

Our vision for Greater Manchester

Chapter 2

2.1 The background to this LTP is provided by national and regional policy frameworks – for transport, land use planning, environmental sustainability and economic development – and by the overall vision and objectives set out by the Greater Manchester authorities.



Our vision

2.2 Our strategy and vision are based on a thorough understanding of key local issues – see Chapter 3 – and take account of the views of local people, as Chapters 5 and 7 show.

Our vision statement

2.3 In partnership with a range of private and public sector bodies, we want to: "establish Greater Manchester as a creative and distinctive European regional capital." This vision underpins the economic development and transportation strategies for the County.

2.4 This vision is supported and developed through the following five core objectives:

- ***to strengthen, modernise and diversify the local economy in ways which are environmentally sustainable***
- ***to support urban regeneration and bring disused and under-used urban land back into effective use***
- ***to make Greater Manchester as a whole a more attractive, safer and healthier place to live, work and invest***
- ***to focus these improvements in the Regional Centre, the town centres, and major employment centres (eg Manchester Airport, Salford Quays and Trafford Park)***
- ***to reverse the decentralisation of population and economic activity, sustain the community and cultural life of urban centres and neighbourhoods, and ensure that everyone can participate in the opportunities that the County has to offer***

2.5 Consultation on our previous Package Bid submissions and the provisional LTP has shown high levels of support for these core objectives and for the transport policy objectives arising from them (which are outlined in more detail in Chapter 3). Indeed, since these objectives were first introduced in the 1996 Package bid, they have been amended and updated twice to reflect views that have been received in consultations with the public and partner organisations.

2.6 We believe that transport investment has a vital role to play in the regeneration of the County. In the urban centres, it will help create environments in which people will want to work, shop and spend their leisure time – making these centres places where they will want to live. Thus, city, town and district centres – already best served by public transport – will be our focal points for new economic development.

2.7 Targeting LTP resources in these areas is therefore an integral part of sustainable regeneration strategies, adding value to them especially where they have specific transport investment programmes of their own. LTP funding will also help to create a critical mass of investment that can be used to lever further public and private sector resources into an area.

2.8 This vision is integrated with the Greater Manchester Strategic Planning Framework (SPF), which sets out the principles underpinning strategic land-use planning in the conurbation and establishes a context for both this LTP and the Unitary Development Plans of the ten district councils. This framework is based on the four interrelated objectives shown in the Table opposite.



Table 2.1: The Greater Manchester Strategic Planning Framework

Objective	Sub-objective	Policy aims/relevant measures
Sustainable economic development	A focus on regeneration and sustainability	achieving the sustainable regeneration of urban areas and the creation of more sustainable patterns of development and movement.
	An holistic approach to urban renewal	implementing social, economic and physical measures aiming to improve the quality of life and public health.
	Competing in the global economy	sustaining the growth of existing industries and services and helping in the attraction of new ones
	Dynamic and accessible Regional Centre	developing activities of regional significance
Sustainable neighbourhoods	Promotion of sustainable neighbourhoods	improving local access to jobs, shops and local facilities
Environmental improvement	Enhancing urban centres	developing their role as focal points for communities and centres for employment and services
	Improving the urban fringe and countryside	developing recreational resources and wildlife habitats
A sustainable transport strategy	High quality sustainable transport	encouraging public transport, cycling and walking for journeys within the County
	Reducing population loss from inner areas of the conurbation	halting the decentralisation of activity
	Sustainable growth of Manchester Airport	minimising environmental damage whilst recognising its economic importance.

Source: Review of the Greater Manchester Strategic Planning Framework, August 1999.

2.9 Our transport strategy in this LTP is firmly rooted in land-use policy, as defined by the above framework. This in turn informs draft Regional Planning Guidance (RPG) which incorporates the Regional Transport Strategy (RTS).

2.10 Our LTP also links to other key policy areas that affect decisions about transport –including health, education, crime and disorder, environmental and business sector issues. In every case, our approach is characterised by partnership working.

Our vision

Our partnership approach

2.11 The strategies which inform our first full LTP are based on partnerships and joint working to achieve the following:

2.12 Regeneration and social inclusion:

- *forming regeneration companies sharing responsibility for planning and transport*
- *working with SRB teams to channel more investment into socially-deprived areas*
- *planning public transport services to promote inward investment into these areas*
- *liaising with the voluntary sector through the Greater Manchester and local Councils for Voluntary Organisations*
- *involving local residents and community groups*

2.13 Improved public transport operation:

- *the County-wide quality partnership agreement provided by the Integration Project*
- *the arrangement between Greater Manchester authorities and the private sector to operate and develop Metrolink*
- *liaison with railway operators and Railtrack on rail performance and development*
- *work with the Strategic Rail Authority (SRA) over renewal of franchises and submissions – some jointly with other local authorities – for Rail Passenger Partnership bids*
- *the development of Quality Bus Corridor (QBC) agreements with operators*

2.14 Better public health:

- *co-ordinated health care and transport planning through work on district Health Improvement Plans and Health Action Zones, as well as through the LTP strategy*
- *preventative health care measures and joint 'healthier living' initiatives promoting walking and cycling for public health*
- *joint education and awareness work on road safety and speed reduction strategies*



2.15 Better links with education providers:

- *working with schools to affect staff and pupil travel – promoting policies to encourage more walking and cycling, or flexible school opening times*
- *ensuring safer routes to and around schools and delivering road safety education*
- *developing travel plans for further and higher education sites*

2.16 Improved community safety:

- *working through crime and disorder partnerships to develop CCTV links to bus and rail stations and car parks, and town centre warden schemes*
- *working with police to address anti-social behaviour in public places and at public transport facilities*
- *consulting passengers' groups on improved personal security on public transport*
- *working with user groups to promote safer and more secure environments for walking and cycling*

2.17 Improvements to the environment:

- *jointly monitoring and developing a County-wide management strategy for air quality*
- *introducing policies aimed at reducing transport's contribution to pollutant levels*
- *participation in Local Agenda 21 partnerships, promoting better public awareness of the part transport plays in climate change and energy consumption*
- *working in communities to reduce the local noise and pollution impacts of traffic*

2.18 Better working with the business sector:

- *developing travel plans with major employers across the County*
- *promoting public transport-friendly decisions on location through UDP policies*
- *raising contributions to transport infrastructure projects in connection with new developments and encouraging travel plan provision through development control*
- *co-ordinating travel plan work and marketing initiatives through a County-wide "Hearts and Minds" group*

2.19 Further discussion of our partnership approach will be found in Chapter 7. Transport policy plays a part in achieving the Greater Manchester authorities' vision for the future development of the County and that of many other organisations too.

2.20 Greater Manchester authorities see a three-fold benefit to working in partnerships:

- *ensuring a more inclusive approach to the development of transport policy*
- *ensuring a more co-ordinated approach to transport infrastructure investment*
- *developing greater co-operation, building a spirit of conciliation and compromise and a shared sense of ownership in every project*