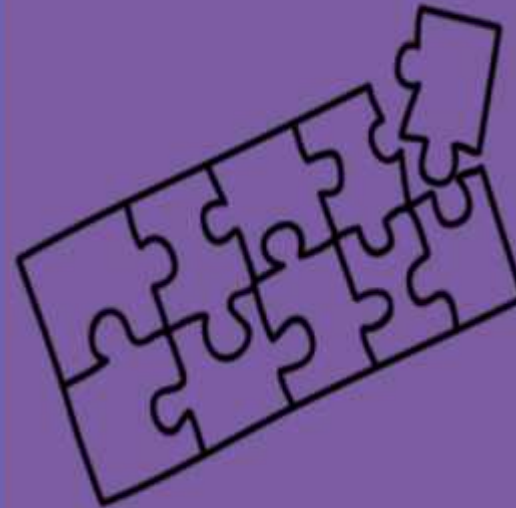

Tackling Physical Inactivity Through Cycling in Greater Manchester

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Head of Active Travel and Travel Choices

Transport for Greater Manchester



10 authorities working together



The heart of the north



UK's first Combined Authority



Centre of innovation, education, industry and culture



Economic potential **exceeds** all other UK city regions

The Big Picture

- Economic cost of congestion is significant with Greater Manchester is named as the 12th worst city for congestion in Europe (2014)
- Many areas adjacent to key commuting routes **exceeding EU air quality thresholds**
- Around **15% of people commuting by car travel less than 1 mile** and 30% travel less than 3 miles



The Big Picture

- Inactivity levels are significant in Greater Manchester and the cost to society is high
- Greater Manchester has some of the **lowest life expectancy at birth in England**

Residents also have **heart disease levels higher** than the national average and **one in four are classed as obese**



The Big Picture

- According to Public Health England the lack of physical activity across Greater Manchester accounts for:
 - **1,900** deaths per year
 - **13,000** new cases of type 2 diabetes per year
 - **650** new cases of coronary heart disease per year
 - **300** new cases of breast cancer per year



Greater Manchester's Cycling Vision

Vision: Make cycling a mainstream, everyday and aspirational form of transport for everyone

Context: Cycling is an important part of our plans for a city region fit for the future - a place where people want to live, work and visit

Target: 10% of all trips to be made by bike by 2025

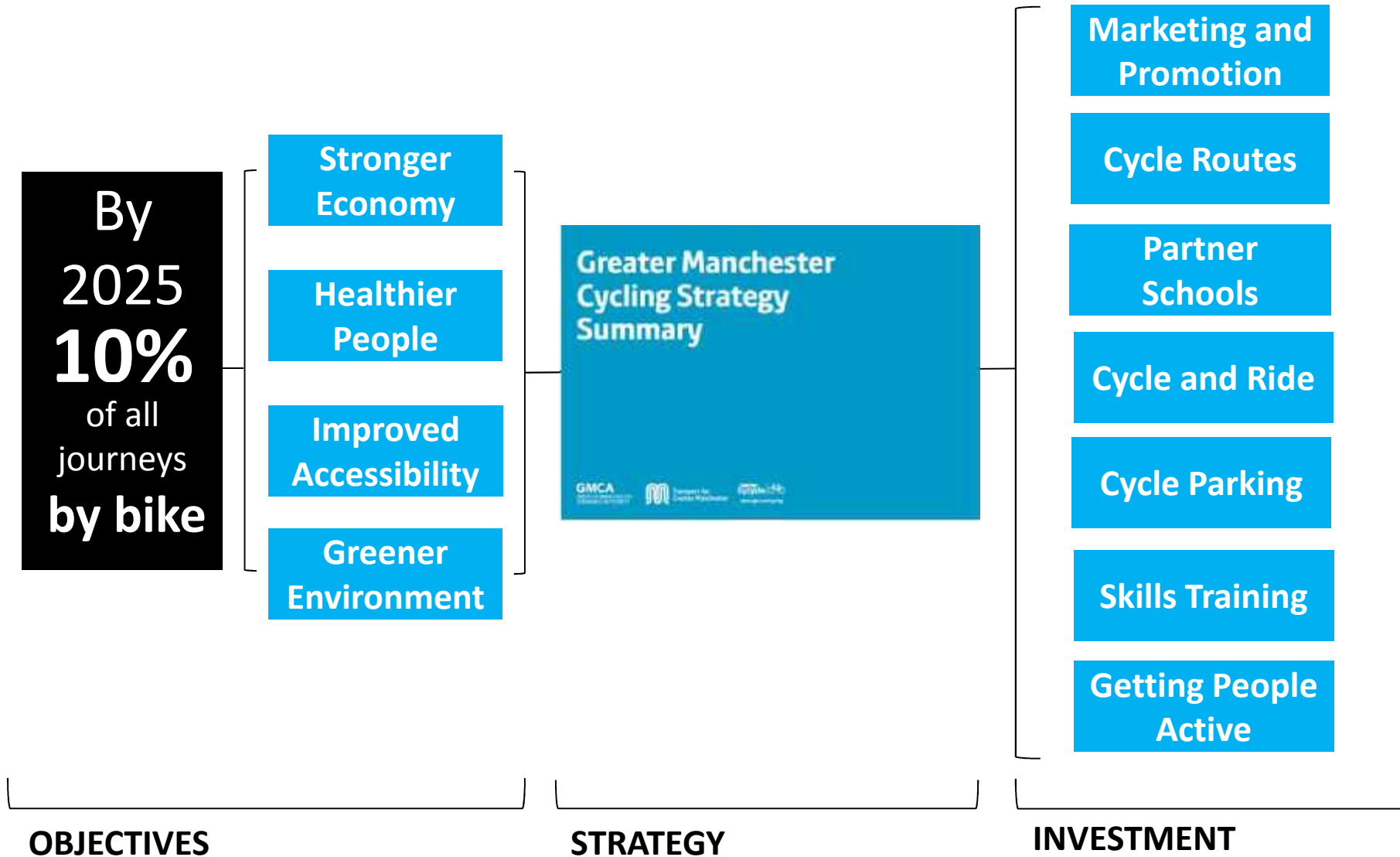
Aim: Make cycling the natural choice for shorter trips, particularly for commuting

Support: 75% of people want to see more money invested in cycling



Cycling trends

- Only 23% of people riding a bike once a month or more
- Cycle trips are growing with commuting into the city centre by bike increasing by over 200% since 2005, with a 4% increase in cycling levels in the last year
- 27% of people would like to cycle but currently don't ride a bike
- Cycle safety remains a key concern with only 26% of people rating cycling safety as good or very good



Links with Health Sector-

Greater Manchester Moving: A Blueprint for Physical Activity and Sport

- A collective response to the challenge of inactivity in Greater Manchester
- Foundation for integrated working across public health, sport, transport, planning and economic growth
- Looks to improve the health and wellbeing of residents of Greater Manchester across the life course, from early age to the elderly





The Blueprint and subsequent outcomes and priorities have been developed collaboratively by Greater Manchester partners

Two interlinked outcomes between health and Transport

To reduce levels of inactivity

- Improved health and wellbeing for residents
- Greater resilience for residents and our communities
- Improved economic outcomes for individuals and GM

To increase active travel mode share

- Reduced congestion
- Improved environment and air quality
- Improved health and wellbeing









I'm not a
cyclist

I just like
to keep
active

Join in
tfgm.com/cycling

#lifeon2wheels



Transport for
Greater Manchester



Progress to date

- Opening this year, six high-quality cycleways along key corridors providing more than 50km of protected cycle routes
 - Installing over 5,000 new cycle spaces at workplaces, schools, and social housing sites, and Cycle Hubs
 - Free adult cycle training to over 7,000 people, with a majority of being new to cycling, attending one of our ‘learn to ride’ sessions
 - Working with over 450 businesses, covering 260,000 employees, as part of the Commuter Cycle project
 - Working with 11 schools and colleges to increase levels of cycling in young people, including improving cycle facilities, providing cycle training for staff and supplying over 290 bikes.
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