



Teamwork reaps rewards for organisations

Transport for Greater Manchester's Travel Choices team is working with Corridor Manchester to tackle sustainable travel measures along the busy Oxford Road area in central Manchester

Corridor Manchester is a partnership of organisations and businesses in the 243 hectare area running south from St. Peter's Square to Whitworth Park, along Oxford Road, Manchester.

The group includes the University of Manchester, Manchester Metropolitan University, Central Manchester University Hospitals NHS Foundation Trust, Manchester City Council, Bruntwood, Manchester Science Partnerships (MSP), Royal Northern College of Music and professional services company Arup.

Corridor Manchester accounts for a significant part of the city's economy, with more than 60,000 jobs, over 70,000 students and many more thousands of visitors and patients in the district.

The partnership is keen to benefit from imminent new infrastructure and services, including the cross-city bus priority package, the new Dutch-style cycleway and rail capacity improvements.

These businesses are in the midst of ambitious development plans. The University of Manchester's £1 billion, 10 year Campus Masterplan is underway which includes the new Manchester Engineering Campus Development and Graphene Engineering Innovation Centre. Manchester Metropolitan University has completed a £350 million investment including the relocation of two faculties to Birley Campus in Hulme and has a further £220 million of investment planned over the next seven years.

Also, there will be further development of Central Manchester NHS Foundation Trust as a national centre for specialist care and biomedical research, new investments in the MSP Central Campus and the redevelopment of Circle Square, the former BBC site at Oxford Road.

These significant development proposals will reduce car parking and demand new travel patterns, and the organisations involved are keen to make journeys as easy as possible in order to minimise disruption to their staff, students, visitors and local residents.

Although each organisation has a travel plan of its own, they recognise that some practices are best delivered as a partnership.

With the help of TfGM's Travel Choices team, it is identifying and delivering complementary actions which the partnership can best implement together.

Key initiatives include:

- Developing a single brand and visual identity to assist marketing
- Taking advantage of TfGM funding to support new facilities, including cycle parking, shelters and external bike pumps
- Cycling initiatives from the TfGM Commuter Cycling package, including a bike loan scheme and a programme of cycle training and maintenance events
- Personal travel plans with free trial tickets offered to existing staff and new starters
- Public transport ticket promotions, both through operators and TfGM
- News bulletin for staff, customisable from a TfGM template
- Promotion of electric vehicles, to make use of charging points provided through the Greater Manchester Electric Vehicles (GMEV) scheme, led by TfGM
- Promotion of car sharing, including use of an online tool to help match potential car sharing partners

Andrew Hough, the University of Manchester's Sustainable Travel Planner, sees an effective travel plan as essential to the Corridor's ambitions.

He added: "If we are all to develop successfully, it is essential that staff, students and visitors can use a variety of sustainable modes of transport. We see great value in acting in partnership to get the most benefit from the available travel planning techniques."

