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**GREATER  
MANCHESTER**



# Active travel in Greater Manchester

Annual Report 2025



**BEE NETWORK**



**Transport for  
Greater Manchester**

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# Foreword

Welcome to the 2025 Active Travel Annual Report, which sets out the key successes and areas for improvement on the journey to Greater Manchester's ambition: that by 2040, 50% of all journeys in Greater Manchester are made by public transport or active travel. This will support 1 million more public transport or active travel journeys every day across the region, in an ambition called the transport 'Right Mix'.

The Right Mix is an important element of the Greater Manchester Strategy, which sets out a vision for a thriving city region where everyone can live a good life.

In achieving the Right Mix, Greater Manchester will not only support growth across all ten boroughs, whilst minimising the impacts of congestion, but will also deliver safer streets and improved air quality for everyone.

The goal is to enable a greater choice for people in how they make their journeys, where walking, wheeling or cycling are easy, safe choices for everyone, whether they are living in, working in or visiting the city region.

Although this report sets out what has been achieved in 2025, the context is against the backdrop of recent years, since the inception of the Bee Network for active travel in 2018. Back then, just 31% of Greater Manchester residents agreed that the transport network encouraged them to walk or cycle as part of their everyday journeys.

In 2025, this figure is now 47% – although it peaked at 50% in 2024 – suggesting that the steady progress and positive change in the early years of the programme is not fully embedded and, as such, progress is fragile. Understanding and addressing both residents' and local authorities' barriers is essential to enable the continued development of a high-quality walking and cycling network.

Data also shows that 90% of residents are walking as part of their bus, tram or train journeys, so the work being done on the active travel network is hugely important in enabling more journeys across all sustainable transport modes.

Walking is also a vital component of the region's School Streets ambitions. In 2025, significant progress has been made towards the ambition of creating 100 permanent school streets by 2028. Endorsed by Mayor Andy Burnham, who has committed to every borough being able to implement the scheme, work has progressed well, to the point where 60 schemes are expected to be part of the programme by the end of the current academic year.

Cycling has seen a region-wide increase for journeys that are 2km or less. Across Greater Manchester, 52% of all journeys are 2km or less and, of these, 55% are walked – whilst cycling journeys are up from 2% to 3% in 2025.

There are many more highlights and challenges shared throughout the report, but one theme is clear – when you enable people to take their short journeys conveniently and safely on foot or cycle, they



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are more likely to choose an active one. In 2025, health became the main reason for choosing to walk – which means the link between health and transport choice is a priority for more people.

This connection means the work to promote and enable active travel to benefit residents' health and wellbeing throughout their lives has never been more important. And by doing this, children are also given the best start in life, whilst enabling families to access more affordable travel options.

In 2026, delivering universally accessible infrastructure to the highest standards will continue to be an important focus, meaning that everyone using local streets and neighbourhoods has pleasant and safe environments for walking and cycling, especially including access to nature. This work requires improving wayfinding and access to cycles, providing accessible places for all ages and abilities, supporting even more children to learn how to cycle and enabling them to develop healthy habits, as well as contributing to the health agenda through networks like the Greater Manchester Inclusive Cycling Network.

In this, the third Active Travel Annual Report, reflections on successes and challenges are shared, alongside showcasing various milestones that improve the places where people live, work and visit. Recognising that, for Greater Manchester to thrive as a city region of global significance, it must be convenient, cost-effective and safe for people to travel on foot or cycle, for the whole journey, or as part of a longer one on public transport.

Some key headlines to look out for in this report:

- In 2025, just under half (47%) agreed that Greater Manchester's transport network encourages walking or cycling as part of their trips. This represents a major improvement since 2018, but the fall from 50% in 2024 shows that progress is fragile and needs reinforcing.
- Half (52%) of trips by Greater Manchester residents are under 2km and of these trips 58% are active travel trips. The vast majority of these are walking trips (55%), with 3% being cycling trips.
- The total number of active travel trips in Greater Manchester was over 700 million in 2025 and has increased each year between 2021 and 2024. This has been supported in part by a post-pandemic recovery in overall travel demand, and population growth.
- 90% of residents walk as part of their journeys that use either tram, bus or train.
- Starling Bank Cycle Hire use increased by 30%, with 504,807 rides made from January to October 2025. E-cycles outperform standard cycles, and capacity has been increased to meet demand, with 50% of the fleet being electric assist since May 2025.
- Starling Bank Cycle Hire recorded a total of 1.57 million rides by October 2025, totalling more than 3.86 million kilometres ridden using the Starling Bank Cycle Hire scheme since it started in November 2021.
- There were 7,000 cyclists a day on Oxford Road in October 2025 – up from 2,000 a day before there was a segregated cycleway.
- In 2025, 32km were added to the active travel network and 24 crossings within 200m of a school were upgraded.

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**Dame Sarah Storey**

Active Travel Commissioner



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# Executive summary

Our active travel programme's goal is to encourage more residents and visitors to make their journeys by walking, wheeling or cycling. This annual report sets out our activity, successes, and areas for improvement from the last year, tracking our progress towards achieving our 'Right Mix' target, that 50% of all journeys in Greater Manchester are made by public transport or active travel by 2040.

Our efforts are making a difference and the number of those walking, wheeling, and cycling is growing:

- **Walking now accounts for almost one in three (30%) trips** made by Greater Manchester residents in 2024.
- **Cycling has grown both in mode share (3%) and the number of trips (58m).**
- **More short journeys under 2km are being made actively (58%)** with the proportion of these short journeys being made by car having decreased (39%).
- **'Annual trips by walking' has increased by 23%** from 2022 to 2024 and **'annual trips by cycling' has increased by 58%** from 2022 to 2024. Combined, there are now over 704 million trips annually by walking and cycling.

To keep growing the number of active trips, we need to convince more people that our transport network encourages them to walk or cycle. Currently 47% agree with this, up from 38% in 2023, but below the 50% peak in 2024.

By investing in new safe cycling routes, walking schemes, and public realm improvement, we'll work towards creating a convenient and safe active travel network.

- More than **161km of the network is now completed** to Bee Network standard in total, with **32km added in 2025** including high-profile schemes between Wigan to Standish, and in Oldham town centre.
- More than **20 entirely new protected junctions have been built** since the programme started and **over the past year 24 crossings were upgraded**, all of which are within 200m of a school.
- **39 schools are benefitting from a School Street.**

Where we've built longer, connected routes and broader district-level networks there has been substantial take up in cycling and walking. This year the Oxford Road cycle counter in Manchester hit a new record high of over 7,000 movements per day in October, and cycle trips on Chorlton Cycleway were 62% higher in 2025 than they had been in 2021.

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Walking and wheeling are a part of nearly every journey; around 90% of residents walk as part of a longer tram, bus or train journey. 72% of people say it is easy to combine public transport with walking and cycling, with just 9% saying it is difficult.

To enable more young people to walk, wheel, scoot and cycle to school we have focused on increasing participation in school travel programmes. We have seen a marked increase in uptake, with:

- A **32% increase in school accreditations** via Modeshift Stars programme.
- 600,000 journeys logged as part of the **WOW project**, resulting in an **11.4% increase in walking and wheeling** in that programme.
- An **18% increase in Bikeability attendance**, meaning that 57% of those eligible took part.

Recognising that access to cycles can keep people from active travel, we have been focused on increasing the availability of residents' and visitors' access, with successes in bike libraries, loans, and cycle hire, as well as delivering cycle training and parking schemes.

- Starling Bank Cycle Hire in Greater Manchester saw an **11% growth in users and a 32% year on year increase in rides** in 2025.
- By August 2025, 99 organisations (including schools, small businesses, NHS sites and community organisations) had **delivered 1,757 new or improved cycle storage spaces**.
- **Participation in free cycle skills and confidence training** for those who live or work in the city region was **up between 5% and 10%**.
- **1,665 people attended skills sessions for using adapted cycles**, with 60% of attendees saying they would consider cycling as a mode of transport in the future.

Road safety remains a priority for us. Greater Manchester is aiming that no people are killed or seriously injured by 2040, but the past year has seen an increase in casualties on our roads:

- The **number killed or seriously injured increased by 28.1%** for 2024 (1,024) compared to 799 in 2023.
- Our most recent data shows a **29.5% increase in fatal and life changing injuries** in 2024 (461) compared to 2023 (356).

It is important to note that using year to year data in road casualties is likely to highlight potential fluctuations in the figures. Looking over the medium to longer term there is a reduction, but years such as this highlight the scale of the challenge and the importance of our work to reduce incidents via our Vision Zero programme.

There remain challenges that we need to overcome. Progress on our Right Mix Targets is slow and there has been little overall change in the proportion choosing active travel. It's important to recognise that most people still favour car travel: both car ownership and car trips continue to grow



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and remain the dominant mode (57% of trips). We still have work to do to convince people of the benefits of the alternatives.

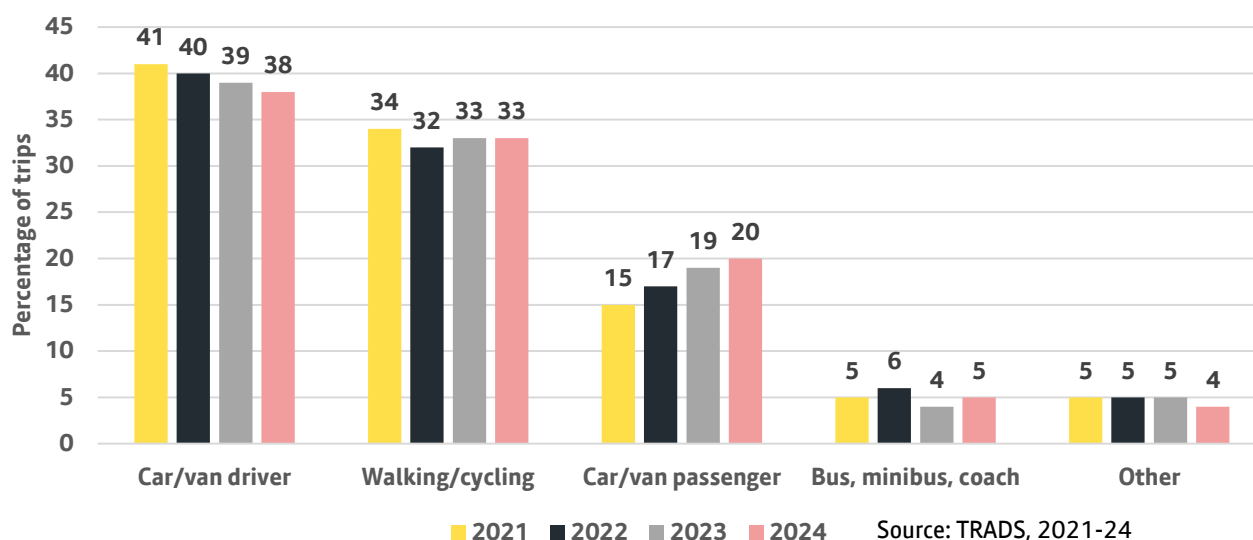
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# How residents of Greater Manchester travel

Following a drop in all types of trips associated with the Covid-19 pandemic, the total number of active travel trips made by Greater Manchester's residents has increased each year between 2021 and 2024. This has been supported in part by a post-pandemic recovery in overall travel demand, and population growth.

Active travel accounted for around one-third (33%) of trips by Greater Manchester residents in 2024, the same as in 2023 (see Figure 1).

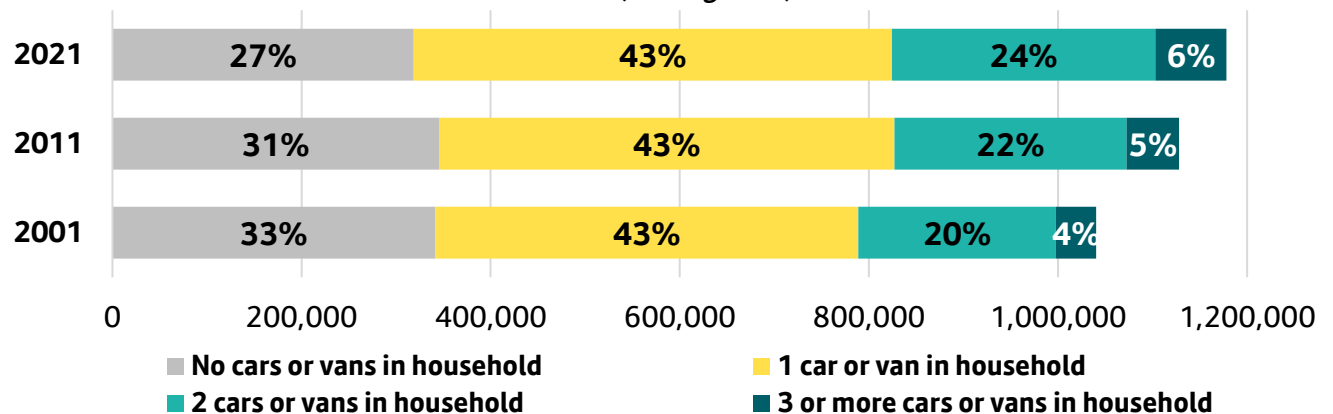
Car trips make up more than half (57%) of trips made by GM residents, as well as almost three quarters (73%) of the total distance travelled (see Figure 1).



**Figure 1: Main method of travel in Greater Manchester – percentage of trips**

- Between 2011 and 2021 the number of licensed privately kept cars in Greater Manchester grew by 13%, exceeding the 7% growth in the GM population.
- Between 2001 and 2021 both the absolute number and percentage share of households without access to a car or a van decreased. In 2021, there were 20,000 fewer households without a car than there were in 2001, while comparison of the same two Census periods showed an increase

of 100,000 households with two or more cars (see Figure 2).



**Figure 2: Car or van availability in Greater Manchester**

- Between 2012 and 2021, Greater Manchester saw continued growth in the number of licensed cars and LGVs being kept privately on a per head basis. However, since 2022 the number of licensed cars and LGVs being kept privately per head has been falling. At the end of 2024, there were over 1.2m licensed cars or LGVs being kept privately in GM, which equated to roughly one car or van per two residents aged 17 or over. For context, Greater London has roughly one car for every three residents aged 17 or over.
- In 2019, more than three-quarters (77%) of Greater Manchester's residents made trips by any mode on any given day. However, in 2024, this dropped to below three-quarters (73%) of Greater Manchester residents.
- In daily person kilometres, in 2024 Greater Manchester walking was estimated at 1.2 million and cycling at 400,000 kilometres, compared to 1.3m and 300,000 kilometres respectively in 2023.
- It is estimated that each person (aged 5+) in Greater Manchester made on average 233 walking trips in 2024, up from 179 in 2021, which is a 30% increase. The median trip length for these walking trips was 0.5km, compared with c.2km for cycling trips.
- The average number of daily trips by any mode by a Greater Manchester resident was 2.1 in 2024, slightly up from 2.0 in 2023, returning to the same level as in 2019 for the first time since the pandemic.
- Car is the most dominant method of travel in terms of both the number of trips (58%) and the total distance travelled (72%) by Greater Manchester residents.

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# What Greater Manchester residents think about walking, wheeling and cycling

Understanding how people in Greater Manchester feel about walking, wheeling and cycling helps us to understand what's working and how we can improve.

Data from the Network Principles survey 2025 shows that Greater Manchester's transport network faces some recent challenges. This data indicates that 47% of residents in 2025 feeling encouraged to walk or cycle, a drop from 50% in 2024, though still a significant rise from 31% in 2018.

In 2025, only 39% say their environmental impact affects how they travel, continuing a marked slide from the post-pandemic high (66% in 2021), while 53% agree GM's transport network encourages environmentally responsible travel; taken together, this points to a widening gap between personal motivation and perceived system encouragement. The network is seen by about half as supportive, but the declining salience of environmental considerations in people's own choices suggests current measures and messaging are not yet compelling enough to turn encouragement into behaviour change.

## Cycling satisfaction and infrastructure

- Overall cycling journey satisfaction dropped to 72% in 2025 from 76% in 2024, with significant declines in satisfaction regarding dedicated cycle routes (49%), route lighting (46%), and safety at junctions (40%).
- Safety perceptions remain a barrier to cycling, with 44% feeling safe from traffic during the day and 38% feeling safe cycling alongside moving traffic.
- Barriers to cycling include lack of segregated lanes (49%), fast or heavy traffic (43%), unsafe roads or junctions (38%), and lack of secure bike storage (28%).

## Walking and wheeling experience

- Walking satisfaction declined to 74% overall in 2025, reversing previous gains. Key drops occurred in information provision (63%), signage (50%), safe crossing points (72%), and places to rest (40%).
- 73% feel safe from traffic during the day and 57% at night, while 56% feel safe from cyclists. Personal security during the day is 78%.

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- Infrequent walkers report lower satisfaction than frequent walkers, especially in lighting (65% vs. 74%) and pavement condition (49% vs. 58%).

### Network resilience and reliability

- Confidence in the network's ability to withstand disruptions is low: 45% for public transport and 42% for roads in 2025, both down from peaks in 2022 (52% and 50%, respectively).

### Road safety and Vision Zero support

- Safety perceptions (within their local areas) vary by mode: 90% feel safe walking or driving, 70% feel safe cycling, and 30% feeling unsafe cycling.
- Public support (96%) exists for lower speed limits in busy pedestrian areas, with 38% stating they would walk, cycle, or use public transport more if they felt safer from traffic.
- Behavioural issues include driver understanding of cyclists' needs (70% believe drivers lack understanding) and cyclist rule-breaking concerns (69% think some cyclists ignore rules).

### Cycling ability and usage patterns

- 69% of residents can ride a bike, but only 26% both have ability and access; 43% can ride but lack access.
- Standard pedal cycles dominate (95%), with electric bikes at 4% overall and 8% among frequent cyclists.
- Cycling habits are seasonal, with 60% changing their cycling frequency based on the time of year, influenced mainly by weather and daylight.

### Walking and wheeling seasonal variation

- Walking and wheeling habits are stable, with 59% maintaining consistent activity year-round, though 35% adjust based on season.
- Key deterrents include bad weather (55%), darkness (45%), and slippery or uneven surfaces (23%).



# Infrastructure

**Objective:** Deliver the proposed Active Travel Network (v3), comprising over 2,700km of Bee Network standard routes. Focusing on providing a range of universally accessible solutions to enable more walking, wheeling and cycling – tackling severance and traffic speed and volumes where appropriate, especially outside schools. For cycling, a strategic cycle network enabling longer journeys will be identified and delivered.

Greater Manchester is investing in safe and attractive cycling and walking routes. This encourages people to get out and about more often by foot, wheeling and by bike. This year we've funded schemes to build more of the Bee Network, protected cycling and walking routes, whilst making road crossings safer in priority locations.

In 2025 to November, 15 schemes have been completed on site, delivering 32 km of network. More than 161km of network is now completed to Bee Network standard.

	Sum of Length (km)
<b>Bury</b>	<b>2.0</b>
Fishpool & Pimhole AN	2.0
<b>Manchester</b>	<b>13.4</b>
City Centre Triangle	0.9
Manchester Cycleway	10.0
Manchester Cycleway – Yellow Brick Road	2.5
<b>Rochdale</b>	<b>0.3</b>
St Leonards	0.3
<b>Salford</b>	<b>0.6</b>
Trinity Way/Springfield Lane Crossing	0.6
<b>Stockport</b>	<b>3.0</b>
Heatons Link Phase 2	2.5
Greek Street Bridge Streets for All Phases A & B	0.5
<b>Tameside</b>	<b>4.5</b>
Tameside Active Neighbourhoods Phase 2	3.1
Upgrade of Existing Cycle Lanes	1.4
<b>Trafford</b>	<b>1.7</b>
A56 Phase 2	1.7

<b>Wigan</b>	<b>6.5</b>
Leigh St Helens Road	0.5
Standish Western Route	3.9
Whelley Loop Line	1.1
Wigan Crossings	1.0
<b>Grand Total</b>	<b>32</b>

Figure 3: Schemes delivered in the calendar year 2025

## Scheme successes

Data Counters that we've installed show more people are walking, wheeling, and cycling across the borough than ever!

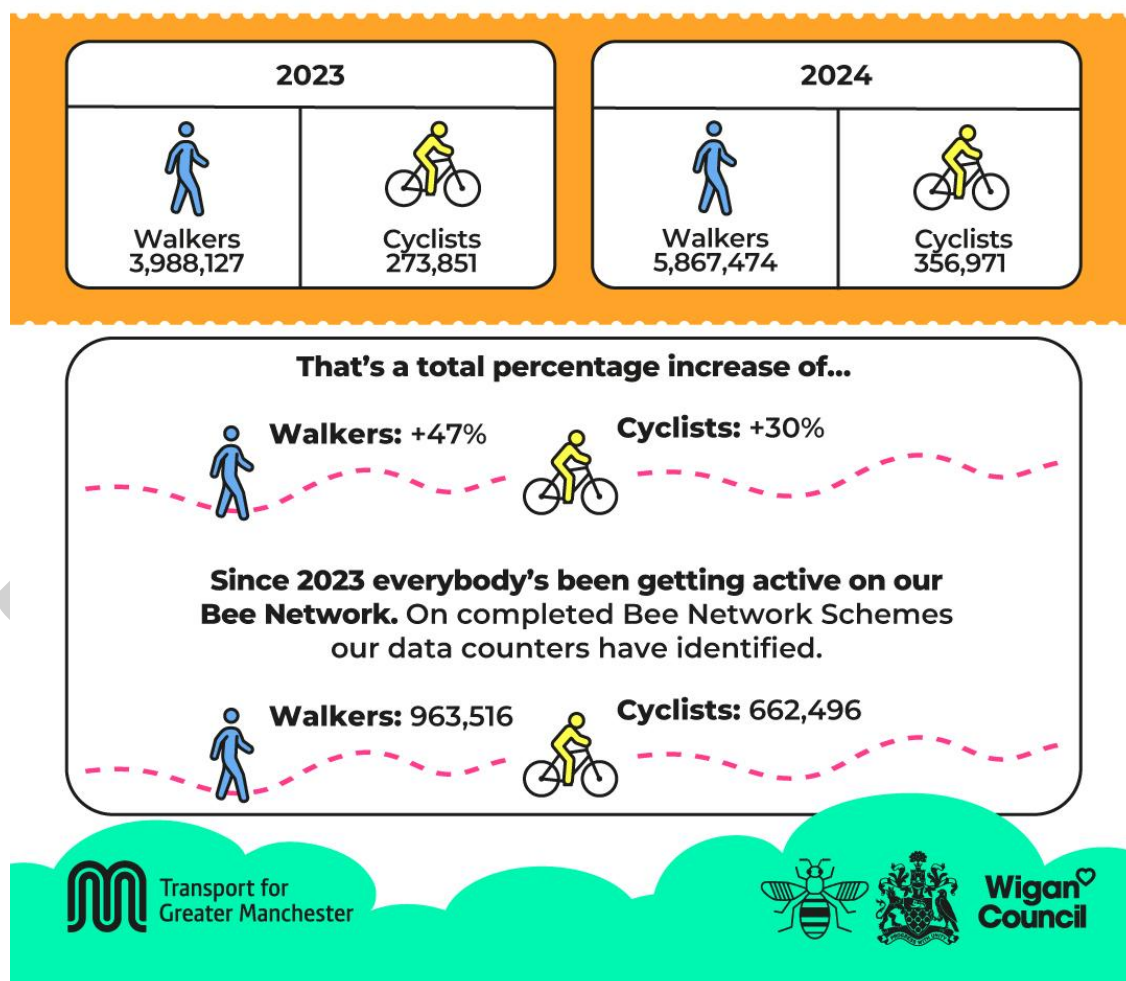


Figure 4: Wigan makes strides in walking, wheeling and cycling

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## Case studies

### Chorlton Cycleway

Chorlton Cycleway is a 5km protected cycle route, built in stages between 2019 and 2024, which connects the Chester Road roundabout on the edge of Manchester city centre and Chorlton-cum-Hardy. There is a pre-existing protected cycle route from the roundabout towards Deansgate rail station, which was improved and extended along Deansgate in the city centre in 2025.

Stretford Cycleway, a largely protected cycle route from Stretford, joins Chorlton Cycleway a few hundred yards south of the Chester Road roundabout. This was also constructed in stages between 2019 and 2024.

Use of the cycleway has been monitored continuously by VivaCity camera sensors between June 2021 and September 2025. These sensors utilize artificial intelligence (AI) to count cycles, motor vehicles and pedestrians passing through their field of view.

The number of cycle trips on Chorlton Cycleway has risen substantially between June 2021 and September 2025. From January to September 2025 there was an average daily total of c.4,500 cyclists counted by the six counters which monitor the Chorlton Cycleway (c.750 per counter).

Overall, trips were 62% higher in 2025 than they had been in 2021. Numbers have risen every year, although the rate of increase has reduced over time. There is substantial variation in cycling trends between different counters/sections of the cycleway, which may reflect construction dates of that section, or of connected sections in Chorlton and Stretford Cycleway.

### Wigan to Standish

The schemes from Wigan to Standish feature quiet residential streets and traffic-free paths linking places like Shevington Moor and other neighbourhoods directly to the town centres of Standish and Wigan, all while steering clear of the busy A49.

The complete route network incorporates sections of the former Standish Mineral Line, upgraded to a 3m-wide sealed surface shared path, with additional off-road links to new housing, quiet local streets and signal-controlled crossings over busier roads. The route passes several local primary schools and Standish Community High School, providing for active travel to schools through an area of recent housing growth. The route also encourages walking and cycling for leisure and exercise, with interpretation boards that celebrate the local nature, cultural and industrial heritage.



**Figure 5: Wigan to Standish route**

## Snipe Gardens, Oldham

Recent projects in Oldham town centre have been shaped with an emphasis on active travel, enhanced accessibility to public transport, and the creation of inviting spaces.

Historically, access to the town centre from the Cheapside bus terminal meant that pedestrians and cyclists had to navigate a narrow, inadequately lit alleyway that did not provide a welcoming entrance. The newly implemented scheme addresses this concern by removing the (out of use) Snipe Inn and establishing a more accessible, friendly and prominent gateway into the town centre from Cheapside.

The scheme incorporated planting, sustainable urban drainage systems (SUDS), and seating, which have not only improved accessibility but also created a pleasant open space for public use.

In addition, the planned demolition of Tommyfield Market will facilitate the development of a linear park in the town centre. This will extend more than three acres and feature a variety of activities and recreational areas. This new gateway will offer direct access to the park, enhance connectivity and promote active community participation.

Prior to the implementation of this scheme, user counts indicated that in May 2019 an average of 3,428 pedestrians used the alleyway each day. Following the implementation, these residents and visitors are now able to access the town centre in a comfortable and safe open environment. The introduction of planting has revitalised the space, and the new seating arrangements are actively used.





**Figure 6: pedestrian access through narrow alley to the left of the Snipe Inn (2024)**



**Figure 7: Snipe Gardens 2025**

## Design standards and assurance

People want to be safe, and they feel safe by being separated from motor vehicles, according to research. Through the lens of Greater Manchester's Streets for All vision, TfGM, alongside our local authorities and delivery partners, develop active travel infrastructure with this key principle as a priority, and to a high standard.



To deliver design assurance, Transport for Greater Manchester has established a design review panel that covers all schemes funded by GMCA. Our key goal of design assurance is to achieve better outcomes for placemaking, movement, traffic and transport in Greater Manchester's streets, neighbourhoods and places. The Design Review Panel is helping to ensure that active travel and accessibility needs are considered everywhere.

One of the emerging concerns locally and nationally is pedestrian safety and access for all at bus stops. Over the last year TfGM has reviewed collision data at all 113 existing stops with an off-carriageway cycle track, observing few casualties recorded and a trend towards a decrease in pedestrian casualties following installation. The use of clear zebra markings and tactile paving makes these features easier to navigate, as they can be particularly challenging for blind and partially sighted users.



**Figure 8: Bus stop bypass, St Helens Road, Leigh**

## Junctions and crossings

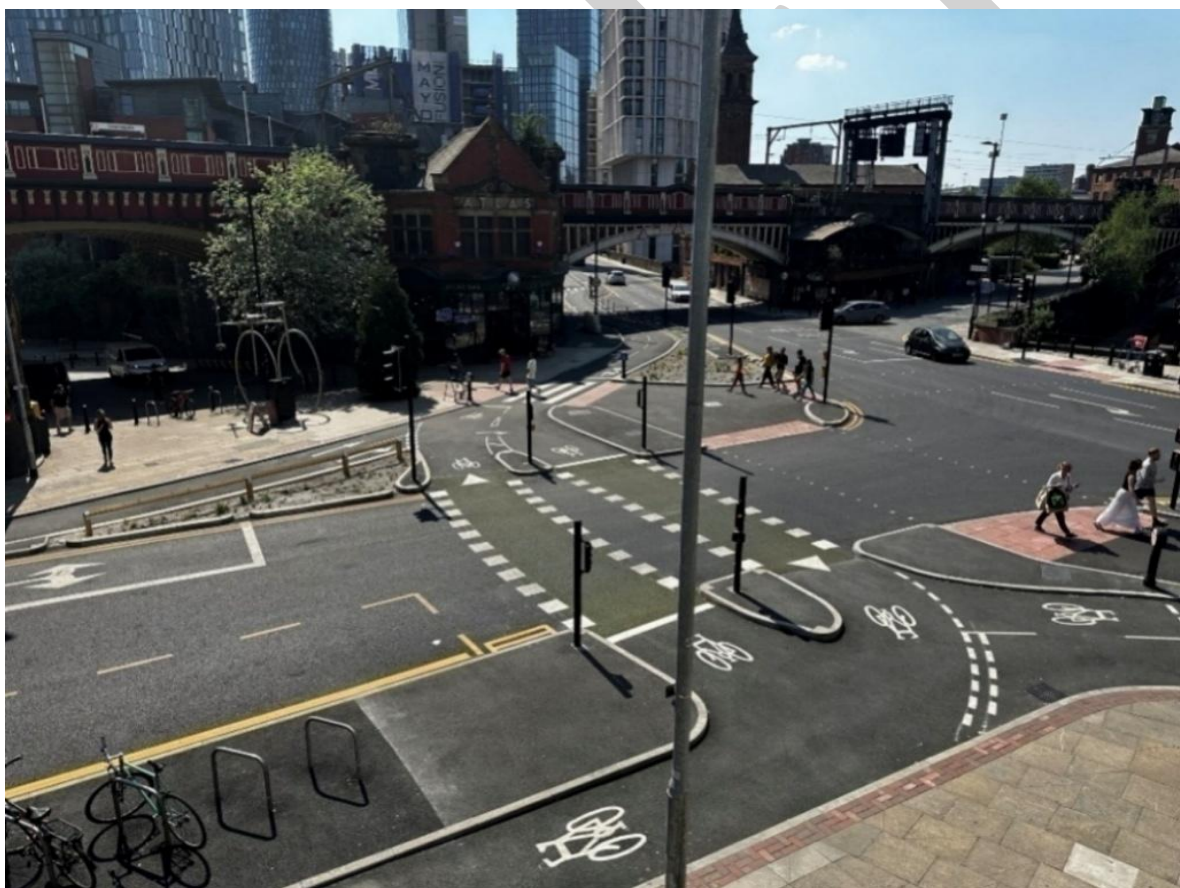
Introducing safe crossings for walking, wheeling and cycling at junctions and mid-block is hugely important to reduce the physical disconnect within neighbourhoods. These are often caused by

major roads, which can be very challenging to cross safely for those walking, wheeling and cycling, due to the speed, volume and nature of vehicular traffic. Separating vehicular traffic, and people cycling, walking and wheeling at junctions helps create places that are safer and accessible for all.

In 2023 we reported that, of the 1,362 signal-controlled junctions in Greater Manchester, 189 had no 'green man' controlled pedestrian facility at all, and a further 282 were substandard, in that they didn't have facilities on all arms or were missing important facilities like tactile signals. Since then, we have reduced the number with no pedestrian facilities to 163 and the number of substandard junctions to 275.

Cycle and pedestrian crossing facilities at junctions and elsewhere in Greater Manchester are often absent. Since the start of the programme, 147 new crossings have been added, and 54 further junctions have been modified.

We have created more than 20 entirely new protected junctions since the programme started. They enable people to get where they need to go safely by foot or by bike, such as the protected junction installed at the busy intersection of Deansgate/Whitworth Street in spring 2025.



**Figure 9: Protected junction: Deansgate/Whitworth Street crossing**

In addition, over the past year we have upgraded 24 existing crossings, all within 200m of a school, to improve safety on the walk to and from school. These have become puffin crossings, which incorporate detectors that increase the green man time for pedestrians, based on walking speeds.



The crossings also help minimise delays to traffic by detecting the presence of pedestrians and cancelling a crossing demand when it is no longer required. Benefits include longer time to cross the road, and no flashing amber light, meaning vehicles have to wait for their green light to move on which ensures no pedestrians remain on the crossings.

For example, the Higher Lane junction with Pinfold Lane in Bury had no pedestrian signals and substandard pavements. It is next to a high school and has over 2000 pedestrian crossings per day, with a high vehicle flow of over 20,000 vehicles per day. There were two collisions in the last four years, one of which injured a pupil. This crossing now has full pedestrian facilities and is optimised for school egress with reduced pedestrian wait times between 2.45 to 3.15pm.



**Figure 10: Upgraded signals with added pedestrian phases, Higher Lane/Pinfold Lane, Bury**

Additionally, there are 1,144 mid-block crossings (pelican, puffin, toucan, pegasus and sparrow), 427 crossings have had pedestrian waiting times reduced and 51 dual crossings have been linked to reduce waiting times.

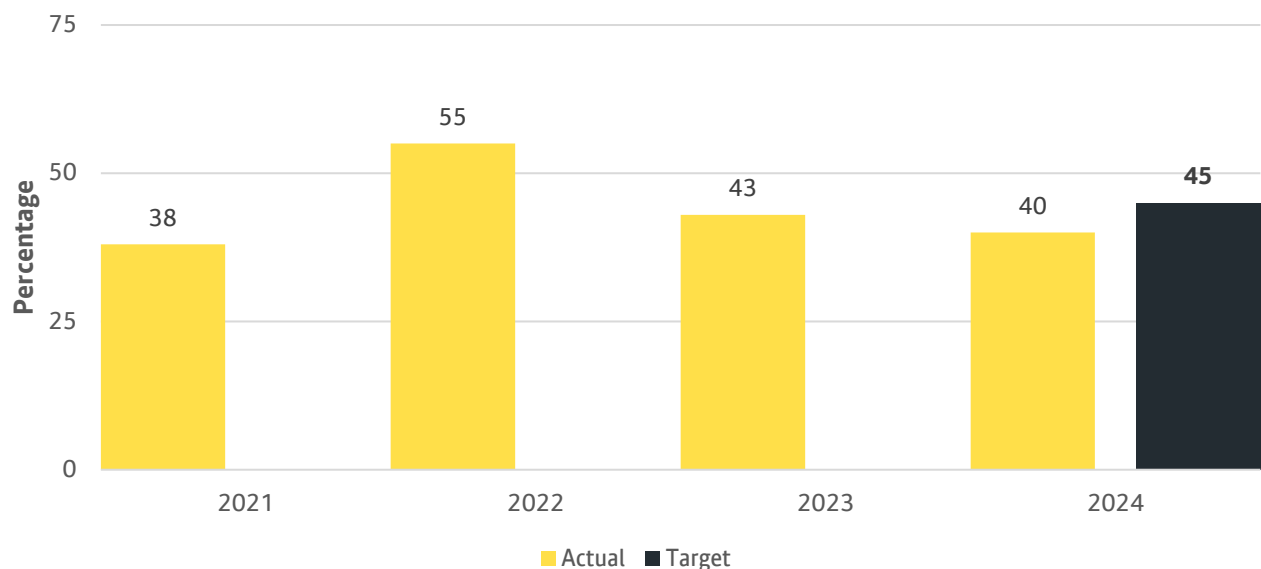
The Bee Network Crossings programme supports the rapid delivery of sections of a 'quiet way' network where the main issue to be overcome is severance [separation between parts of a neighbourhood] imposed by major roads.

## Strategic Cycling Network

Transport for Greater Manchester is working with the city region's local highway authorities to identify a Strategic Cycle Network. These are the key cycling routes into our major centres, and which connect secondary centres (townships or major new developments). The emphasis is on creating a connected network of routes which joins up existing cycle routes, as the evidence shows that this releases cycling potential. This is also to concentrate efforts on an achievable network in the next two Transport for City Region funding cycles (2027-37), as the original Bee Network vision is not achievable by 2040 at current rates of progress.

# School travel

**Objective:** Enable more young people to travel actively to school by: creating safer streets around schools, delivering infrastructure along school routes, increasing access to cycles and cycle storage, delivering a behaviour programme that gives young people the skills and knowledge to travel to school sustainably, improving the customer experience on public transport, making the network safe and secure, creating an integrated network, and engaging schools and local communities.



**Figure 11: Percentage of trips to school by children aged 11-16 that are made by active travel**

TfGM, alongside our Greater Manchester communities and organisations, have continued to invest in improving the experience of walking, wheeling and cycling to and from school by reducing traffic and improving local neighbourhoods.

Thousands of pupils, parents and staff, and dozens of schools have engaged in our programmes. The Youth Travel Ambassador programme alone has engaged with at least 16,400 students since it was launched in 2021. This is great news for our school travel work, which seeks to embed a culture in which walking, wheeling and cycling are natural first choices wherever possible for pupils, staff, and parents.

Our active travel programme complements a range of work with schools by TfGM, local authorities, GM Moving and Living Streets, along with other more localised groups.

In addition, the Greater Manchester Combined Authority adopted a School Travel Strategy in spring 2025, with a focus on:

- Creating safer streets around schools
- Providing more active travel infrastructure
- Increasing access to cycles and secure cycle storage
- Changing travel habits and enabling new behaviours

## School Streets

In a boost to safer options for walking and cycling to school, and a recognition of the success of the work we have been doing, Andy Burnham made a commitment to expand school streets, setting an ambition to create 100 permanent school streets by April 2028.

School streets are child-friendly environments, using traffic calming measures and signage to restrict access to vehicles on the street outside schools at drop-off and pick-up times. This reduces congestion and improves air quality and road safety.

School streets are implemented in a way that suits the needs of the school and local community, and exemptions are given to those requiring essential access.

Currently, we have 33 schemes covering 37 schools, with at least two or more school streets in each local authority area implemented through the School Streets programme since the project started in 2021 with a pilot. In May 2024, the first secondary school scheme was delivered in Wigan, and the first camera-enforced scheme in Greater Manchester was delivered in Oldham in October 2024.

We expect the number of school streets to increase to 60 by July 2026, 80 by 2027 and 100 in 2028, in order to meet the Mayoral ambition.



**Figure 12: Children walking and scooting to school on a school street**

## Youth Travel Ambassadors (YTA)

The YTA programme aims to shift travel choices from private car use to walking, wheeling, cycling and other forms of active and sustainable travel for the journeys to and from school. As part of the programme, schools conduct travel surveys to monitor changes.



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We have achieved some excellent progress over the 2024-25 academic year, with the programme reaching some 16,400 students in 15 schools. The programme, which encourages and supports secondary school active travel behaviour change campaigns in school communities, engaged 189 students as ambassadors. Results continue to show a shift towards active and sustainable travel choices and away from car use.

## **Modeshift STARS**

Modeshift STARS is a national award scheme to promote safe and green travel, supporting schools to plan and monitor improvements. The programme engages with schools, giving them the tools to encourage more walking and cycling. In 2024-25 we saw a 32% increase in school accreditations (25 to 32 schools) acknowledging their high level of preparedness to encourage more active travel.

This year, 121 new teachers registered on the platform, with a total of 261 teachers now signed up. These teachers represent 185 schools across Greater Manchester, meaning that 18% of all Greater Manchester's schools are interested in creating their school travel plan (also known as working towards Modeshift STARS accreditation).

We held 16 webinars, reaching 50 schools, helping these schools to understand the importance of active travel and the role Modeshift STARS can play in changing behaviours. We also presented at one of Modeshift's national Masterclass webinars to showcase our work on using Modeshift.

To strengthen the use of Modeshift STARS as a useful tool and evidence of commitment, we have made sign-up to this system an integral part of our cycle parking grants programme for schools.

## **Living Streets – walk to school outreach**

Living Streets work with TfGM to meet the government target of 55% of children walking to school by 2025. The Walk to School Outreach project was delivered by Living Streets in partnership with five combined authority partners and 13 local authorities, funded by Active Travel England.

In partnership with TfGM, 67 Greater Manchester schools were supported to deliver WOW – the walk to school challenge. WOW is a pupil-led initiative, where children self-report how they get to school every day using the interactive WOW Travel Tracker. Over 600,000 journeys were logged on the tracker, and the project resulted in 11.4 percentage point modal shift to walking and wheeling all the way in participating Greater Manchester schools.

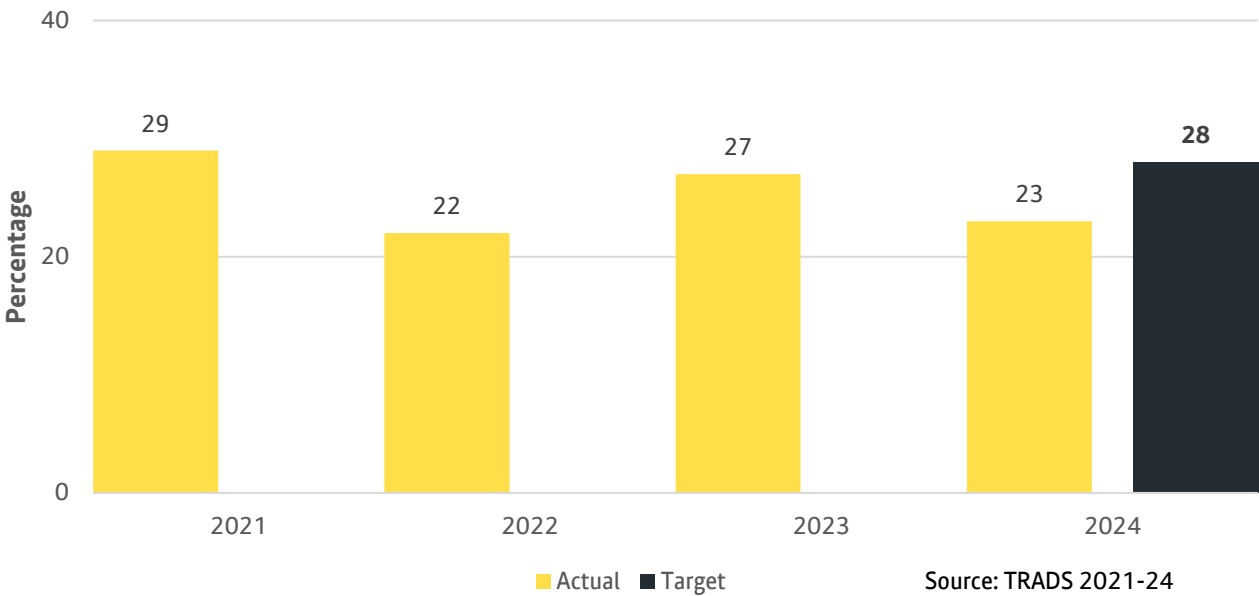
## **Bikeability**

Bikeability training is delivered by local authorities with funding and support provided by the Bikeability Trust (funded by ATE).

Overall there was an 18% increase in Bikeability attendance across Greater Manchester in 2024-25 compared to the previous year, with a total attendance of 29,999 students.

# Access to active travel

**Objective:** Tackle the lack of access to cycling in communities across Greater Manchester. Deliver and integrate cycle hire and other micromobility services into the wider public transport Bee Network, to enable seamless connected journeys across the public and active transport modes.



**Figure 13: Percentage of Greater Manchester households with access to a bicycle**

We work to make active travel an attractive and convenient choice for residents and for visitors to Greater Manchester. Our Starling Bank Bike Hire scheme is making cycling accessible to residents and visitors in the regional centre.

While many residents of and visitors to Greater Manchester would like to walk and cycle more frequently, they face barriers such as access to suitable bikes, lack of confidence in cycling on the roads, or concern over secure bike parking. This section sets out a range of programmes and activities TfGM coordinates (or runs in partnership with providers) to increase active travel choices, with an emphasis on a physical activity such as access to cycles or cycle training.

## Starling Bank Bike Hire



**Figure 14: Starling Bank Cycle Hire bikes on Oxford Road**

Our cycle hire scheme is going from strength to strength, with residents and visitors choosing to use them more frequently and e-cycles in significantly higher demand than standard cycles. Operator User Survey 2024 results also indicate that the scheme is encouraging people to start cycling or to cycle more, and for some to switch to bike hire from journeys previously made by motorised types of transport.

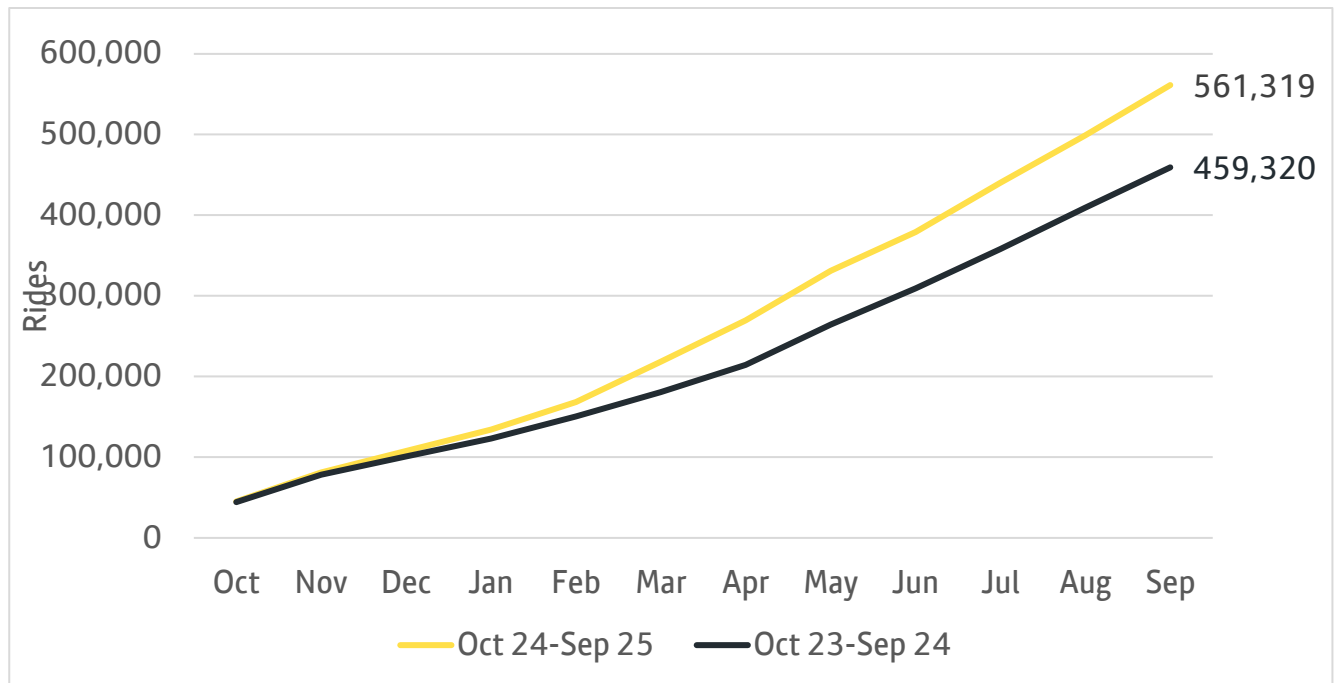
504,807 rides were made from January to October 2025. This is about 29% higher than in January to October 2024.

The percentage of survey respondents who had used a bike to commute to or from a regular place of work was 81% in 2025, up from 57% in 2024. Use for all other purposes was also up. The only purpose to see a decrease is recreation or leisure, 60% in 2025, down from 77% in 2024.

77% of survey respondents were satisfied with their experience using a hired cycle in Greater Manchester in 2025, up from 63% in 2024.

Usage and users joining the scheme have increased year on year between 2024 and 2025. In 2024 72,274 new users joined and rode a bike at least once. So far in 2025 (as of 19 October 2025) there have been 77,451 new users joining and riding a bike.

By 19 October 2025 there have been a total of 1.57 million rides, totalling more than 3.86 million kilometres ridden, since the scheme launched in November 2021.



**Figure 15: Cumulative rides year to September 2025 compared with year to September 2024**

New e-bikes, with a new design, have been introduced to the scheme in the spring/summer of 2025 and take the percentage of e-cycles from 20% to 50%.

Since the recovery period of August 2023, the operator Beryl has adapted operations to manage higher levels of vandalism than anticipated in their bid.

## Bike libraries

Bike libraries are hubs across Greater Manchester where members of the public can borrow cycles. The TfGM bike library programme continued to expand in the 2024-25. A fourth round of grant funding was made available in autumn 2024, and at the end of 2024-25 there were 40 libraries operating across the city region.

## Borrow an e-bike

The Borrow an e-bike scheme gives people across the Greater Manchester region the opportunity to access a free one-month e-bike loan. For those unsure about whether an e-bike is for them, try-out sessions give people the opportunity to test out a range of different models, with experts on hand to assess skills and requirements, as well as to guide users and improve confidence.

This scheme, funded by Active Travel England, is operated on TfGM's behalf by Cycling UK from Stretford Town Hall, and an additional venue in Edgeley, Stockport was opened in July 2025.

At the end of August 2025 there had been 437 loans (39% of borrowers were women and 30% aged 50+), and 1,167 people had benefitted from a taster session.

# Community cycle parking grants

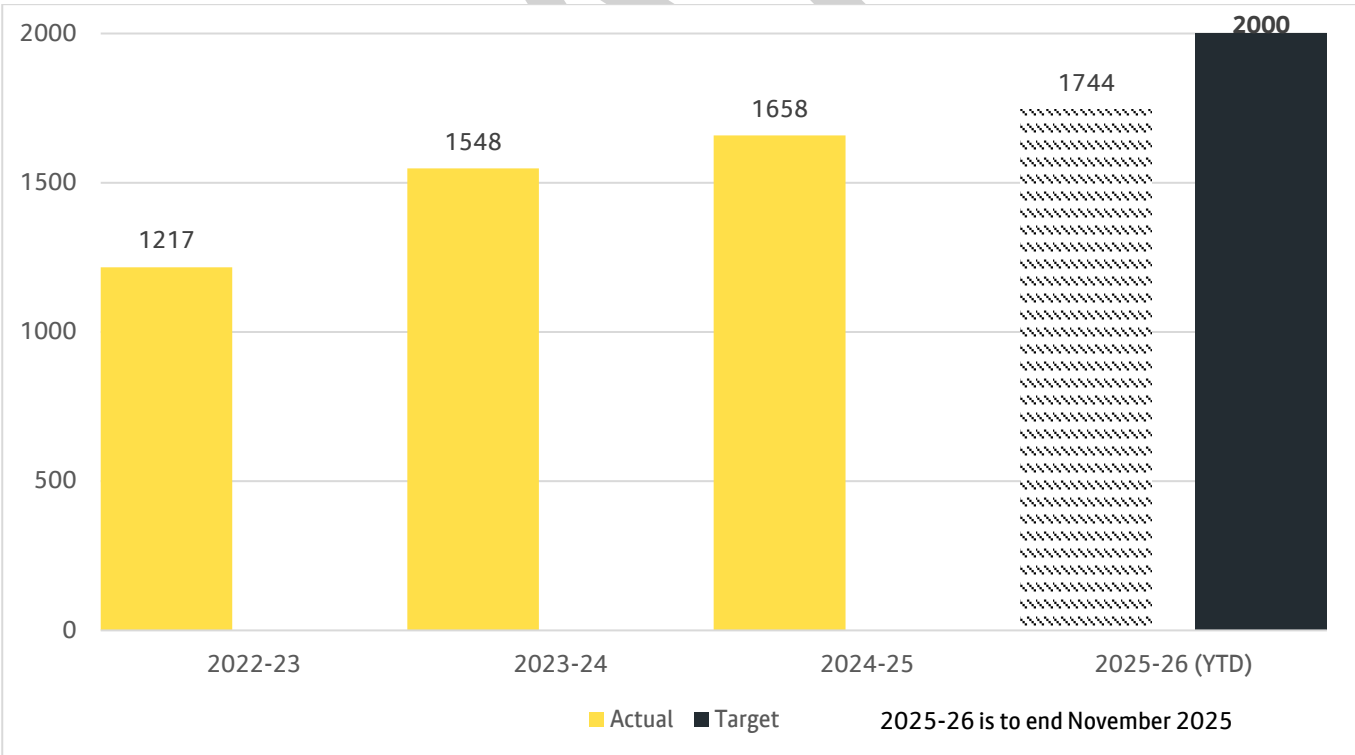
The availability of secure cycle parking is a key motivator for people choosing to switch to cycling on a more regular basis. Cycle parking is often not available or is not secure. We therefore continue to deliver programmes to increase and improve parking facilities.

TfGM distributes funding directly to communities to invest in cycle parking, enabling those who will benefit most to plan and implement the parking where it suits them.

At the end of August 2025, 99 organisations had delivered their projects, resulting in 1,757 new or improved cycle storage spaces across Greater Manchester. Beneficiaries included 63 schools and colleges, two small businesses, six NHS sites and 32 community organisations.

# Cycle skills & maintenance training

TfGM offers free cycle skills and confidence training for those who live or work in the city region. The sessions continue to be popular, with more than 900 group sessions being delivered over the past year and the number increasing 4.6% on the previous year.



**Figure 16: Cycle training: individuals attending a course per annum**

This training has been invaluable for residents wanting to start cycling, possibly after many years of not doing so, as the fear of getting back on a bike and navigating local roads and traffic is often a major barrier.



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The programme also delivered on-demand one-to-one and family cycling sessions, as well as taking cycle training sessions to community organisations.

Concern about getting a puncture or being unable to afford repairs can be a barrier to cycling. TfGM therefore continues to offer subsidised bike maintenance courses. During 2024-25, we delivered 409 client sessions, an increase of 9.6%.

Almost one in two (46.5%) clients reported that they are now cycling more often than previously, with 22% saying that they are cycling a lot more.

“The one-to-one cycling boosted my confidence in cycling in traffic. The repeating of the manoeuvres helped me remember the four principles of cycling. It motivated me to join cycling groups. Without the basic course in Wythenshawe Park I wouldn’t have attempted to cycle. I hadn’t cycled for 40 years, now it’s my new hobby.”

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# Integration with public transport

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**Objective:** Increase public transport access on foot, wheel and bike, enabling longer connected journeys to be made across multiple modes, whilst reducing reliance on private motor vehicles for short journeys to public transport of less than 3km.

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## Cycles on trams

In 2024, TfGM ran a pilot that allowed non-folding bikes onto trams – a move that would enable more multi-modal journeys by cyclists, and those considering the use of trams as part of their journey if they cycled. Further work to develop this option is ongoing.

## Access to railways – step-free access

We are making accessibility improvements to railway stations across the city region. While we invest in active travel infrastructure, if people can't interchange easily to access public transport, we constrain them from making the trips they need to. Through the Department for Transport's Access for All programme, TfGM is making stations fully accessible to all users, regardless of their needs.

This year the programme has continued at pace with the successful completion of two step-free schemes at Daisy Hill and Irlam stations.

A contractor has been appointed to deliver four further schemes as part of the second stage of this work, and detailed designs have recently been completed.

A further three schemes were awarded funding by the DfT for 2024-29. These were recently tendered and a contract award for design and build of these schemes is imminent.



**Figure 17: the opening of step-free access at Daisy Hill station**

## **Mapping and wayfinding**

We developed a wayfinding approach for the Bee Network several years ago. However, the physical signage for any of the Bee Network routes has yet to be installed. As more routes are completed to Bee Network quality standard, it is important that these are easily identifiable and easy to follow.

The refresh of the Active Travel Mission in 2022 set out our plan to review our wayfinding approach. The review was completed in summer 2025. As a result, pilot sites to trial the new sign arrangements will be installed and evaluated during 2026. This will inform the approach to wayfinding which is planned to start following that.

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# Road danger reduction

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**Objective:** Deliver Vision Zero Action Plan.

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Vision Zero is our ambition to have zero fatalities and life-changing injuries on our roads by 2040. One death or life changing injury on our road network is one too many: together with our partners across Greater Manchester, we will forge ahead to achieve our Vision Zero ambition.

This ambition underpins our active travel programme, through which we build the infrastructure that protects pedestrians and cyclists from motor traffic, providing cyclists with segregated lanes and pedestrians with space and clear routes. High-quality infrastructure and well-designed streets aren't simply safer streets for walking, wheeling and cycling, they enable far more pleasant places for people to live and thrive.

We have made significant progress in reducing the number of people killed or seriously injured on our roads. However, on average, 53 people a year are still killed and 839 seriously injured.

Those most likely to be killed or seriously injured are children, older people and those from more deprived communities, who have a higher propensity to walk. We want our city region to be fairer and to improve the quality of life for all; to do that we will continue to drive targeted changes that improve road safety for everyone.

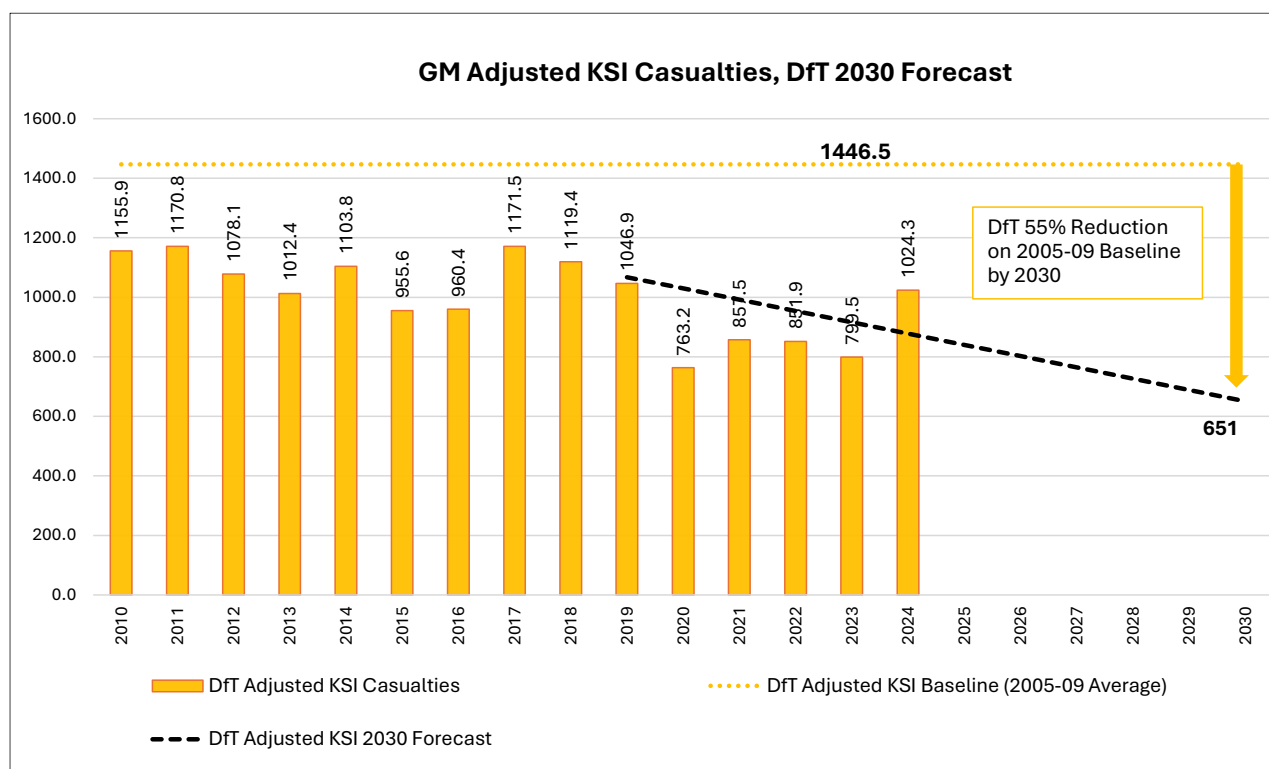
There are many factors that can reduce road casualties, so this is not a straightforward process. Over the medium to long term we will work to reach our target, but we expect to see fluctuations each year. We will continue to analyse where the greatest risks lie and what the most effective actions could be to prevent these incidents.

## What the data is saying

### People killed or seriously injured (KSIs)

Long-term trends indicate a continuing reduction in road casualties. If we compare the pre-Covid-19 period of 2017-19 to 2024, the percentage of fatal casualties reduced by 6% and those killed and seriously injured reduced by 8%.

However, in the last year there has been an increase in reported KSI casualties of 28.1% for 2024 (1,024) compared to 2023 (799).



**Figure 18: GM Adjusted KSI Casualties, DfT 2030 Forecast**

### Fatal and Life Changing Injuries

Guided by Vision Zero, Greater Manchester Police (GMP) have changed reporting methods and have started to report injuries at a more detailed level during 2021, using the Fatal and Life Changing Injuries (FLCIs) measurement. Alongside this, they are continuing to report on the existing KSI casualty statistics to enable historical comparisons.

Greater Manchester's more recent focus on FLCIs allows us to concentrate on the most serious severity casualty groups that we aim to reduce through our activity. This data separates less serious and slight injury casualties from ones that have life changing impacts on individuals.

Our data series for this indicator only covers the most recent years, and trends will become clearer in future.

Our most recent data shows:

- A 29.5% increase in FLCIs in 2024 (461) compared to 2023 (356)
- Increase of 41.1% in car occupant FLCIs
- Increase of 52.1% in pedal cyclist FLCIs
- Increase of 12.8% in pedestrian FLCIs
- Increase of 187.5% in 'other' FLCIs
- A slight reduction of 1.7% in motorcycle FLCIs



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It is important to note that using year to year data in road casualties is likely to highlight potential fluctuations in the figures. Therefore, comparisons over the medium to longer term are recommended.

From 2021 GMP adopted the CRaSH reporting system. During 2024 GMP made further changes to enable CRaSH access to all officers, allowing them to record injury collisions with mobile and desktop applications, replacing their manual processes. In addition, the public can now also report collisions via a webpage directly to the CRaSH system. This has led to better and more comprehensive data collection, and it has likely contributed to an increase in reported FLCIs in this last year.

Despite these data collection changes, the reported increases highlight the scale of the challenge and the importance of our strategy. We are significantly increasing our collaborative efforts to both understand the new data – and the increases indicated – as well as to take action to make the roads safer.

Much of our work contributes to road safety, from safer streets near schools, to new, safer infrastructure development, including additional and upgraded crossings. We work with communities to identify risks, address them, and support people across Greater Manchester to travel safely.

Alongside this, we work to bring organisations across Greater Manchester together to support our Vision Zero strategy.

## **Safer Roads Fatal Review Panel**

We have established a Safer Roads Fatal Review Panel with our partner agencies to monitor casualties, review their causes and propose improvements. This will help us to understand and follow best practice from elsewhere in the country.

The first Safer Roads Fatal Review Panel was held in April 2025 and included representatives from Safer Roads GM, GMP, National Highways, Greater Manchester Fire and Rescue Service and the ten Greater Manchester local authorities. Combined, they are able to pool their efforts to address complex causes of fatalities and the most severe injuries to road casualties. To date, 25 fatal, life changing or life-threatening collisions have been reviewed.

## **Safer Roads Vision Zero Innovation Fund**

The £1m Safer Roads Partnership Innovation Fund was launched in November 2024 to support novel safety initiatives. Thirteen applications have been granted for a variety of engineering, education and engagement work across Greater Manchester.

## **Bee Network Safety Plan**

The Bee Network Safety Plan sets out a comprehensive approach to safety on the Bee Network, including for bus and tram. Work is ongoing with operators and trade unions to develop actions,

modelled on best practice across the industry, with the aim of eliminating fatal and life changing injuries during Bee Network operations.

## Safety camera criteria

In 2020 the Department for Transport (DfT) was expected to revise guidance for safety information and criteria on the use of fixed roadside speed cameras. This DfT review has yet to be concluded. However, Greater Manchester took proactive steps to address this and reviewed the criteria on the use of fixed speed cameras to ensure it fits our road safety needs. The new criteria were formally adopted in July 2025.

## Understanding the data

We have commissioned a report to help understand how changes in reporting over the past three years may have impacted our road casualty statistics, helping us to compare casualties accurately to earlier years.

New data collection processes help to capture and analyse the most serious injuries; they also make reporting more efficient, improving road casualty recording.

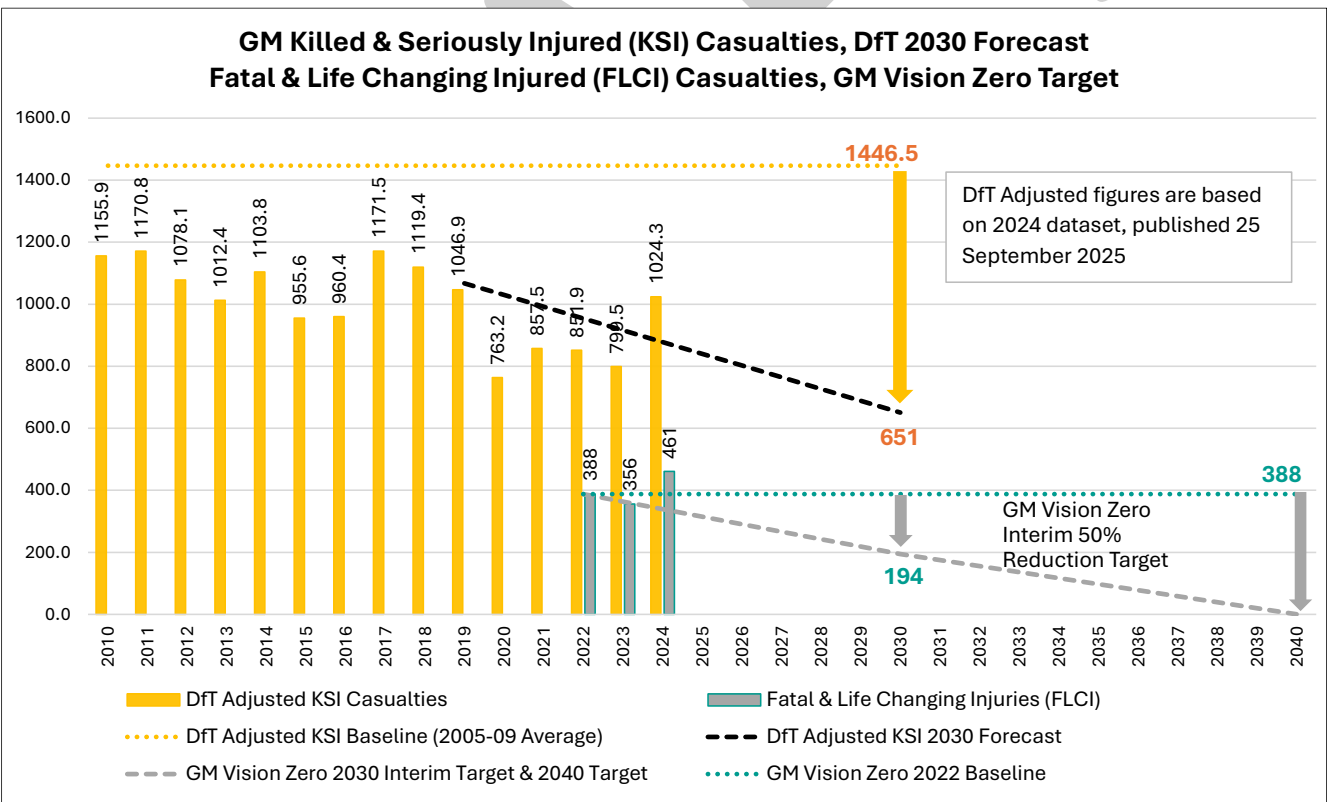


Figure 19: Killed and Seriously Injured forecasts

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# Making active travel more inclusive

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**Objective:** Active travel in Greater Manchester must be inclusive, universally accessible and built to consistent standards (enabling continuous barrier free journeys) that meet and exceed local and national standards.

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We are working to make sure that active travel in Greater Manchester is accessible to all residents and visitors, by building an inclusive cycling network, improving access to transport hubs, and leading initiatives to support people to walk, wheel, and cycle anywhere in the city region.

## Bus stop bypasses

Over the last year we concluded a stakeholder engagement exercise with user groups including blind and partially sighted groups. We audited the 113 bus stop bypasses that were in place by the end of 2024, which had been built since 2018 (there are a number of others that pre-date this). Additionally, we carried out a casualty analysis of people walking and cycling injured in road collisions within 20 metres of these bus stop bypasses, comparing before and after the installation. The numbers of casualties are small but there was a clear reduction in injuries after installation of bus stop bypasses, with the greatest reduction in pedestrian injuries.

## Bike Buddy scheme

The Bike Buddy programme aims to understand the interest in cycling for older and disabled people, raise opportunities for them to take part in adaptive activities, broaden the types of people accessing inclusive cycling opportunities and increase availability in more locations.

After a successful first phase of the Bike Buddy programme, a second phase was agreed with Wheels for All which has been running from January to December 2025.

## Inclusive Cycling Network

The Greater Manchester Inclusive Cycling Network has recently been created to enable partner organisations delivering inclusive cycling opportunities to come together. This is the first such established network across England for inclusive cycling.

The group consists of 15 partners including local authority/leisure deliverers (Bury Council, Manchester National Cycling Centre, Your Trust Rochdale and Be Well Wigan), independent

organisations (Wheels for All, Simply Cycling, Supportability, Cycling UK, Positive Steps, Wheels for All Bolton and Seashell Trust) and supporters TfGM and GM Moving.

The Network's aim is to foster collaboration and work together, sharing knowledge, and supporting each other to overcome challenges, to make cycling more accessible for everyone, regardless of ability, background, or experience.

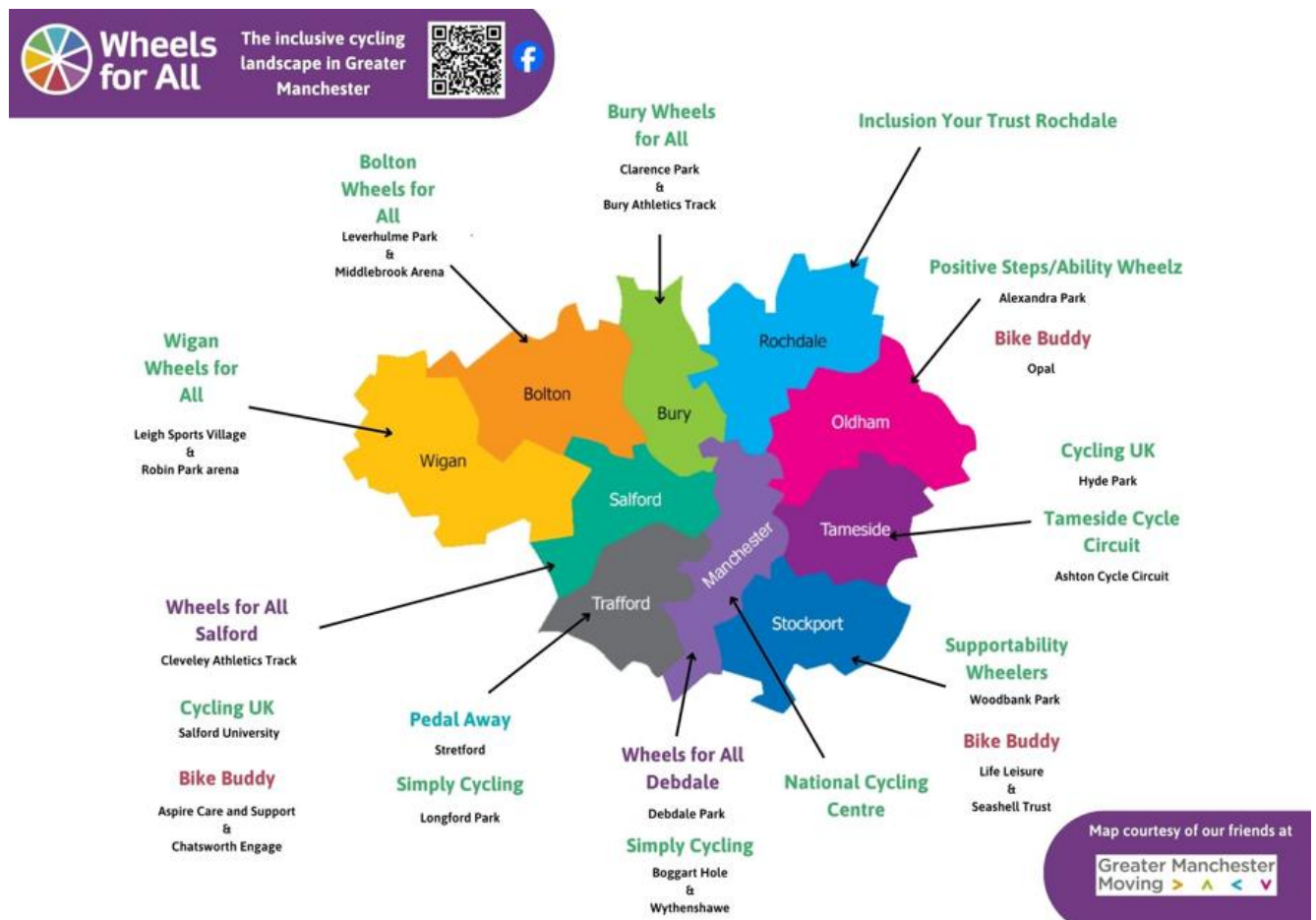


Figure 20: the inclusive cycling landscape in Greater Manchester

## Inclusive Cycling Experience

The Inclusive Cycling Experience programme delivered by Cycling UK provides sessions using standard and non-standard cycles for disabled people across Greater Manchester from their hubs in Salford and Tameside. The programme provides skills and confidence sessions to help people to gain experience using these cycles, and offers loans (from a few hours to a month) for people to use the cycles away from the hubs, to make sure everyone can participate.

The programme is open to disabled adults over the age of 16 who experience physical, sensory, mental health, or age-related impairments.



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Between April 2024 and September 2025, 284 loans have taken place, with 1,665 attending skills and confidence sessions and 1,486 people engaging through outreach events.

To date 60% of attendees would consider cycling as a mode of transport in the future, 88% have reported improved physical and/or mental wellbeing and 82% had increased access to places and opportunities.

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# Engagement and communication

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**Objective:** To develop, promote and provide transparent and simplified means of communications for schemes, opportunities to travel actively and make integrated seamless journeys across the public and active transport networks. Doing so will enable and embed long term behaviour change and drive up public transport and active mode patronage.

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This section highlights activities that increased awareness of opportunities for travelling more actively, as well as direct support enabling behaviour changes.

## Cycle and Stride for Active Lives

We delivered the Cycle and Stride for Active Lives project between March 2021 and September 2024. The £1m project was funded by the London Marathon Foundation. We worked with 65 community organisations who were designated Cycle and Stride groups.

These organisations benefitted from supportive measures, including grant funding, training and the development of community champions, as well as a bespoke events and comms package. The project achieved its aim of increasing access to active travel with specific audiences, and most of the activities and engagement were for women, older people, children, ethnically diverse communities and those from poorer backgrounds.

We also helped to increase physical activity levels and participation in walking, wheeling and cycling. Some 80% of participants reported being more active compared to before taking part in activities, with 59% reporting that their family is more active too. 66% reported they now walk more, and 65% cycle more.

In total, groups reported 12,610 regularly engaged participants, including:

- Nearly 3,500 participants in led walks
- Nearly 1,500 participants in led cycle rides
- Nearly 2,000 participants in cycle maintenance sessions
- Over 1,500 participants in school-based activities
- 79% of participants felt more confident travelling in their local area having taken part in activities

The project was completed in September 2024, and this was marked with a celebration event held at St Thomas Centre in Ardwick, Manchester. Group representatives and other key stakeholders came together to share their experiences and stories from the project.



**Figure 21: Celebration event for Cycle and Stride for Active Lives**

## **Wheels and Walks programme**

Wheels and Walks was launched in January 2025. Through this project, we plan to engage with a total of 40 community groups across the next two years.

These groups will be able to apply for a grant of up to £5,000 and will benefit from additional tailored support provided by TfGM. They will also be a part of a developing community network of organisations helping to enable more people walk, wheel and cycle more often.

The project aims to build on the success of the Cycle and Stride for Active Lives programme, and to continue to engage with communities across Greater Manchester in a meaningful and impactful way.

To launch the programme and reach every community across the Greater Manchester region we combined digital communications with a physical presence. We hosted 16 drop-in sessions across every borough, enabling groups to chat through their ideas and proposals in person. To achieve our digital reach, we worked alongside our Engagement and Comms teams, and external authorities and organisations, utilising their networks and newsletters.

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## Initial Outputs

The first application window closed on 17 March 2025, with 115 applications received. The applications showcased the diversity across Greater Manchester, with all ten boroughs being represented, and each target audience and activity.

Following a scoring process, 13 groups were invited to become Tranche 1 Wheels and Walks groups. An overview of these groups is below:

- **Bolton – KRIMMZ Girls Youth Club** Helping women and girls aged 6-18 years to cycle, through the provision of loan bikes and equipment, coaching lessons, and led rides as part of their 'Pedal Power' activity.
- **Bolton – Inspire: Serving Your Community** Encouraging black, minority and ethnic 14-25-year-olds to get into hiking through their 'Step Up' activity.
- **Manchester – Bike it Walk It CIC** Building confidence and competence in women from black, minority and ethnic communities to walk and cycle through their 'On Your Doorstep' and 'Reluctant Riders' activities.
- **Manchester – Burnage Buddies Community Group** Delivering organised group walks combined with public transport to points of interest for women over 50 from black, minority and ethnic communities, through their 'Burnage Buddies are Coming to Town' activity.
- **Manchester – Walking Mums Club CIC** Supporting mental and physical health of new parents through a walking, support and educational group, as part of their 'Mama Leaders' activity.
- **Stockport – Station South CIC** Connecting children and women from black, minority and ethnic backgrounds with cycling and people-powered short journeys, through a series of cycling and walking events and workshops, as part of their 'Start Cycling to School with Station South' activity.
- **Oldham – SEE CIC** Supporting children with special education needs to ride to school through their 'SEE School Can Cycle' activity.
- **Oldham – Yuvanis Foundation** Helping black, ethnic and minority adults and children to learn to ride a bike and build confidence through their 'Cycle Together' activity.
- **Oldham – Mahdlo Youth Zone** Supporting children and young adults aged 8-19 with a disability, through bike servicing and maintenance training, road safety education, and led rides as part of their 'Active Travel by Mahdlo' activity.
- **Rochdale – HMR Circle** Reducing loneliness and isolation among older people through a series of walks along the Rochdale Canal as part of their 'Walking the Canals – Continuing the Adventure' activity.
- **Rochdale – Petrus Community** Offering an accessible way to engage in physical activity for people experiencing or at risk of homelessness, while reducing community exclusion, through their 'Petrus Striding Forward' activity.



- **Rochdale – Your Trust** Delivering a series of walks for individuals with learning disabilities, additional needs, deafness, or blindness through their 'Your Sensory Walking and Wheeling' activity.
- **Wigan – Wigan Boys and Girls Club** Providing support to 8-19-year-olds with special education needs, and up to 25 years for those also facing adversity, through bike maintenance sessions and a cycle group as part of their 'The Gear Medics' activity.

In September 2025, we launched the second application window, and the next 20 groups will be confirmed by January 2026. Groups who were unsuccessful in the first phase of funding have been offered support in completing their new applications, through drop-ins and online meetings.

## Events & scheme activation

We engaged with more than 8,000 people in 2024-25 through an events programme that included 40 active travel roadshows.

Some of these events supported infrastructure schemes, like new or improved walking and cycling lanes, as part of the Bee Network. Scheme activation is a requirement of all Mayor's Challenge Fund (MCF) projects, and we are working to make this a key principle in our other infrastructure programmes.

### Overview of MCF scheme activation

We work with local authority partners to deliver activities that support new infrastructure, as scheme activation is a required element of all MCF projects. In 2025, we worked particularly closely with Bury, Trafford and Oldham councils, as well as delivering our own programme of activation around improved or new crossings.

Examples from our work with Bury and on the TfGM-led crossings programme are below:

#### Bury

- We worked closely with the public health team in Bury to support scheme activation delivered in Bury (Fishpool Phase 1, Radcliffe, Fishpool Phase 2 and Pimhole). Work completed in the Fishpool area of Bury on an improved bridge over the River Roch and connecting footpaths in March 2024. We collaborated with local community groups, such as the Keep Bury Clean community and Bury Men in Sheds. In addition, we helped to organise activities including litter picking, as well as providing new benches and planters to enhance the local area.
- In the Radcliffe area of Bury, three complementary schemes are in development or in delivery: a new protected junction, a new foot and cycle path and an access ramp to the Metrolink stop. These are funded through different programmes, and there is a combined activation budget of £225,000 spanning two years. Following a community consultation event held in spring 2024, we have supported the delivery of two bigger activation projects: a community event and a large public mural. The Glad to Bee Rad festival was held on 5 July 2025, and the Sunnywood Project

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were commissioned to deliver a wide-reaching community targeted event in Close Park, Radcliffe. Activities included Dr Bike, second-hand bike sales, e-bike taster sessions, learn to ride, guided walks, toddler trekking, silent disco hikes and much more! We estimated that around 1,000 people attended the park through the day. We have also been working with a locally based artist, Kelso, to produce a street art mural that celebrates Bury, local history and sporting achievements, as well as promoting the Bee Network. The design and artwork have been finalised, and the mural will be delivered by the end of 2025.

## Bee Network Crossings

- As part of Bee Network Crossings (Phase 3), a new pedestrian and cycle crossing was completed on site at the junction of Dunham Road and Gorsey Lane in Altrincham in January 2024. The crossing was campaigned for by a local schoolgirl, who, along with her peers, felt unsafe at the junction, sometimes taking a longer route to school to avoid it. A successful family fun day near the crossing saw 200 residents attending to celebrate the new crossing. In September 2024, to mark Cycle to School week, a mass ride was organised through Altrincham Town Centre with the route including the new sparrow crossing and passing many local schools.
- Two adjacent sparrow crossings (a signal-controlled crossing that separates cyclists and pedestrians) have been installed directly outside of Bowlee Park Community School on Windermere Road and Wood Street in Middleton, Rochdale. The school campaigned for the crossing and supported the activation activities. The school saw a huge uptake in cycling over the Cycle to School week, with a total of 105 pupils cycling at least once and 52 choosing to cycle each day. Usually there are only 10-20 cyclists daily across the summer months.
- Activities to support the programme to improve and increase crossing have included a travel roadshow, Dr Bike sessions and second-hand bike sales, production of recreational walking maps and leaflets, child and family-focused scavenger hunts and festive family walks.

## Activation – monitoring and evaluation (M&E) toolkit

- In March 2024 we launched the activation monitoring and evaluation toolkit. This was developed in partnership with local authority partners. It provides a simple, clear and standardised data collection process across Greater Manchester. This data now helps TfGM and the local authorities to identify gaps and successes in activation provision. For example, 52% of respondents report an intention to do more walking, and 49% report an intention to do more cycling, after attending an activation activity.

## **'It's Your Move' 2025**

In May 2025, a refreshed It's Your Move active travel marketing campaign launched across Greater Manchester. As with the previous year, it was extremely successful in reaching target audiences.

In total, the campaign generated 10.2 million opportunities for people to see or hear the campaign messages. Engagement levels were particularly strong and exceeded our targets. This indicates that our campaign approach resonated with target audiences.

This year's campaign built on the 2024 approach, focusing on authentic voices to highlight the benefits of becoming more active, while reinforcing our commitment to making active travel inclusive and accessible for everyone. Our approach demonstrates the importance and power of real-life stories to capture the interest of our target audiences.

The campaign ran until the end of August across a range of marketing channels, including paid and organic social media, YouTube, radio, influencer partnerships, press, partner engagement and web.

One of the videos with which viewers most engaged featuring Becca, founder of the Walking Mums Club, whose story deeply connected with viewers.

Other standout videos included a feature on Starling Bank Bikes and a personal account from a woman who rediscovered her love of cycling, having enjoyed it in her youth and found her way back to it later in life.



**Figure 22: Faye, one of the participants in this year's It's Your Move campaign**

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## Love to Ride

TfGM contracted with Love to Ride for a further year to deliver activity through April 2024 to March 2025. The Love to Ride programme inspires and encourages participants to begin cycling or increase their cycling through an online community, peer support, incentives and awards and friendly competition, within organisations and businesses and across them.

The programme includes a year-round online encouragement platform and several campaigns throughout the year: Spring Riding Encouragement, Bike Month (May), Cycle September and Winter Wheelers (December).

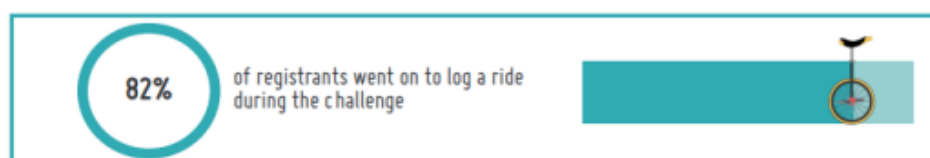
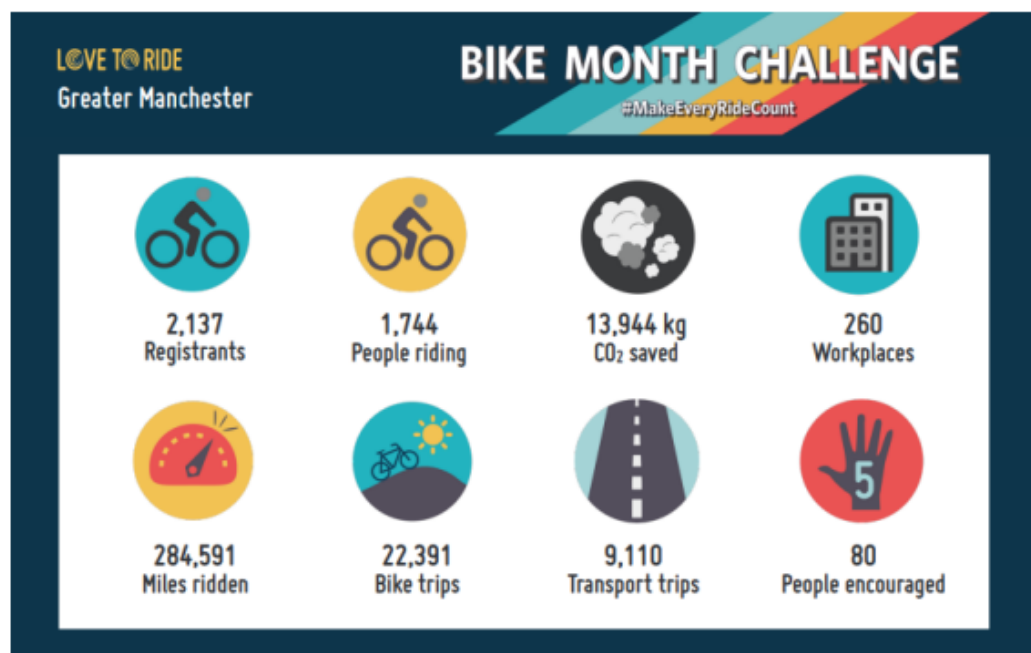
The Cycle September challenge sees workplaces and people competing against each other, with participants earning points for both riding and for encouraging others to ride too. This challenge also includes leaderboards showing the top companies and departments in their size category.

### Bike Month: Love to Ride

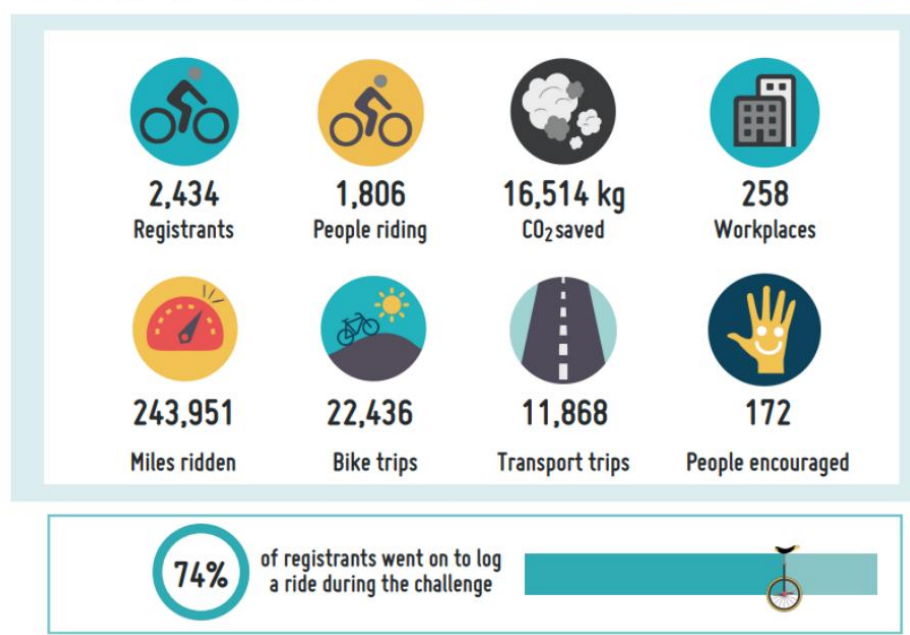
Key results from Cycle September (2024):

- 67% of new riders increased how often they were riding six months after the challenge and 42% reported they were riding at least once a week.
- 73% of new riders, 93% of occasional riders and 26% of regular riders reported that the challenge had positively impacted the amount they cycled, noting they cycled more often than they would normally.
- 28% of occasional riders reported riding regularly six months after the challenge and 21% of all riders reported riding more regularly six months after the challenge.
- Of those who did not ride to work at all before the challenge, 30% had ridden to work at least once six months post-challenge.
- 25% of new riders had ridden to work at least once six months after the challenge and 36% had ridden for transport purposes.
- 40% of respondents reported an increase in the number of days they were physically active after the challenge.





**CYCLE SEPTEMBER**  
**GREATER MANCHESTER**



**Figures 23 and 24: Graphics from Love to Ride, summarising Bike Month activity**

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## GM Moving

Partner organisations engaged in pivotal work to support lasting behaviour change include GM Moving, which this past year has run several programmes that encourage and support people to walk, wheel and cycle.

### GM Walking and Wheeling Fund 2024-25

The fifth round of the GM Walking and Wheeling Fund aimed to improve the health and wellbeing of communities across Greater Manchester by supporting people who are less active to walk or wheel regularly. The fund was focused on supporting organisations and projects that link into the wider health and care system in their area, such as a local GP practice or family centre.

Almost £85,000 was distributed to 33 community groups through 25 grants of up to £2000 and eight grants of up to £5000. Those organisations supported 1763 people who do not regularly walk to do so.

More than 435 sessions were delivered, and the organisations receiving funding reached over 700 people with whom they had not previously worked. The grants supported people to feel more confident to walk to a specific place, walk further and walk more often. Participants reported making friends and benefits for mental health, as well as a new awareness of places to walk and appreciation of nature.

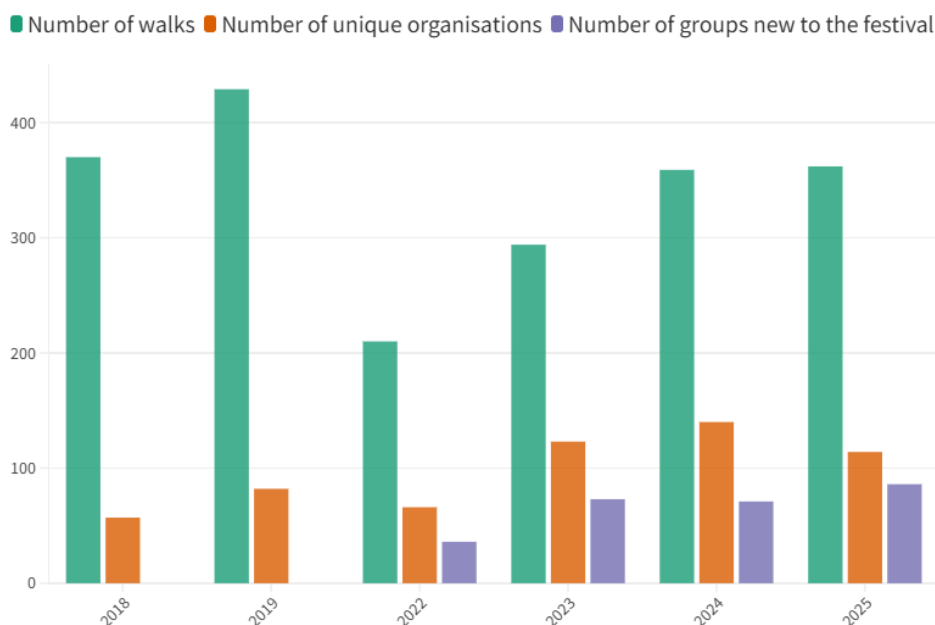
### GM Walking Festival May 2025

The annual GM Walking Festival, which is coordinated through GM Moving, is held during national walking month each May. It is a curated set of free group walks and walking-based activities, designed, delivered and promoted by a range of organisations for communities. It celebrates the benefits of walking and raises awareness of how regular walking contributes to personal, community and system outcomes.

The GM Walking Festival in May 2025 offered 361 free-to-access, group led walks, hosted by 114 organisations. There was a slight increase in the number of walks (from 359-361) and more new organisations joined the festival, as well as an increased number of walks hosted by the health and voluntary sector, signalling a growing diversity in the festival.

Feedback from participants indicates that the festival is a way for organisations to connect with the wider community and people who may not yet have engaged with their programmes. The role of walking to support mental health and wellbeing continues to be a key motivation for people and organisations to get involved.

### Participation over time



**Figure 25: Participation in the GM Walking Festival over time**

### GM Moving Conference May 2025

At the GM Moving Conference in May 2025, a workshop explored the ways a business case for walkable communities and how more active neighbourhoods can be made by using a range of sources of evidence.

The impact of investing in walkable places was showcased through the Pedestrian Pound Report (2025) published by Living Streets. This outlined the evidence base for better health, community, economic and environmental outcomes when conditions for walking were improved in towns across the UK. The conference also offered workshops to explore walking and cycling opportunities and understand the impact of designing spaces, places and provision to be equitable for all, including children and people with disabilities and additional needs.

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