walk or cycle ride from access into the public transport system and to other local facilities, but often too many physical and cultural barriers remain for this to happen in practice.

From circuitous routes out of housing estates to a lack of confidence in where to park your bike when you get there, walking and cycling to their local station or transport hub currently seems just one complication too many in the busy lives of most local commuters. This contributes significantly to local carbon and network efficiency problems: 15% of our peak-time car trips are currently less than 2km and more than 30% no more than 5km – distances that many of us could easily walk or cycle.

Our solution to this is grounded in the techniques encouraged by the recent Local Transport White Paper. We want to combine targeted investment in relatively small (“choice architecture”) measures that make walking or cycling to a local station/transport hub or key centre a real option and community-based (“nudge”) marketing techniques that take the very best lessons from elsewhere to reshape cultural cycles and deliver real local carbon, economic and health benefits.

Examples of our approaches here include:

- the Bolton to Bury Cycle Route, which will serve key employment destinations - as well as key public transport interchanges and proposed cycle centres - in both the town centres from a series of residential areas along its route;
- a package of local infrastructure measures around Rochdale Rail Station to maximise access from neighbouring communities; and
- a programme of travel planning and marketing activities in communities along Metrolink expansion corridors to maximise usage and promote sustainable travel to local stops.

Large Project Bid Component 2: 'Supporting sustainable choices'

Building upon our Key Component, our sustainable travel development agenda requires a wider package of measures aimed at embedding smarter choices across a wider commuting market.

Working with key partners, including the ten local authorities, local business groups, local cycle groups, walking groups and others, we have mapped out a series of initiatives that target those communities where these initiatives can offer the greatest value, including:

- kickstarting adult cycle training and local community walking campaigns to establish a longer-term legacy maintained by community champions;
- providing travel planning start-up support for employers at larger business sites and other key destinations; and
- providing travel advice to expand the journey horizons of job seekers to establish this as a longer term service delivered through the traditional employment search bodies.

Large Project Bid Component 3: 'Smarter Travel'

New technologies are increasingly shaping all our lifestyles and the daily choices that we make. Our approach embraces the enormous potential that these technologies offer.

We have already committed to delivering a Smartcard system for our Metrolink network and supporting vehicle location technology that will provide real-time information across the tram system. This complements the Government's incentivising of smart-reader investment across the bus industry and commitments to smart ticketing as part of future rail franchises.

Our vision aims to build upon these foundations in three key ways:

- We want to capitalise on the implementation of smart-card readers that is taking place through our local investment on the Metrolink system, alongside Government initiatives for the bus and rail systems, to provide an integrated smart-ticketing system across our public transport system. Through the Fund, we propose to invest in a comprehensive back office system that will act as the control centre for a Greater Manchester Travel Smartcard, which will provide the capacity for one comprehensive electronic travel card covering the bus, train and tram networks as well as other services including the proposed new cycle centres, the Greater Manchester Electric Vehicle project and park-and-ride facilities.



- We want to respond to the rapid uptake of smartphones: over 50% of 24-35 year-olds in the UK are now estimated to own a smartphone and 2010/11 smartphone sales have been reported to be as much as 20 times up on the previous year. Over the next two years, smartphones will become the prime source of information for more and more commuters, and we see great scope to use them to provide real-time information straight to travellers' pockets. Our proposal is to invest in an information management system that will gather the real-time data from bus, train and tram vehicle location systems. This live travel information will be provided by us as open data to support journey planning smartphone applications run by technology entrepreneurs, which will give a new generation of commuters the information and confidence that they need to make smarter travel choices. This will complement the smartphone initiatives already being provided through our Metrolink investment programme.
- We want to use the information gathered through these new systems to deliver improved traffic management through targeted traffic signal improvements on key routes to provide improved reliability and punctuality for buses and other primary users, including freight and commercial traffic, as the need dictates. In this way, we can lock in the benefits of investment that has gone before, including the £88 million investment in Quality Bus Corridors over the past decade. We will also help to maximise the potential of new joint working arrangements with the Highway Agency, which are unique to Greater Manchester, to effectively manage our networks to the benefits of all users.

Large Project Bid Component 4: 'Enabling community transport'

Transport for Greater Manchester and the Greater Manchester Centre for Voluntary Organisations have worked closely for several years to build the role of community transport at the heart of our local transport system. With the sector now carrying over 800,000 journeys each year, employing over 130 people and a further 700 volunteer drivers, we are keen to take it to the next level of development. In particular, we see a key role for community transport in developing access-to-work services from our more isolated communities and deprived communities where public transport services are limited.

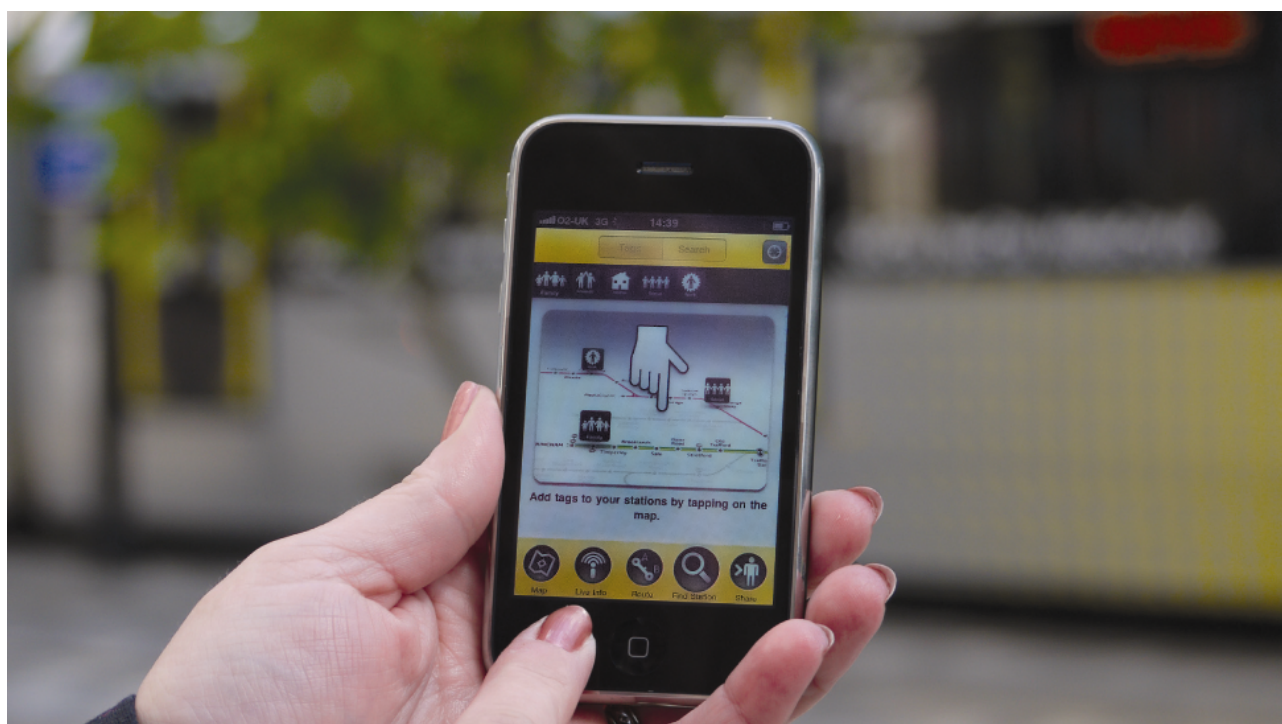
We see real potential for LSTF support for further capacity-building of the sector, alongside some short-term kickstart funding of new services, to deliver a sustainable legacy of communities delivering their own links back into employment in support of the local economy and national objectives for community-led service developments. This will be supported by the upgrading of vehicles through use of non-LSTF resources and potentially securing additional funding through ERDF channels.

Delivering real outcomes

Our Key Component and Large Project Components have been identified as holding the greatest potential to complement Transport for Greater Manchester's wider investment and operational activities in support of the low carbon economy. Collectively, these initiatives will reduce the carbon impact of growth by directly expanding both the labour market catchment area of our key centres and the travel horizons of local workers without the detrimental scale of carbon impact that this would otherwise be expected to bring.

The sustainable commuting agenda set out in our bid will reduce road traffic congestion, support local employment and drive real efficiencies across the local transport sector. Some projected highlights include:

- A doubling of commuter mode share for cycling into the Regional Centre and a 50% increase elsewhere, delivering over 7,000 additional commuter cycle trips per day and replacing around 420,000 car trips per year. This would reduce the cost of local traffic congestion by £0.85 million per year and generate a direct reduction in carbon of 170 tonnes per year, alongside improvements in public health worth £1.4 million per year in reduced absenteeism costs to business alone.
- 8% increase in bus travel in five years, potentially removing over 2 million car trips per year off our roads, saving 900 tonnes of carbon and providing decongestion benefits of £4.5 million, supported by reduced peak time delays of 15% on key bus routes, benefiting bus commuters by the order of £4 million per year.
- The potential to double the volume of Community Transport journeys for employment purposes, expand the role of Community Transport as a substitute for ambulance services, saving up to £100 per trip, and reduce the long-term costs of local service provision to the public sector as a whole.



Making it happen

Greater Manchester is in a uniquely strong position to deliver its vision of a low carbon economy. Through the establishment of the Greater Manchester Combined Authority and the Local Enterprise Partnership, we have the leadership and management structure that can drive truly integrated economic and carbon agendas. This leadership has defined the vision and priorities set out in this Local Sustainable Transport Fund strategy.

Transport for Greater Manchester sits at the heart of this structure and is, therefore, well-placed to coordinate local transport, economic, environmental, health, community and commercial partners to deliver our strategy and to collectively support its on-going legacy beyond 2014/15.

The total value of the package proposed in this bid is £67.2 million made up of £45 million Local Sustainable Transport Fund capital and revenue grant plus £22.2 million of local contributions. Transport for Greater Manchester and the ten Greater Manchester authorities have a track record of partnership working to deliver transport investment. In developing this bid we have engaged with a range of partners who have identified support if the specific proposals are taken forward, including a wide array of voluntary / third sector partners, from Sustrans, the Ramblers Association and local cycle groups to community transport operators and the Greater Manchester Centre for Voluntary Organisations. Other supporters include commercial bus and rail operators; local employers and developers; and other key partners such as technology providers, British Waterways and the Highways Agency.



Have you bought a ticket?

- 1 All passengers must be in possession of a valid ticket to travel on Metrolink.
- 2 Ticket information and ticket machines are available on this platform.
- 3 Platform 4
- 4 Ticket
- 5 Boarding point



MediaCityUK

Way out / The Quays to The Lowry

Way out / The Piazza

Service Information

Metrolink

Metrolink is a public transport system in Greater Manchester, England. It is a tram and light rail system, operated by the Greater Manchester Transport Authority. The system is the largest in the UK, with 100 miles of track and 270 stations. It is a vital part of the region's transport infrastructure, providing a fast and reliable way to travel between major towns and cities. The system is also a key part of the region's economy, providing a link between the city and the surrounding areas. It is a popular mode of transport for both residents and visitors, and is a key part of the region's identity.





How do I find out more?

Further information can be found at www.tfgm.com

Alternatively, please write to:
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2 Piccadilly Place
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M1 3BG

Or telephone:
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