

Greater Manchester **Walking**

The journey of the
GM Walking shared
ambition

26th April 2022

#GMWalks #GMMoving



The shared GM Walking Ambition

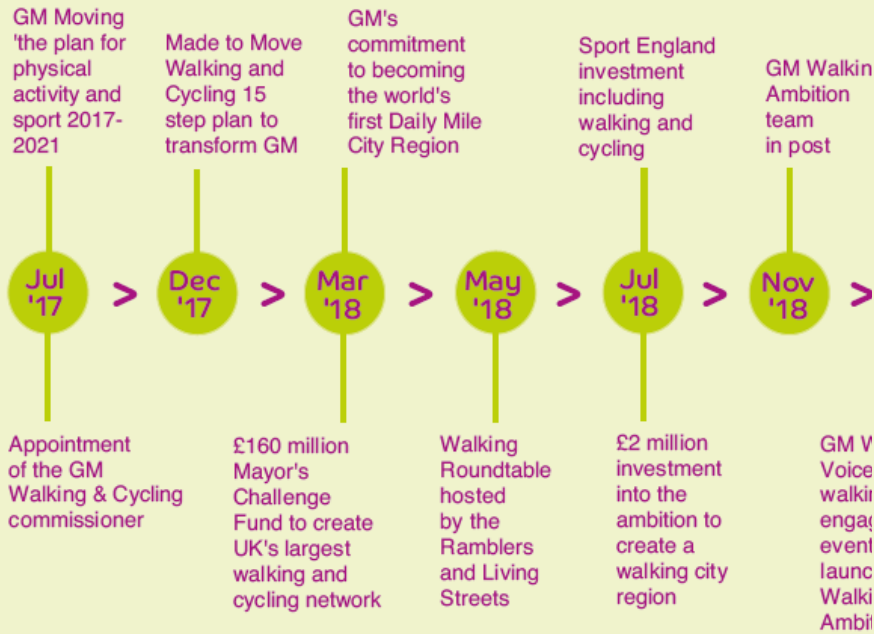


To make Greater Manchester the first 'walking region' in the UK through enabling the greatest number of people possible to routinely walk for pleasure, personal or environmental benefit and travel convenience.

Creating the walking ambition

Greater Manchester Walking City Region

The journey so far



Greater Manchester Walking City Region

The journey so far



Walking and wider GM Moving in Action



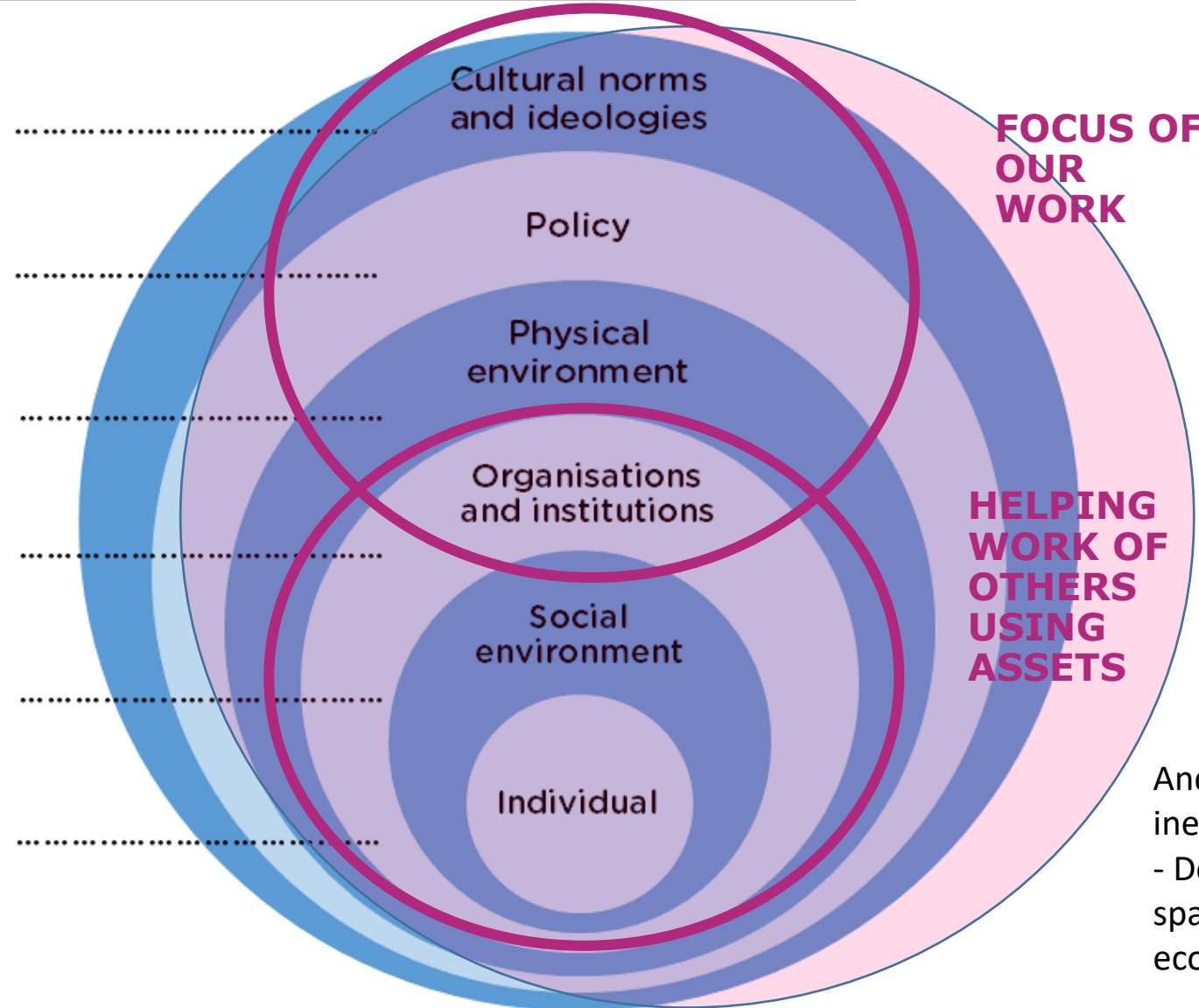
Walking has a huge potential to achieve Active Lives for All and support strategic priorities



Working using the principles of GM Moving in Action and the system enablers

Whole System approach

- Language, myths, metaphors, stories, hierarchy of values, know how, assumptions, mind sets
- International and national guidance & laws, local laws and policies, rules, regulations, codes, times and schedules
- Built environment, natural environment, green & blue spaces, transport networks, homes
- Schools, healthcare, businesses, faith organisations, charities, clubs
- Individual relationships, families, support groups, social networks
- Individual capabilities, motivations, opportunities, knowledge, needs, behaviours, physical and mental health and wellbeing

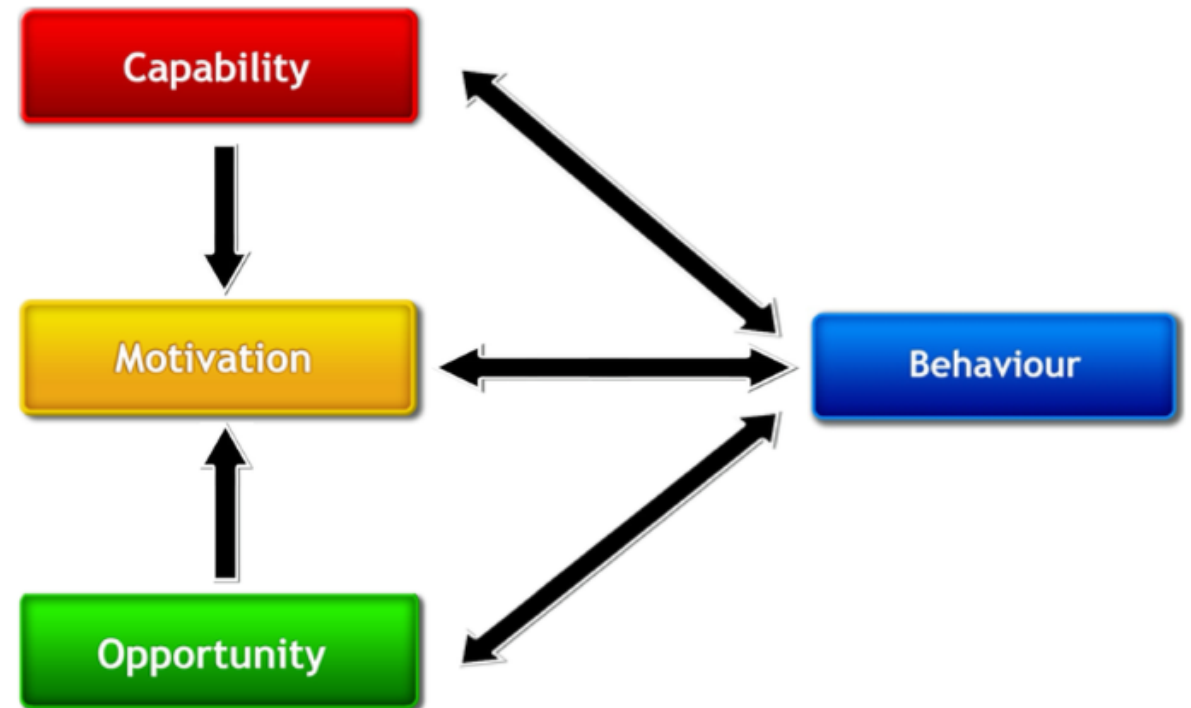


FOCUS OF OUR WORK

HELPING WORK OF OTHERS USING ASSETS

And applied an inequalities lens - Demographic, spatial & socio-economic

Growing a social movement for walking



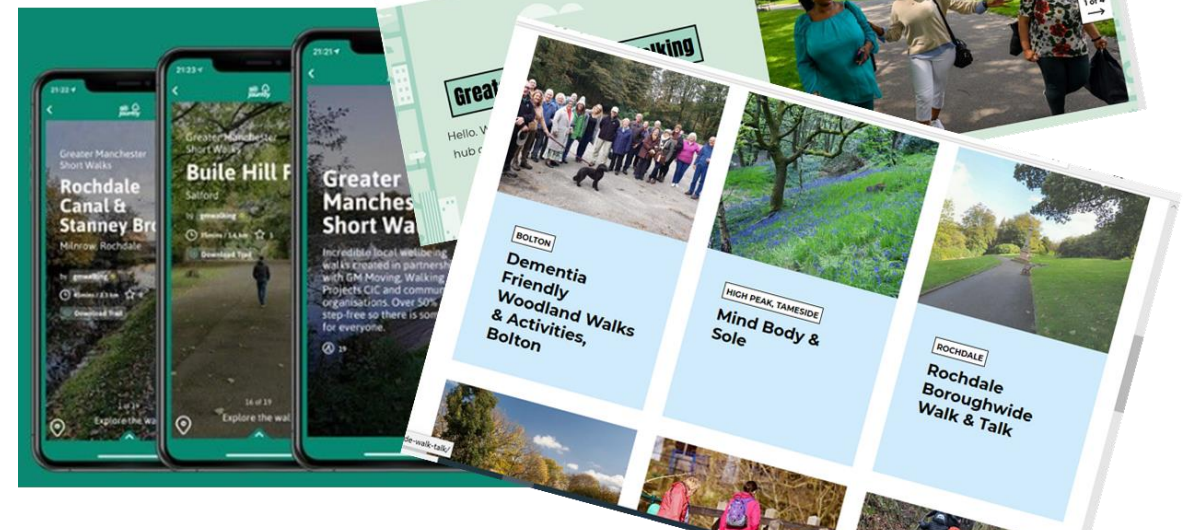
Growing a social movement for walking



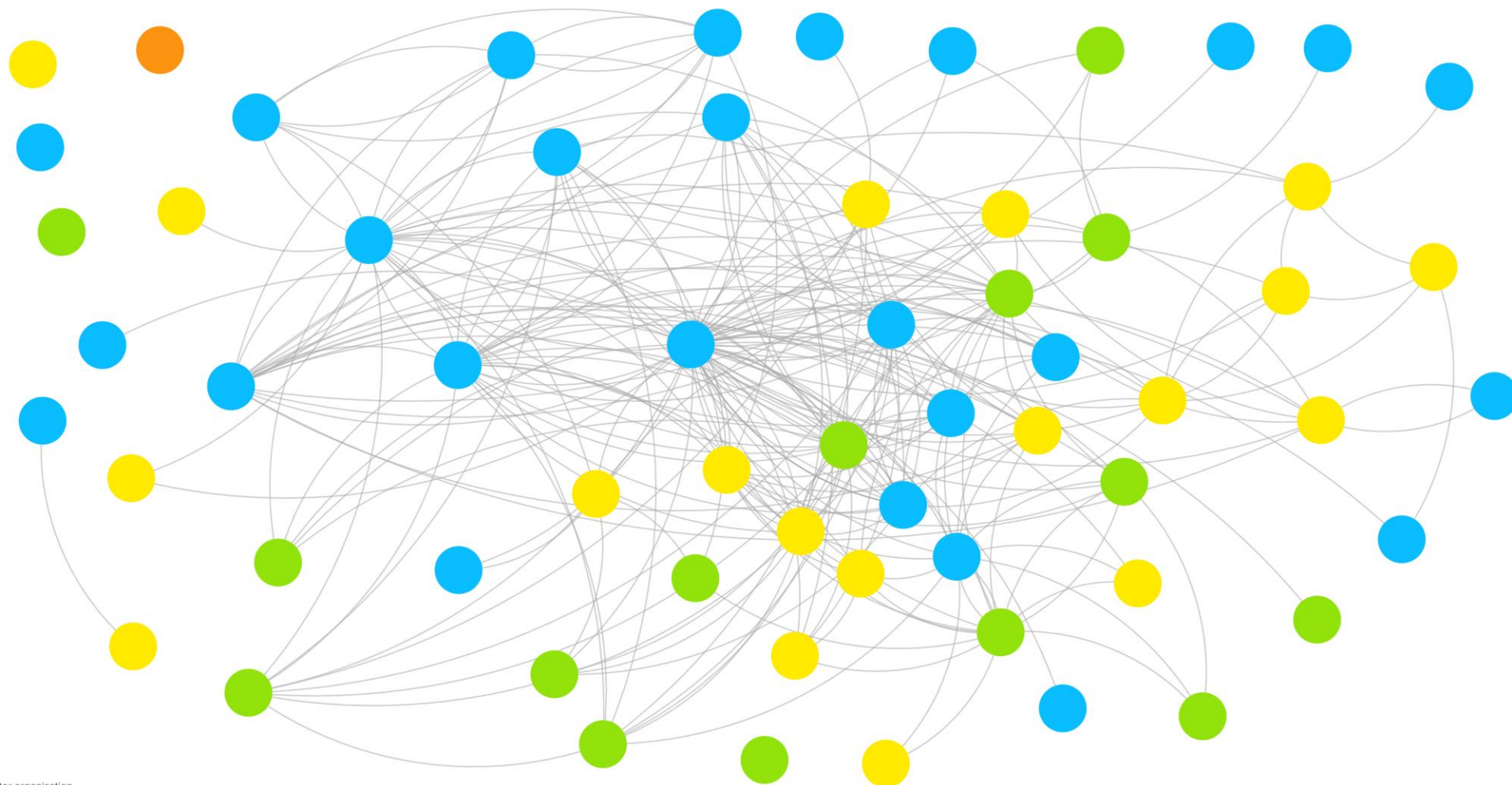
**TAKING SMALL STEPS TOGETHER
FOR A WALKABLE GREATER MANCHESTER**



GM Walking impact



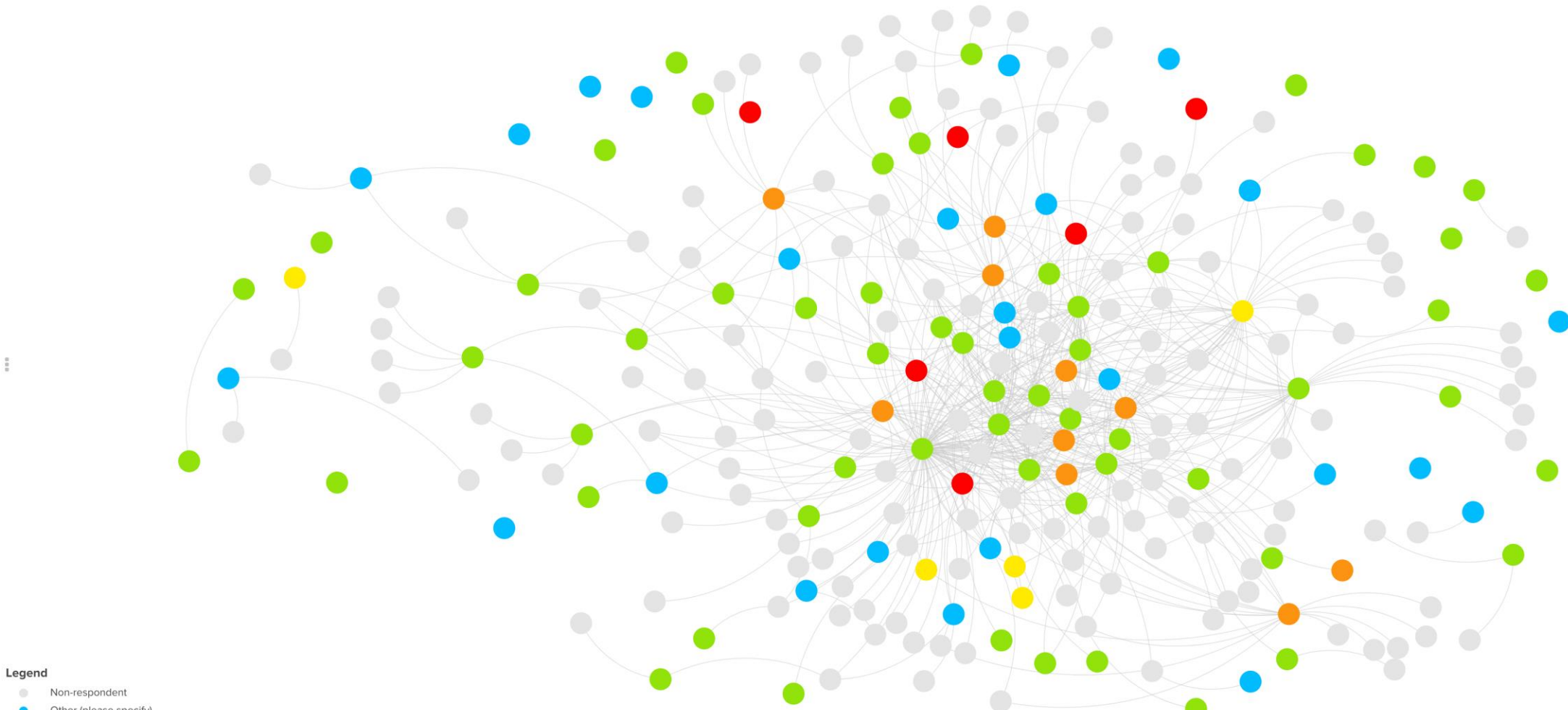
GM Walking Voice Network Connections September 2019



Legend

- Voluntary sector organisation
- Local authority
- Public sector (not local authority)
- Private sector organisation

GM Walking Voice Network Connections September 2020



- Legend**
- Non-respondent
 - Other (please specify)
 - Private sector organisation
 - Voluntary sector organisation
 - Local authority
 - Public sector (not local authority)

Walking Ambition 2022
Summary Evaluation
Update

substance.

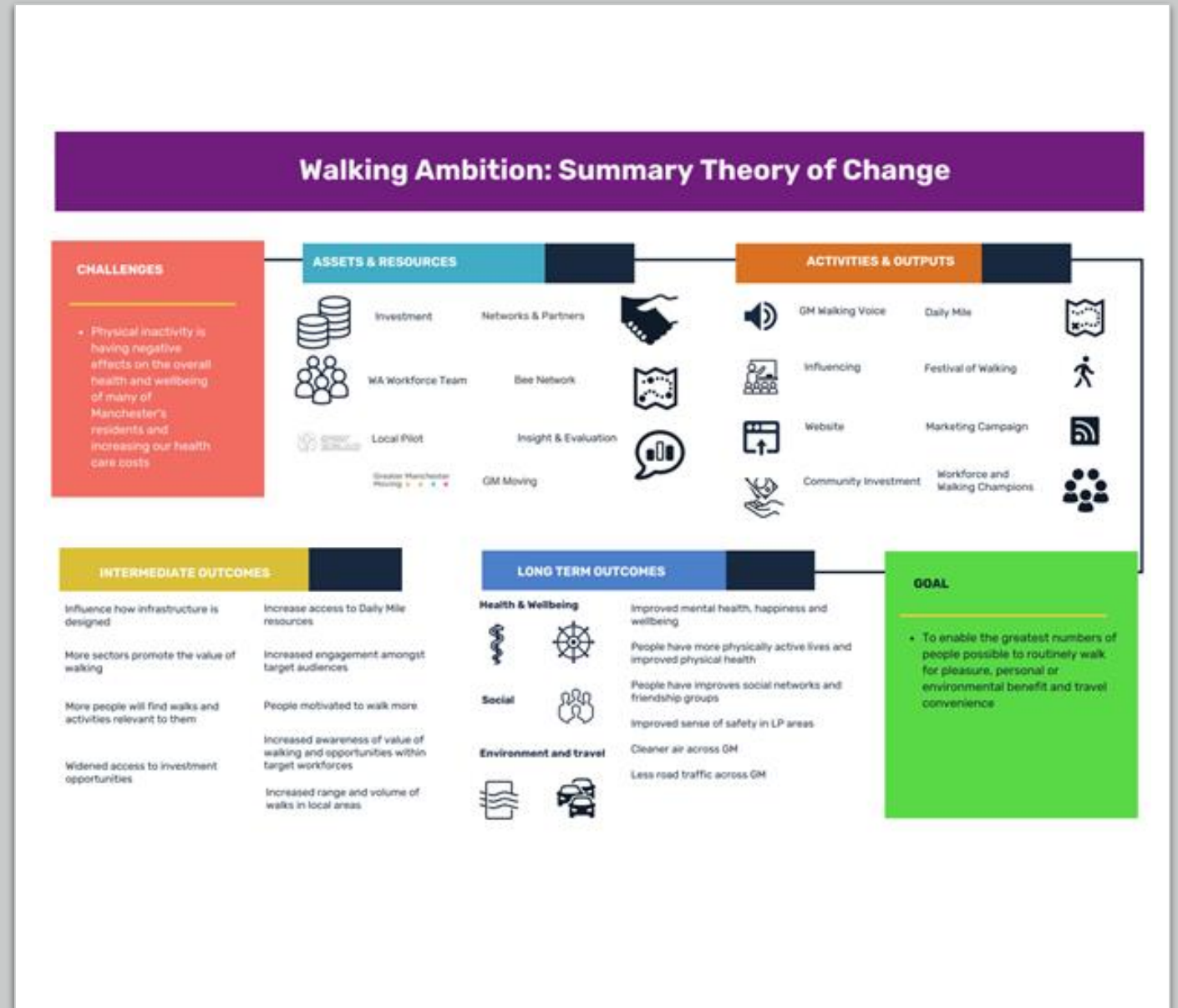


Walking Ambition:
Theory of Change / Ways of
Working

01

Theory of Change

- Aim: To enable the greatest number of people possible to routinely walk for pleasure, personal or environmental benefit and travel convenience.
- Long Term Outcomes around health and wellbeing; social connectedness and environment and travel.
- Activities and Outputs: 8 key strands of work



Walking Ambition: Ways of Working



Greater Manchester
Moving > ^ < v

Greater Manchester
Walking

The Enablers of Change

02

The Five Enablers of Change

- Five key programme theories or 'enablers of change', have added to the existing evidence base about **whole system approaches, and the conditions needed to enable long-term changes in activity levels and a reduction in inequalities.**
- These enablers are essentially programme theories being tested through the GM/LP and various Walking Ambition ways of working and strands.
- Describe the enablers and how this relates to success for WA.



1: Involving Local People and Growing Assets



- Involving local people remains important to gain **insight, increase reach, transfer ownership, and gain influence** across the system.
- Principle that involving local people in the work would help to ensure local ownership and effective communication about physical activity between people in the local area.
- This, in turn, would lead to more appropriate investments and/or shifts in local culture which enable people to be more active.
- For WA its foundation is a **Social Movement** to and only through enabling local people and growing assets to facilitate walking can this movement have.
- All strands essentially rely upon this underpinning theory for it to work at a system level.
- **The Workforce and Walking Champions** strand used this programme theory principles to achieve its key aims.

Workforce & Walking Champions

- The Community and Workforce Champions work strand is directly aligned to the **GMM System Leadership** work. The central aim of this is:

To support and enable a **transformation in the culture, behaviours, skills, knowledge** and capabilities of Greater Manchester's workforces to address the challenge of inactivity.

- Co-produced, tested and launched **Walking Champions** resources and workshops. Delivered to 73 individuals from 50 organisations (e.g BAME Connect, Wigan and Leigh Carers Centre, Jigsaw Housing Association)



2: Strategic Leadership Enabling Collective Leadership

- **Strategic leadership.** Sustained and visible support from senior leaders and elected members. Specifically, who:
 - work to protect the space for others to do things differently (**Protectors**), and
 - take an active role in promoting physical activity in their sphere of influence (**Influencers**).
- **Collective leadership.** Empowering people to make decisions about what works, in the locations they work in, towards a common goal (**Believers**).
- Works when there was greater emphasis people being **trusted** and able to make decisions about what works, in the locations they work or volunteer in to enable active lives (Believers). Where there was a spine of influence, from community, local officer, management, and senior levels, this promoted a sense of 'collective leadership'.
- **The Daily Mile** strand locates Strategic Leadership enabling collective Leadership as the dominant programme theory at work.



The Daily Mile

- The TDM project seeks to create a **culture shift across communities** and workplaces. For the workplace strand it is crucial that the leaders enable employees to support TDM in their daily routine.
- Launched the GM Daily Mile toolkit using **insight led and co-deign** principles and with full support from TDM Foundation.
- Collective **community promotion champions** to promote TDM in community settings are central to the collective leadership success.
- Strategic senior leaders have championed this, most notably Mayor of Greater Manchester Andy Burnham and CE of GMM, Hayley Lever, both openly supporting the practical and tangible nature of this programme.



3: Learning and Adapting



- Covid-19 created rapidly changing contexts and associated adaptation. For WA a series of 8 **Stakeholder Reflective Practice Webinars** during CV lock-down period were hosted.
 - **Critical reflection** is key to directing change.
 - Telling rich stories and providing more structure, in accessible language, around key features of system change may be more conducive to learning.
 - We recognised that cross-sector working was about collaboration and teamwork, explicit recognition that the pooling of energy, resources and ideas to work towards a common agenda is likely to be more effective in coherent and sustainable changes.
-
- Broaden and connect the network.
 - Align values, principles and common goals.
 - Build relationships and trust.
 - Work together on common projects.
 - Productive partnerships working around common goals.

The Walking Festival



- The dominant programme theory evident across the Walking Festival strand is **Learning and Adapting**. There has been a responsive and adaptive approach to delivering the Walking Festival across three years. Much of the shaping of the festival has been based on **reflective practice and co-created** with key stakeholders. A brave approach to **test and learn principles** has been observed. A focus on quality, inclusivity and tackling inequalities through targeted participation over broad mass participation is now driving the festival agenda.
- Mix of in-person traditional festival; digital (CV-19 response) and hybrid Call to Action and gamification.
- Responsive and adaptive approach to delivering Walking Festival across three years. Based on reflective practice and co-created with key stakeholders. **Brave approach to test and learn principles**. Focus on quality, inclusivity, tackling inequalities through targeted participation over broad large-mass participation.



4: Transforming Governance and Processes

- A range of evidence as well as well-formed relationships may allow for progress on legal and procurement issues.
- Often good ideas and willingness to collaborate were frequently hindered by governance processes that were not designed to support place-based inter-sectoral collaboration or distribute resources easily around the system.
- How can transformational practice be embedded to ensure that system workarounds or quick fixes are not relied upon.
- Create a legacy of change with processes that enable people at all levels of the system to feel empowered to enable walking.



Walking Community Investment Fund

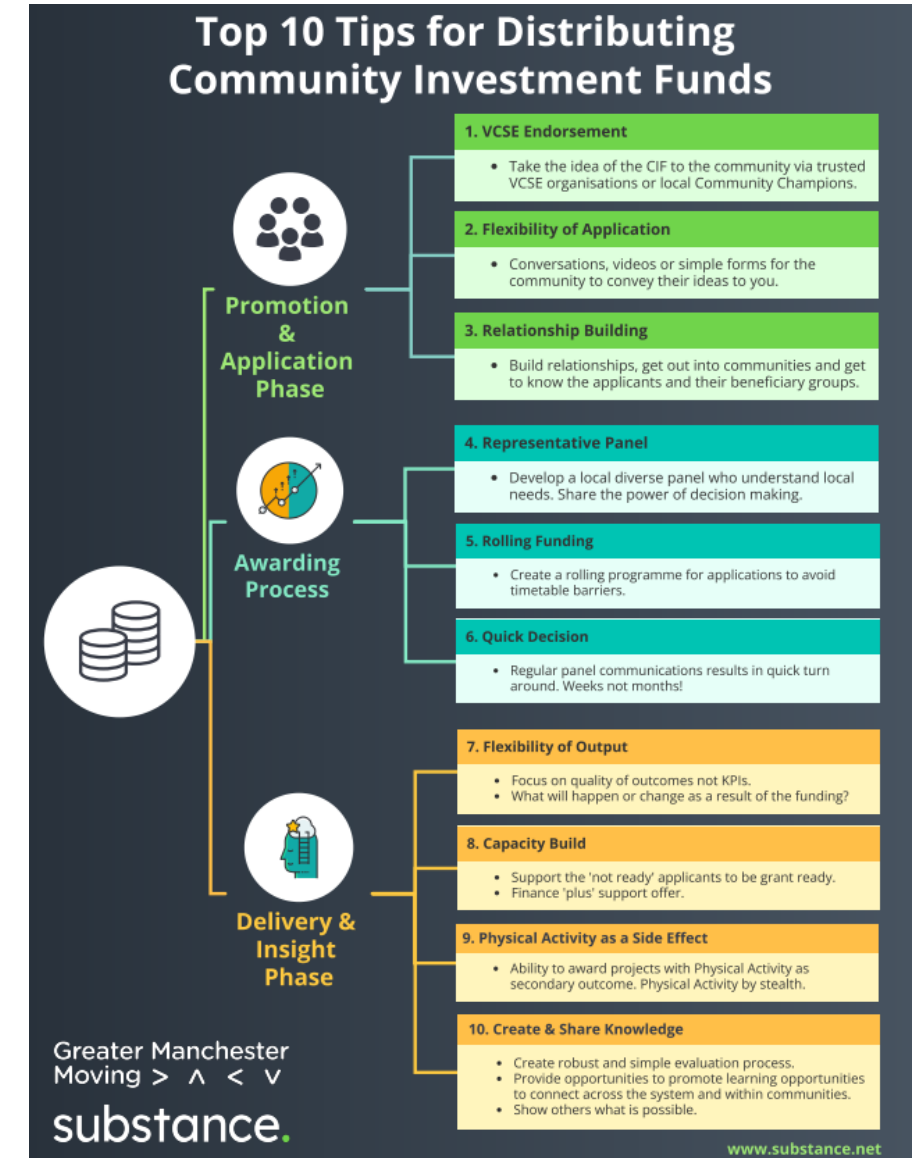
- The dominant catalyst of change observed around the Walking CIF has been transforming governance and processes. The Community Investment Fund (CIF) was administered by Greater Manchester Centre for Voluntary Organisations (GMCVO) on behalf of the WA as it was recognised that the voluntary sector has the *'great ability to bring people and diverse communities together to engage'*.
- 89 grants were distributed directly to the community organisations. The ability to build organisational capacity is noteworthy. Changes to processing the grants and supporting communities through the application has been transformative. Through operating the CIF the voluntary sector has seen changes to the way other funds are distributed and processed.
- Success of CIF showcased and evident in the continuation and relaunch in 2022.



CIF Best Practice

- Walking Ambition and Evaluation team brought together audiences (11.10.21) who were either currently or planning on developing community grants aimed to facilitate increased physical activity within communities. At this 'GM Moving in Action' workshop, four approaches to hosting and operating such grants were highlighted.
- In 'Uniting the Movement' Sport England describe **effective investment models, as a key catalyst for change**. Much of Sport England's narrative and was echoed by the contributors across Manchester especially around notion of '*simplifying access to available funding*'; '*making it easier for people and organisations with great ideas and significant potential to contribute to the aims of this strategy*' and crucially making sure funding reaches places, organisations and people not previously accessing.

[Sport England - Uniting the Movement \(sportengland-production-files.s3.eu-west-2.amazonaws.com\)](https://sportengland-production-files.s3.eu-west-2.amazonaws.com)



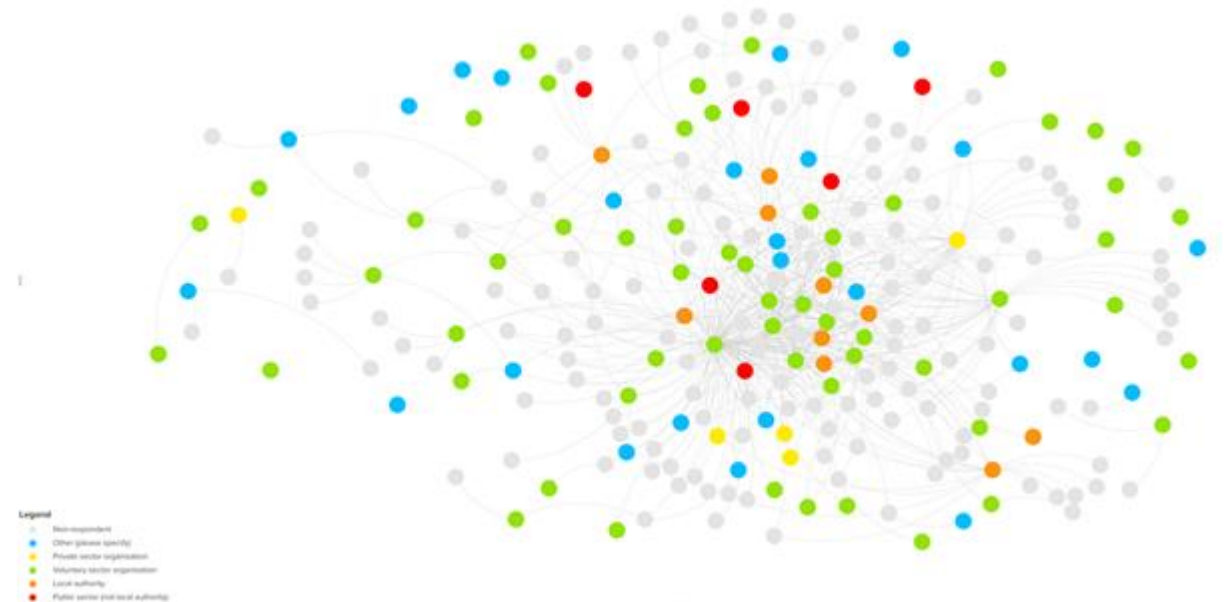
5: Effective Work Across and Between Sectors

- Understanding that cross-sector working was about collaboration and teamwork, explicit recognition that the pooling of energy, resources and ideas to work towards a common agenda is likely to be more effective in coherent and sustainable changes.
 - Broaden and connect the network.
 - Align values, principles and common goals.
 - Build relationships and trust.
 - Work together on common projects.
 - Productive partnerships working around common goals.
- The **Walking Voice** has been driven by effective work across and between sectors and has seen evidence of all the 5 key sub-enabling factors listed above.



Walking Voice: Effective Cross and Between Sector

- Essentially creating a ‘web of individuals and organisations that are sharing stories and evidence of what is working, talking about the benefits and opportunities, and therefore influencing decisions that empower more walking!’
- The huge growth in the network, “demonstrates the impact of the GM Walking team in recruiting new members and growing the network”. The **growth of the network and relationships between sectors**, notably the VCSE and other statutory organisations is leading to productive output.
- Now **577** Walking Voice Members



CIF Fund Thematic NVIVO Coding

02

Stakeholder Survey Feedback on Walking Ambition 2022

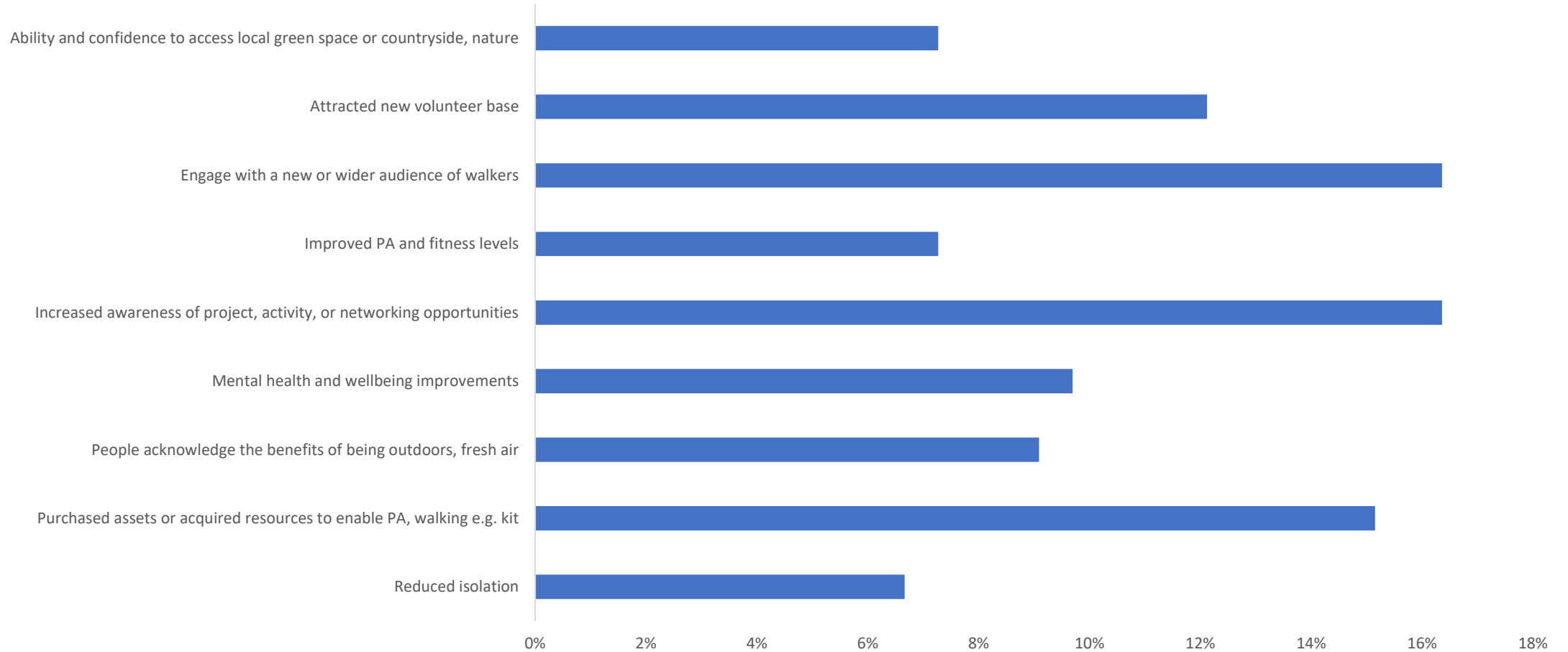
Stakeholder Survey 2022 (n36 WA - n185 GM)	GM	WA
Involving Local People and Growing Assets	4.18	4.37
Strategic Leadership	4.25	4.62
Effective work across and between sectors	4.11	4.48
Transforming governance and practises	3.57	3.85
Learning and Adapting	4.16	4.6
Cross and between sector collaboration	4.1	4.39

- Illustrates system maturity. Total possible maturity figure of 7. GM average compared to Walking Ambition average.
- Walking Ambition scored average higher system maturity on ALL 5 enabler areas.
- Although still work to do to gain maturity scores of over 5.

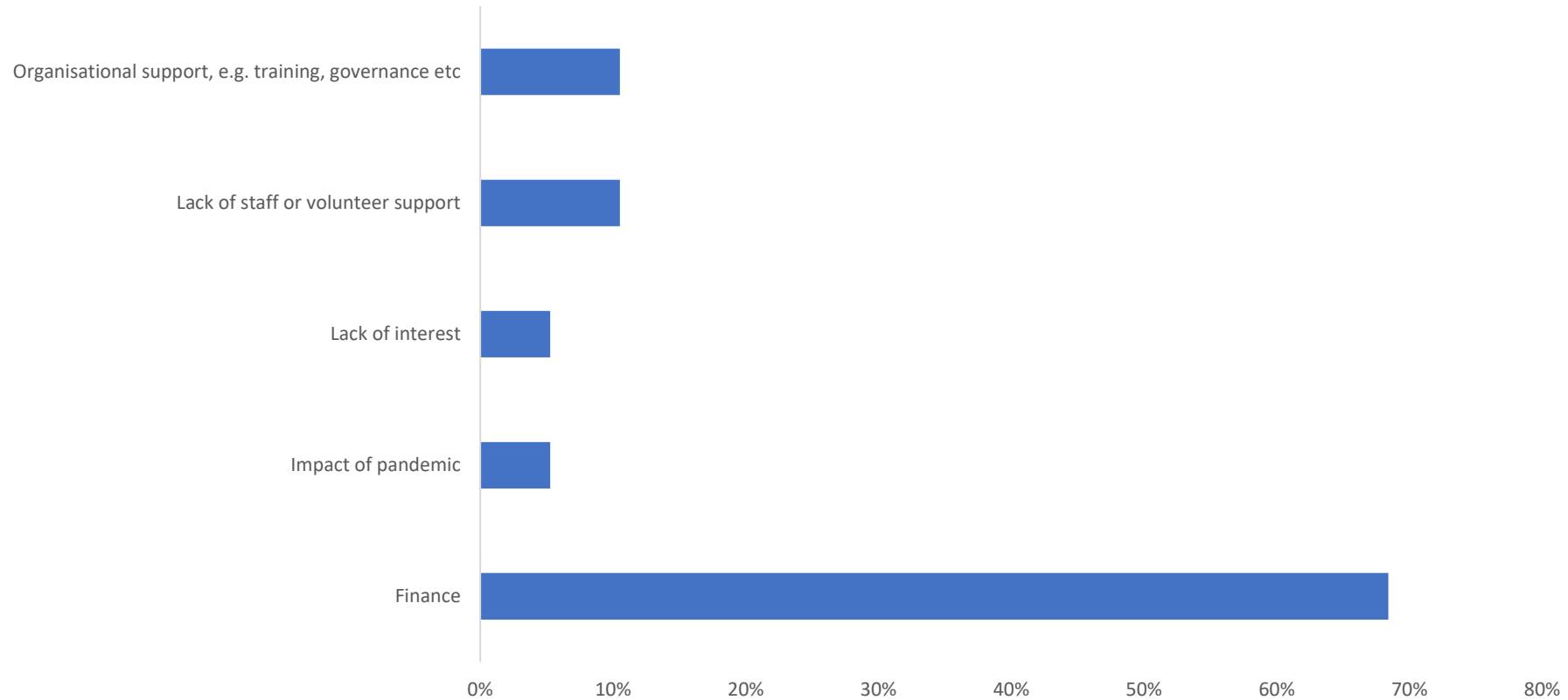
CIF Fund Thematic NVIVO Coding

03

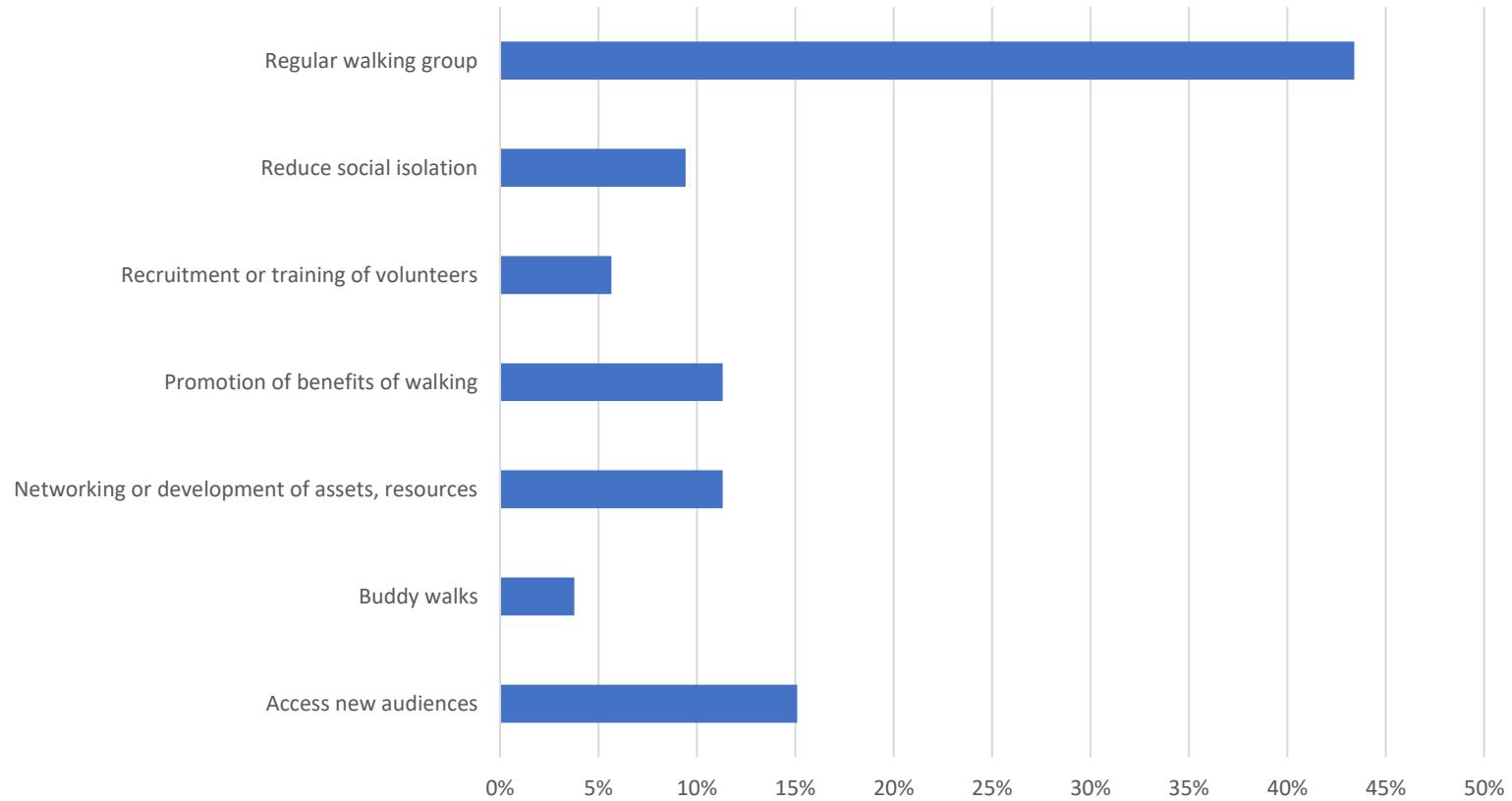
Outcomes of CIF Funding: Project Grantee Reporting



Barriers to Continue Activity Post CIF Funding: Project Grantee Reporting



What Continued Post CIF Funding: Project Grantee Reporting



GM Walking Grants – Community Investment Fund

- Approx. **£220,000** distributed amongst **89** organisations across GM
- **40** small grants (up to £1,000), **13** COVID small (up to £1,000), **31** medium (up to £5,000) and **5** partnership (up to £15,000)
- Almost half (**49%**) of organisations successful in their grant application were based in the most deprived **20%** of GM, with over a third (**36%**) in the most deprived **10%** of areas **nationally**
- Huge breadth of different types of organisations funded and range of outcomes achieved with the funding

#GMWalks

GM Walking Grants – Community Investment Fund

Key learning

- Geographical spread of grants around GM
- COVID difficulties
- Need to shout about successes
- Work done to reduce the need to write off grants due to non-delivery of projects

#GMWalks



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inspiring change *centre*

What Burnside does...

**We provide a well-resourced
community hub and open access
services all year round!**

We support over 600 people each week, that come through our doors. We base our services on 3 key areas:

- 1. Crisis Support**
- 2. Preventative Support**
- 3. Progressive Support**



Be sure to check us out at
www.burnsidecentre.org.uk

Visit our FB page via the QR code.



Sole Steppers

BURNSIDE CENTRE'S WALKING GROUP

Taking it one step at a time...

Come and join us every week for our walking group. The walks will be gentle and open to ALL abilities. Complete beginners are welcome and will be supported by our walking leader Tracey. Tracey is an experienced fitness instructor passionate about making exercise inclusive for all.



Tuesday Meet Time: 6pm
Thursday Meet Time: 10.30am

Sessions are adult only.



Enjoy the many health benefits of walking out in nature. Join our walking community, a friendly environment to enjoy local routes plus trips and events.

If you're interested in joining please telephone 01616435775 or email: trisha@burnsidecentre.org.uk

Meeting Point: Burnside Centre, Burnside Crescent, M24 5NN



Find us on Facebook!

The small grant helped us launch the group.

Logo

Travel

Equipment

Refreshments

The medium grant helped us to continue the sessions and to empower participants.

First Aid Training

Waterproof Jackets

Walking Equipment

Brunch Event

Sole Steppers Benefits...

- Seeing their neighbourhood in a different way
- Mental health benefits
- Meeting local people and social connection
- Getting outside and active safely
- Empowered to contribute their ideas
- Connecting with nature
- Opportunities to visit beauty spots furthers afield
- Sense of belonging and sense of community
- Increased confidence in walking



What the future holds...

Lots more walking...

Steering Group

Trips

Walkers having more ownership



b

Considerations

Travel arrangements

Confidence levels

Becoming self-sustainable

Finding accredited training



b

- thank you -

b^{the} **BURNSIDE**
inspiring change *centre*

Sensemaking

- The aim is to move to a collective sensemaking evaluation approach.
- We hope the Walking Ambition network can adopt the key sensemaking principles rather than the evaluation team presenting back our interpretation of what is happening.
- The three key stages are:

1. gathering information (seeing)
2. making collective sense of the information/provide meaning (thinking)
3. planning how the information might inform practice (doing)



Sense Making Questions (30 mins)

1. What have you been doing to enable walking in your role? (main focus and activity)
2. What has supported or been a barrier to walking in your area, or for the people you work with?

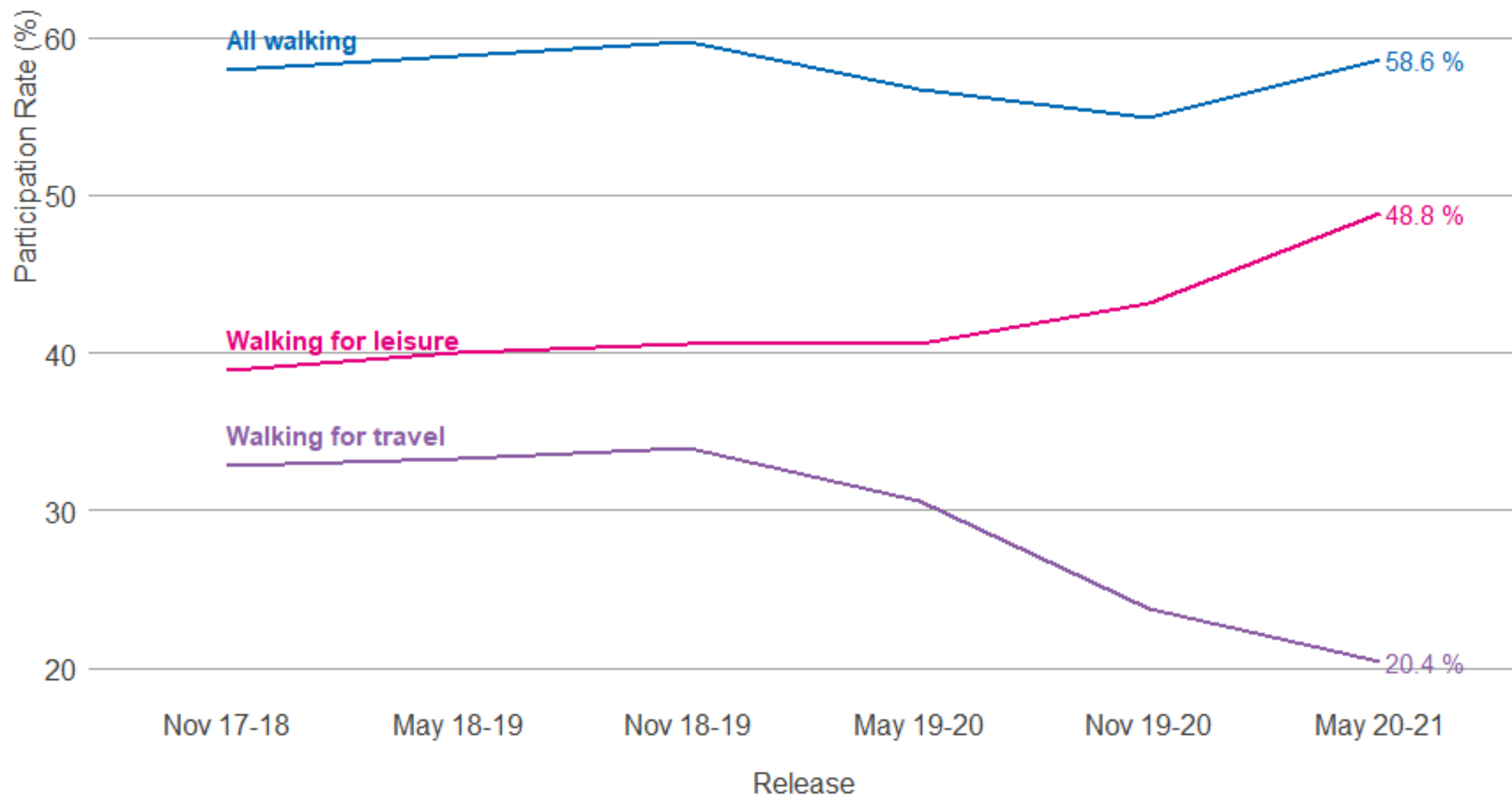
#GMWalks



Walking Behaviours Insights

Walking Rates in Greater Manchester

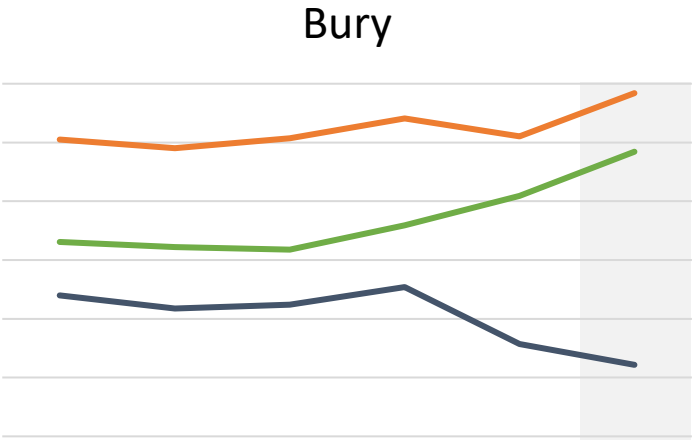
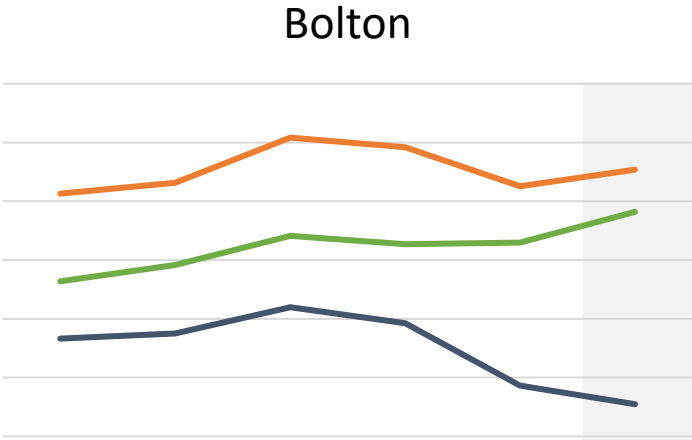
Adults who have walked at least twice in the past 28 days



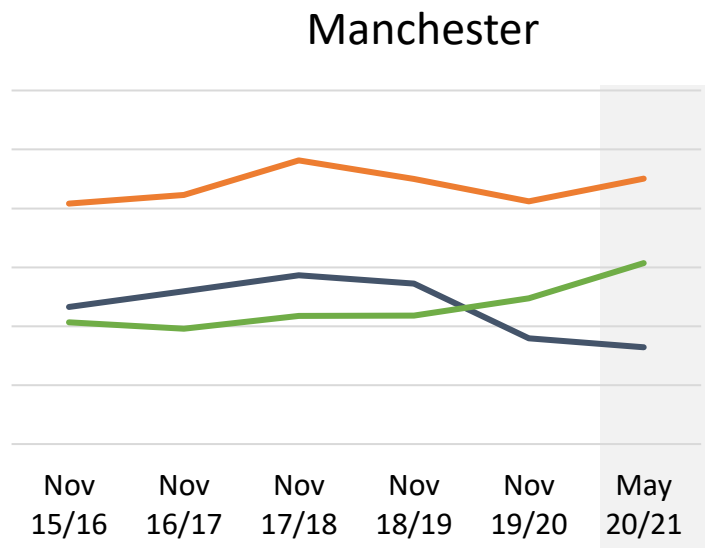
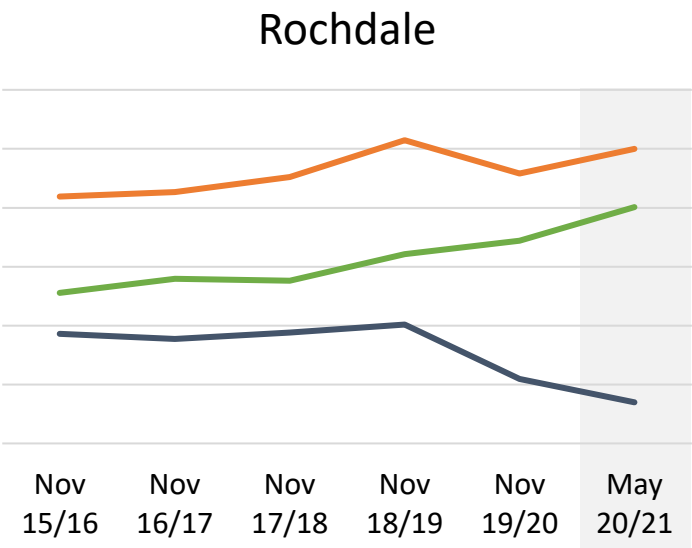
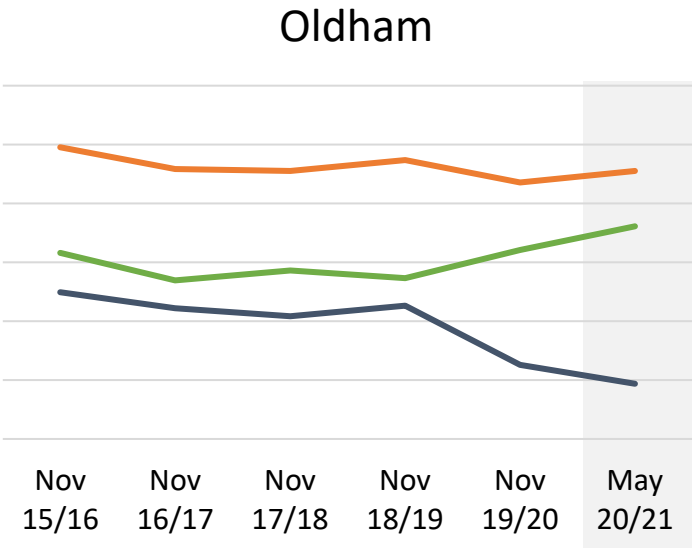
Source: Sport England Active Lives Survey

Walking rates in Greater Manchester

Adults who have walked at least twice in the last 28 days



- Walking for travel
- Walking for leisure
- All walking



Nov 15/16 Nov 16/17 Nov 17/18 Nov 18/19 Nov 19/20 May 20/21

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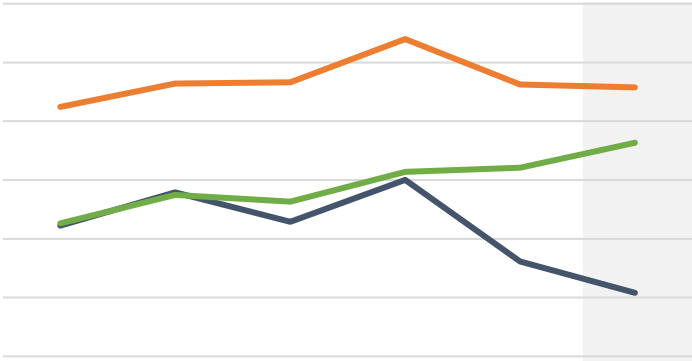
Nov 15/16 Nov 16/17 Nov 17/18 Nov 18/19 Nov 19/20 May 20/21

Source: Sport England, Active Lives Adults, Nov 15/16 to May 20/21

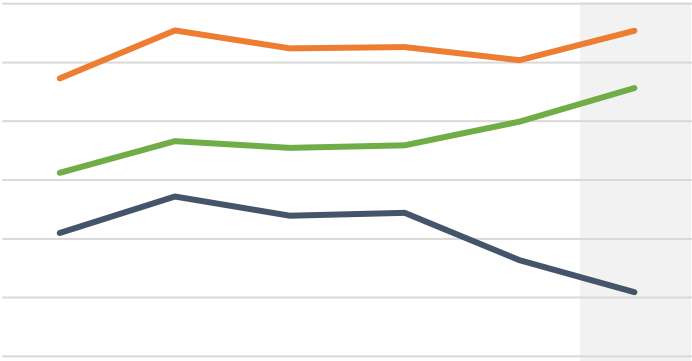
Walking rates in Greater Manchester

Adults who have walked at least twice in the last 28 days

Salford

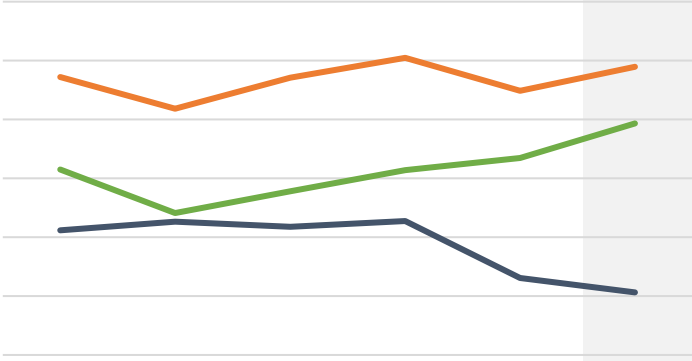


Stockport

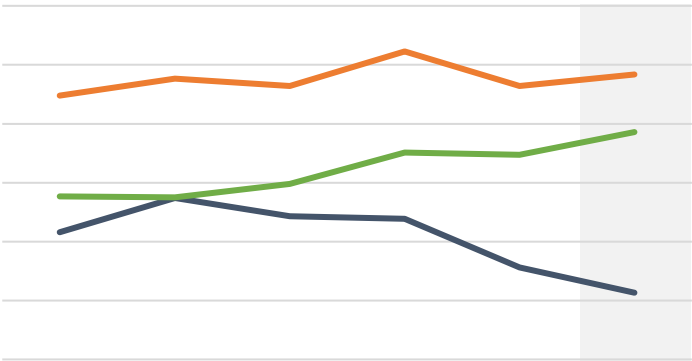


- Walking for travel
- Walking for leisure
- All walking

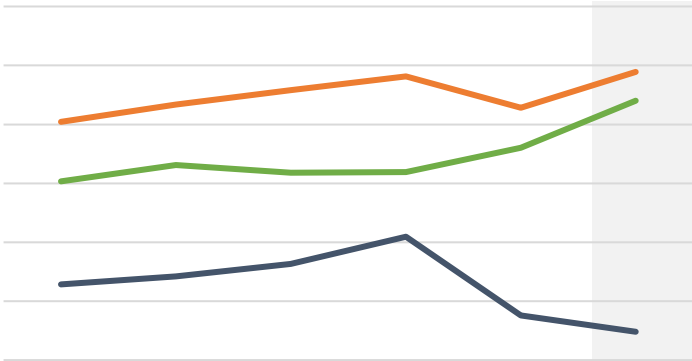
Tameside



Trafford



Wigan



Nov 15/16 Nov 16/17 Nov 17/18 Nov 18/19 Nov 19/20 May 20/21

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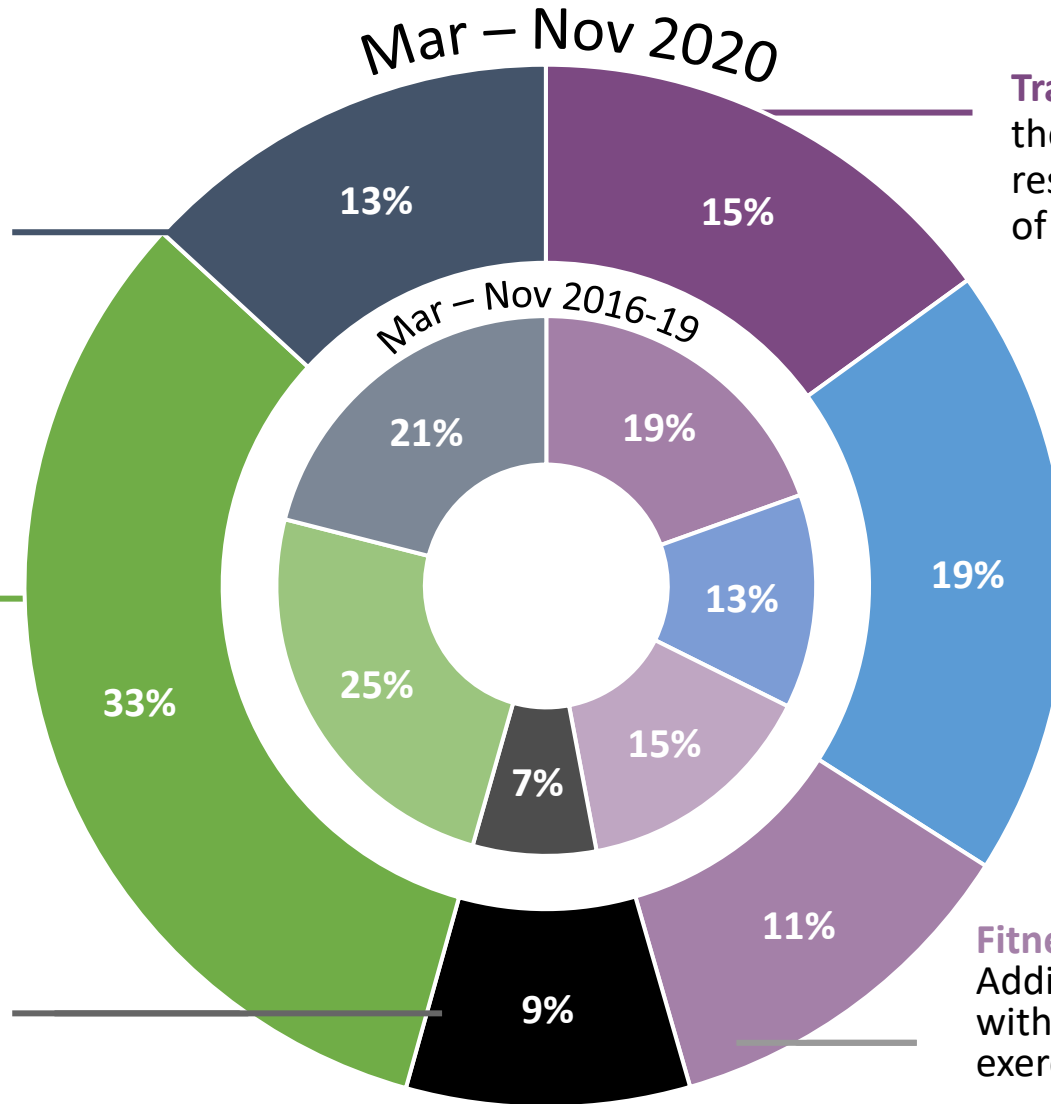
The pandemic has shifted how we get our minutes...

Active minutes by activity type

Walking for travel has reduced as schools closed and people were encouraged to work from home

Walking for leisure has seen a large increase of 8pp and now accounts for a **third** of all physical activity minutes

Cycling rates have increased from previous years



Traditional sport has dropped with the closure of sports venues, restriction on activities and change of people's habits

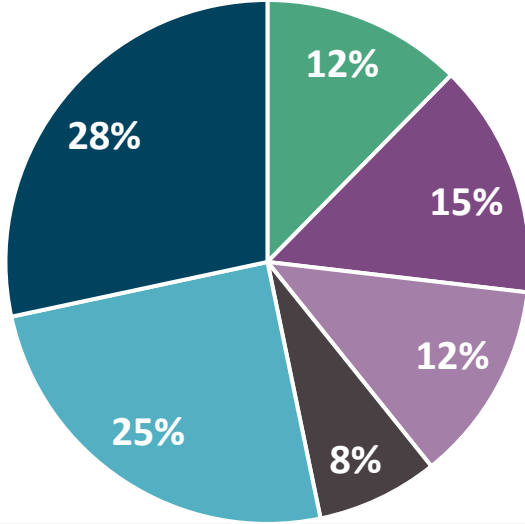
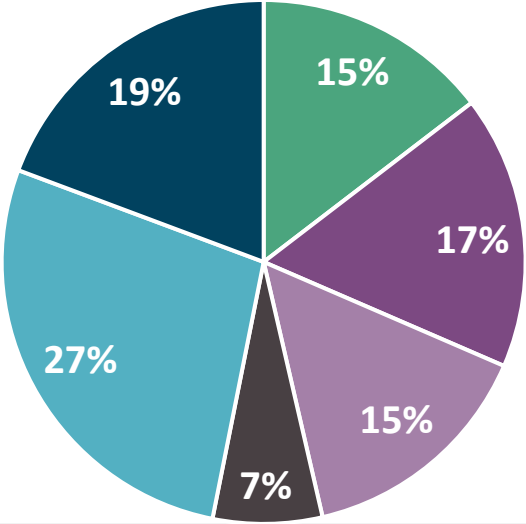
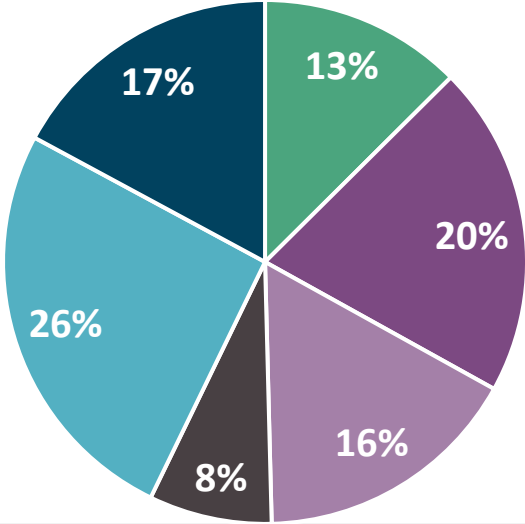
People spend more time gardening. **Gardening** has increased by 6pp and now accounts for around **1 in 5** of all physical activity minutes

Fitness activities have decreased. Additionally habits will have changed with gyms closing and more people exercising from home

Data for Greater Manchester

Moderate intensity minutes by NS SeC group (Greater Manchester)

2016-2019

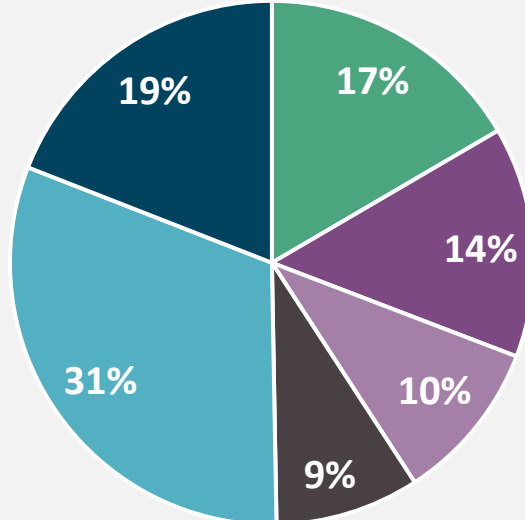
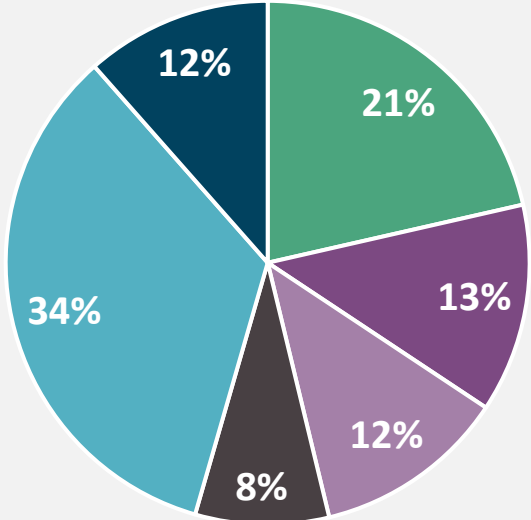
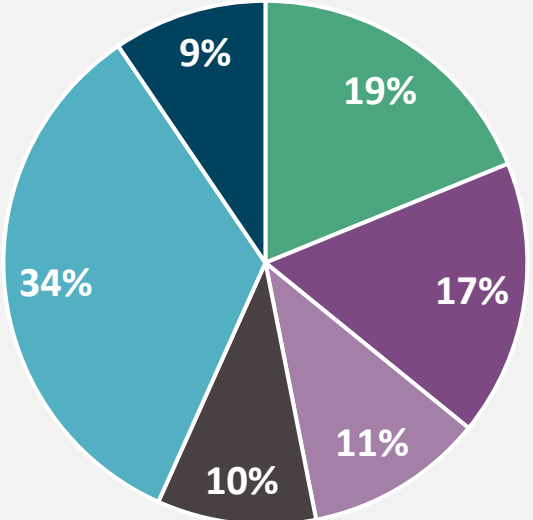


NS SeC 1-2

NS SeC 3-5

NS SeC 6-8

2020

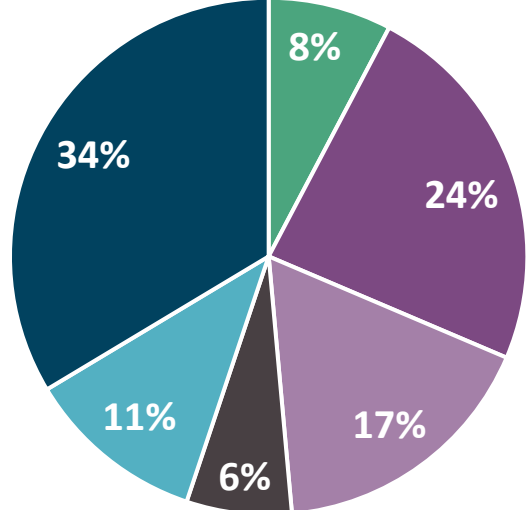
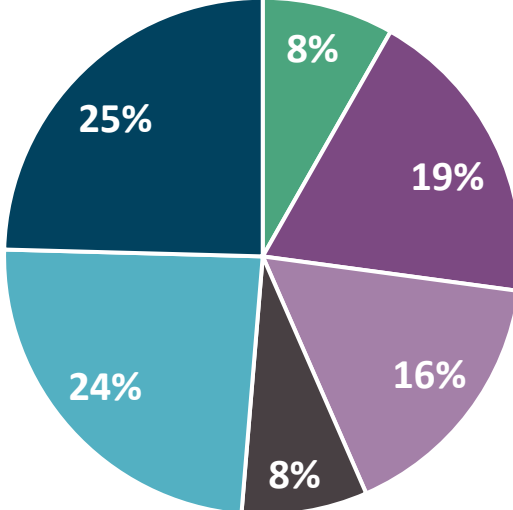
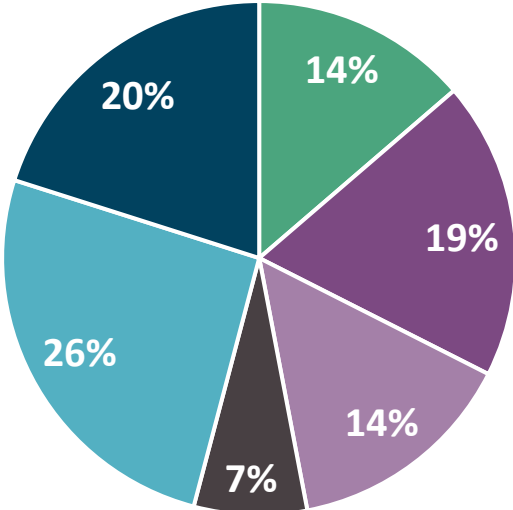


Walking for leisure Walking for travel Gardening Traditional sport Fitness activities Cycling

Source: Sport England, Active Lives Adults, Nov 15-16 to Nov 19/20

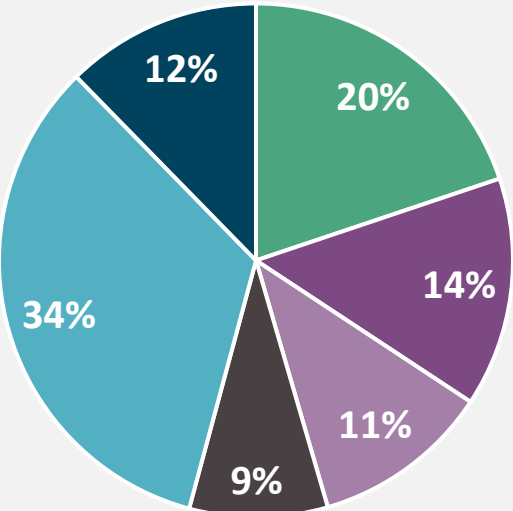
Moderate intensity minutes by ethnicity (Greater Manchester)

2016-2019

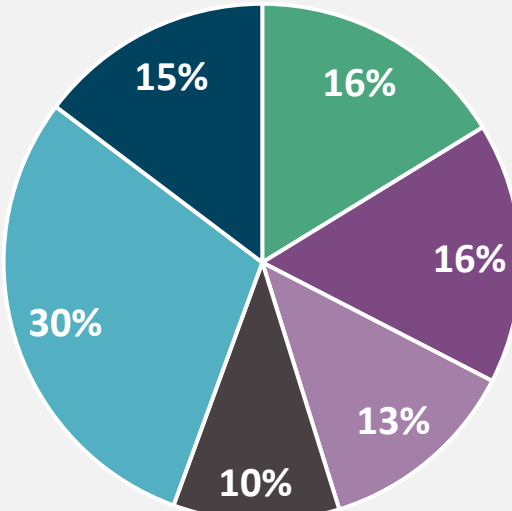


2020

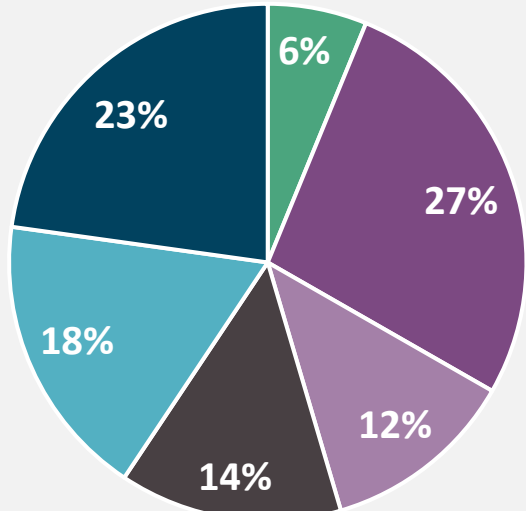
White British



White other



Black

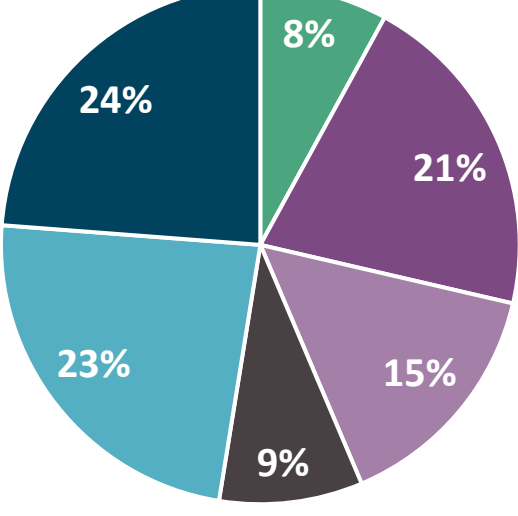
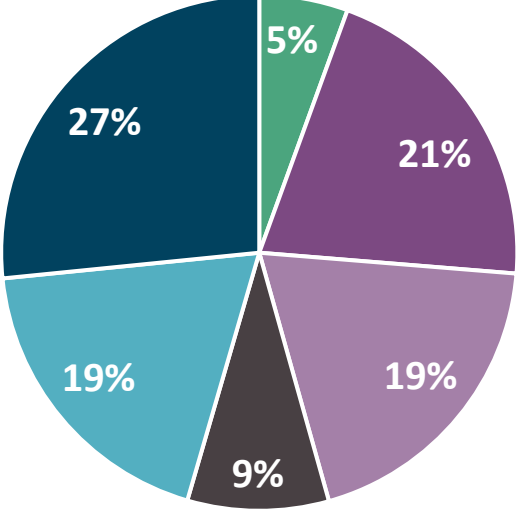
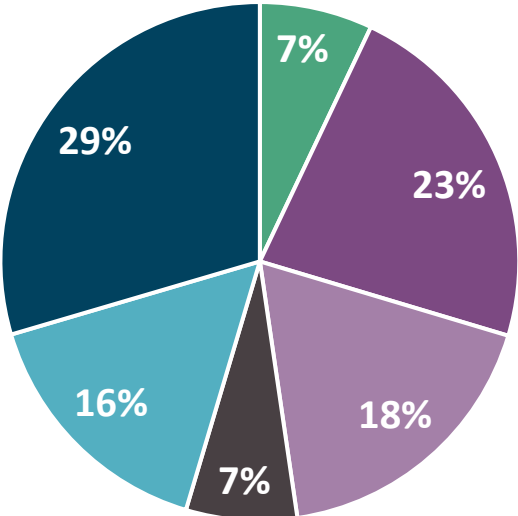


Walking for leisure Walking for travel Gardening Traditional sport Fitness activities Cycling

Source: Sport England, Active Lives Adults, Nov 15-16 to Nov 19/20

Moderate intensity minutes by ethnicity (Greater Manchester)

2016-2019

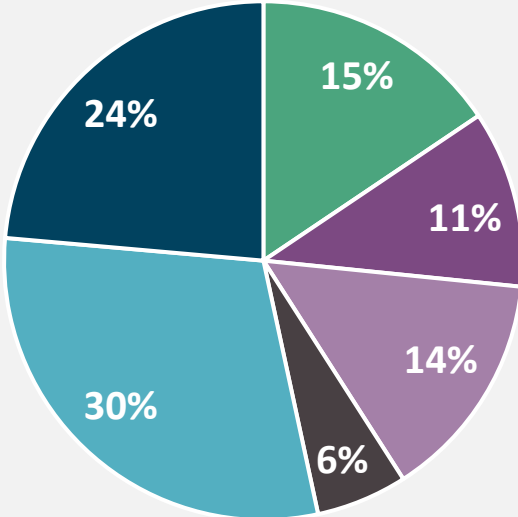
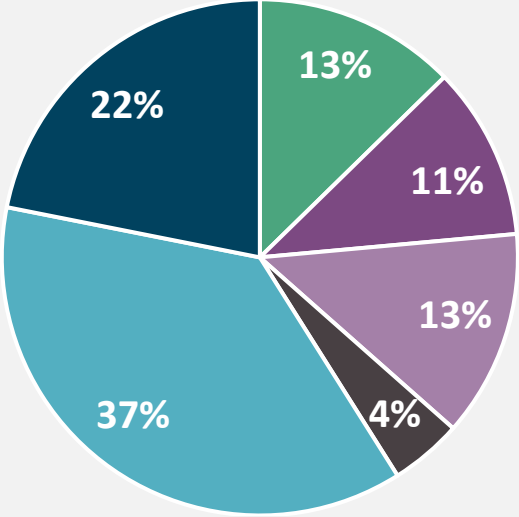
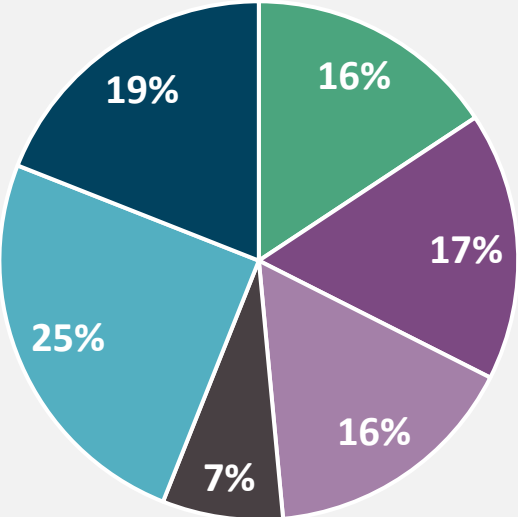


South Asian inc Chinese

Mixed

Other ethnic groups

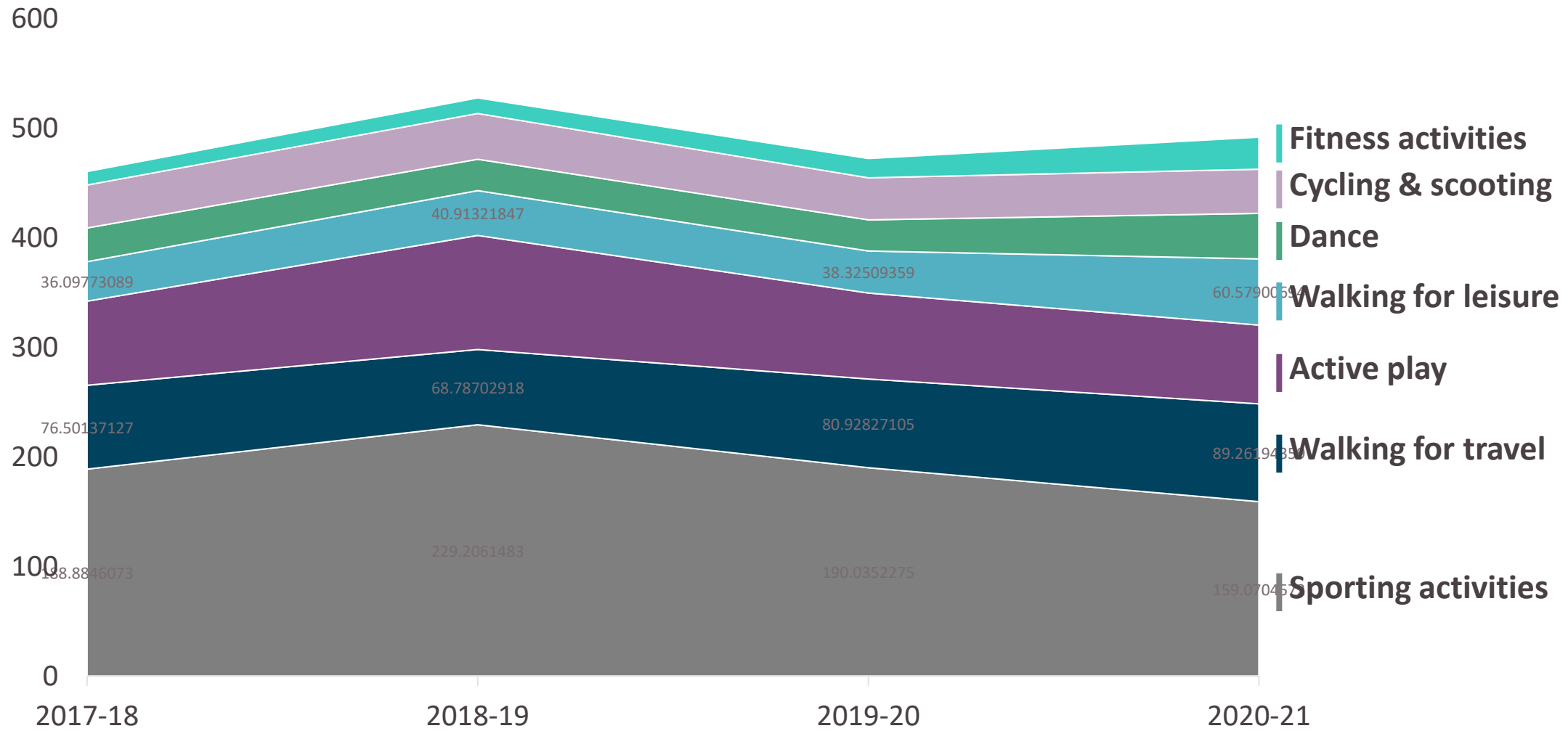
2020



Walking for leisure Walking for travel Gardening Traditional sport Fitness activities Cycling

Source: Sport England, Active Lives Adults, Nov 15-16 to Nov 19/20

Average minutes for children and young people



Source: Sport England Active Lives Children and Young People Survey 2017-21



ACTIVE LIVES SUMMARY

- Overall **walking increased** in GM and slightly more than national
- Overall proportion of walking of all physical active minutes is **nearly half and has been maintained** despite the pandemic
- However walking for **leisure has increased**, whilst walking for **travel has decreased**
- Walking makes up a **bigger proportion** of active minutes for those in **LSEG**, but has overall decreased slightly, walking for travel is still higher
- Overall walking proportion has only **increased for mixed and other ethnicities**
- Where there was a **decrease** in overall walking proportion for **white other and black ethnicities**, there has been an increase in cycling for both, as well as gardening and sport respectively
- CYP **overall average minutes declined, but walking for travel and leisure increased**

WALKING INSIGHT



Sales Funnel 2021

Have we got moves for you | Active Travel

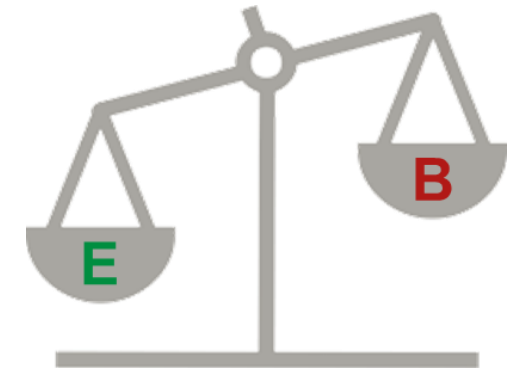
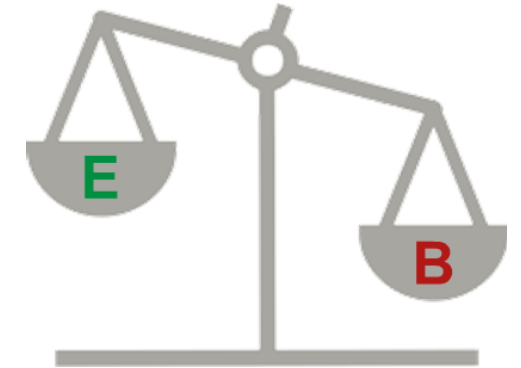
19th April - 14th June 2021 | 4,500 sample, representative of Greater Manchester

Insight Team, Transport Strategy

What is the Sales Funnel?

Customers drop out at different points, but can also re-enter at any time. This is not a fixed process. Arguably the reality of consumer decision making is a far more circular journey

Customer journey



* Everyone is *aware* of public transport, cycling and walking. Only relevant for EVs

Interventions and marketing depend on where they are in the funnel...

- Post Covid-19 restrictions travel and attitudes toward modes before Covid-19 restrictions
- Depending on their frequency of use and attitudes towards each mode, participants were categorised into five attitudinal segments, definition of which are shown below.

Rejecters

Non-users who wouldn't consider using it

Not *nows*

Non-users, not against using it, but either choose not to or circumstances do not allow it

Dabblers

Occasional users, who may or may not be satisfied with their experience

Usuals

Habitual users, who are neutral/dissatisfied, or satisfied but **would not highly recommend**

Champions

Regular users, who are satisfied and would highly **recommend it** to others

Attitude formation

Nudges/promos

Habit forming offers

Keep happy rewards

How often, if at all, will they walk somewhere?

AT LEAST ONCE A WEEK

LESS THAN ONCE A WEEK BUT AT LEAST ONCE A YEAR

NOT IN LAST 12 MONTHS

FREQUENT USERS

INFREQUENT USERS

NON-USERS

Positive or negative about the idea of walking?

POSITIVE/NEUTRAL

NEGATIVE

Positive or negative about the idea of walking?

POSITIVE/NEUTRAL

NEGATIVE

Recommend?

8-10 SCORE

0-7 SCORE

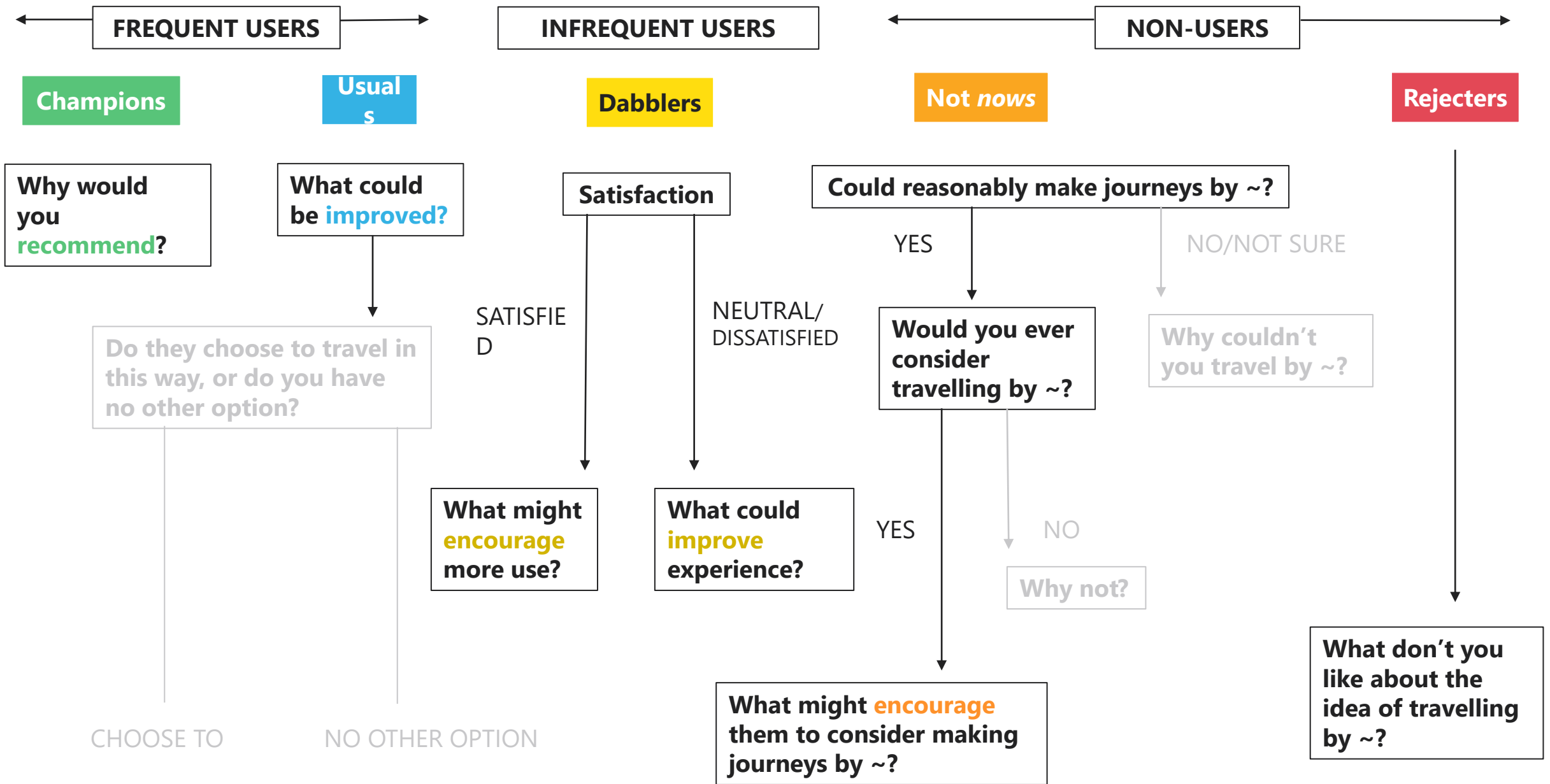
Champions

Usuals

Dabblers

Not nows

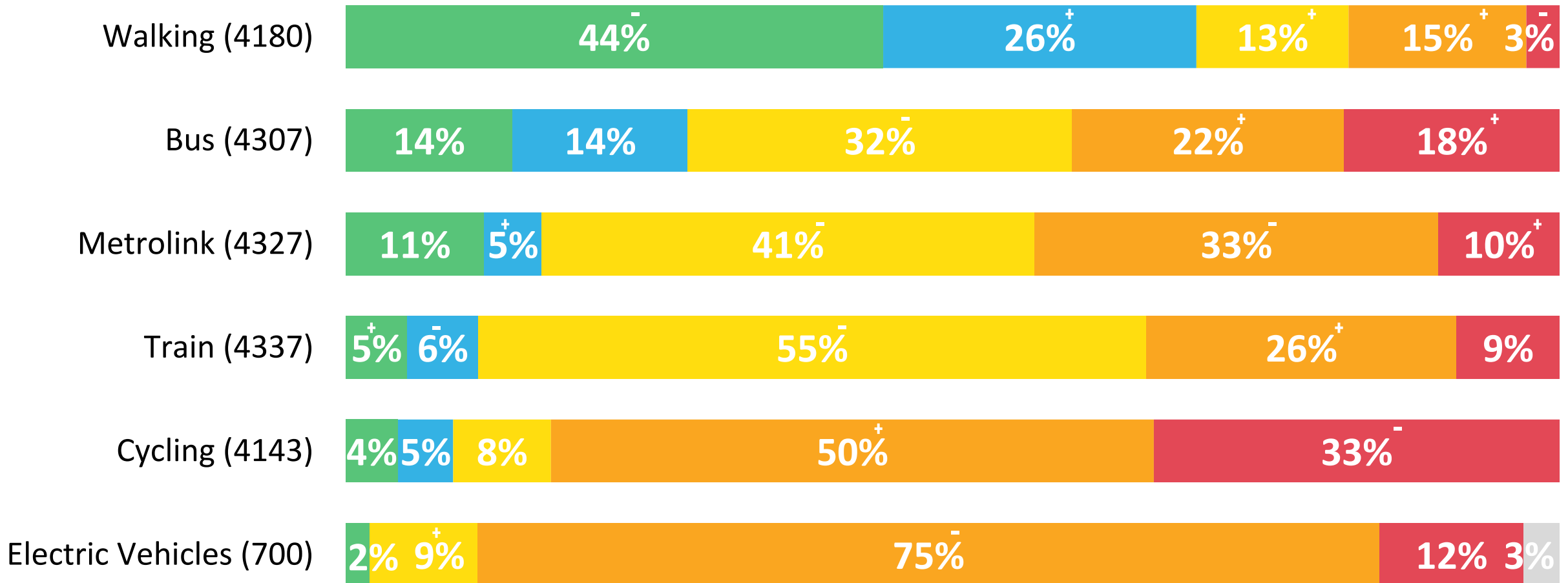
Rejecters



Sales Funnel 2021

Compared to the 2018 research, there has been **negative shift** for **Bus, Train and Tram**, with increases in the Not Now and Rejecter groups. Conversely, **Cycling** has **fewer Rejecters**

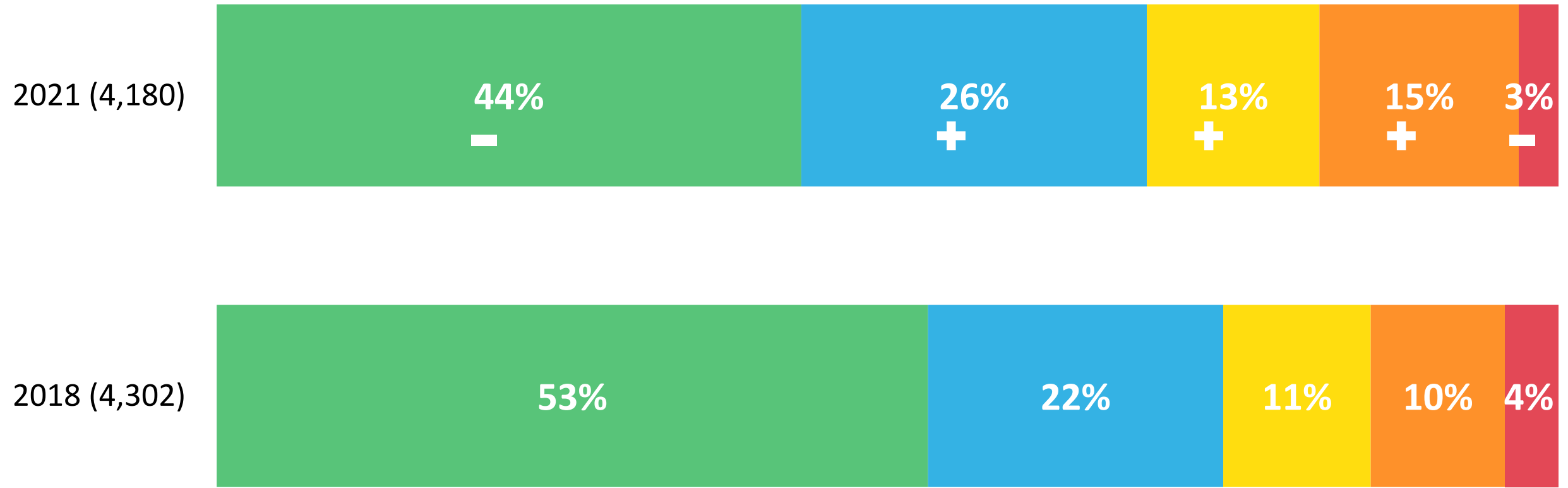
■ CHAMPIONS
 ■ USUALS
 ■ DABBLERS
 ■ NOT NOWS
 ■ REJECTERS
 ■ UNAWARES



+ indicates significant increase and - is sig. decrease since 2018 Sales Funnel

Walking Sales Funnel summary 2018 versus 2021

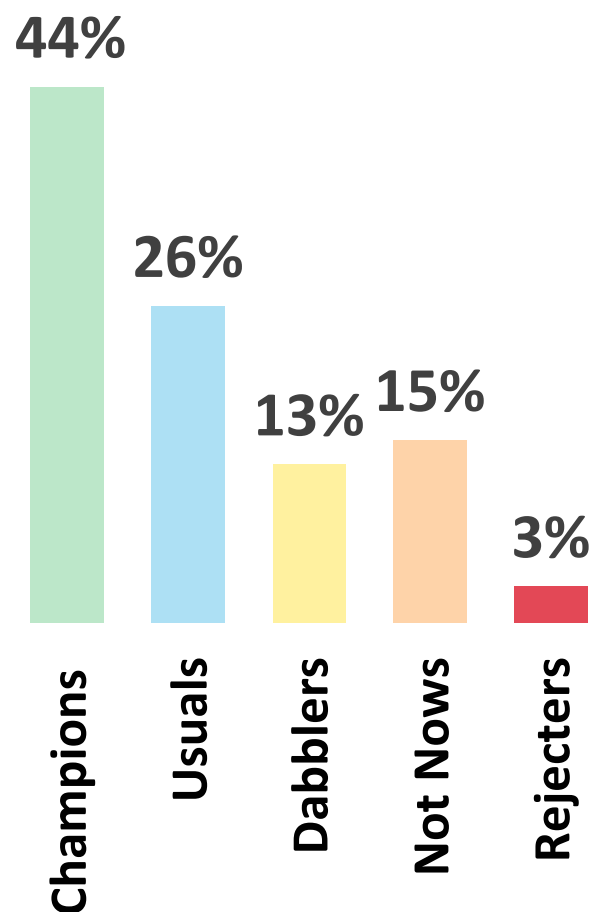
■ Champions ■ Usuals ■ Dabblers ■ Not Nows ■ Rejecters



+ indicates significant increase and - is sig. decrease since 2018 Sales Funnel

Walking Sales Funnel 2021: *Rejecters*

Non-users who wouldn't consider using it



Rejecters are **more** likely to be:

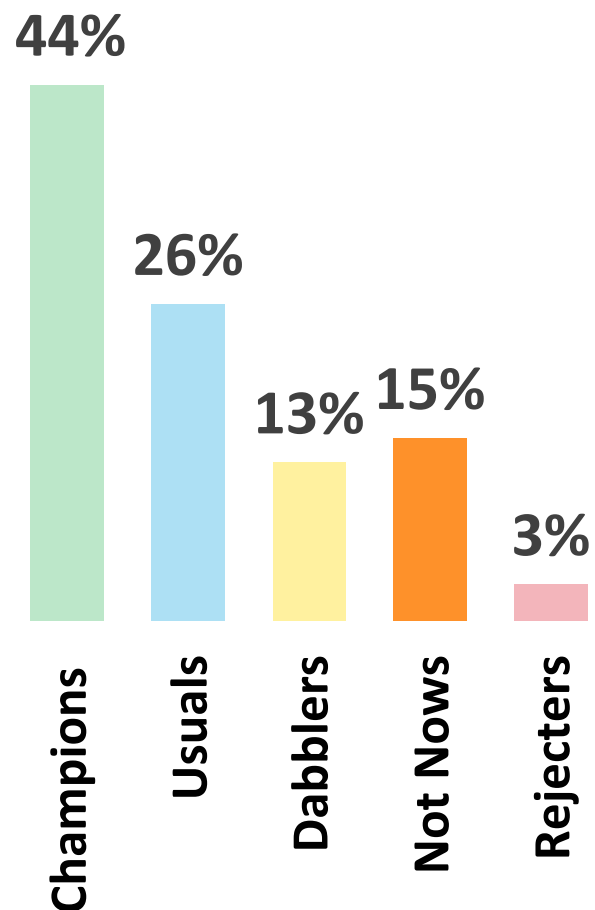
1. **60+ year olds**
2. Bury, Oldham, Salford or Wigan residents
3. Those **very unconfident using the internet**
4. have not or **would not consider undertaking multi-modal journeys**

Reasons for rejecting walking

- **Journey time and length**
- **Not fit or confident enough**
- Prefer other transport
- Due to disability or health condition
- **Do not enjoy** walking
- Depending on circumstance or journey
- **Do not know**
- Travel with luggage or equipment or children

Walking Sales Funnel 2021: *Not Nows*

Non-users, who are **not against using it**, but either choose not to or circumstances do not allow it



Not Nows are **more** likely to be:

1. **35-59** year olds
2. Bolton, Rochdale or **Wigan** residents
3. Those who are working
4. Those who are **very unconfident using the internet**
5. Comfortable Communities
6. **have not undertaken multi-modal journeys**

Why do Not Nows who *could* reasonably walk for their journeys, not want to?

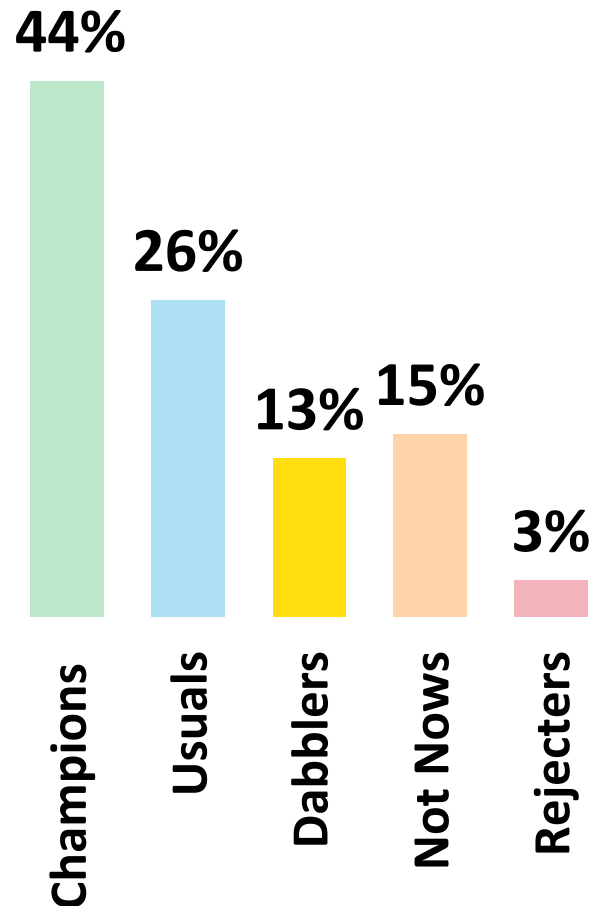
- Journey time and length
- I am not fit or confident enough
- Prefer other forms of transport

When asked **what would encourage them** to undertake these journeys, the most common responses were:

- Improved travel conditions
- **Do not know**
- If I wanted to exercise or improve my fitness
- **Nothing**
- *More convenient*

Walking Sales Funnel 2021: *Dabblers*

Occasional users, who may or may not be satisfied with their experience



Dabblers are **more** likely to be:

1. **35-59** year olds
2. Tameside, **Wigan**, Rochdale or Stockport residents
3. Those who are working
4. **Confident using the internet**
5. **Affluent Achievers**

What could encourage greater frequency of cycling for **Dabblers** who are already satisfied with their experience?

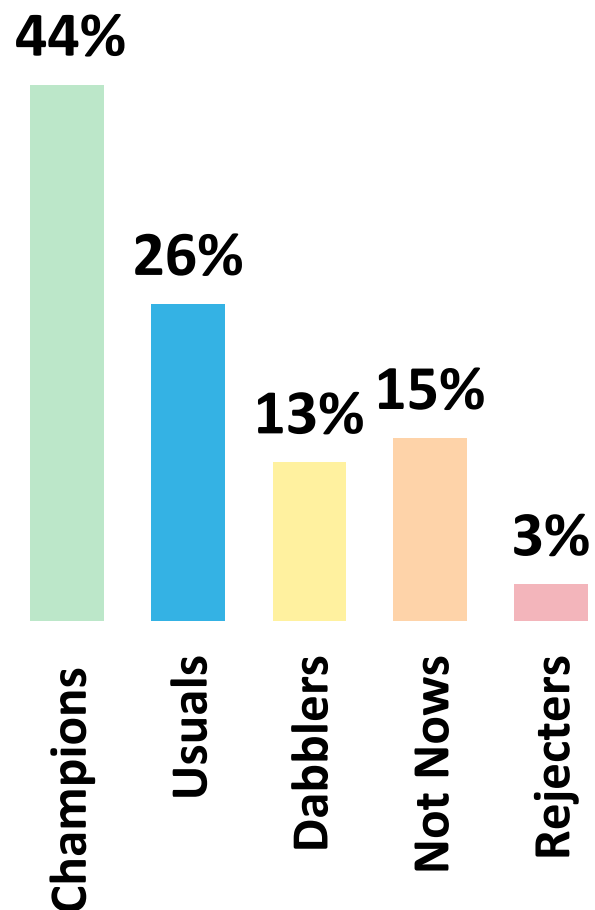
1. **Nothing**
2. Improved travel conditions
3. If I did not have to **travel so far**
4. If I wanted to exercise or improve my fitness
5. **More convenient**
6. If I was in better health or fitter
7. Dependent on circumstances or journey

What could **improve their experience** if **neutral or dissatisfied**?

1. **No improvements required**
 - Improved travel conditions
 - If I was in better health or fitter
 - Improved pavement conditions
 - Improved safety and security
 - **More convenient**

Walking Sales Funnel 2021: *Usuals*

Habitual users, who are neutral/dissatisfied with it, or satisfied but **would not highly recommend it** to others



Usuals are **more** likely to be:

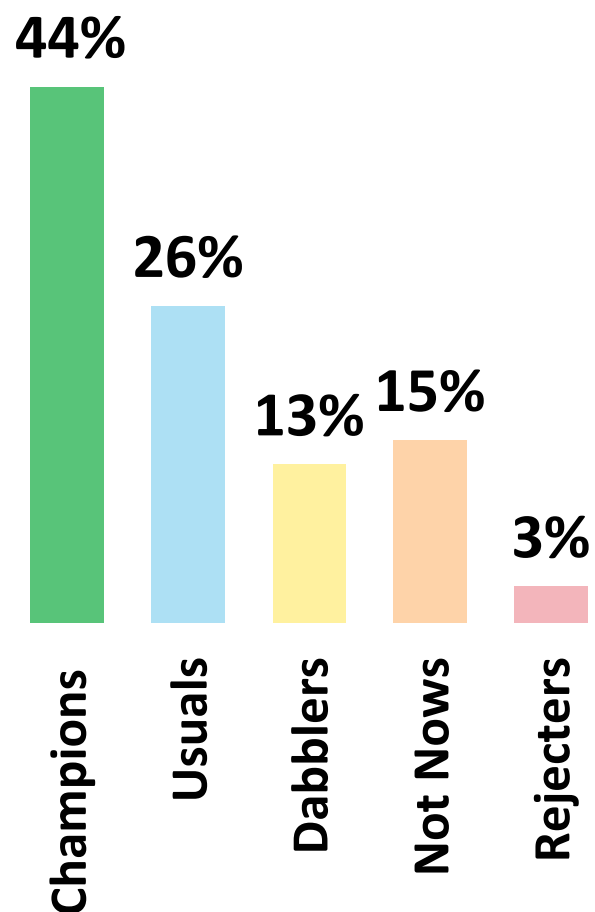
1. **16-34** year olds
2. **Manchester** or Salford residents
3. Those with four or more children
4. **Rising Prosperity**
5. Those who **have or would consider undertaking multi-modal journeys**

What could **improve their experience?**

- **No improvements required**
- Wider footpaths with dropped kerbs
- Improved pavement conditions - e.g. potholes, lighting, cleanliness
- Improved travel conditions e.g. weather, air quality, traffic
- **Do not know**

Walking Sales Funnel 2021: *Champions*

Regular users, who are satisfied and would highly **recommend it** to others



Champions are **more** likely to be:

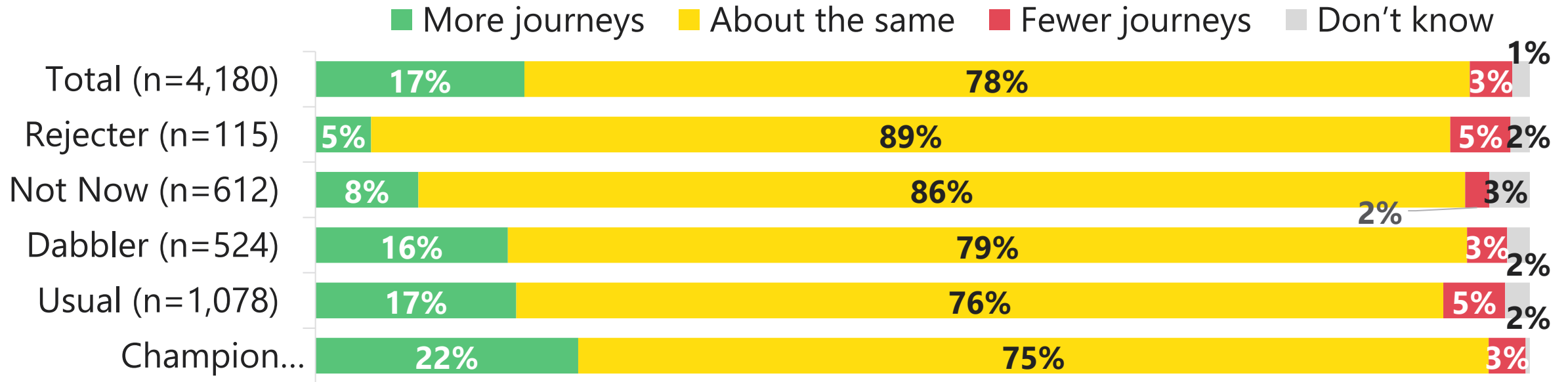
1. **16-59** year olds
2. **Manchester** or **Trafford** residents
3. Those who are working
4. **very confident using the internet**
5. Rising Prosperity
6. **have or would consider undertaking multi-modal journeys**

Why do Champions recommend cycling?

- **Physical health** benefits
- Enjoyable
- **Mental health** benefits
- **Environmentally friendly**
- **Cost saving**
- **Flexible** – can travel whenever and wherever
- It's **safe**
- **No driving or parking stress**

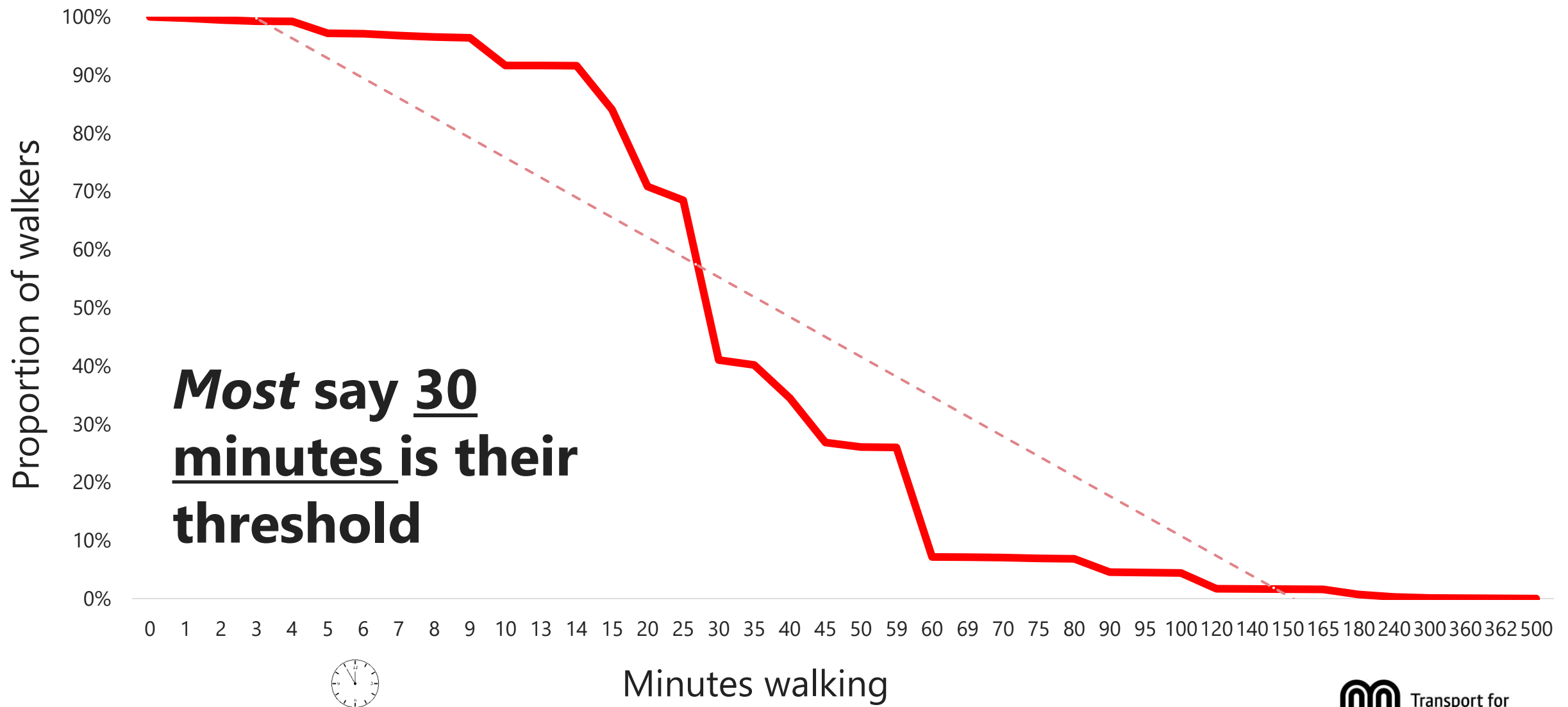
The impact of Covid on travel by foot?

- Majority felt they would undertake about the **same number of journeys by foot** after all Covid-19 restrictions are lifted



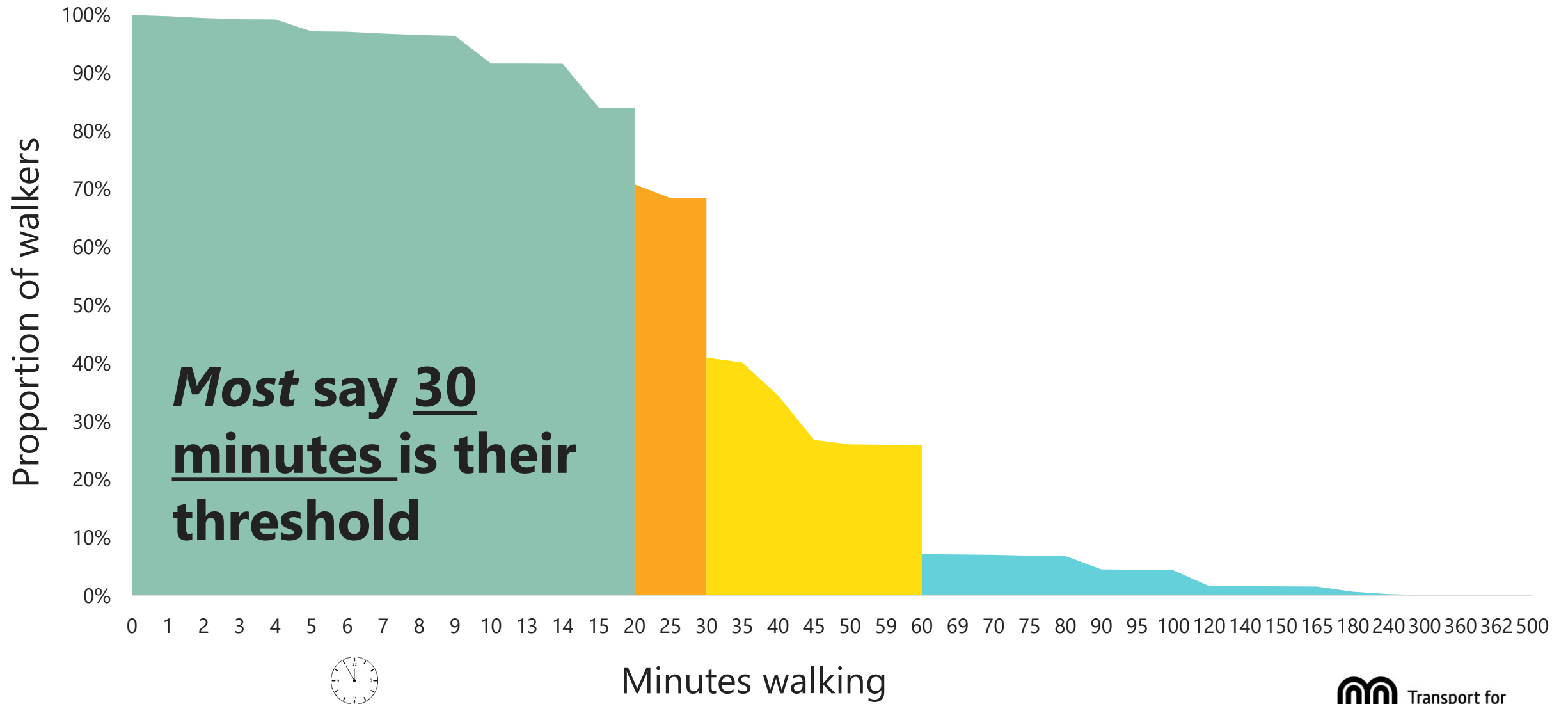
- Of those anticipating an increase in their walking once all travel restrictions were lifted, around a third stated that this would be for **leisure or social purposes** and to improve their physical health
- If expect to make **fewer** journeys the top reasons for this were preferring public transport, preferring travel by car, or due to a disability or health problem

How many minutes before they ruled out walking?



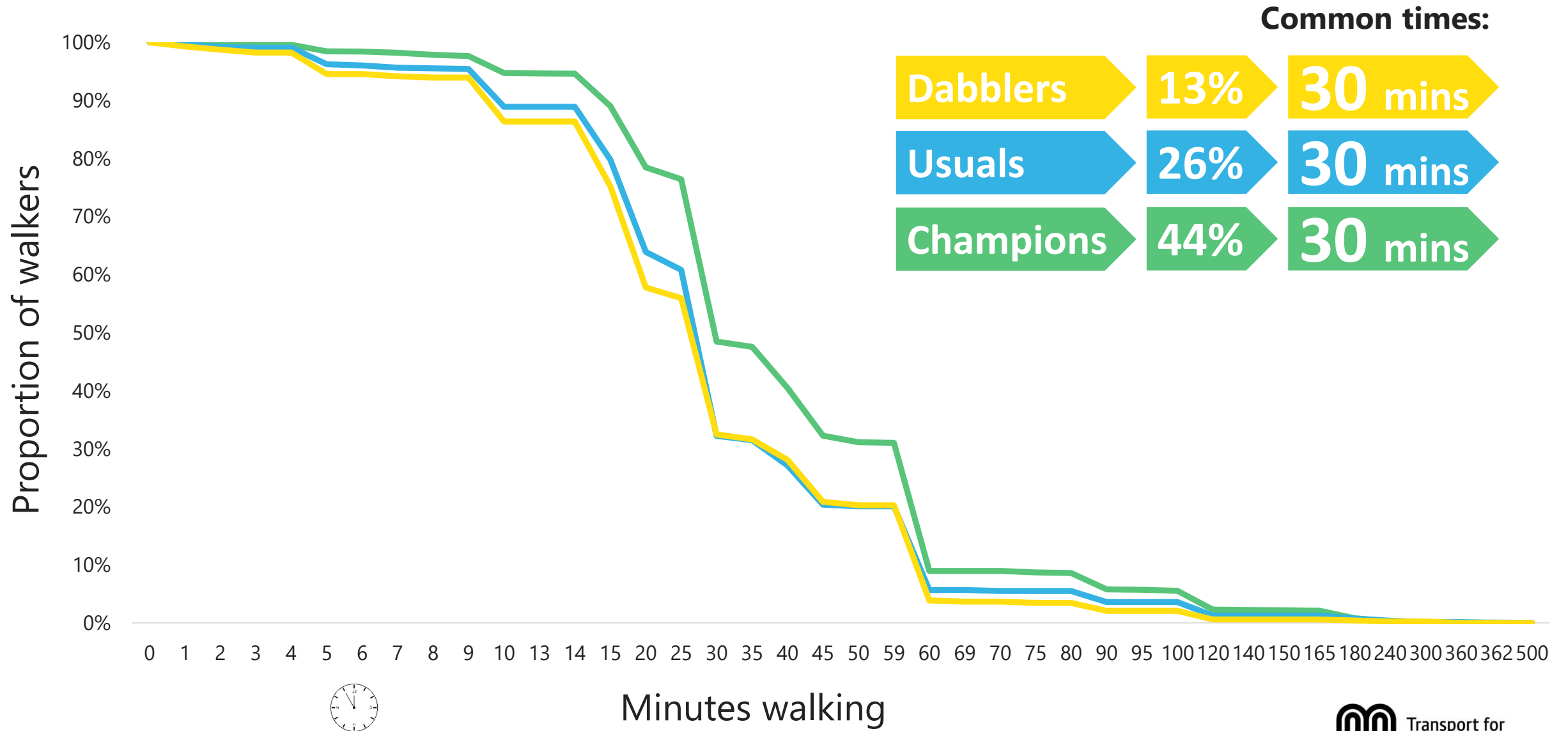
Minutes walking

How many minutes before they ruled out walking?



Q5. If you were making a journey to somewhere from home, what's the longest you would be prepared to walk for in minutes? | Only asked of Champions, Usuals and Dabblers

How many minutes before they ruled out walking?



Q5. If you were making a journey to somewhere from home, what's the longest you would be prepared to walk for in minutes? | Only asked of Champions, Usuals and Dabblers

Have we got moves for you?

1. Compared to the 2018, there were negative movements through the Sales Funnel for Bus, Train and Tram, with increases in the Not Now and Rejecter groups for these modes.
2. Conversely, there was **positive movement for Cycling**, with fewer Rejecters than in 2018.
3. However, the **decline in our Walking Champions** does give cause for concern. We need to understand and respond to the issues that walkers face. Lots of people walk, and like it. This should be an easy sell. Arguably more people should be doing it. However we need to understand how we can overcome this inertia.
4. While many causes for complaint are shared between walkers and cyclists, hopefully it is clear that there **doesn't appear to a 'typical' walker or cyclist**. We can't adopt a one size fits all approach. We need to be responsive and flexible.
5. And what next? We're going to be using the Sales Funnel in conjunction with other data sources to develop some sort of **geographical score or index**, so that we can map the composition of any given area; and therefore identify areas primed for interventions or those that are perhaps being left behind. For instance, if we're able to identify an area that has a prevalence of people who are open to cycling but don't have good local infrastructure or perhaps access to bikes, then we could propose that this would be a good area to install bike hire or library schemes.

Network Principles Survey 2021

Walking results



Network Principles Survey 2021

- The Network Principles survey tracks perceptions of the **7 Network Principles** in TfGM's 2040 Transport Strategy with residents in Greater Manchester.
- The survey also tracks customer satisfaction with one of the modes respondents use: tram, bus, train, walking, cycling or car. Further reports are available showing details of user perceptions for each mode.
- A number of the results are used to measure customer-facing **2040 Key Performance Indicators**.
- The survey was conducted in February to March 2021.





More agree the GM network encourages active travel than in 2018

43% of residents agree that Greater Manchester's transport network encourages them to walk or cycle as part of their trips

 **12pp**

Agreement

- **Frequent cyclists** were more likely than average to agree with this statement.
- **16-34 year olds** were more likely than older age groups to agree.
- Respondents from an **ethnic minority** group were more likely than white British respondents to agree.
- **Students** and those in Acorn group K (Student Life) were more likely than average to agree.

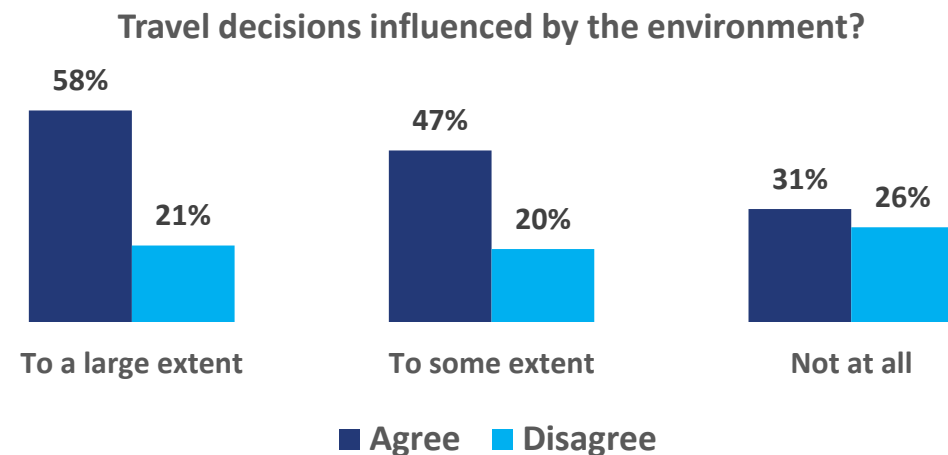
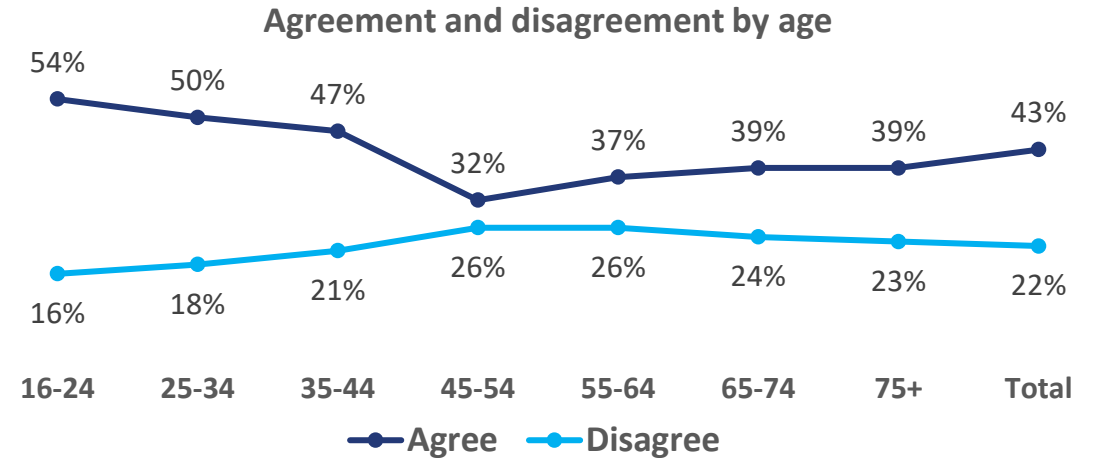
Disagreement

- **Men** were more likely to disagree than women.
- Respondents with a **disability** that limited their activities a lot were more likely than other respondents to disagree.



Who doesn't agree?

- Respondents in middle age (45-64) were less likely to agree than younger respondents – this age group was also the most likely to drive daily.
- Respondents were asked the extent to which their impact on the environment influenced how they travel – the extent to which respondents considered the environment was correlated to their agreement that the GM network encouraged them to walk and cycle.






Network Principles 2021: Perceptions of safety

- Perceptions of safety from traffic and personal security whilst walking are Key Performance Indicators (KPIs) for the TfGM 2040 Strategy.
- Overall, 333 frequent (once a week or more) and 334 infrequent (less than once a week) walkers completed the following sections.
- All results show the percentage of respondents satisfied (either very satisfied or satisfied) with each measure.

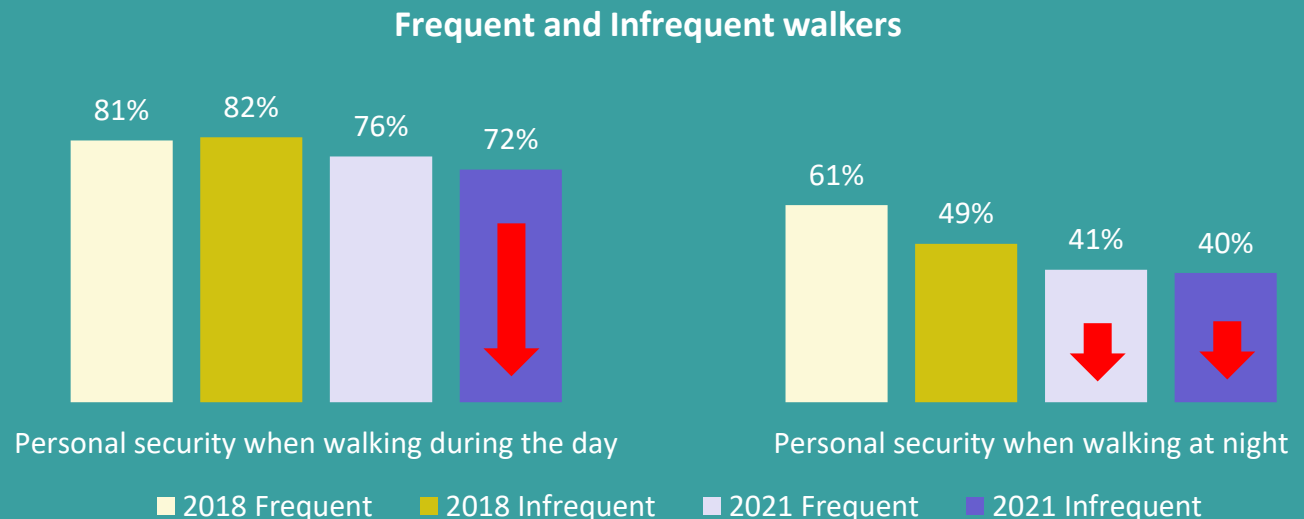




Satisfaction with personal security when walking down in 2021


  = significant difference in satisfaction since 2018

- Perceived personal security while walking, both during the day and at night, declined in 2021.
- Women were less satisfied than men with their personal security when walking at night (less than a third were satisfied).
- Disabled respondents were less satisfied than those without a disability with their personal security during the day.
- 16-34 were less satisfied than older respondents with their personal security during the day.





Perceptions of safety from traffic when walking remain steady

  = significant difference in satisfaction since 2018

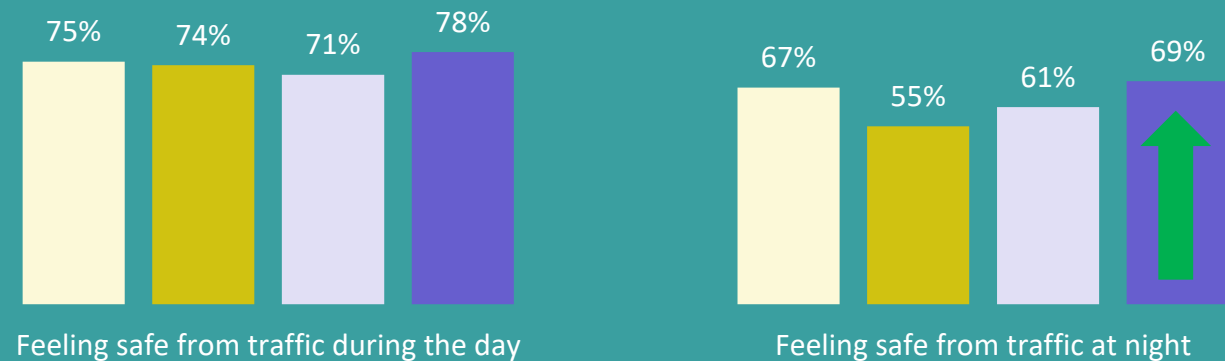
- Satisfaction with safety from traffic while walking remained steady overall in 2021. However, infrequent walkers were significantly more likely feel safe from traffic when walking at night than they did in 2018.
- It should be noted that the survey was conducted during lockdown in 2021, when traffic was still below pre-pandemic levels.
- Responses did not differ significantly by major demographic groups.

2018 vs 2021 All walkers



■ 2018 All ■ 2021 All

Frequent and Infrequent walkers



■ 2018 Frequent ■ 2018 Infrequent ■ 2021 Frequent ■ 2021 Infrequent

Access and Inclusion Research 2019

Walking to activities



Why look at access and inclusion?



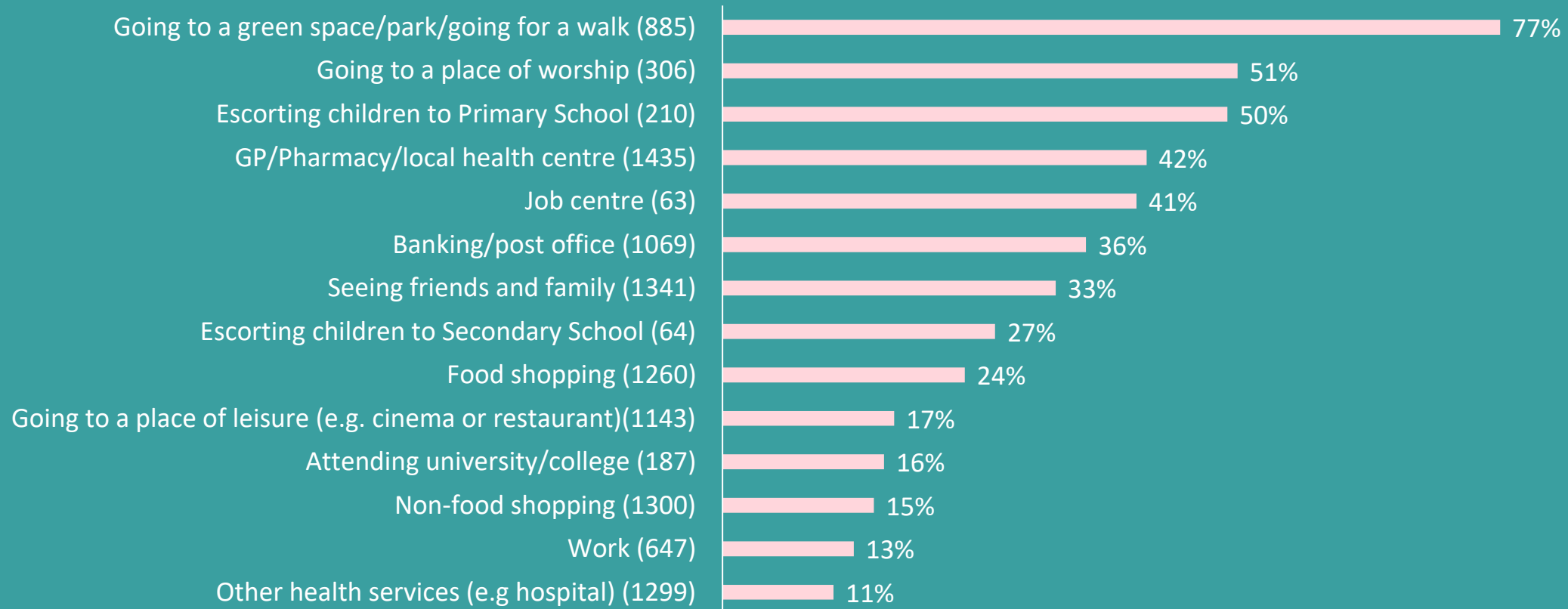
"ensure that everyone in Greater Manchester is able to access a range of employment, training, and health and leisure opportunities to enable them to lead productive, healthy and fulfilling lives." (2040 Strategy, p.19)

Access means more than physical access. We followed the Social Exclusion Unit (2003) definition of accessibility: "can people get key services at reasonable cost, in reasonable time and with reasonable ease?"



Means of access: three quarters access green space by walking

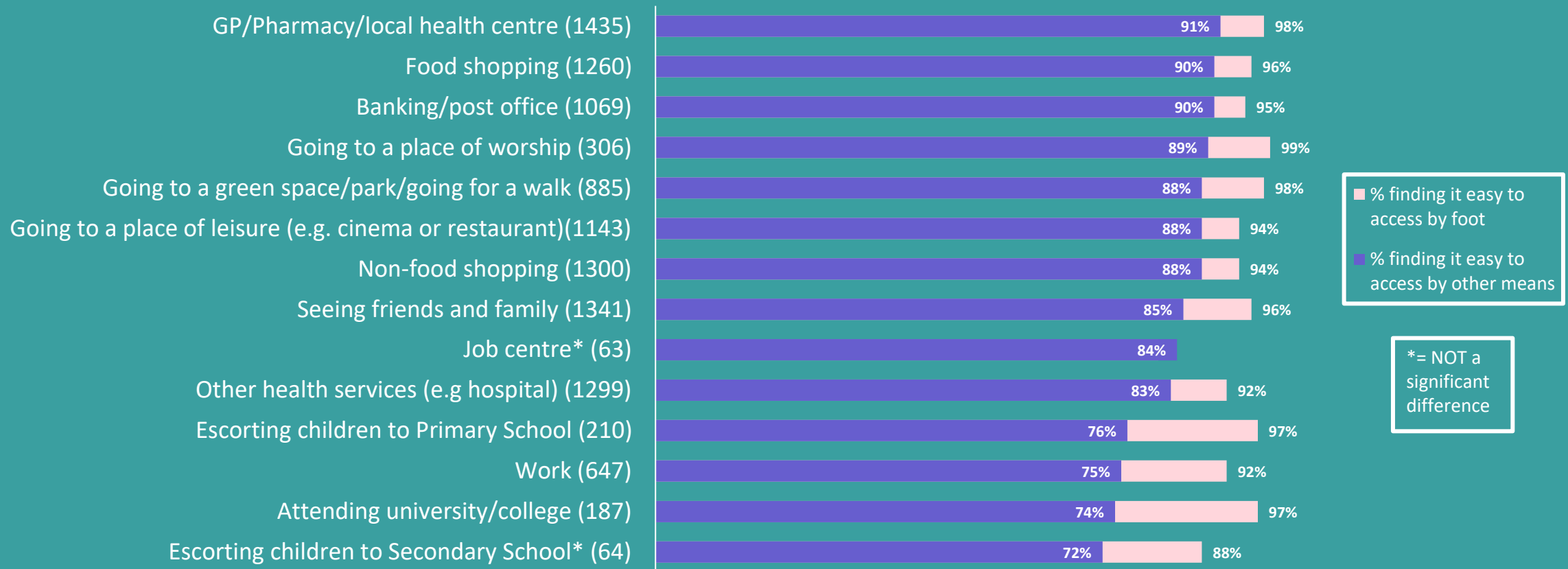
Access and inclusion research asked respondents how they mainly accessed destinations that were important to them.





Ease of access: accessing activities is significantly easier by walking

Those respondents accessing activities by foot were more likely to find it easy to get there than those accessing by other means of transport.



National Highways and Transport Network (NHT) Survey 2021

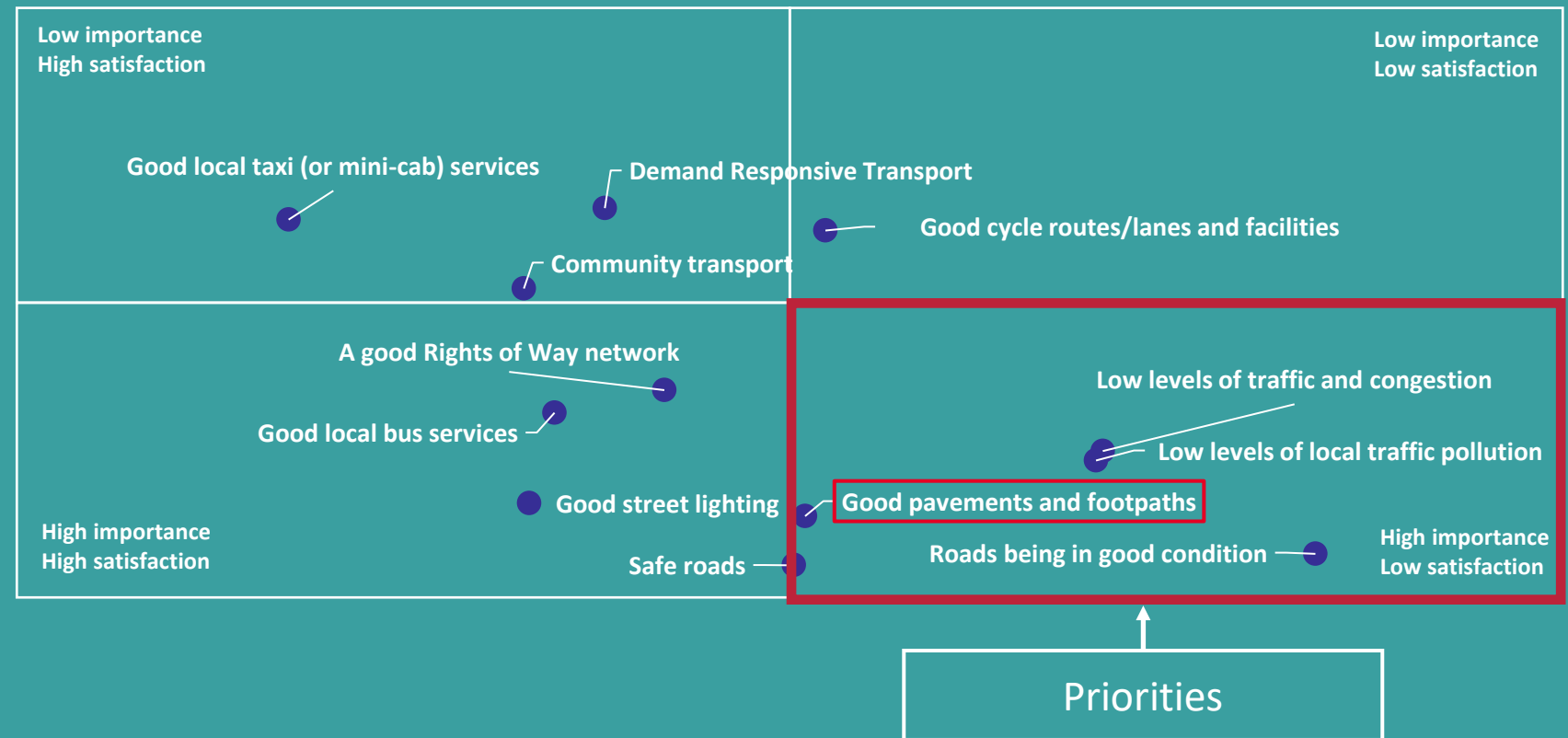
GM results



GM residents prioritise good pavements and footpaths

NHT respondents are asked how important the following aspects of transport are to them, and how satisfied they are currently. The quality of pavements and footpaths is important to respondents, and current levels of satisfaction are low.

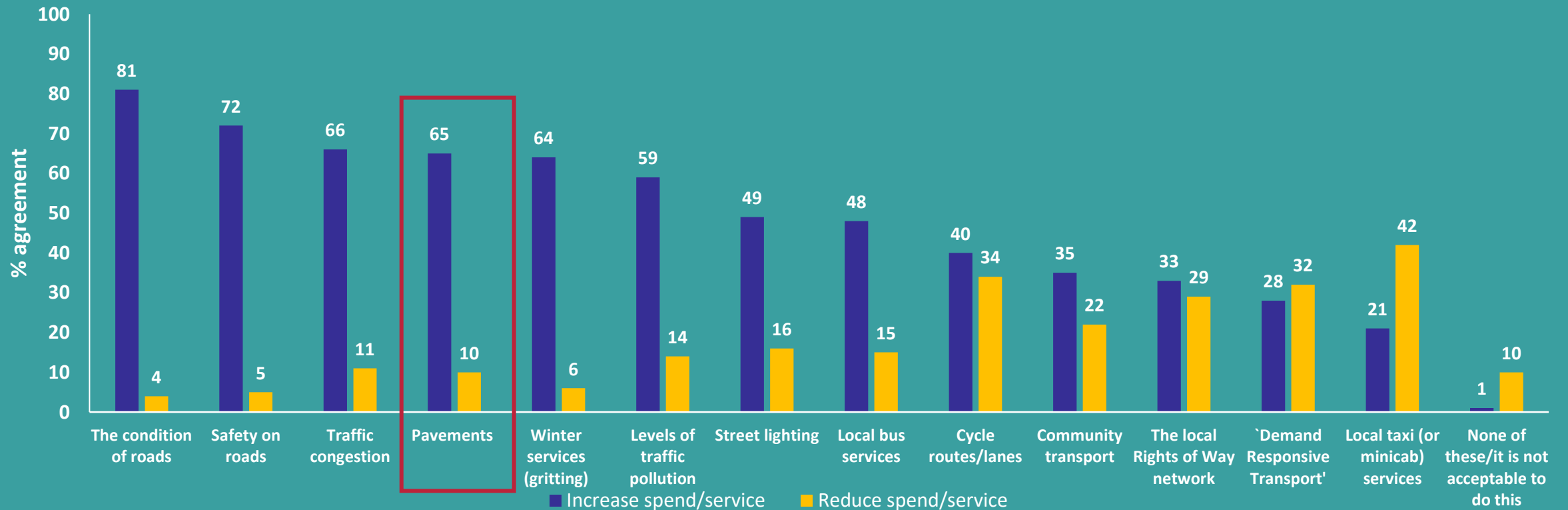
GM Prioritisation (importance vs satisfaction) 2021





Two thirds of respondents support increased spending on pavements.

Respondents were also asked which elements should have increased spending to improve the service and where it was acceptable to reduce spending and therefore reduce the level of service.

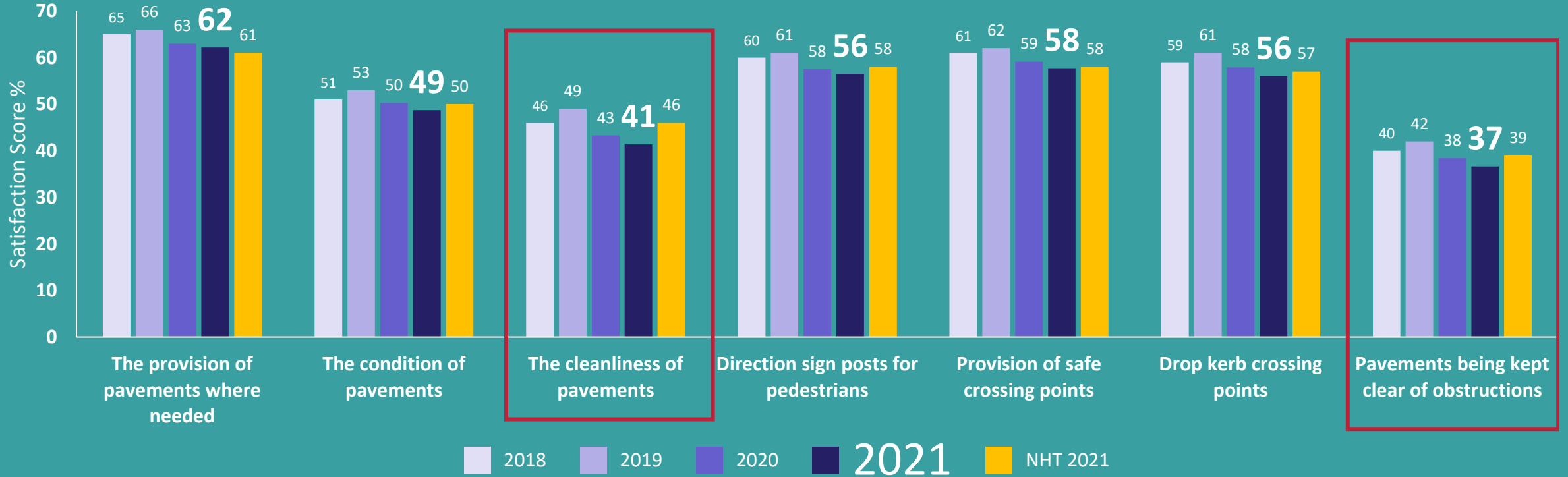


R075 Road User Satisfaction (NHT) | Fieldwork June-July 2021 | Base = 6984 (2021) | Q3a In principle, which, if any, of these is it acceptable to reduce the level of service by spending less? and Q3b And, in principle, which, if any, of these is it important to improve the level of service by spending more?



GM satisfaction with pavements down in for second successive year

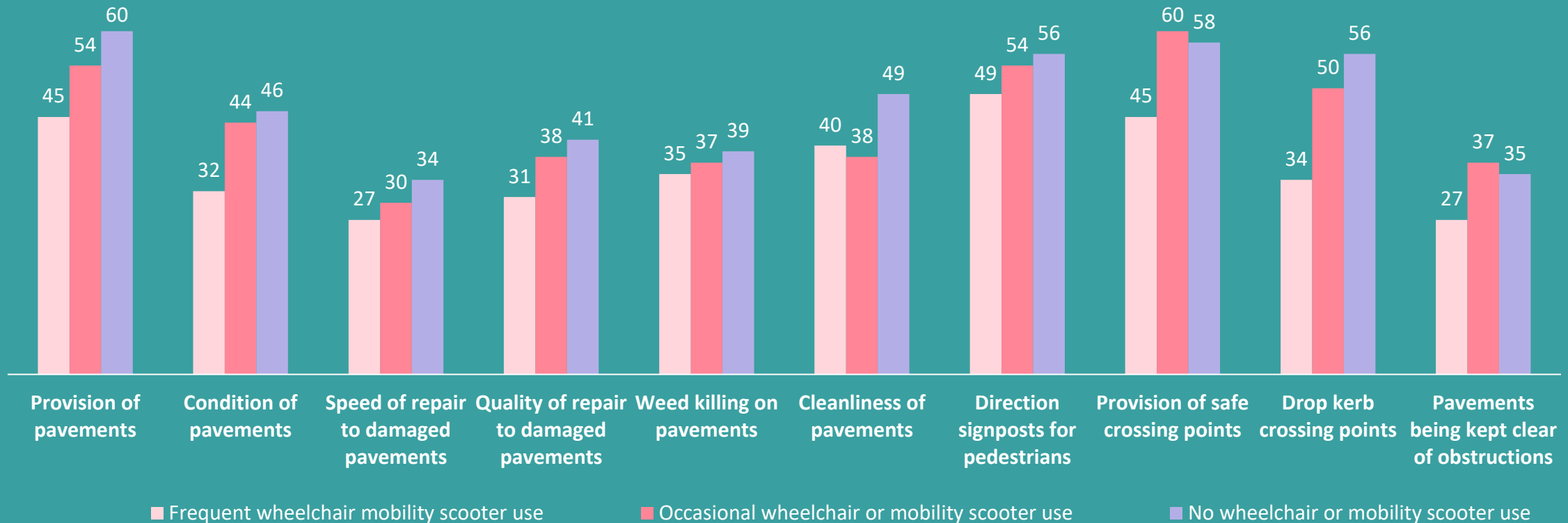
In keeping with NHT Average, satisfaction with most aspects of GM declined in 2021. However, cleanliness and keeping pavements clear of obstructions have declined steeply since 2019 and are now below the NHT average.





Wheelchair and mobility scooter users less satisfied with pavements

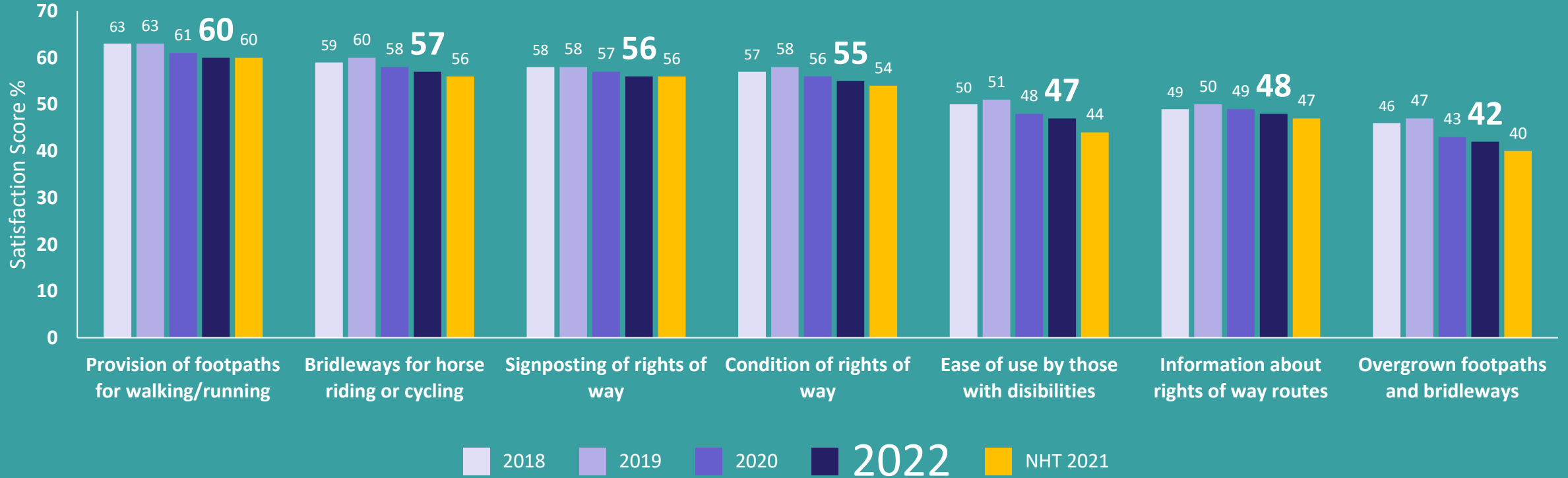
Regular users particularly dissatisfied with pavement condition, repair, drop kerbs and obstructions.





Declining satisfaction with footpaths and rights of way

Satisfaction with footpaths and rights of way has declined over the past two years, but remains at or above the NHT average.





**THANK YOU FOR
LISTENING!**

Anne.Clarke@TfGM.com



OVERALL SUMMARY

- Overall **walking increased** in GM
- However walking for **leisure has increased**, whilst walking for **travel has decreased**
- Overall **proportion of walking of all physical active minutes is nearly half** and has been **maintained** despite the pandemic
- Walking makes up a **bigger proportion of active minutes** for those in **LSEG**, but has overall decreased slightly, walking for travel is higher
- **Decline in our Walking Champions** does give cause for concern. Lots of people walk, and like it, but need to better understand and respond to issues.
- **Satisfaction with personal security** decreased 2018-2021, whilst satisfaction with safety from traffic remained largely stable.
- **High proportion accessing green space by walking.**
- Respondents are more likely to find access to most activities easy if they access them by walking.
- **Quality of pavements** and pathways important, but **satisfaction low**, particularly for wheelchair and mobility scooter users.
- We **can't adopt a one size fits all approach**. We need to be responsive and flexible- 30 minute neighbourhoods, variation by **purpose, place** and **demographic**.

Key Priorities & Actions (20 mins)

1. What else do we need to further enable walking and support your work?
2. Where do we want to be in a year's time? What would it look like?

#GMWalks