Greater Manchester Walking

The journey of the GM Walking shared ambition

26th April 2022

#GMWalks #GMMoving
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**

- **Jul '17** - Appointment of the GM Walking & Cycling commissioner
- **Dec '17** - £160 million Mayor’s Challenge Fund to create UK’s largest walking and cycling network
- **Mar ’18** - GM Moving ‘the plan for physical activity and sport 2017-2021’
- **May ’18** - Made to Move Walking and Cycling 15 step plan to transform GM
- **Jul ’18** - GM’s commitment to becoming the world’s first Daily Mile City Region
- **Nov ’18** - Sport England investment including walking and cycling
- **Jul ’18** - GM Walking Voice submit consultation
- **May Ambition team in post**

Greater Manchester Walking City Region

**The journey so far**

- **Dec ’19** - GM Walking Grants launched in partnership with Greater Manchester Centre for Voluntary Organisation
- **Mar ’20** - GM Walking Voice membership grows past 400
- **Mar ’20** - Coronavirus lockdown restrictions begin
- **Jun ’20** - ‘Build Back Better’ event - GreaterSport
- **Oct ’20** - GM Walking Voice and TGM sponsor Living Streets’ National Walking Summit 2020 (held in Manchester)
- **Jun ’20** - Community Leadership understanding (via a Landscape Review and Co-Design Process) with Amity, Collaborate Out Loud, and Spark Community
- **Oct ’19** - GM V Voice walk engagement launch Walk Ambition
- **Jul ’20** - ‘Safe Streets Save Lives’ campaign: DfT Emergency Active Travel Fund
- **Aug ’20** - ‘Let’s Walk!’ Virtual Walking Festival
- **Sep ’20** - GM ‘Mile a Day’ insight and engagement phase
- **Oct ’20** - Launch of Walking Champions’ videos and online ‘Informal walking’ group resources
- **Aug ’20** - ‘The GM Way’ walking campaign launched

Greater Manchester Walking

- **Sep ’20** - TGM secure £1 million London Marathon Trust grant over three years supporting women, children and BAME groups to become active through walking and cycling

Greater Manchester Walking Voice
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

Cultural norms and ideologies

Policy

Physical environment

Organisations and institutions

Social environment

Individual

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

Walking Region

- Campaign
- Workforce
- Daily Mile
- Digital
- GM Walking Voice
- Empower communities
- Champions
- Walking festivals and events

Capability

Motivation

Opportunity

Behaviour
Growing a social movement for walking

TAKING SMALL STEPS TOGETHER
FOR A WALKABLE GREATER MANCHESTER
GM Walking impact

Walking Region

- Campaign
- Workforce
- Daily Mile
- Digital
- Empower communities
- Champions
- Walking festivals and events
- GM Walking Voice

Greater Manchester Walking

The GM Daily Mile

GM Walking Festival 2022

Be part of the Greater Manchester Walking Festival 2022!
GM Walking Voice Network Connections
September 2019

Legend:
- Orange: Voluntary sector organisation
- Yellow: Local authority
- Green: Public sector (not local authority)
- Blue: Private sector organisation
Walking Ambition 2022
Summary Evaluation
Update
Walking Ambition: Theory of Change / Ways of Working
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

- Bring people together and enable them to engage
- Relationships are more important than the words
- Principles experienced through practice
- Have Courage
- Explore different perspectives from different layers of the system
- "You've got to roll with it..."

Walking Region

- Campaign
- Workforce
- GM Walking Voice
- Daily Mile
- Empower communities
- Champions
- Digital

Greater Manchester Moving ▶️ ▲ ▼ △
The Enablers of Change
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.
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)
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
Stakeholder Survey Feedback on Walking Ambition 2022

<table>
<thead>
<tr>
<th>Stakeholder Survey 2022 (n36 WA - n185 GM)</th>
<th>GM</th>
<th>WA</th>
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<tbody>
<tr>
<td>Involving Local People and Growing Assets</td>
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<td>Strategic Leadership</td>
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<td>Effective work across and between sectors</td>
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<td>Transforming governance and practises</td>
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<td>Learning and Adapting</td>
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<tr>
<td>Cross and between sector collaboration</td>
<td>4.1</td>
<td>4.39</td>
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• 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
Outcomes of CIF Funding: Project Grantee Reporting

- Ability and confidence to access local green space or countryside, nature
- Attracted new volunteer base
- Engage with a new or wider audience of walkers
- Improved PA and fitness levels
- Increased awareness of project, activity, or networking opportunities
- Mental health and wellbeing improvements
- People acknowledge the benefits of being outdoors, fresh air
- Purchased assets or acquired resources to enable PA, walking e.g. kit
- Reduced isolation
Barriers to Continue Activity Post CIF Funding: Project Grantee Reporting

- Organisational support, e.g. training, governance etc
- Lack of staff or volunteer support
- Lack of interest
- Impact of pandemic
- Finance
What Continued Post CIF Funding: Project Grantee Reporting

- Regular walking group: 45%
- Reduce social isolation: 10%
- Recruitment or training of volunteers: 5%
- Promotion of benefits of walking: 15%
- Networking or development of assets, resources: 10%
- Buddy walks: 5%
- Access new audiences: 0%
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
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
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.
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
Considerations

Travel arrangements  Confidence levels
Becoming self-sustainable
Finding accredited training
- thank you -
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?
Walking Behaviours Insights
Walking Rates in Greater Manchester

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

- All walking: 58.6%
- Walking for leisure: 48.8%
- Walking for travel: 20.4%

Source: Sport England Active Lives Survey
Walking rates in Greater Manchester
Adults who have walked at least twice in the last 28 days

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

Tameside

Trafford

Wigan

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

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

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

**Source:** Sport England Active Lives Nov 15/16 to Nov 19/20

**Data for Greater Manchester**
Moderate intensity minutes by NS SeC group (Greater Manchester)

2016-2019

- 2016-2019: 17% Walking for leisure, 13% Walking for travel, 20% Gardening, 8% Traditional sport, 26% Fitness activities, 16% Cycling.

2020

- NS SeC 1-2: 9% Walking for leisure, 19% Walking for travel, 34% Gardening, 17% Traditional sport, 10% Fitness activities, 11% Cycling.
- NS SeC 3-5: 12% Walking for leisure, 21% Walking for travel, 34% Gardening, 13% Traditional sport, 8% Fitness activities, 12% Cycling.
- NS SeC 6-8: 19% Walking for leisure, 17% Walking for travel, 31% Gardening, 14% Traditional sport, 10% Fitness activities, 9% 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: 29% for leisure, 23% for travel, 16% for gardening, 7% for traditional sport, 18% for fitness activities, 7% for cycling.

Mixed: 27% for leisure, 21% for travel, 19% for gardening, 9% for traditional sport, 19% for fitness activities, 5% for cycling.

Other ethnic groups: 24% for leisure, 21% for travel, 15% for gardening, 9% for traditional sport, 15% for fitness activities, 8% for cycling.

2020

South Asian inc Chinese: 19% for leisure, 16% for travel, 17% for gardening, 25% for traditional sport, 16% for fitness activities, 7% for cycling.

Mixed: 22% for leisure, 13% for travel, 13% for gardening, 11% for traditional sport, 4% for fitness activities, 22% for cycling.

Other ethnic groups: 24% for leisure, 15% for travel, 11% for gardening, 11% for traditional sport, 14% for fitness activities, 6% for cycling.

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

* 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**

Positive or negative about the idea of walking?

- POSITIVE/NEUTRAL
  - Recommend?
    - 8-10 SCORE
  - 0-7 SCORE

**INFREQUENT USERS**

Positive or negative about the idea of walking?

- POSITIVE/NEUTRAL

**NON-USERS**

Positive or negative about the idea of walking?

- NEGATIVE

**Categories**

- Champions
- Usuals
- Dabblers
- Not nows
- Rejecters
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.

Sales Funnel 2021

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

<table>
<thead>
<tr>
<th>Mode</th>
<th>Champions</th>
<th>Usuals</th>
<th>Dabblers</th>
<th>Not Now</th>
<th>Rejecters</th>
<th>UnAware</th>
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<td></td>
<td></td>
<td>26%</td>
<td>13%</td>
<td>15%</td>
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<tr>
<td>Bus (4307)</td>
<td>14%</td>
<td>14%</td>
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<td>32%</td>
<td>22%</td>
<td>18%</td>
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<td>Metrolink (4327)</td>
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<td>5%</td>
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<td>5%</td>
<td>8%</td>
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<td>9%</td>
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<td>75%</td>
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Walking Sales Funnel summary 2018 versus 2021

<table>
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<tr>
<th>Champions</th>
<th>Usuals</th>
<th>Dabblers</th>
<th>Not Nows</th>
<th>Rejecters</th>
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<tr>
<td>44%&lt;sup&gt;-&lt;/sup&gt;</td>
<td>26%&lt;sup&gt;+&lt;/sup&gt;</td>
<td>13%&lt;sup&gt;+&lt;/sup&gt;</td>
<td>15%&lt;sup&gt;+&lt;/sup&gt;</td>
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<td>53%</td>
<td>22%</td>
<td>11%</td>
<td>10%</td>
<td>4%</td>
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2021 (4,180)

2018 (4,302)

+ 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

<table>
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TIGM Sales Funnel 2021 | 19th April and 14th June 2021 | 4,500 Sample
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?

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

<table>
<thead>
<tr>
<th></th>
<th>More journeys</th>
<th>About the same</th>
<th>Fewer journeys</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total (n=4,180)</td>
<td>17%</td>
<td>78%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Rejecter (n=115)</td>
<td>5%</td>
<td>89%</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>Not Now (n=612)</td>
<td>8%</td>
<td>86%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Dabbler (n=524)</td>
<td>16%</td>
<td>79%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Usual (n=1,078)</td>
<td>17%</td>
<td>76%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Champion...</td>
<td>22%</td>
<td>75%</td>
<td>2%</td>
<td>3%</td>
</tr>
</tbody>
</table>

2. 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

3. 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?

Most say 30 minutes is their threshold

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
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Most say **30 minutes** is their threshold
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

Common times:
- Dabblers: 13% within 30 mins
- Usuals: 26% within 30 mins
- Champions: 44% within 30 mins
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 Rejcter 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
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.

Project R130 | Fieldwork March to April 2021 | Q7. Do you agree or disagree that Greater Manchester’s transport network encourages you to walk or cycle as part of your trips? | Base = 4,001 (2021), 3,353 (2018)
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.
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.

= significant difference in satisfaction since 2018

R130 Network Principles | Fieldwork Feb to April 2021 | Unweighted base = 667 | N/A removed from analysis
Perceptions of safety from traffic when walking remain steady

- 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.
Access and Inclusion Research 2019

Walking to activities
“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.

- Going to a green space/park/going for a walk (885) 77%
- Going to a place of worship (306) 51%
- Escorting children to Primary School (210) 50%
- GP/Pharmacy/local health centre (1435) 42%
- Job centre (63) 41%
- Banking/post office (1069) 36%
- Seeing friends and family (1341) 33%
- Escorting children to Secondary School (64) 27%
- Food shopping (1260) 24%
- Going to a place of leisure (e.g. cinema or restaurant)(1143) 17%
- Attending university/college (187) 16%
- Non-food shopping (1300) 15%
- Work (647) 13%
- Other health services (e.g hospital) (1299) 11%

Fieldwork: November –December 2019 | Q6. How do you usually [access that activity] and how long does it take to get there? Collect journey times for all modes used during the journey. | Base = 2803 (Base per question shown in brackets) |
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.

- GP/Pharmacy/local health centre (1435) 91% 98%
- Food shopping (1260) 90% 96%
- Banking/post office (1069) 90% 95%
- Going to a place of worship (306) 89% 99%
- Going to a green space/park-going for a walk (885) 88% 98%
- Going to a place of leisure (e.g. cinema or restaurant)(1143) 88% 94%
- Non-food shopping (1300) 88% 94%
- Seeing friends and family (1341) 85% 96%
- Job centre* (63) 84% 96%
- Other health services (e.g hospital) (1299) 83% 92%
- Escorting children to Primary School (210) 76% 97%
- Work (647) 75% 92%
- Attending university/college (187) 74% 97%
- Escorting children to Secondary School* (64) 72% 88%

% finding it easy to access by foot
% finding it easy to access by other means

*= NOT a significant difference

Fieldwork: November –December 2019 | Q6. How do you usually [access that activity] and how long does it take to get there? Collect journey times for all modes used during the journey AND Q8. Thinking about all aspects of the journey, how difficult or easy is it for you to [access that activity]? | Base = 2803 (Base per question shown in brackets) |
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.
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.

<table>
<thead>
<tr>
<th>Provision of pavements</th>
<th>Condition of pavements</th>
<th>Speed of repair to damaged pavements</th>
<th>Quality of repair to damaged pavements</th>
<th>Weed killing on pavements</th>
<th>Cleanliness of pavements</th>
<th>Direction signposts for pedestrians</th>
<th>Provision of safe crossing points</th>
<th>Drop kerb crossing points</th>
<th>Pavements being kept clear of obstructions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequent wheelchair mobility scooter use</td>
<td>Occasional wheelchair or mobility scooter use</td>
<td>No wheelchair or mobility scooter use</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Declining satisfaction 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?