



TRAFFORD
COUNCIL

TRAFFORD

WALKING, WHEELING AND CYCLING STRATEGY



Our Vision

Trafford is a green and connected borough where more people choose walking, wheeling or cycling every day

We will work with our partners, residents and communities to enable more people to take up walking, wheeling or cycling and drive a shift in behaviour change towards active travel.

Our overall goal is that over the next 10 years

- 90% of journeys under 1 mile will be taken by foot or wheeled equipment (e.g. cycles, scooter, wheelchair, mobility scooter).
- 80% of journeys under 5 miles will be taken by foot or wheeled equipment (e.g. cycles, scooter, wheelchair, mobility scooter).



Contents

1. SETTING THE SCENE	4
1.1 Introduction	4
1.2 Plan on a page	6
1.3 Links with other plans and strategies	7
1.4 Case for change	8
2. DELIVERING OUR VISION	10
2.1 Key objectives	10
3. Trafford's Assets, Opportunities and Challenges ...	13
3.1 Assets	13
3.2 Opportunities	13
3.3 Addressing key challenges	16
4. Governance and Reporting	20
5. CONCLUSION	20
6. APPENDICIES	21
4.1 Appendix 1 – Trafford's Walking, Wheeling and Cycling Delivery Plan	
4.2 Appendix 2 - Links to wider strategies and policies	
4.3 Appendix 3 – Trafford schemes already funded by MCF and those under development	
7. REFERENCES	4

1. SETTING THE SCENE

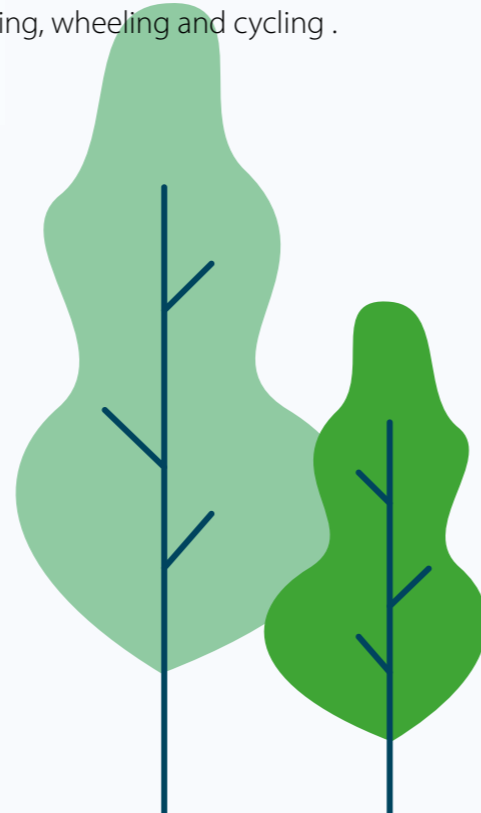
1.1 Introduction

The Council has an ambition to increase the numbers of people walking, wheeling and cycling across Trafford. Doing so will help us work towards our corporate priorities of reducing health inequalities and addressing our climate crisis in obvious ways. Linking the borough using lower cost transport will also help to support people out of poverty. Along with partners we will work to support more people to take up walking, wheeling and cycling so that everyone can feel the benefits of active travel, including:

- **Improvements to their physical and mental wellbeing.**
- **Better air quality through reducing emissions from cars, vans and lorries and reducing congestion.**
- **Reduced carbon footprint through fewer petrol and diesel vehicles on the road.**
- **Improved productivity through reductions in congestion on roads and quicker, more pleasant journeys for all.**
- **Increased social interaction and quality of life in our local neighbourhoods.**
- **Greater footfall and usage of local shops and businesses.**
- **Better connection to nature and the outdoor environment, with proven mental health benefits.**
- **Reduced noise pollution.**
- **Safer streets for more vulnerable road users.**
- **Cheaper, more cost-effective modes of travel.**
- **Better connectivity across the borough**

Trafford is a vibrant borough at the heart of Greater Manchester that boasts world class attractions across sport, leisure, and retail. The borough also benefits from a rich tapestry of green and open spaces including parks, gardens and canals as well as open countryside. All of which provides residents with the opportunity to get out and exercise more regularly. The borough also has several active walking, wheeling and cycling groups and many residents walk and cycle to access work, leisure and education every day. Unfortunately, the reality is not enough residents take up that opportunity and lead more active lives.

One way to make best use of all the borough's assets, improve the health of our residents, and reduce congestion is to move away from using private cars to travel and start using active travel modes such as walking, wheeling and cycling .



Active travel is an excellent way to build physical activity into people's daily lives, saving them time and money. To improve uptake, we need to work with local communities to identify the barriers which prevent residents from walking and cycling before taking steps to remove as many of these as possible.

We want active travel to be accessible to all Trafford residents. This includes residents with a long-term health condition or disability. We will ensure that active travel is accessible to different forms of adapted transport and work with partners to provide more opportunities for inclusive active travel. Making sure that active travel in Trafford is as accessible as possible and removing physical barriers such as street clutter will enable more people with disabilities and long-term health conditions to feel the benefits of active travel and being physically active.

Working with national and regional partners we will improve our physical infrastructure and develop a comprehensive walking, wheeling and cycling network strategy. The network of routes will connect our town centres and offer residents greater access to local transport hubs - supporting sustainable travel options across the borough , the city centre and wider regional destinations.

This walking, wheeling and cycling strategy is a 10 year approach which will evolve and develop over its lifetime to significantly improve the popularity, ease and choice of walking, wheeling and cycling for both transport and leisure. This will include all types or modes of active travel including e-bikes, scooters, cycles, and cargo bikes. It will also develop the councils approach to wheeling as this new theme emerges to ensure active travel is accessible to all.

This key strategy will support both national and regional policies and locally the priorities set out in Trafford's corporate plan, the borough's Health and Wellbeing plan and the objectives within Trafford's physical activity strategy - Trafford Moving.

This walking, wheeling and cycling strategy is supported by a Delivery Plan. The Delivery Plan will highlight the steps which need to be taken in order to work towards achieving our vision.

The Delivery Plan will set out a range of actions and programmes of activity to achieve the objectives; highlight the lead organisation/service; formulate a timeline (where appropriate) and be reviewed in order to demonstrate and check on progress.



1.2 What this strategy sets out to achieve

Trafford Council and Partners will provide ...

Leadership, inspiration, strategic direction, and performance management.

Guided by ...

National, regional and local policies and evidence

To pursue our vision that ...

Trafford is a green and connected borough where more people choose active travel every day

To turn our vision into reality we will ...

Provide Leadership and Inspiration

Support individuals and local communities to cycle and walk more.

Encourage Trafford organisations and businesses to engage in and promote active travel.

Deliver a range of activities for residents to try out cycling and encourage walking.

With partners create local champions, volunteers/ leaders

Enable Change

Support people to gain the skills and confidence to cycle and walk more and build active travel into their daily routines.

Promote active travel and the associated infrastructure available to all residents so people have greater knowledge and awareness of walking, wheeling and cycling opportunities and understand the benefits of active travel making the change from car to foot or wheeled transport an easier option.

Improve our walking, wheeling and cycling infrastructure and network

Create new and improve existing places and environments to walk and cycle safely in Trafford.

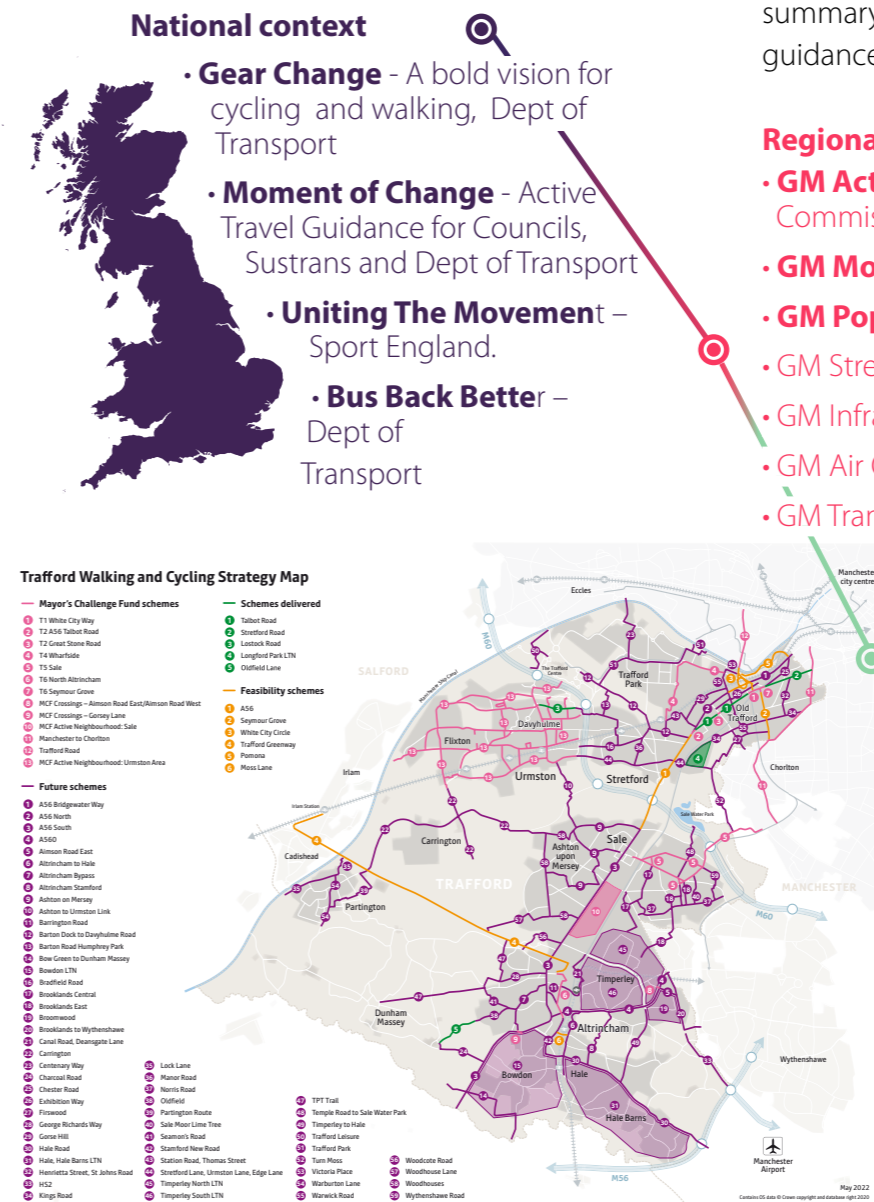
The network will connect our communities – providing safe routes within the borough and also links to the city centre and wider destinations.



1.3 Links with other Plans and Strategies

The Trafford walking, wheeling and cycling strategy has been developed with reference to a broad range of policy and strategic documents which consider the wider national, regional and local contexts .

The following are just some of the key policy areas which are of relevance to the development and promotion of walking, wheeling and cycling in Trafford. A full link to each document referred to is shown in Appendix 1, together with a brief summary of the key policy frameworks and guidance.



1.4 Trafford – The case for change

Walking, wheeling and cycling benefit our physical and mental wellbeing and regular activity can help prevent and manage over 20 chronic conditions and diseases (PHE 2016). Being active in later life also helps people remain independent for longer, reducing the risks of trips and falls and improving cognitive function (British Heart Foundation 2012 Active in Later Life).

Being inactive is a major cause of obesity, high blood pressure, heart disease, stroke, and some forms of cancer, amongst other health issues. Currently 22.3% of Trafford residents are inactive, which means they do 30 mins or less activity a week. The JSNA shows that around 60% of Trafford adults have excess weight. This represents a significant health issue for the borough.

The latest national data show that the inequality gap in life expectancy is increasing (The Kings Fund – “What is happening to life expectancy in England” Updated 15th April 2021). The latest data available, for Trafford (2009-2013) shows that healthy life expectancy is around 16 years lower in the most deprived areas compared with the least deprived areas of the borough. We know that physical inactivity is one of the contributing factors to this disparity in healthy life expectancy, tending to be higher in our most deprived communities.

Transport for Greater Manchester’s annual Travel Diary Survey asks 2000 households details of all journeys made over a 24-hour period. The last survey in 2019 found that 52% of short journeys (under 2km) are walked in GM. Walking accounted for 29% of all trips, whilst cycling was only 2.2%.

Greater Manchester and Trafford have an unsustainable number of cars on our roads. As a result roads are heavily congested, making conditions more dangerous for cyclists and pedestrians and impacting air quality. Rush hour traffic speeds in Greater Manchester are some of the slowest in the country at 12mph – making a journey by car much slower than by bike. (Department for Transport – Road traffic statistics - GOV.UK (www.gov.uk))

Short journeys (less than 2 miles) play a significant role in pollution from motor vehicles (Five facts about... cars - Office for National Statistics (ons.gov.uk)). GM’s first active travel plan “made to Move” highlighted the Royal College of Physicians estimate that ambient air pollution causes 40,000 premature deaths per year in the UK. This breaks down to an estimated 2000 premature deaths in Greater Manchester due to poor air quality.

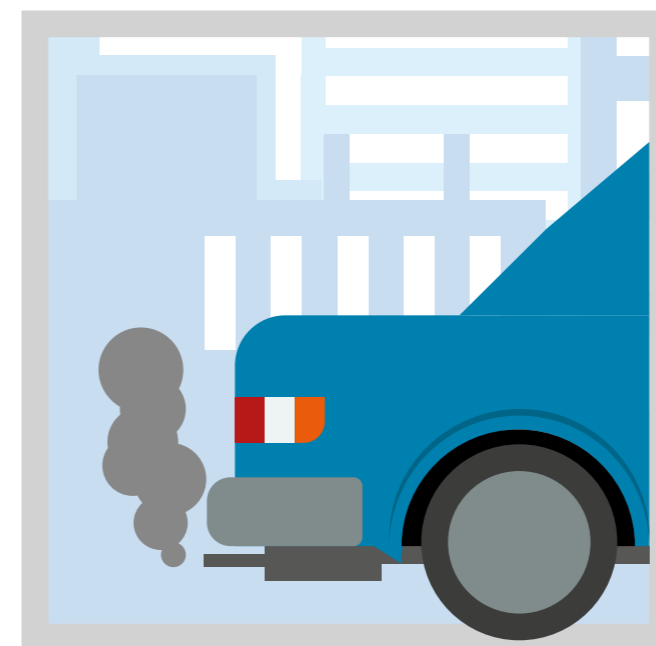
Supporting more people to walk and cycle for shorter journeys will play an important role in reducing overall exposure to air pollution to the wider Trafford population. This could potentially save £17bn in NHS costs over a 20-year period. The largest cost saving would come through reductions in cases of type two diabetes with the current annual cost to the NHS being £9bn (Working Together to Promote Active Travel A briefing for



52% of short journeys (under 2km) are walked in Trafford



Rush hour traffic speeds in Greater Manchester are some of the slowest in the country at 12mph – making a journey by car much slower than by bike.



Short journeys (less than 2 miles) play a significant role in pollution from motor vehicles.



Supporting more people to walk and cycle for shorter journeys will play an important role in reducing overall exposure to air pollution to the wider Trafford population. This could potentially save £17bn in NHS costs over a 20-year period.

2. DELIVERING THE VISION

Trafford is a green and connected borough where more people choose active travel every day

Three key objectives will help us deliver this 10 year vision, supported by the comprehensive delivery plan in appendix 1. The Delivery plan sets out proposals for improving access to the existing walking, wheeling and cycling networks in the borough alongside proposals for the development of new physical infrastructure, connecting communities and improving access to neighbourhoods and local transport links. The delivery plan also sets out how by working with our partners, programmes will be developed locally to support communities, helping them to gain the skills and confidence to integrate active travel into their daily routines.

2.1 Key Objectives

Objective 1. Leadership and Inspiration

The Council will lead by example in policy making, and in our actions to support staff and residents to incorporate walking and cycling into their daily lives. The Council will use its leadership role to bring together partners and inspire and encourage others to take up walking, wheeling and cycling - leading conversations with partners, businesses and employers to influence their approach to supporting active travel and greater use of public transport.

To realise this ambition the Council will seek all opportunities at a national and regional level to ensure policy making is coordinated and influence decision makers in the allocation of resources for Trafford. We will regularly publish key data such as uptake surveys, health and traffic statistics and lead on gathering evidence, developing policy, sharing examples of best practice and key achievements.

Key Actions

- **Set goals with partners and monitor progress against these**
- **Ensure Trafford's voice is heard at national, regional and local forums and funding opportunities accessed to deliver high quality infrastructure and programmes.**
- **Act as an exemplar to other Trafford employers and partners in promoting active travel.**
- **Bring together the borough's walking, wheeling and cycling communities so we can better support and motivate others to walk and cycle more each day.**



Objective 2. Enabling Change

The Council will play a key role in overcoming challenges that some people may face in changing the way they travel. Working together with partners we will help make walking, wheeling and cycling more attractive and available to more people. We will do this by supporting behaviour change, raising awareness and promoting the many benefits of adopting a more active lifestyle. This will include community events, publicity, and promotion. As well as improving the physical environment and overall safety of walking, wheeling and cycling, provision will also be made for greater accessibility of bicycles, including bike hire, cycle loan schemes, cycle skills training, cycle repair support, and storage (including in planning and building design).

The Council recognises to take up walking, wheeling and cycling will require a huge shift in behaviour for some of Trafford's communities, especially those who are more vulnerable and isolated. To support residents to make the changes needed the Council will draw on the strengths of Trafford's network of voluntary and community groups and enable them to build capacity and encourage all sectors of the community to take up walking, wheeling and cycling.

Key Actions

- **Work with partners to provide access to appropriate training to build skills and confidence and enable all who want to walk and cycle in Trafford.**
- **Ensure that all residents can find information on local walking, wheeling and cycling infrastructure easily and make sure that that this information is also available to the digitally excluded.**
- **Develop local champions including individuals and organisations with the skills to deliver training and peer support to others from areas of greatest need**
- **Raise awareness of the Highway Code changes promoting pedestrian and cyclist safety.**
- **Consider the introduction of 20mph zones and low traffic neighbourhoods in appropriate locations. This would have a major impact on safety and make a more pleasant environment for walking, wheeling and cycling.**
- **Lead on borough-wide campaigns and targeted promotional programmes to inform and encourage more people to participate.**
- **Review practices, policies and incentives that encourage people to use cars rather than to use active travel or public transport.**



3. TRAFFORD'S ASSETS, OPPORTUNITIES AND CHALLENGES

Objective 3. Improving access - the physical Infrastructure

We will work with partners to ensure there is a clear understanding of how the physical infrastructure needs to be improved to support walking, wheeling and cycling and develop a comprehensive network strategy. The network strategy will support the Council in accessing funding to improve the network and promote active travel. We will engage and listen to local communities and work with them on a range of activities from identifying maintenance issues, setting out requirements for new developments and designing future schemes. We will develop our network so it better links communities, particularly those not currently served well by public transport. We will work with our neighbours across GM to ensure that all physical infrastructure programmes are aligned across the city region.

Key Actions

- **Develop and agree a comprehensive network strategy for the borough.**
- **Guided by the strategy, develop bid ready schemes so we are best placed to submit targeted funding applications and improve our network.**
- **Ensure all road plans / improvements and maintenance in the borough incorporate measures to improve walking, wheeling and cycling safety**
- **Where possible, build on the Council's investment in its Leisure Centres and develop active travel hubs. The improvements to the leisure facilities together with secure bike storage, would enable commuters and other cyclists to access the centres and comfortably use local public transport for onward journeys.**
- **Ensure that future retail, business and resident development projects consider walking, wheeling and cycling in their planning and design and enhancing physical infrastructure.**
- **Consult local communities to identify priority schemes which will provide the maximum benefit for residents.**
- **Lead on Borough-wide campaigns and targeted local promotional programmes to inform and encourage more people to participate.**
- **Where possible and subject to budget, improve street lighting and lighting for off road routes.**
- **Review street clutter to enable clear pavements for pedestrians, wheelchair users and people with pushchairs.**
- **Work with local residents and businesses to consider neighbourhood approaches to addressing local illegal parking.**

To work with our partners and effectively promote walking, wheeling and cycling it's important to recognise the key assets we already have in the Trafford. Equally, we need to consider the key opportunities that active travel presents alongside the key barriers that some people face to walking, wheeling and cycling in the borough.

3.1 Assets

Trafford is a vibrant borough at the heart of Greater Manchester and boasts some world class attractions and retail offerings. Figure x shows some of the key physical assets located within Trafford, and the strategic transport corridors, train stations and tram stops. Trafford also has many parks, gardens and canals as well as open countryside, with the Bridgewater Canal, Dunham Massey, Sale Water Park amongst others which all offer residents the opportunity to get out and explore.

Overall the borough is well connected with an excellent public transport network of trams, trains and buses serving most of the borough. Trafford is served by Metrolink with stops on both the Altrincham and Trafford Park lines. The Warrington Central/CLC railway line also runs through Trafford with stations including Urmston and Flixton, as well as railway stations on the Mid-Cheshire line at Altrincham and Navigation Road. These routes provide valuable sustainable travel links to Manchester and across the region as well as other main towns and employment sites. These local services offer residents and visitors to Trafford the opportunity to make part of their journey by public transport and part by active travel. Transport for Greater Manchester (TfGM) have provided cycle hubs at a number of tram stops

and are testing the option of allowing bikes to be carried on trams. Equally, it's important to highlight that although the borough overall is well connected there remain significant issues with the connections to Partington which will need to be addressed. We fully recognise that further improvements to public transport and in particular the bus network are a priority to ensure that Trafford is accessible to all.

Some existing walking and cycling routes are already in place and others are being developed following Trafford's successful bid for funding from the GM Mayor's Challenge Fund. Further schemes will be developed and contribute to the Greater Manchester Bee Network - making vital connections across the region by improving access to walking and cycling for all. A list of proposed schemes with a brief description is available in appendix

Crucially, Trafford's key asset sits in the strength and diversity of its community and voluntary sector. The borough has a strong extensive network of trusted groups and organisations who are rooted in local communities. It is the reach and experience of these groups that will be drawn upon to support individuals and communities across the borough.



3.2 Opportunities

At a national level the government has set out a clear overarching vision to transform the transport system to a more sustainable model, including walking, wheeling and cycling. Regionally at a GM level the Bee Network, supported by the Mayor's Challenge Fund (MCF), provides a vision for a joined up active travel network across Greater Manchester. Together, the national directive and regional policy framework - substantially underpinned by the £1.5 billion Mayor's Challenge Fund for infrastructure - present huge potential for Trafford to improve its walking, wheeling and cycling infrastructure and fully embrace Active Travel. The MCF programme offers Councils training in best practice for designing walking, wheeling and cycling infrastructure and invites councils to put forward schemes that contribute to a coherent active travel network.

Work has already started to make Trafford a connected borough for walking wheeling and cycling. The Urmston Active Neighbourhood is an example of how we can develop plans to encourage more walking, wheeling and cycling and make these modes of transport safer around some of the borough's busiest roads. Other examples include segregated cycle routes on Talbot Road in Stretford which is a busy commuter route for cyclists travelling across Trafford and into Manchester. This plan will build on schemes within Trafford are already being developed (see Map) A summary of schemes being further developed is in Appendix X). Over the 10-year life time of this strategy, we will develop and submit more schemes for funding, including improving walking, wheeling and cycling routes to Metrolink stops and railway stations to increase access to public transport.

As well as funding there is also the opportunity to effect behaviour change. Throughout the recent pandemic we have all come to value our local open spaces and parks and appreciate how regular physical activity improves our mental and physical wellbeing.

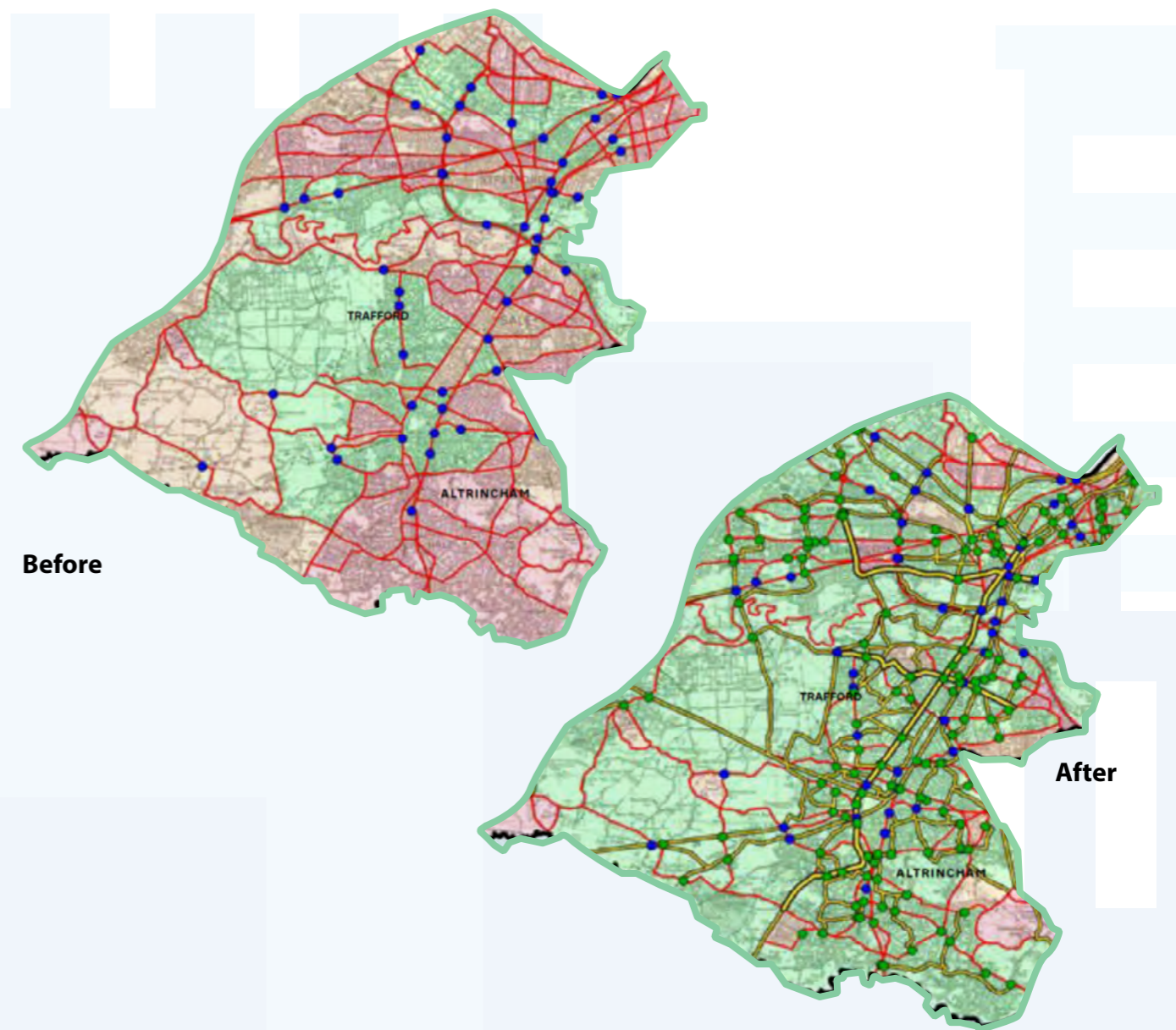
There is now an opportunity to encourage people to change their long set travel habits. Flexible working and working from home have become a regular option for more people. By reducing the need for that time-consuming commute, people may have more time to integrate walking and cycling into their daily routines. Rather than jumping in the car, families could walk or cycle to school and residents walk or cycle to access local shops and services.

Through the reduction in emissions from petrol and diesel vehicles, Trafford's neighbourhoods will benefit from improved air quality, making a vital contribution to Trafford's wider carbon reduction targets. Trafford have already introduced one low traffic neighbourhood to aid better air quality and safety for residents and other schemes are being planned. The introduction of e-bikes and cargo bikes also provides great potential and widens the appeal of cycling across generations.

Also aiding air pollution and safety we will be looking at the implementation of School Streets. A School Street is a road with a temporary restriction to motorised traffic at school drop off and pick up times. This enables children arriving and leaving school to do so in a safer, healthier and pleasant environment and promotes walking, wheeling and cycling to and from school.

It's important to recognise however that not everyone can work from home and our transport network needs to be able to support all our residents. Enabling residents to change their commuting habits – to leave the car at home and walk and cycle more - will considerably shift the balance towards active travel and the use of public transport, ultimately delivering a more sustainable travel network.

This strategy presents an opportunity for the council to work more closely locally with the voluntary and community sector, and connect existing programmes across health, leisure and education, so that our collective reach and



impact is realised across the borough in engaging communities and individuals of all ages.

The MCF Bee Network programme has provided significant funding opportunities. The programme will provide an active travel network which connects key locations across Greater Manchester and provide coherent routes for cyclists and pedestrians. In some cases, the routes rely on existing infrastructure but in many cases, new schemes are proposed, with funding available for a ten-year period.

Figure 6 shows the existing cycle and walking network in Trafford prior to the implementation of the Bee Network and Figure 7 shows how the network is planned to look. These figures are taken from the Bee Network Proposal document.

Those areas shown in green are considered to have accessible crossing points, with areas shaded in red being neighbourhoods considered to be cut off from the existing walking, wheeling and cycling network with no access. Existing crossings are shown as blue spots, with green spots representing proposed new crossings that will improve access. Red lines are roads which currently act to sever or cut across neighbourhoods, with yellow lines showing how the Bee Network proposes to connect areas.

In total 155 new or upgraded crossings are proposed in Trafford, with 12 miles of cycle routes. These busy road routes would be designed to a high standard to ensure safe use for cyclists and pedestrians. The proposed Bee Network would provide 91% of residents of Trafford access to the network.

3.3 Addressing Key Challenges

There are many barriers to walking, wheeling and cycling; some can be found in policy, the physical environment, and organisations, while others are personal - rooted in cultural, social and individual norms. Barriers vary across different communities and places and are often complex and multi layered. Trafford Council will work closely with our partners and local communities to understand the barriers that each face and support communities effectively. Whether that's through having the right access and infrastructure in place or building the skills and confidence that enables communities and individuals to participate. Cost and convenience are known, however, to be major motivators so we need to do everything we can to make the cost of walking, wheeling and cycling and public transport as low and as convenient as possible. This means having good, direct routes, well signposted, and with secure cycle storage at the destination point and near the home.

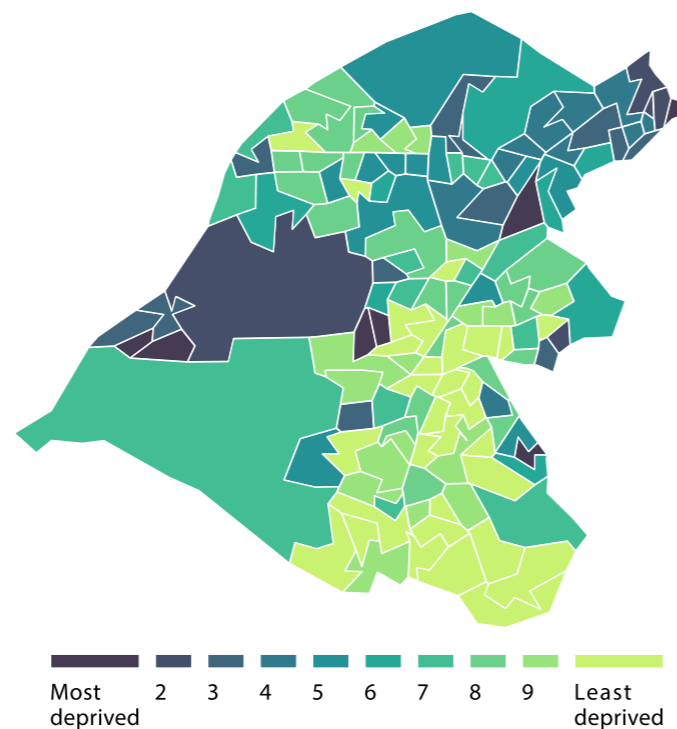
Whilst Trafford overall has the lowest level of deprivation of all Greater Manchester, there are significant inequalities within Trafford. Those areas with the highest levels of deprivation tend to also experience poor air quality, with the areas often located on major routes and closer to the city centre.

We need to consider how people move about the borough, and how road space is allocated based on the number of people rather than number of vehicles. For example, 50 people walking or on a bus take up significantly less space than 50 people in 50 separate cars.

Figure 3 gives an overview of levels of deprivation within the borough.

Index of Multiple Deprivation, 2019

Lower-layer Super Output Areas in Trafford by decile

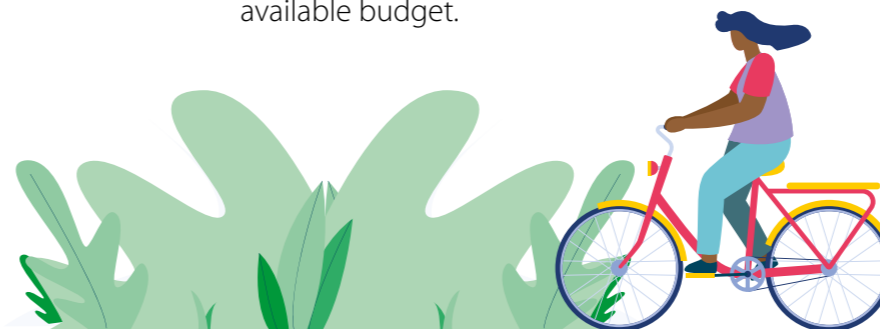


Challenge 1 - Road safety

There is a perception that walking, wheeling and cycling are not safe. The Council will work with TfGM and partners to challenge some of the perceptions and challenge key myths that have established. Working with local partners and TfGM, tailored communication plans and campaigns at a regional and local level will continue to focus on addressing key myths. Research has also shown that alongside effective road safety training (see cycle training and education), engaging local residents early in the design process is a powerful, myth busting tool that informs and involves local residents in resolving local issues and challenging long standing misconceptions.

Current cycle standards recommend that cyclists be protected from traffic where traffic flows and speeds are high. The speed of traffic on some of Trafford's roads is a concern to some pedestrians, especially in residential areas. Where appropriate we will look to introduce speed reduction schemes, including increasing 20 mile per hour schemes in residential areas and focus campaigns on hot spots such as school runs, parking on pavements and obstructing cycle lanes. We will work with residents, businesses and partners to understand and resolve issues together. Where appropriate, local schemes and campaigns will be supported by effective enforcement to ensure safety is maintained.

The MCF Bee Network scheme requires that schemes are designed so that a competent 12-year-old cyclist can safely navigate the routes. As part of the design process for Mayor's Challenge Fund (MCF) schemes, a before and after assessment is required which includes consideration of street lighting and the level of surveillance afforded to pedestrians and cyclists using the routes. This is to enable designers to consider how users will feel using the new infrastructure and promote facilities that will be safe for all users. All the new crossing points proposed under the Bee Network and funded through MCF will help pedestrians and cyclists to cross major roads safely, which is our primary concern. We would also look at improving the borough's pavements if there is an increase in available budget.

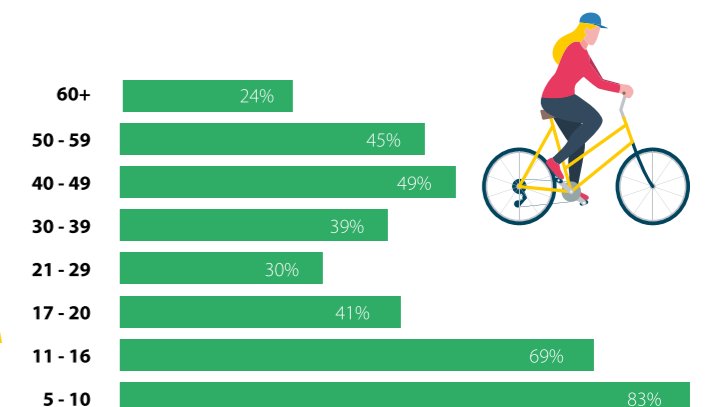


Challenge 2 - Access to a Bike

Nationally bike ownership drops off after the age of 10 years, with the age group of 21-29 years old having an ownership level of just 30%. Cycle ownership rises to a high of 49% for the age range 40-49 but drops off again to just 24% for those over 60 years old.

Having no access to a bicycle is clearly a major barrier to cycling and this is being addressed through a number of different programmes, such as the cycle hire scheme which is being introduced by Trafford Council in partnership with Manchester and Salford City Councils. The scheme will introduce docking stations and provide a fleet of 1,500 cycles, including electric bikes, which will leave 100,000 residents within a 5-minute walk of a docking station across the three areas.

People with access to a bicycle, by age (2017-2019)



Challenge 3 – Lack of secure bike parking and storage

A lack of secure cycle parking is also a barrier to cycling. Both at home and on most journeys, there is likely to be a period where the cycle must be left unattended. The provision of cycle parking is to be considered as part of all schemes and is also a key consideration for new building developments. Where possible the Council's refurbished Leisure Centres will provide Active Travel Hubs with secure parking and cycle hire facilities. We would also consider the delivery of street cycle storage units and shelters in convenient places that don't block access to pavements to grow the number of places to store bikes securely.

Challenge 4 – Addressing barriers to walking, wheeling and cycling for different groups.

The National Travel Survey 2020 found that for all age groups, more than double the number of men cycled than women, with women making an annual 13 cycle trips compared with 28 for men. To increase the number of women cycling in Trafford, we can utilise the skills of existing local groups such as those involved in British Cycling's Let's Ride Programme. Where necessary we can upskill local groups to support specific target groups and build capacity through coaches and volunteers within communities that reflect the local demographic. We will work with specific groups, such as women and people from BAME communities to identify the barriers to walking, wheeling and cycling and work together to co-produce solutions.

Other barriers to cycling and walking such as the weather and topography are often cited as reasons not to use active travel are more difficult to overcome, but by working with residents to identify solutions, support access to equipment, making them feel more comfortable, it will help to overcome negative attitudes towards walking and cycling. We need to work with Trafford residents to understand what journeys, and parts of journeys, people want to make using active travel and how these differ for different groups (e.g., by gender, age etc.)

Challenge 5 – Cycle training and education

Cycle education for children is an important way of promoting cycling and teaching young people how to cycle safely on the roads. The council currently offers Bike-ability training courses in schools and Transport for Greater Manchester also run free training for young residents over 12 years if accompanied by an adult, and maintenance sessions at cycling events around Greater Manchester. The Council will continue to work with partners and TfGM to ensure that training programmes are in place that support residents to build the skills and confidence to take up cycling.

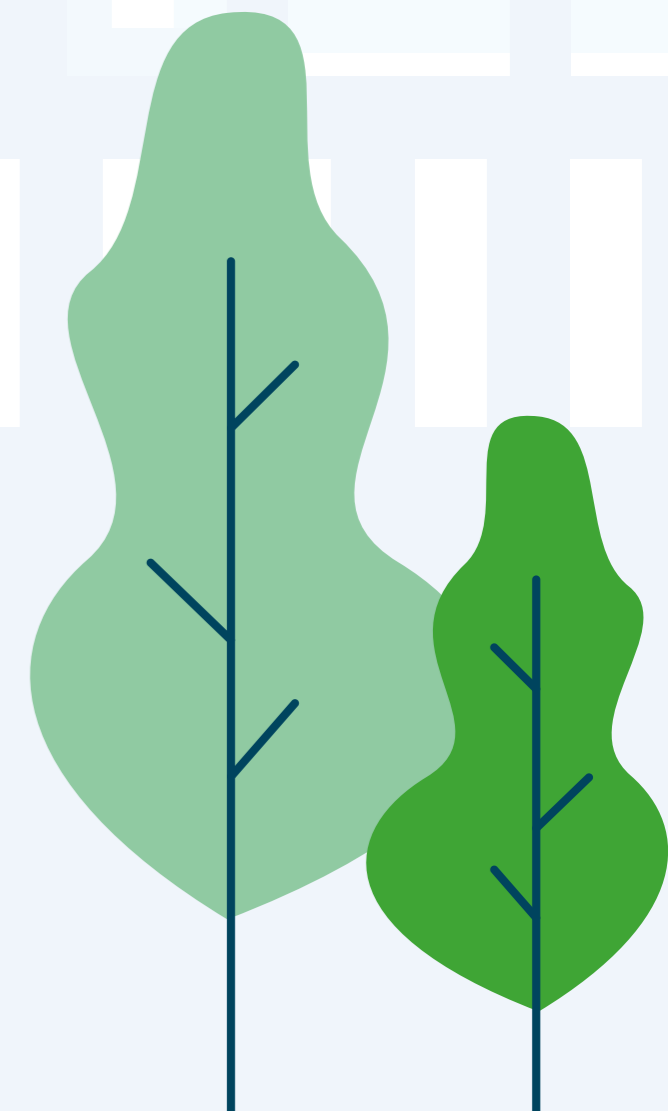
Cycle training courses are also available for any resident of Trafford over the age of 16 offering guidance on coping with traffic, how to be seen and be safe, the best cycle routes, rules of the road and tips for all riding conditions.

Challenge 6 – Funding to walking, wheeling and cycling infrastructure

Cycle funding has historically been limited compared with other highway projects, but recent policy changes have started to change this with more funding now allocated. However, the scale of improvements needed is significant and therefore all funding opportunities for improved cycling and walking infrastructure will be explored.

Challenge 7 – Improving air quality

The Clean Air Zone Map (Clean Air Zone map and further information | Clean Air Greater Manchester (cleanairgm.com)) highlights roads in the borough at risk of exceeding NO2 levels. According to industry experts the motor vehicle is the main contributor to NO2 levels. (Holding our breath — How poor air quality blights cities | Centre for Cities). NO2 can affect health with evidence that it can inflame airways, lungs and specifically affect people with asthma. NO2 can also affect vegetation negatively (Nitrogen Dioxide in the UK - Summary (defra.gov.uk)).



4. GOVERNANCE AND REPORTING

A key element of a successful Strategy is regular monitoring of the action plan, and evaluation of the overall Strategy to ensure it remains relevant and on track to meet its targets.

The overall strategy will be reviewed quarterly and reported to the Sustainable Transport Sub-Group and Trafford's Leisure Board. The Strategy and delivery plan can only be delivered by working in partnership and through building on the success of previous successful collaborations across services and statutory agencies and crucially with the wider private, voluntary and community sectors.

Work will take place to ensure the Strategy is monitored in the most appropriate forum, involving statutory and voluntary sector agencies as well as service users. Reporting of progress on our shared outcomes will be informed by the Delivery Plan and link in with the reporting of other core priorities for the borough within the Trafford's Health and Wellbeing Strategy, Leisure Investment Strategy and the Trafford Moving (physical Activity) Strategy.

5. CONCLUSION

This walking, wheeling and cycling strategy sets out our approach to building a more sustainable, and environmentally friendly transport network in Trafford. walking, wheeling and cycling offer convenient attractive and safe ways to travel, especially for those shorter journeys. Working with local communities, residents and partners we aim to increase opportunities for all residents to access the boroughs leisure facilities, parks, and open spaces and stay connected with all that Trafford has to offer both within the borough and beyond.

Through promoting and supporting active travel we want residents to choose walking, wheeling and cycling as part of a healthier lifestyle, which in turn will also improve air quality and reduce congestion. Trafford has a strong network of walking, wheeling and cycling groups that will play a key role in supporting local communities and enabling residents to make those key changes to their everyday travel plans that will make all the difference.

APPENDIX 1

Trafford's Walking, Wheeling and Cycling Delivery Plan

APPENDIX 2

Full links and summaries of wider strategies and policies

Gear Change – A Bold Vision for Cycling and Walking (Department for Transport) https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/904146/gear-change-a-bold-vision-for-cycling-and-walking.pdf

The document sets out a clear vision for the transformation in our transport system, with half of all journeys in towns and cities expected to be cycled or walked by 2030. It suggests that the Covid pandemic presents a once in a lifetime opportunity to change the way people move, citing the benefits of active travel in improving health, reducing inequalities and tackling congestion.

The strategy has four themes with promises of action embedded within each. The themes are as follows:

- **Better Streets for cycling and people**
- **Cycling at the heart of decision making**
- **Empowering and Encouraging Local Authorities**
- **Enabling people to cycle and protecting them when they do**

The document concludes with a summary of 22 principles for cycle infrastructure design, which correlate with the guidance contained within Local Transport Note 1/20 – Cycle Infrastructure Design.

Greater Manchester Transport Strategy 2040 (Transport for Greater Manchester, first published 2017, updated 2021), Greater Manchester Transport Strategy 2040 | Transport for Greater Manchester (tfgm.com) Delivery Plan 2021 – 2026 Our Five Year Transport Delivery Plan | Transport for Greater Manchester (tfgm.com) and Trafford Local Implementation

Transport Strategy 2040 sets out a vision for Great Manchester "to have world class connections that support long term sustainable economic growth and access to opportunity for all." This vision has four elements:

- **Supporting sustainable economic growth**
- **Protecting the environment**
- **Improving Air Quality**
- **Developing an innovative city region**

The strategy contains an ambition to improve the Greater Manchester transport system so that - by 2040 - 50% of all journeys in Greater Manchester are made by public transport or active travel, supporting a reduction in car use to no more than 50% of daily trips.

GM Active Travel Mission (Active Travel Commissioner 2022 & TfGM)

Building on the success of 2018's Greater Manchester Made to Move strategy, the Active Travel Mission comes as a refresh of GM's active travel plan led by Dame Sarah Storey who takes over from Chris Boardman at GM's Active Travel Commissioner.

Built on the foundations of accessibility, behaviour change and communications and engagement the mission will build on the city-region's vision and plan for Active Travel and the next phase is to ensure active travel is now completely embedded into a region-wide, London-style transport system.

Trafford Council Corporate Plan 2021 -24
Corporate-Plan-2021-2024.pdf (trafford.gov.uk)

The Corporate Plan describes Trafford Council's vision for the borough and the priorities that are key to the delivery of that vision. These are as follows:

Priority One - Reducing health inequalities.

The objective is to work with people, communities and partner, particularly in deprived areas, to improve the physical and mental wellbeing of all our residents. We will...

1. **Prevent poor health in children and promote good mental and physical health.**
2. **Ensure Trafford's mental health services are resilient, accessible and fit for purpose.**
3. **3. Ensure more people are in good health for longer.**
4. **Focus on areas of deprivation and with the highest rates of illness and reduce the impact of deprivation.**
5. **Work with partners to improve how services are delivered, and to help reduce health inequalities.**
6. **Provide effective and sustainable physical activity and sport opportunities for our communities.**

Priority Two - Supporting people out of poverty.

The objective is to tackle the root causes to prevent people from falling into poverty and raising people out of it. We will

1. **Support children out of poverty and to have the best start in life.**
2. **Give people skills and opportunities to**

enable them to get out of poverty.

3. **Prioritise support for people to avert poverty and improve the situation for people experiencing poverty.**
4. **Ensure agencies work well together to minimise the risk of individuals becoming homeless and to support those who are experiencing homelessness.**
5. **Give people the power to maximise their household income.**

Priority Three - Addressing our climate crisis.

The objective is to reduce our carbon footprint and tackle the impact of climate change. We will...

1. **Reduce our carbon footprint and increase the amount we re-use, repurpose and recycle.**
2. **Ensure that new housing developments are adaptable, sustainable and low-energy use, while working with partners to increase the energy efficiency in our homes.**
3. **Reduce the amount of food waste in our borough and encourage surplus food to be donated to foodbanks.**
4. **Promote and increase environmentally friendly travel, such as walking, wheeling and cycling .**
5. **Put in place the measures in the GM Clean Air Plan and develop our leisure offer, parks and green spaces.**
6. **Promote sustainable, healthy and lower-carbon diets, such as locally grown and seasonal food.**

Trafford Moving – Traffords Sports and Physical Activity Strategy Decision - REFRESH OF TRAFFORD MOVING: TRAFFORD'S PHYSICAL ACTIVITY AND SPORT STRATEGY

The strategy aims to get every resident of Trafford moving every day. Trafford Moving supports the Council's corporate priorities and of making Trafford a national beacon for sports, leisure and activity for all, by investing in leisure facilities across the Borough and encouraging more people to get involved in physical activity.

Currently, 24.3 per cent of Trafford residents are inactive, which means they do 30 mins of activity or less a week.

By creating better spaces and places to be physically active and attracting key sports investment into the Borough, the Council aims to make Trafford a place where residents start well, live well and age well by being more active.

APPENDIX 3

Trafford schemes already funded by MCF and those under development

MCF Scheme	Description
Urmston Active Neighbourhood	Trafford Council has identified the Urmston area, also covering both Flixton and Davyhulme, as an Active Neighbourhood, where sustainable means of travel will be quicker and more convenient than private car ownership. The aim is a neighbourhood where land currently dominated by the motor vehicle will be freed up for social and economic activities creating cleaner and healthier air quality.
Talbot Road / White City	Bee Network scheme to provide off carriageway cycle lanes and junction improvements. The scheme will provide an enhanced walking and cycle route providing safer trips for pedestrian/cyclists both as a commuter route between Stretford and Manchester and leisure movements to the retail and leisure attractions.
Talbot Road / A56 and Great Stone Road	Bee Network scheme including dedicated walking, wheeling and cycling facilities. Consideration is also being given to a CYCLOPS layout at the junction of Talbot Road / Great Stone Road.
Seymour Grove	Bee Network scheme to provide a safe walking and cycle route linking the Stretford Cycleway and the Old Trafford community to Manchester via the Manchester to Chorlton walking, wheeling and cycling Route, as part of the Made to Move agenda. This scheme will provide a segregated cycle route along Seymour Grove, and improve the junctions to provide quality crossing facilities for walking, wheeling and cycling.
Wharfside Way / Europa Way	Bee Network scheme to provide a safe walking and cycle route linking Stretford, Trafford Park Rail Station, Trafford Park, Media City, The Lowry Theatre and Retail, Bridgewater Way, Old Trafford Stadia (Football & Cricket grounds), NCN55 and Metrolink (New Trafford Park Link). Proposals include a continuous route across accesses and minor junctions, controlled parallel & toucan crossings, reconfiguration of a roundabout to create a safer junction for all users, landscaped areas of place and cycle parking.
Sale / Sale Water Park	Bee Network scheme to provide a safe walking and cycle route linking Sale Town Centre, the district centre of Sale Moor and Sale Water Park, and its communities in between, as part of the Made to Move agenda. This scheme will provide a segregated cycle route along Northenden Road and Old Hall Road and improve the junctions to provide quality crossing facilities for walking, wheeling and cycling. The scheme will also improve the amenities and space in Sale Town Centre and Sale Moor by making it more attractive to pedestrians and cyclists to spend time in those locations.



TRAFFORD
COUNCIL

