



Working Together
To Make Greater Manchester
A Great Place to Walk, Cycle & Wheel

OUR BIG ACTIVE CONVERSATION

15 March 2021



Transport for
Greater Manchester

Greater Manchester
Moving > ^ < v



OBJECTIVE

This was the first of a new series of quarterly stakeholder gatherings, hosted by TfGM and GM Moving partners. The event was designed to bring people and partners across Greater Manchester together to share information and inspiration and to explore progress, stories, challenges and expertise as we work together to make Greater Manchester a better place for everyone to walk, cycle, wheel and actively get around.

OVERVIEW

The focus for this virtual conversation was on widening access and participation in walking, cycling and active travel. This included 15 themed breakout groups offering the opportunity to explore the multiple barriers to access and participation and share learning and examples on how we best address these, for example: for disabled people; younger and older populations; women and girls; LGBTQ+ community; Black, Asian and minority ethnic groups and people living in poverty and on low incomes.



SESSION AGENDA

- 11.00-12.00 Speakers and Stories. Ongoing discussion in chat and via Menti.
- 12.00-12.15 Stretch break
- 12.15-12.45 Discussion in 15 themed small group breakout rooms
- 12.45-13.00 Closing reflections and next steps

SPEAKERS

- Chair: Eve Holt, Strategic Director GM Moving and GreaterSport
 - [Andy Burnham, Mayor of Greater Manchester](#)
 - [Chris Boardman, Greater Manchester's Commissioner for Walking and Cycling](#)
 - [Beth Sutcliffe, Strategic Director GM Walking and GreaterSport](#)
 - [Dionne Carroll, Wigan and Leigh Carers](#)
 - [Lucy Edwards, The Federation of Jewish Services](#)
 - Dr Richard Nickson, Director for Walking and Cycling, TfGM
 - [Ursula Harris, The Bike Hive, Manchester](#)
 - [Mark Nesbit, TuF*C](#)
 - [Nooralom Sheikh, 2 Muslim Night Riders](#)
 - [Deanne Shaw, SEND Parent Carer](#)
- (click links above to watch recording of their presentation)

BREAKOUT GROUPS

1. The School Run

Vicky Le Mare (TfGM) & Jenny Wiles (Living Streets)

Hear from TfGM and Living Streets about engagement with schools and students to increase active journeys to school. We want to diversify and increase our reach to young people and are keen to hear how you in your role can help!

2. Streets for Children

Alice Ferguson, Lucy Colbeck & Ellen Weaver (Playing Out)

Children, streets and play. Play streets as a way of including children in the built environment, exploring the barriers and opportunities.

3. Over 50s and Active Travel

Beth Mitchell (Greater Sport), Lucy Renwick (TfGM), Katherine Scicluna (student, University of Mcr)

Sharing learning from the GM Over 50s active travel working group. What can we learn from the high rates of older people walking for leisure? What does active travel mean for people who are no longer of working age?

4. Disabled People and Active Travel

Ian Tierney (Cycling Projects), Harriet Larrington-Spencer (University of Salford), Tom Webster (Activity Alliance)

What do we need to do in GM to make active travel more inclusive and accessible for disabled people? Learning from Cycling Projects, ongoing research, the GM inclusive transport group and from other cities.

5. GM Women Cycling

Rachel Scott & Faye Drinkwater (TfGM), Nadia Kerr (Team Glow)

Bridging the gap – how to encourage and enable more women to choose cycling. In BikeLife cities only 12% of women cycle once a week and 73% of women never ride a bicycle, yet a third want to. What steps can we take so that more women feel that cycling is a choice for them?

6. Diversity & Inclusion in GM Cycling

Beth Barratt (British Cycling) & Richard Hearne (Pride Out)

Exploring the multiple and intersecting barriers to cycling for different demographic groups. Sharing learning from the various projects and work taking place to help address this.

7. Access to Cycles: how do we ensure that those who want to cycle can?

Ellen Holmes (Cycling UK) & Andrew Hough (TfGM)

Discussion around how lack of access to roadworthy cycles can create barriers to people cycling regularly, and what can be done to tackle this. Looking at common barriers such as affordability, storage and maintenance through local case studies, as well as exploring good practice and further opportunities for improvement in the region.

BREAKOUT GROUPS

8. Love to Ride in Greater Manchester

Pete Abel & Claire Sharpe (Love to Ride)

Overview of the Love to Ride online encouragement platform and events such as Ride it Out, Cycle September and Winter Wheelers, followed by discussion of how 'soft measures', such as the Love to Ride events, can help workplaces and communities encourage people to try cycling for the first time or cycle more often and what other 'soft measures' are available or could be useful in GM.

9. The GM Daily Mile Ambition

Louise Robbins (GM Walking) & Matthew Domville (GreaterSport, Daily Mile)

Overview of the GM Ambition to take the concept of the daily mile, established in primary schools, into other settings, communities, workplaces for older children and adults.

10. Walking for Health (Wellbeing Walks)

Alan Manning, Margaret Manning & Paul Woolley (Ramblers)

Walking for Health is England's largest network of health walks with over 360 active walking schemes, helping people across the country lead a more active lifestyle. This breakout will provide an introduction to the programme and plans for the future.

11. Social Prescribing

Heather Etheridge (Big Life Group)

Introduction and exploration of the social prescribing opportunities for in Greater Manchester.

12. Digital Innovation to Support Everyday Walking

Beth Sutcliffe & Caz Whittle (GM Walking)

Presentations and discussion to explore how in GM we have co-created a range of digital tools, messages, and campaigns to support everyday walking.

13. 'Our Neighbourhoods'

Kat Pursall (10GM) & John Brady (GreaterSport)

What is neighbourhood to you and how do you experience it in your everyday life? Do you feel you are a part of it? How much do you feel you are in a position to shape it? How has it been impacted by Covid (good and bad)? Think big – what would you like to see and do?

14. Facilitating Access and Participation

Susannah Gyton-Moon, Claire Lee and Hadas Altwarg (Cycle and Stride, TfGM)

How do we learn and grow as facilitators of access and participation? Discussing barriers to access and participation and our own roles within this. Sharing learning from Cycle and Stride project.

15. How to be an Advocate

Kirsty McCaskill-Baxter (Made to Move, TfGM) & Claire Stocks (WalkRideGM)

Tips on advocating for change, discussion about the active travel communications challenge in GM.

KEY THEMES THAT EMERGED

What do we measure? Measuring the 'joy' in the journey

Benefits of active travel for mental wellbeing, feeling better, happier. Key motivations for people to walk, cycle and actively travel. The 'joy of the journey'. Make journeys enjoyable for all, talking, social, taking notice and playing on the way are important. Do we need to change what we measure, not just about number of journeys made or speed of journey. Gendered lens.

The importance of the first and last step, hyperlocal, what's within 5-10min of your home?

Accessibility from your doorstep. Barriers: unsafe, unpleasant, poor pavements, pavement parking, bins. Especially if you are a wheelchair user, have buggy, children, women and girls, older people.

15-20 min, liveable neighbourhoods

Green space, pavements, navigation, clean, maintained, quality public realm. Routes, maps, signage. Time to cross the road. Welcoming spaces. Amenities close by. Benches, loos. Green streets. Improve safety and security on our streets.

Inclusion & co-design plans, infra, places, projects and 'show' people

'By women for women'. Involve disabled people from the start. Community owned. Use videos to show routes so people can see if they are accessible to them, quality and width of paths, barriers.

Tools, toolkits, apps, knowledge-exchange

Share tools, tips, information that people, groups, communities can use for themselves. Support self-efficiency and communities empowered. Tailored to different needs, audiences. Remove the red tape that gets in the way of people and groups organising walks and projects. Enable.

Communication & connectivity

One-stop-shop(s) needed for information sharing. Lots going on that don't know about. Hard to find out what is happening and what support and opportunities are available. More of these events as one way to share and connect what is going on. Online spaces to signpost and more community notice boards. Community connectors able to share via word of mouth. Street level connectors, whatsapp groups. Important for social prescribing, needs to be well linked up locally.

Cost of practical equipment

Access to and cost of equipment. E.g cost of active wheelchair, adapted cycles, bikes, good puncture free tyres, storage, maintenance and repair. Perception that you need specialist clothing.

Young people, families, inter-generational, isolation

And design space and programmes so work for all, e.g people with autism, disabilities. Inclusive not always separate 'projects'. Social networks, buddying, role-modelling all important.

Image and language

he power of real stories from local people, as heard today. Seeing and hearing from diversity of people. Community champions, leaders, connectors, 'ordinary people' you can relate to.



AIMING FOR

- Setting the right tone – signalling that we are genuine about our desire to meaningfully involve people in shaping the future
- Building rapport and trust - making other people feel at ease, comfortable and welcomed in the discussion
- Stimulating thinking and conversation
- Hearing a range of perspectives - making sure that everyone can share their thinking
- Spotting what really matters – i.e. catch on to when something potentially powerful is being said and draw it out for elaboration
- Keeping discussions focused on the major questions and topics
- Capturing the info - this will help inform future strategies and action
- We'd like everyone to take something away that they can act upon - what can 'you' do individually or as part of an organisation/group/network.

KEY QUESTIONS

- What is working well and why?
- What are the key barriers/issues?
- What need to happen?
 - Any further Data/insight required?
 - What can we all go and do?

MENTI QUESTIONS

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Q3) What would you prioritise for the next year?

Q4) What helps you to walk, cycle,, wheel in GM?

Q5) What will it take for us to get there together?

Q6) What gets in the way?

WHAT MOST EXCITED YOU ABOUT WHAT YOU'VE HEARD TODAY?



"It has got me thinking differently about how we measure journeys, what success looks like. Play, social interaction, the joy of the journey and the boost to our well being all came out as really important."

"Thanks for lots of good discussion and making it very inclusive"

"This was excellent and very inspiring. Thank you all!"

"Great meeting. Look forward to the next one..."

"This stuff is infectiousthanks everyone"

"thank you for organising this event. Fabulous how well attended it has been

"yes definatly looking forward to the next one!"

"Thanks Eve and for all those involved with arranging this it has been brilliant to have been part of it and here what is happening in other local areas!!! :)"

"Really pleased to see this happen. Can't wait for the next conversation. Really positive"

"An incredible feat!"



FEEDBACK

Thank you to everyone who has taken the time to provide feedback. Any further comments are welcomed to help inform what happens next. Below are a few examples of what people have told us so far.

WHAT WORKED...

"It was great to see the time put in for something like this and it was brilliant that there was a mix of big name speakers and local speakers. It was really good to be able to hear some of those local stories from people who work within GM neighbourhoods"

"I think it was fantastic, great to hear from such a wide range of organisations and individuals"

"I learnt loads, really informative and inspiring. I made lots of new connections and have already exchanged messages with a few people to collaborate further."

"It is helping my work already!"

BETTER IF..

"I would have like to have had more time as I would have loved to have been able to join more than one of the discussions."

"It was a shame the breakouts were cut short, there are always tech problems, but would have been good to have had more time for discussion in the breakout groups."



EVALUATION

290
People attended

Stakeholders engaged:

370 people signed up for further info

320+ people registered for event

290+ people attended. 200+ stayed until the end

Great spread across system including: community reps, individual advocates. Diversity of people across GM & demographic groups

Engagement, participation & connectivity:

Connections made in the room, networking via the chat and breakouts and follow ups afterwards. Energising. Hopeful.

Good engagement in chat, on Menti and in breakouts

Zoom room - all in room together. See faces, good participation.

Content: informative, inspiring, timely, relevant, diverse

Diversity of real stories shared, brought to life.

Informative & positive presentations, good flow & structure

Organising: Positive collaboration between TfGM and GM Moving & partners

Very small team, flexible, autonomy, responsive.

Nil budget. Ambitious.

Timing: Two hours worked well for some, not too big of a chunk out of the day. Time for spread of info and for some conversation.

Enabled lots of people to attend.



NEXT TIME WE'D LIKE TO SEE...

- More representation from schools, educational institutions and GMP.
- Even greater diversity of voices - directly hear children and young people's perspectives?
- Older people's network. Increased representation of ethnic diversity.
- A shared forum to facilitate further connectivity, sharing and conversation between events e.g. Facebook group, community of practice....
- Space for questions throughout the session
- Menti information in joining instructions
- Separate zoom links for breakouts so people can self-select and can hop between.
- More time and content less crammed in!
- Space between speakers to pick up threads, pose questions, make connections, more conversational.
- A bigger team to support preparation, organising of the day & tech support on the day and to facilitate the follow up.
- Longer run up to the event. More information shared ahead.
- More space for depth of discussion, breakouts min of 45mins long. Option to attend multiple breakouts.
- Some people want whole day conference. Others 3 hours. 2 hours was too long for others. We are considering 2.5 hours next time to include two 45 min breakout sections and shorter whole group session.



NEXT MEETING

Save the date: The next Big Active Conversation will be 10-30-13.00 on 15th June 2021

If you know anyone who would like to sign up for the mailing list for future Big Active Conversations and occasional related emails, please ask them to email their name, contact number, job title and organisation (if appropriate) to active.travel@tfgm.com.

KEY LINKS FOR MORE INFO

Check out Greater Manchester's new active travel website, a one-stop shop for walking and cycling - activetravel.tfgm.com

The [Greater Manchester Walking website - gmwalking.co.uk](https://gmwalking.co.uk). Includes walking routes, walking groups, walking stories, walking apps, the GM Daily Mile toolkit, information about community walking grants, how to become a walking champion and many more tips, tools and resources.

For links to Greater Manchester cycling partners and projects see greatersport.co.uk/what-we-do/gm-moving/cycling



IDEAS FOR FUTURE BIG CONVERSATIONS

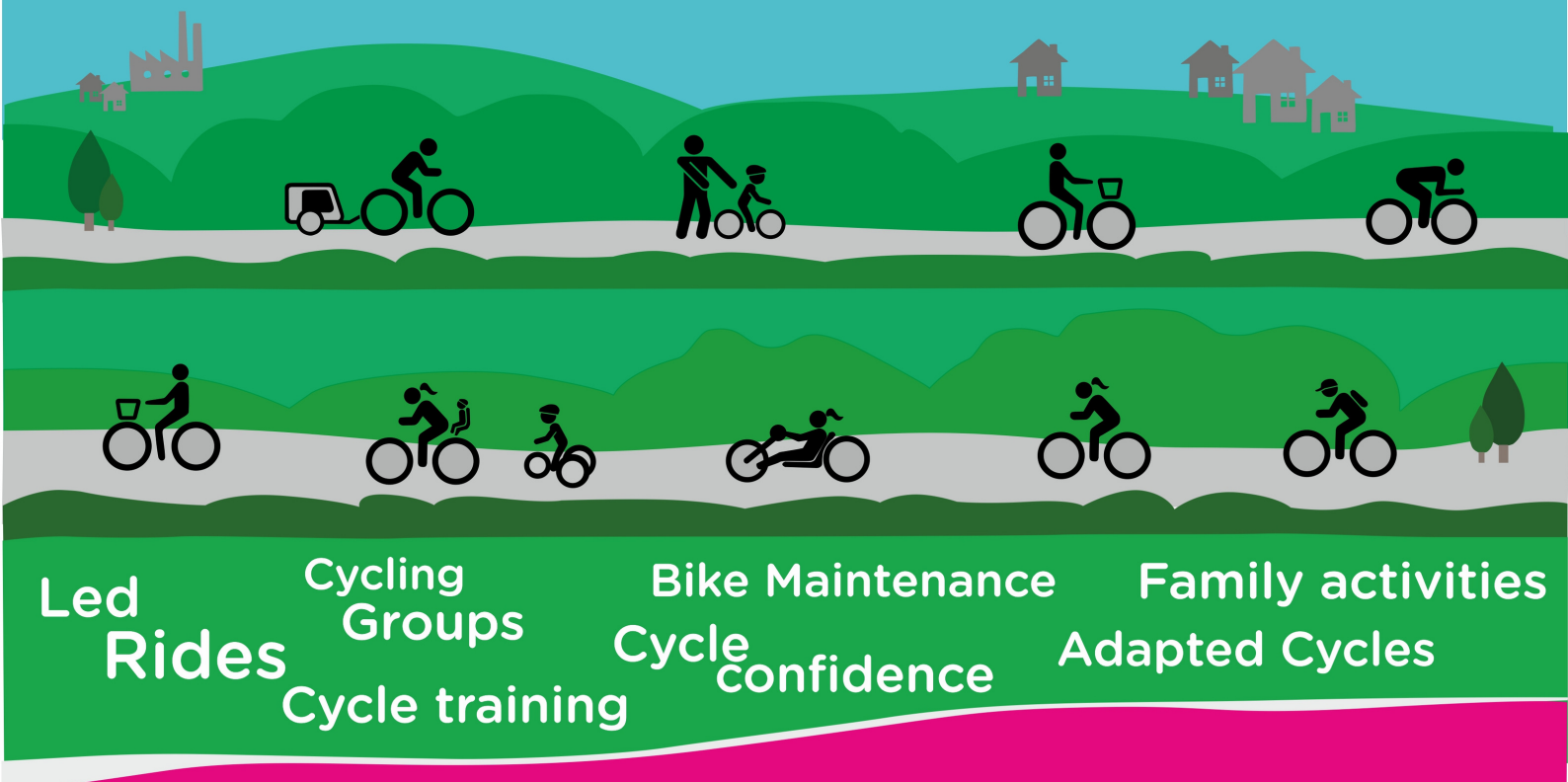
- Accessible & inclusive walking & cycling infrastructure
- Planning - designing moving into the built environment
- Greater Manchester Spatial Framework
- Local Plans
- Safe streets and neighbourhoods
- Vision zero - road safety
- 20 minute neighbourhoods / the 15 minute city
- Active neighbourhoods
- Access to green, blue and open space
- Physical activity impact assessments in decision-making
- Greater Manchester design guide
- Streets for All
- Co-design of active environments
- Good practice for community engagement
- Integration of active travel and public transport - Our Network
- Sharing good practice for elsewhere

Contact eve@gmmoving.co.uk with other ideas. Please get in touch if your group or organisation would like to host a future breakout conversation or if you have a story to share.

Cycling in GM for all ages

Support and resources

Greater Manchester
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Cycling Support and resources

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For children, young people and families

- > **TfGM** - provide family confidence training
- > **Cycling UK** - includes support for 30+ GM Community bike projects, e.g. BikeHive, CeraCycloan, BambinoBiking, offering led family rides & events, cycle training, bike maintenance & access to bikes.
- > **Bikeability** - cycle training for children & young people run through schools
- > **Cycling Projects, Simply Cycling** providing all ability, inclusive cycling opportunities.
- > **British Cycling** - activities including Let's Ride Pop-up, Guided Rides, Go-Ride clubs, and Let's Ride Manchester for families, Ready Set Ride for children & various clubs e.g track, BMX, mountain biking, road riding.

For adults wanting to cycle

- > **TfGM** - 1:1 & group cycle training, Learn to Ride & Road Rider Ready. Back to work, Bike maintenance. Cycle maps.
- > **Cycling UK** cycle touring clubs & GM Community bike projects, e.g. BikeHive, ChainLink. offering led rides, cycle training, bike repairs & access to bikes.
- > **Cycling Projects & Simply Cycling** providing all ability, inclusive cycling opportunities.
- > **British Cycling** - Breeze women's rides, Guided Rides, disability hubs, cycle coaching & clubs e.g track, BMX, mountain biking, road riding.
- > **BikeRight** - cycle training & bike maintenance

For older adults to get around by bike

- > **TfGM** - 1:1 & group cycle training, including Learn to Ride & Road Rider Ready. Bike maintenance training. Cycle maps & routes.
- > **Cycling UK** cycle touring clubs & GM Community bike projects.
- Cycling Projects & Simply Cycling** providing all ability, inclusive cycling opportunities
- > **British Cycling** - social rides, Breeze women's rides, disability hubs, cycle coaching & clubs.
- > **Cycling without Age** - a community group providing rides in their trishaws.
- > **BikeRight** - cycle training & bike maintenance

Campaigning & advocacy groups, providing helpful resources, advice & campaigns supporting walking & cycling:

- WalkRideGM** - with a network of hyperlocal groups across GM, runs regular events and provides updates and advice.
- Love Your Bike** - website includes a useful directory of bike shops, calendar of events, advice and campaigning information.
- Sustrans** - a national walking & cycling charity. Useful guides and support including information on school streets, play streets and Bike to School days.
- Playing Out** - a parent & resident movement campaigning for children's right to play out in the streets and spaces where they live.
- Living Streets** - the UK charity for everyday walking. Resources, advice & campaigns to support walking including helpful materials to tackle pavement parking.
- Wheels for Wellbeing** - advice, activities and campaigning to support disabled people of all ages and abilities to enjoy the benefits of

ATTENDEES

10GM
 3rd Age Hostelling and Housing
 Sparkle Intergenerational Housing Co-op
 Abcdiagnosis
 METUPOK
 ABL Health Ltd
 Access sport
 Act TravelWise
 Action Together
 Active Partners Trust
 Active Tameside
 Activity Alliance
 AECOM
 AFM Board
 Levenshulme Task Force
 Age UK Bolton
 Age UK Stockport
 Altrincham and Bowdon Civic Society
 GMOPN Transport
 Amey One Trafford
 Jo's Trust
 Arawak Walton Housing Association
 Atkins
 Bike hive cycle group
 Blossom Foundation
 Bollyfit Active CIC
 Bolton Council
 Bolton Wanderers Community Trust
 Bridging Communities
 British Cycling
 Lady Pedal
 Nacro Outdoor Learning
 Bruntwood
 BSCA-Lions Football Club
 Burnage Library Activity and Information Hub
 Burnside Community Centre
 Bury Council
 Bury Live Well Service
 Bury Public Health
 Buzz Manchester Health & Wellbeing Service
 Canal & River Trust
 Carbon Landscape Partnership
 Chorlton Ladies Cycling
 City of Tree
 Civic Engineers
 Commonplace
 Communities for All CIO

Community Integrated Care
 Community Rail Partnership South East Lancashire
 Co-operative Bank
 CPRE
 Creative Concern
 Cycle Sisters
 Cycling Projects
 Cycling UK
 Cyclo Consulting
 Debdale Bowling and Social Club/Walking Club and
 Debdale Diggers
 Department for Work and Pensions
 Diocesan Environment Officer Manchester Diocese
 Diocese of Manchester/Salford All Saints Team
 Ministry
 Diva
 Exterior Architecture
 Failsworth Walking Group
 Far East Consortium
 Freshwalks
 Friends of Longsight Park, Harwood, Bolton
 Fullcircle
 Future Directions CIC
 GM Active
 GM Moving
 GMCA
 Go Jauntly
 Golborne & Lowton West Voice
 Great Places Housing Association
 Greater Manchester Disabled People's Panel
 (GMDPP)
 Greater Manchester Coalition of Disabled People
 (GMCDP)
 Greater Manchester Health and Social Care
 Partnership (GMHSCP)
 Greater Manchester Mental Health Nhs Foundation
 Trust
 Greater Manchester Mental Health Trust
 Greater Manchester Police
 GreaterSport
 GM Moving
 Groundwork GM
 Harwood Cycle Club
 Hawkins\Brown
 Healthy Learning Trust Wellbeing Partnership
 Her Story
 HERA
 Highways England
 Hive Projects
 Horwich RMI Harriers

Ingeus	Rochdale Health Alliance
Inspiring communities together	Saddleworth Community Projects CIC
Jigsaw Homes	Salford City Council
JMW Solicitors LLO	Salford Community Leisure
JoyRiders Britain	Seashell Trust
JoyRiders Manchester	Send parent carer
Lancashire Wildlife Trust	Simply Cycling
LCC	Speakeasy
Life Leisure	Sport England
Lindley Educational Trust/Ashton Youth Club	Stockport Council
Link4Life	Stockport Homes
Living Streets	Substance
London Marathon Charitable Trust	Sustrans
Love to Ride Greater Manchester	Tameside Council
Mad Walkers	TfGM
Manchester City Council	The BAME Project
Manchester City Council Highways	The Bike Hive
Manchester Green Party	The Blair Project
Manchester International Festival	The Bureau
Manchester Metropolitan University	The Church of England in Wythenshawe
Manchester South Scouts	The Federation of Jewish Services
Manchester University NHS Foundation Trust	The Friends of Turn Moss
MCC	The Northern Care Alliance NHS Group
MCRactive	The Outdoor Collaborative
Migrants Union	The PE & Sports Hub
Mobilities Justice CIC (pending registration)	The Ramblers
Mountain Training England	The University of Bolton
National Trust	Together Housing
NHS	Trafford Council
Northern Roots, Oldham	Trafford Housing Trust
Northern Trains	University of Manchester
Oakapple Environmental (sole trader)	UA92
Oldham Council	University of Salford, Healthy Active Cities
One Manchester	University of the West of England
One Trafford Partnership (Amey & Trafford Council)	Veterans Garage Salford
Peak and Northern Footpath Society	Walk Ride Greater Manchester
Peel L&P	Walk Ride Heatons
PJA	Walk Ride Reddish
Placement student with Greater Sport	Walk the Plank
Planit-IE	Walking Mums Club
Playing Out	Walking Projects Plus CIC / GM Ringway
Positive Steps	WAST (Women Asylum Seekers Together) Manchester
Pride Out	Water Adventure Centre
Public Health England	Waymarking
Ramblers	Wigan Council
Ramblers Trafford Group	Wigan and Leigh Carers Centre
re-form Landscape Architecture	Wildlife Trust
RNIB (Royal National Institute of Blind People)	Winning Hearts and Minds
Rochdale BC (Hollingworth Lake)	Wythenshawe Community Housing Group
Rochdale Circle CIC t/a Heywood, Middleton & Rochdale Circle	
Rochdale Council	
Rochdale Cycling Without Age	

