

BIKE *life*

GREATER
MANCHESTER
2015



Transport for
Greater Manchester




sustrans
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Our vision for the bike in Greater Manchester

Greater Manchester has a vision of making cycling an aspirational and attractive travel choice for everyone, regardless of age or ability. We see cycling as an important part of a growing and competitive city region, where people want to live and work.

Increasing cycling levels will have a dramatic impact on the region's health and economic prospects. With over one million commuting journeys made by car in Greater Manchester each day, there are significant challenges in managing congestion and air quality. We also know that around 15% of car journeys in the morning peak are less than one mile and more than 30% of people travel less than three miles.

Ill health relating to inactivity is also a strategic concern in both health and economic terms.

The transformation of Greater Manchester into a cycling city has already begun, with more than £40 million being invested through the Department for Transport's Cycle City programme by 2018. Our vision is underpinned by the Greater Manchester Cycling Strategy, which sets out a robust approach to future investment.

Delivered and mainly funded via Sustrans, the Bike Life account will help Transport for Greater Manchester, and its partners, turn the Greater Manchester cycling vision into a reality. It will inform future developments and improvements that will see the region become a true cycle city.

Andrew Fender
Chair of Transport for
Greater Manchester Committee

Introducing Bike Life

Sustrans is collaborating with seven cities in the UK – Belfast, Birmingham, Bristol, Cardiff, Edinburgh, Greater Manchester and Newcastle – to report on progress towards making cycling an attractive and everyday means of travel.

Bike Life is inspired by the Copenhagen Bicycle Account, and is an assessment of cycling development including cycling conditions, new initiatives and satisfaction with various aspects of cycling.

This is the first of two reports, with the second being published in 2017. The information in this report comes from local data, including a representative survey of over 4,000 residents in Greater Manchester. More details on the report findings and methodology can be found at www.sustrans.org.uk/bikelife

Our thanks to the people of Greater Manchester who took part in the survey and who volunteered to have their photos taken for this report.



KEY FACTS FOR GREATER MANCHESTER AT A GLANCE

55.4 million bike trips in Greater Manchester in a year

4% increase in trips by bike between 2013 and 2014

23% of people ride a bike once a month or more

Nearly 8 in 10 people support increasing the safety of cycling, more than any other way of getting around Greater Manchester

75% of people in Greater Manchester want to see more money spent on cycling

£108 million is the benefit to health in Greater Manchester, in a single year, from the current level of people riding bikes

Over 44,000 tonnes of CO₂ per year saved by people making trips by riding a bike rather than driving – equivalent to the annual emissions of over 17,000 cars

67p per mile is the saving to individuals and to the local economy, for every mile biked instead of driven – which works out at **£98.5 million** a year for Greater Manchester, at current levels of cycling

OVERVIEW

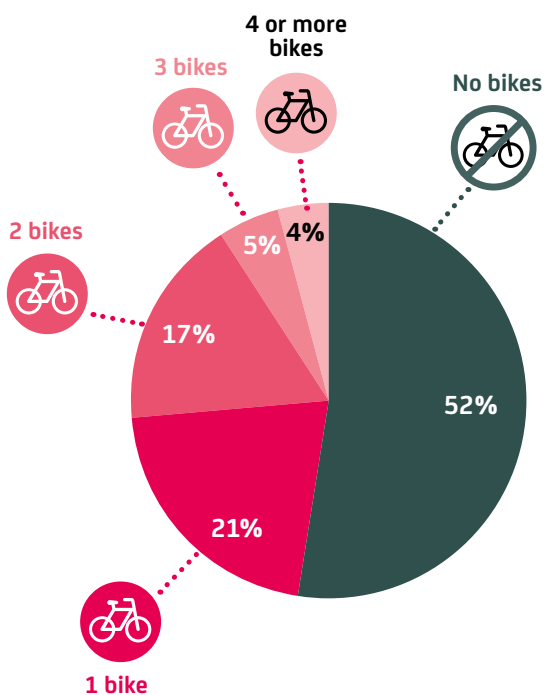
Taking the pulse
of bike life in
Greater Manchester



BIKE OWNERSHIP IS A BIG PART OF LIFE IN GREATER MANCHESTER

Nearly half (**48%**) of people in Greater Manchester live in households that own at least one bike*.

HOW MANY ADULT BICYCLES DO YOU OWN IN YOUR HOUSEHOLD?



Bike ownership is greatest amongst those aged 35-44 and 45-54, with **57%** and **58%** having at least one bike in their household compared to about one in five (**18%**) amongst those aged over 75.

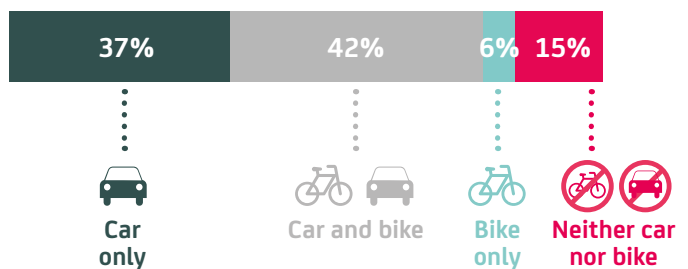
When it comes to children's bikes, just over a quarter (**28%**) of people live in households with at least one.

There's a big crossover between owning a bike and owning a car – most car owners also own a bike.

In Greater Manchester one in seven (**15%**) live in households with neither a bike nor a car and **6%** have access to at least one bike but no car.

Having the choice to ride a bike safely could help many people get to jobs, services, family and friends.

HOW MANY CARS AND VANS ARE OWNED, OR ARE AVAILABLE FOR USE IN YOUR HOUSEHOLD?



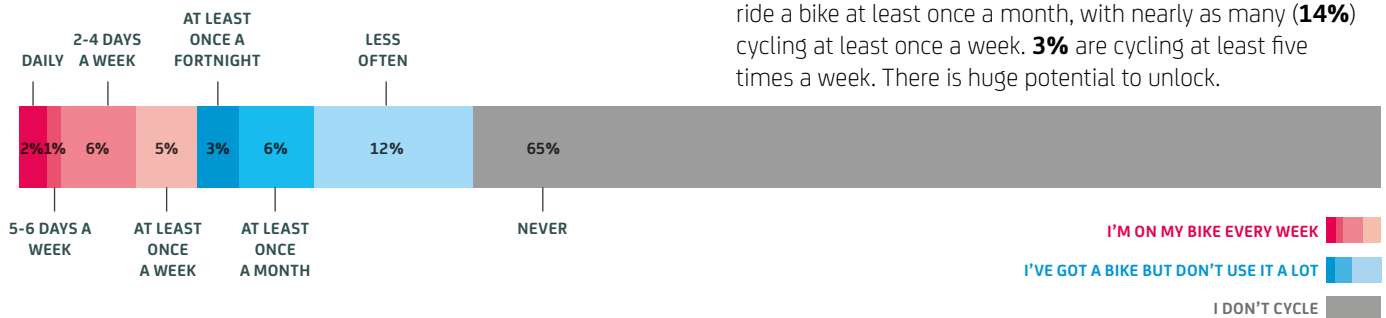
*Car and bicycle ownership figures refer to percentages of people living in households that own them. This is different from how census data is usually reported.

HOW OFTEN ARE PEOPLE RIDING A BIKE?

THINKING OF HOW YOU USUALLY TRAVEL AROUND, HOW OFTEN DO YOU CYCLE?

While nearly half of all households have access to a bike, they are not all being used.

A fifth (**23%**) of people in Greater Manchester say they usually ride a bike at least once a month, with nearly as many (**14%**) cycling at least once a week. **3%** are cycling at least five times a week. There is huge potential to unlock.



PERCEPTIONS OF BIKES ARE OVERWHELMINGLY POSITIVE

The people of Greater Manchester love what bike life can offer them.

They agree that:

they like to see people out and about on bikes **72%**

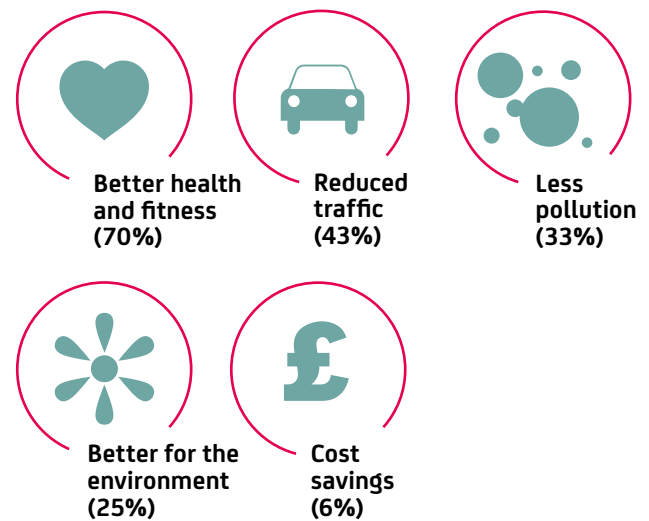
things would be better if people in general rode bikes more **72%**

more people riding bikes would make Greater Manchester a better place to live and work **67%**

things would be better if friends and family rode bikes more **62%**

they feel they should ride a bike more **54%**

There are lots of reasons why the people of Greater Manchester think more people riding bikes would make the city a better place:



SAFETY IS A CONCERN, AND PEOPLE WANT MORE INVESTED

Two-fifths (**38%**) of people think Greater Manchester is a good place to ride a bike overall, but when you dig deeper there are clear concerns about safety.

only 26% of people rate cycling safety in Greater Manchester as good or very good

only 19% of people believe that safety for children riding a bike is good or very good

But it's worth remembering that a serious injury or worse is rare at about **once every 3.6 million miles** pedalled around Greater Manchester.

Nearly 8 in 10

residents want better safety for people riding bikes. Better safety requires more investment.


Across the seven cities involved in Bike Life, the average that people want governments to be spending on cycling is **£26 per person per year**.



*The question was 'Central and local governments in the UK spend around £300 per person on transport every year. Of this about £3 per person is spent on cycling, rising to £10 per person in some cities. How much do you think should be spent on cycling per person in the UK?'


VIEWS

from the saddle in
Greater Manchester




"[I ride a bike] to keep fit,
[and it's] cheaper for me
as a student."

Onche Emmanuel



"I take amazing quiet routes
where I can discover parts
of Manchester I didn't know.
Exercise keeps me in shape.
I love my bike... and gold
helmet."

Kelly Jones



"I cycle as much as possible
on back roads or on the 62
cycle route. Not main roads."

Barbara Wagstaff



“Manchester needs to change its mindset about cycling. It shouldn’t be an optional extra, it should be a priority.”

Geoff Blunt



“I cycle for fun, to keep fit, to save money and because I hate driving!”

Alex Withers



“The best thing about riding a bike is that it’s the fastest way to get to work, the greenest and the best for my body and mind.”

Rabiya Majeed



“Cycling is to me a way of life, a lifestyle choice.”

Reid Tiley



IN DEPTH

Facts and figures
for Greater Manchester



WHAT'S AVAILABLE AND WHO'S IN THE KNOW?

357 miles
of bike routes

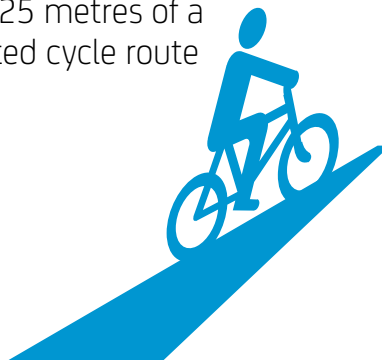
INCLUDING

84 miles
of traffic-free paths

AND

62 miles
of routes separated from
traffic, alongside roads

15% of residents live
within 125 metres of a
designated cycle route



14% of Greater
Manchester's streets
have a 20mph
speed limit



Over 3,000
public bike
parking spaces
in Greater
Manchester



Awareness of bike routes, bike parking and initiatives to increase levels of bike use is relatively low amongst residents, generally, although those who ride bikes regularly have better knowledge.

HOW MUCH, IF ANYTHING, WOULD YOU SAY YOU KNOW ABOUT THE FOLLOWING?

Cycle routes on or alongside roads **33** 49

Traffic-free cycle routes away from roads, through parks or along canals and former railway paths **24** 47

Other cycling facilities such as cycle parking **12** 24

Initiatives to increase the number of people riding a bike **17** 27

- Residents – % great or fair amount of knowledge
- Regular bike riders* – % great or fair amount of knowledge

*Regular bike riders are people who had ridden a bike within four weeks of being surveyed.

HOW DO PEOPLE RATE GREATER MANCHESTER'S CYCLE ROUTES?

Two-fifths (**38%**) of residents think Greater Manchester is a good place to ride a bike overall, and about a third rate the following as 'very good' or 'good'. ▶

The **signposting** of cycle routes

40%

The **condition** of cycle routes

37%

The **amount** of cycle routes

33%

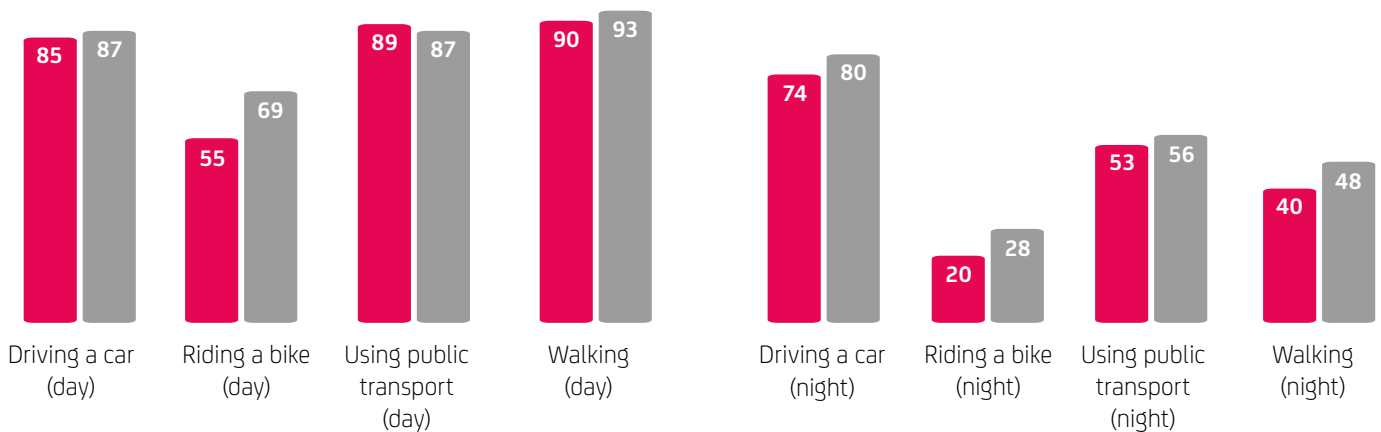
The **directness** of cycle routes

33%

RIDING A BIKE FEELS LESS SAFE THAN OTHER WAYS OF TRAVELLING

HOW SAFE OR UNSAFE DO/WOULD YOU FEEL WHEN DOING THE FOLLOWING:

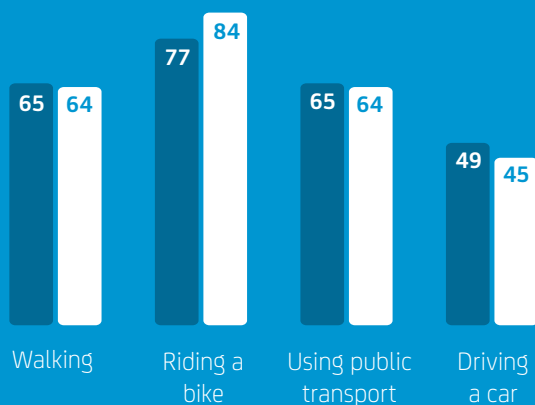
■ Residents – % feel safe
■ Regular bike riders – % feel safe



PEOPLE WANT IMPROVED SAFETY FOR CYCLING

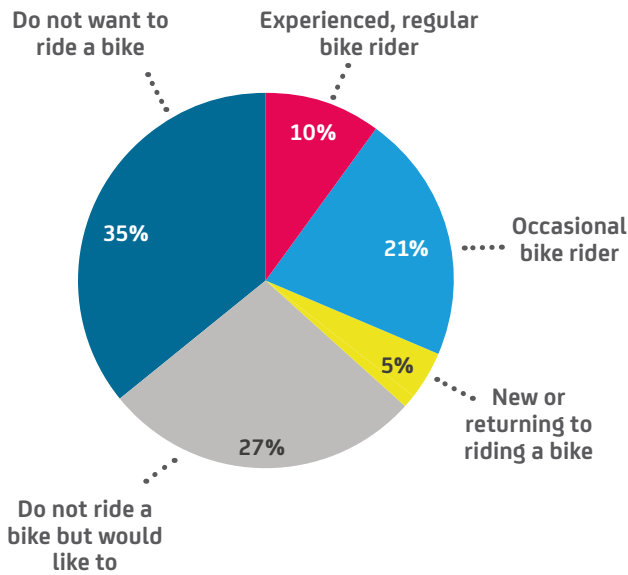
FOR EACH OF THE FOLLOWING, DO YOU THINK SAFETY NEEDS TO BE IMPROVED?

Nearly eight in ten residents (**77%**) support improving the safety of riding a bike, rising to **84%** for those who ride a bike.



HOW DO PEOPLE SEE THEMSELVES WHEN IT COMES TO RIDING A BIKE?

WHICH OF THE FOLLOWING STATEMENTS BEST DESCRIBES YOU?



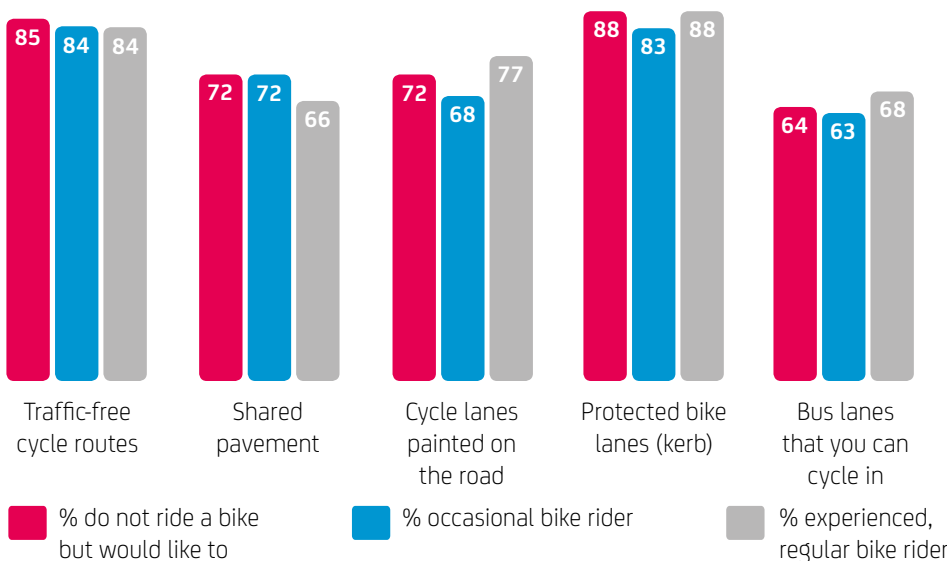
Whilst a third of people (**35%**) are clear that they do not want to ride a bike, **27%** say that whilst they don't currently ride a bike, they'd like to.

Combined with new, returning, and occasional bike riders, over half (**53%**) of people in Greater Manchester could potentially begin to ride a bike or ride their bike more.

WHAT KIND OF BIKE ROUTES COULD GET MORE PEOPLE CYCLING?

Protected bike lanes and traffic-free cycle routes are the kinds of routes most people want to help them start cycling or to cycle more.

WOULD ANY OF THE FOLLOWING HELP YOU START CYCLING/CYCLE MORE?



A large majority (**75%**) of residents would like to see **more investment** in cycling.



Support is high across all sections of the population, including **67%** of people aged 75 or over, those least likely to ride a bike.

WHO'S RIDING AND WHERE?

Between 2013 and 2014 the number of trips made by bike in Greater Manchester increased by 4%



Nearly 327 million miles are pedalled by people every year

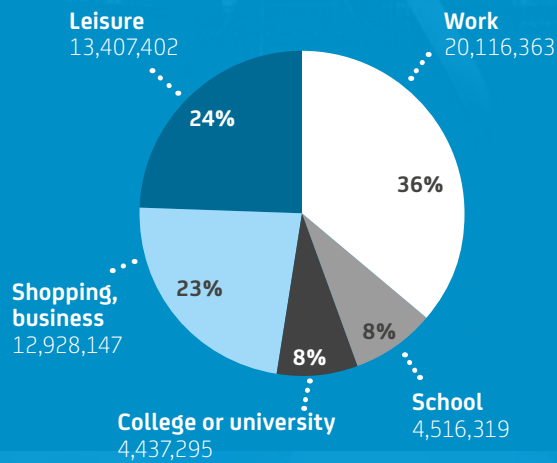
55.4 million trips are made by bike in Greater Manchester in a year which, when averaged out over the population, means 20 trips per person per year

More men ride bikes in Greater Manchester than women – 69% compared to 31%

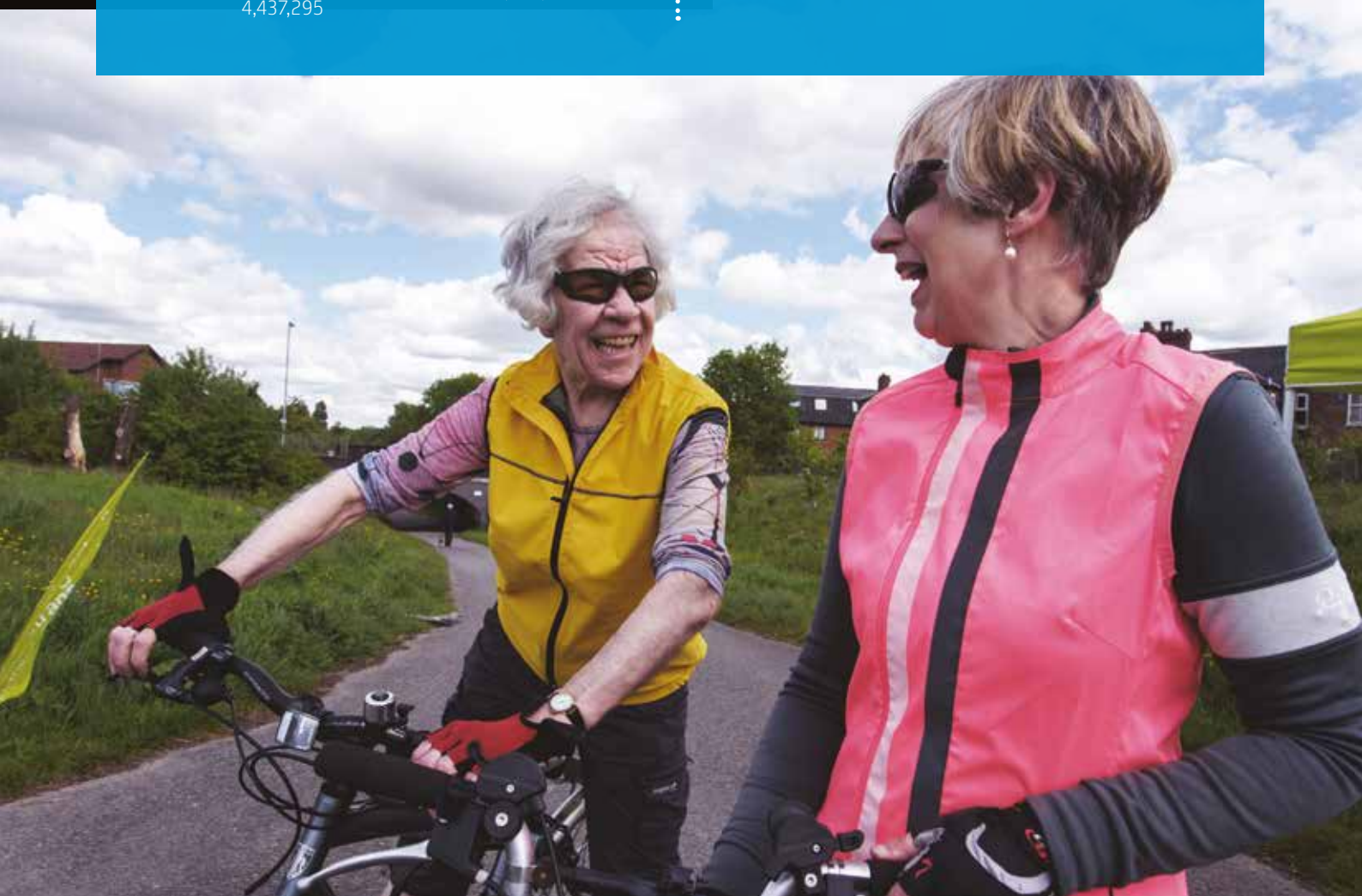
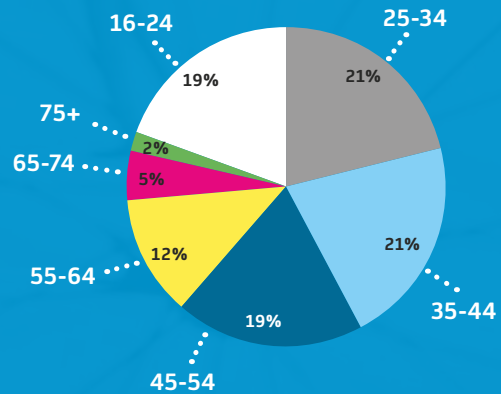


14% of people riding bikes in Greater Manchester identify as black or minority ethnic compared to just over 16% among the whole population of Greater Manchester

Number of bike trips by purpose



When it comes to the age of people riding bikes in Greater Manchester, older people are under-represented



IN MORE DEPTH

How do districts of Greater Manchester compare?

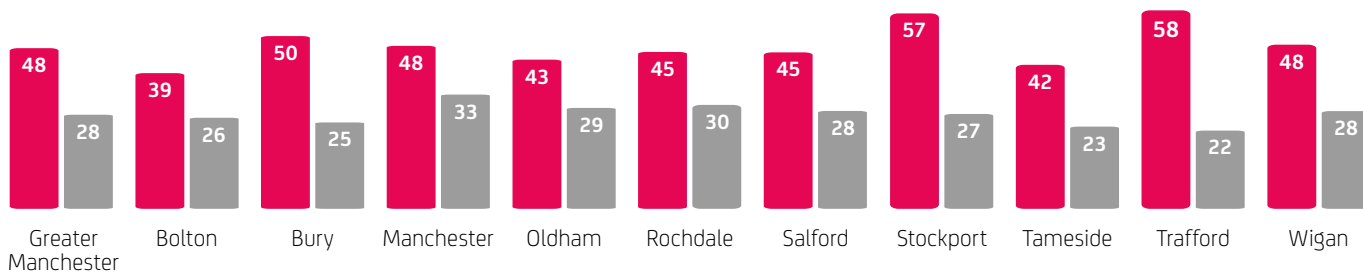


BIKE OWNERSHIP

Whilst nearly half of the people of Greater Manchester live in a household that owns at least one bike, there are big variations between districts, with a difference of nearly 20 percentage points between Bolton, where people have least access to bikes, and Trafford where people have most. When it comes to children's bikes, one in five (22%) people in Trafford are living in a household with at least one, compared to one in three (33%) in the city of Manchester.

At least

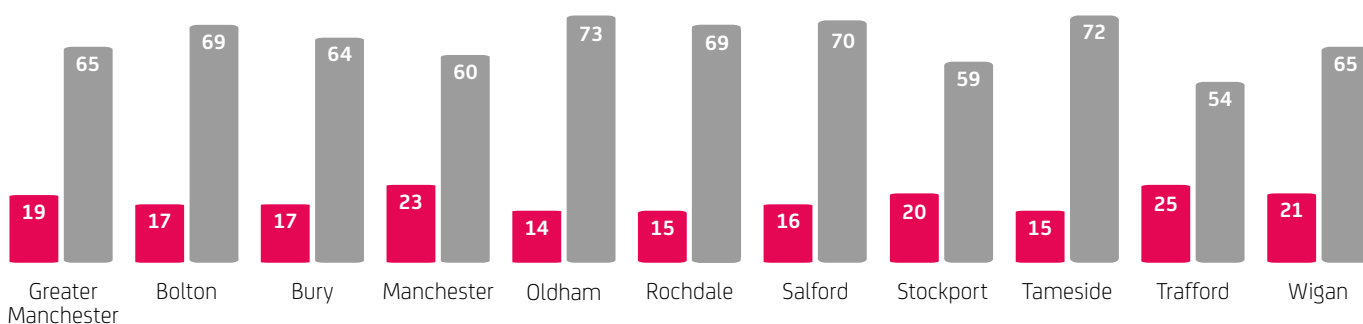
- One adult bike
- One child bike



HOW OFTEN ARE PEOPLE RIDING A BIKE?

The average for people who have ridden a bike in the last four weeks in Greater Manchester (19%) is about the same as the average across all seven cities taking part in reporting for Bike Life (20%), between districts this varies between 14% of people in Oldham and 25% of people in Trafford.

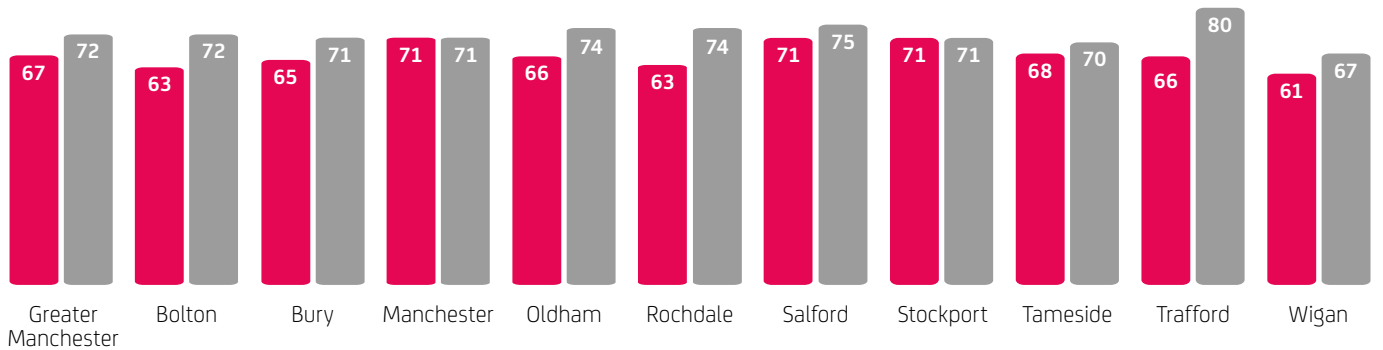
- % Cycled in last 4 weeks
- % Never cycle



PERCEPTIONS OF BIKES ARE OVERWHELMINGLY POSITIVE

Despite variations in access to bikes and their use in different parts of Greater Manchester, there is much greater commonality around attitudes to bikes and how more people riding bikes would contribute to community and city living.

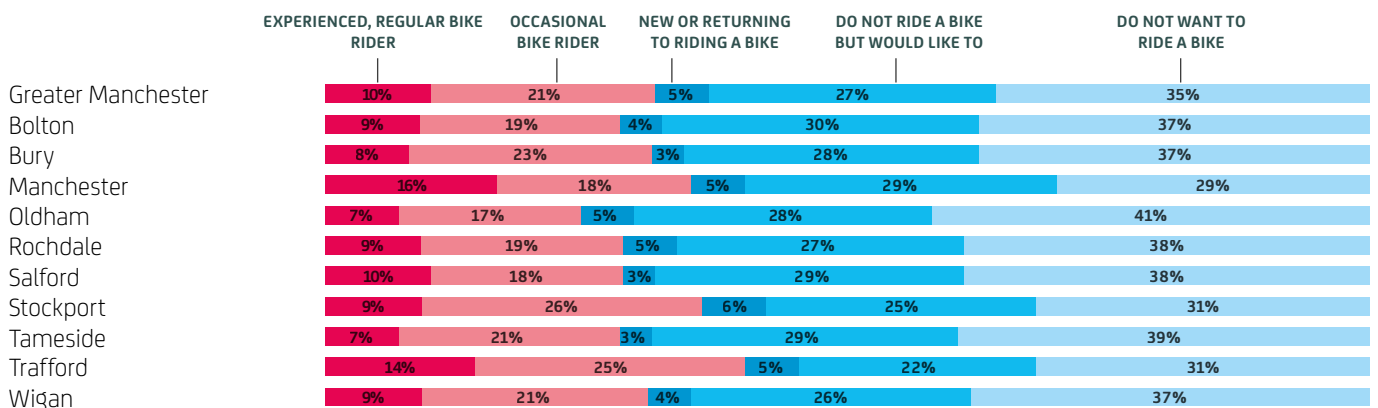
- % more cycling would make the area a better place
- % things would be better if people in general cycled more



% agreeing with each statement (Base: All respondents (4,005))

HOW DO PEOPLE SEE THEMSELVES WHEN IT COMES TO RIDING A BIKE?

Despite having the lowest level of bike ownership, Bolton has the highest percentage of people who don't ride a bike but would like to, at nearly one in three (30%). Within each of the districts there is huge potential for more people riding bikes.



HOW WE'RE DEVELOPING BIKE LIFE IN GREATER MANCHESTER



In 2013 Greater Manchester became one of the Department for Transport's cycle ambition cities. This provided Transport for Greater Manchester (TfGM) with the opportunity to significantly improve cycle routes, cycle parking and cycle facilities at workplaces, schools and transport interchanges in the city region, through £42m of Cycle City Ambition Grant funding. Combined with investment from the Local Sustainable Transport Fund, the Cycle Safety Fund, the Local Growth Deal, the Cycle Rail Fund and Road Safety Partnership funding, this has resulted in unprecedented levels of investment in cycling infrastructure.

The investment programme is underpinned by the Greater Manchester Cycling Strategy, which was adopted in 2014. The strategy sets out a robust approach to future investment in cycling, and ensures that programmes are in place to influence, enable and encourage individuals, families and communities to adopt cycling for everyday travel.

To ensure consistency of approach and high standards of cycle infrastructure, in 2014 TfGM also produced the Greater Manchester Cycling Design Guidance, in conjunction with local highway authorities and delivery partners.



Safe routes

At the core of the plans is delivering a network of high-quality routes that provide seamless and safe connections, linking communities with employment and education opportunities, key services and the public transport network.

The Cycle City programme will see more than 100km of high-quality new cycleways being delivered, providing seamless, and largely segregated, cycle routes to key centres of employment, education and leisure. Through the first phase of the Cycle City programme, due for completion in early 2016, a network of six high-quality Cycleways will be delivered along key corridors in the region.

Flagship schemes include the use of 'armadillos', an innovative form of light segregation, on the Salford cycleways which, once completed, will be the most extensive light segregation cycle scheme in the UK. The Wilmslow Road Cycleway will deliver Dutch-style segregated cycle facilities along Greater Manchester's busiest cycle corridor.

As part of the Cycle City programme, four new cycle-friendly district centres in Cheadle Hulme, Radcliffe, Oldham and Wigan will be delivered. This will include a package of key routes, quiet street treatments, and 20mph zones, transforming cycling habits in local communities.

Investment has also been made, through the Local Sustainable Transport Fund, to local cycle routes providing a further 60km of enhanced cycle provision for shorter journeys.

Cycle parking and interchanges

Every bicycle journey starts and finishes with a parked bike. With the aim of encouraging cycling as part of longer journeys, TfGM are improving cycle access and facilities at rail stations, tram stops and transport interchanges.

This includes a network of 15 cycle and ride stations being delivered as part of the cycle city programme as well as upgraded cycle facilities at a further 9 stations, including Manchester Piccadilly Station, following a successful funding bid to the cycle rail fund earlier this year.

Significant improvements have also been made to the availability of secure cycle parking, through the innovative smart-card accessed cycle hubs. Since 2012, a total of 13 new cycle hubs have been opened, providing more than 1,000 secure parking places in places such as Ashton, Bury, Rochdale, Manchester city centre and MediaCityUK. Since opening, cycle hub membership is growing, with current membership at just over 500.

TfGM have also made available grants of up to £10,000 to workplaces and registered social landlords with over 1,500 secure cycle spaces being provided through this scheme over the last 12 months. On-street provision will also increase, with over 2,000 new public spaces on streets and in car parks planned in the next few years.





Schools and colleges

An important part of TfGM's plans is inspiring the next generation of cyclists and working with health partners to tackle inactivity levels in young people.

As part of the cycle school and colleges programme, supported by Sustrans and Living Streets, TfGM are currently working with 11 secondary schools and colleges to develop Cycling Action Plans and deliver a programme of improvements to cycling infrastructure, and supporting measures to encourage students and staff to cycle more. Over the last 12 months over 1,000 cycle spaces have been installed at schools and colleges and over 350 bikes have been made available for cycle training, after school clubs and student taster sessions.

As part of the Cycle City programme the number of partner cycle schools and colleges will double by 2018.

Practical support and training

To address the barriers around people's confidence and skills TfGM has developed a comprehensive programme of practical support, including free cycle training, led rides and maintenance courses, which are inclusive and accessible regardless of ability.

Since the scheme launched in 2011, over 8,200 adults have attended a cycling skills training session, the majority of whom were new to cycling and attended a 'learn to ride' session. The number attending cycle courses has doubled over the last 12 months as more and more people want to start cycling in Greater Manchester.

In 2014 a new Safe Urban Driver training course was launched, providing accredited training for HGV drivers. The programme is funded partly by Greater Manchester Road Safety Partnership and aims to make professional drivers more aware of vulnerable road users in urban settings.

Through a unique partnership with British Cycling, over 300 led rides will be taking place in Greater Manchester in 2015/16, providing over 4,000 free places on organised bike rides. Alongside the ride opportunities for all abilities, more experienced cyclists will be offered the opportunity to gain a formal cycling qualification by training as a British Cycling Ride Leader or Breeze Champion.



Workplaces and communities

To encourage more commuter cycling, TfGM are currently working with more than 450 businesses, covering 260,000 employees, as part of the commuter cycle project.

This includes helping workplaces to develop Cycle Action Plans, providing grants for improvements to cycling facilities, giving people access to over 50 loan bikes through the 'bikes for business' scheme, and running on-site events and cycle challenges.

Through our Community Cycle Clubs programme, delivered with the help of CTC, people of all ages and backgrounds are being inspired to experience the joys and benefits of cycling.

To support those returning to work, the Bike Back to Work scheme provides jobseekers with recycled bikes and training. Over 3,000 bikes have been recycled to date.

Local people are the experts when it comes to understanding their local transport needs and barriers. For example, Sustrans Community Street Design worked in Heaton Norris to create simple interventions, such as pop-up outdoor cafes, plants and temporary art installations to calm roads and encourage people to reclaim streets as public spaces.

Marketing and communications

TfGM also recognise that engaging with both existing and potential cyclists is critical to delivering a cycling culture in Greater Manchester. This includes developing a recognisable and trusted Better By Cycle brand, providing easily accessible information on cycling, and engaging with communities, businesses and individuals.

Through mass participation events, such as the Manchester and Bolton SkyRides, and as part of Bike Week and Cycle to Work Day, thousands of people have been engaged. Over 17,000 people now receive the Better By Cycle monthly e-newsletter and thousands more are visiting the Better By Cycle website for information on cycling.

TfGM have also delivered high-profile campaigns to encourage more people to give cycling a go including, most recently, the Life on 2 Wheels campaign, for which six people from across Greater Manchester were chosen as ambassadors. The campaign video has been viewed over 23,000 times, with thousands of people attending the Life on 2 Wheels roadshow events which were held across the region and getting involved by sharing photos and stories on social media.

BIKE TO THE FUTURE



With nearly **three quarters of residents thinking positively about people riding bikes**, there's a big mandate for change across the city.

In the short-term we'll be making everyone more aware of what we've already got – if even those riding bikes don't know where bike racks are, we need to be telling them.

And we'll be working harder to meet expectations, because a **fifth of people have higher expectations** than last year when it comes to a city fit for bikes.

There's a clear need for us to focus on safety to ensure more people who would like to ride a bike have that choice, since two thirds of residents would like to ride or ride more, and just a third have no desire to cycle.

We'll be using this report to measure progress, and to help us prioritise what we need to do to ensure far more of the **27% of people in Greater Manchester who don't ride, but want to, can**.

And we heed what people say – we know that to make it safe for people of all ages and all abilities we need to be doing more to protect people on bikes. That means doing the hard things like having protected bike lanes on our major roads, and addressing safety on our quieter roads.

We've got a way to go, but we will increase how much we invest per head on cycling in the city, and work towards achieving our ambitious targets for bike life in the city, reporting on progress every couple of years.



A note on terminology and methodology:

We refer to people and residents rather than respondents when reporting findings of the attitudinal surveys.

Due to the rounding up or down of individual figures, the percentages on charts and graphs may not total 100% exactly.

Further details are available at www.sustrans.org.uk/bikelife



Sustrans makes smarter travel choices possible, desirable and inevitable. We're a leading UK charity enabling people to travel by foot, bike or public transport for more of the journeys we make every day. We work with families, communities, policy-makers and partner organisations so that people are able to choose healthier, cleaner and cheaper journeys, with better places and spaces to move through and live in.



Sustrans is a registered charity in the UK No. 326550 (England and Wales) SC039263 (Scotland)

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