

GREATER MANCHESTER INTEGRATED TRANSPORT AUTHORITY
REPORT FOR RESOLUTION/INFORMATION

COMMITTEE: Policy and Resources
DATE: 24th July 2009
SUBJECT: Greater Manchester Sustainable Travel City Bid
REPORT OF: Interim Chief Executive, GMPTE and
Clerk to the Authority

PURPOSE OF REPORT

To inform Members of the bid that has been submitted to DfT for Greater Manchester to be selected as a 'Sustainable Travel City'. If the bid is successful, Greater Manchester will receive up to £29million of revenue funding, giving a huge boost to the marketing and integration of public transport, cycling and walking in Greater Manchester and to put Greater Manchester at the forefront of national developments in sustainable travel.

RECOMMENDATIONS

Members are asked to note the bid.

BACKGROUND DOCUMENTS

None

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1 Executive summary

- 1.1 This report outlines steps that were taken to prepare and submit a bid to the DfT on 17th July 2009 for up to £29 million revenue over 3 years (spending from late 2009) to encourage sustainable travel choices, against the eight other large urban areas (excluding London) across England invited to bid

2 Overview

- 2.1 The DfT's three pilot '*Sustainable Travel Towns*' (Peterborough, Worcester, Darlington) have on average seen car use fall by 8%, walking increase by 13%, cycling by almost 50% and public transport by 16%. DfT have initiated a competition for one of the 9 large English cities (excluding London) to become a pilot '*Sustainable Travel City*'. The aim is to ease congestion, reduce CO₂ emissions and increase local levels of physical activity.
- 2.2 The winner will be expected to introduce innovative new strategies and build on existing work to achieve this, providing a model for others to follow. The Bid Guidance stressed a focus on the '*Principal Urban Area*' and set out the measures that are expected to be included.
- 2.3 Greater Manchester bid preparation was led by the Interim Chief Executive, GMPTE, and overseen by the Wider Leadership Team with input from AGMA Authorities and Officers from the Joint Transport Team. The bid drew heavily on, and further developed, the TIF Travel Behaviour Change proposals which were well received by DfT. It is organised around three packages:
- Productivity, Employment and Prosperity
 - Education
 - Health
- It consists of six work streams:
1. Marketing and Communication
 2. Business
 3. Schools
 4. Access to a healthy lifestyle
 5. Smarter Driving
 6. Good Practice, Legacy and Locking In
- 2.4 DfT placed a strong emphasis on strong governance arrangements, with a single authority to make the bid on behalf of partners. A Sustainable Travel City Policy Board, would provide regular reports to the ITA (for financial approvals and oversight) and periodically to AGMA (for strategic direction). The Board will include AGMA Commission leads, external stakeholders and will be chaired by the PTE Chief Executive. A GMPTE STC Programme Board would provide financial and project management.

3 Conclusions

- 3.1 The bid represented a great opportunity to give a huge boost to the marketing and integration of public transport, cycling and walking in Greater Manchester and to put Greater Manchester at the forefront of national developments in sustainable travel.

4 Recommendations

See front sheet of report.

David Leather
Interim Chief Executive

Sir Howard Bernstein
Clerk to the Authority