Governing Urban Transformation

How can the Corridor Manchester Partnership help Transport for Greater Manchester achieve the aspirations set out in their 2040 Vision?

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Author declaration:

I 8988819 and 8986736 confirm that this report is based on my own work and that I am happy with both my own and my partner's contribution to the final submitted version.

1. Executive Summary

This report examines the ways in which the **Corridor Manchester Partnership** can help **Transport for Greater Manchester** achieve its 2040 vision. A central theme throughout this vision is improving security and safety of the transport system. By using the scope of **The University of Manchester** [UoM], a key organization within the partnership, this report examines the ways in which safety and security of travel can be improved. These improvements implicitly help TfGM achieve its vision and can also provide examples of good practice that can be, where applicable, scaled up to a Greater Manchester level. In regards to how The University of Manchester can improve safety and security on campus the **key findings** were:

- The major concern amongst students are fears over security rather than safety, this was especially the case when walking and cycling at night. Many students felt current measures to improve safety were effective and sufficient.
- The UoM currently offers a number of initiatives to help improve security when moving around the campus, however student feel not enough is being done. One of the main reasons for this is due to many students not being aware of what is available.
- To improve security the UoM needs to improve the delivery of the current initiatives and should introduce new measures such as improved street lighting and increased security presence in areas where these security concerns are most prominent.
- The measures mentioned above should be the priority. In the longer term however the UoM should look to improve its digital platform by introducing applications such as 'safe zone' to improve security.

2. Introduction

This report has been produced to address how the Corridor Manchester Partnership can help Transport for Greater Manchester [TfGM] achieve their 2040 vision. In this vision TfGM outline improving safety and security of transport as one of the major aims. This includes not only improving safety and security when using transport, but also improving personal security when moving across spaces (Transport for Greater Manchester, 2017). The ways in

which TfGM wish to achieve this however are unclear. Therefore by improving safety and security of travel within the corridor area, the Corridor Manchester Partnership can implicitly help TfGM achieve its vision and can also provide examples of good practice that can be, where applicable, scaled up to a Greater Manchester level. The scope of this study will specifically focus on The University of Manchester [UoM], the reasons for which will outlined later on this report.

3. Context

In 2016, TfGM produced their transportation strategy for 2040. The overall aim of this strategy is based around the following challenges:

1. **Supporting sustainable economic growth.**
2. **Improving quality of life.**
3. **Protecting the environment.**
4. **Developing an innovative city region.**

(Transport for Greater Manchester, 2017)

In order to pursue these challenges, TfGM have produced a set of 32 polices each with a variety of aims and outcomes. While each is of their own importance, of particular interest to this report is the policy 14.

Policy 14: We will work with operators and other partners to improve safety and personal security and to tackle crime and anti-social behaviour on the transport network.

(Transport for Greater Manchester, 2017)

Safety and security are not just featured in this specific policy however, they are a key theme throughout the entire vision. TfGM recognise that improving safety and security of transport goes beyond improving just the transport system. Throughout their vision they relate improving safety and security to a number of different aspects such as; physical property [e.g. car parks, bike lock ups] and routes to and from and interchanges between transport systems, this includes walking. A central part of TfGM vision is their wish to make **"*walking and cycling the natural choice for shorter everyday trips*"** (Transport for Greater

Manchester, 2016: pp. 5) by developing a comprehensive walking and cycling network. Many people however do not walk due to perceived security and safety risks. In their strategy TfGM outline that a safer and more secure transport system will have the following benefits:

- Improved quality of life - Giving people access to more jobs, training and education.
- Growth of jobs in the night time economy - People often don't travel at night due personal security concerns.
- Environmental benefits - more people will be inclined to walk and cycle.
- Reducing the risk of injury through accidents or antisocial behaviour.

Before proceeding to discuss how the Corridor Manchester Partnership can help TfGM improve safety and security, it is important to briefly outline what is meant by these terms in relation to travel. **Security** refers to the freedom of threat from other people e.g. terrorism, violence, theft or intimidating behaviour. Whereas **Safety** refers to freedom from the impacts of accident e.g. vehicle accidents (Beecroft and Pangborne, 2015).

The Corridor Manchester Partnership can play crucial role in helping TfGM achieve their 2040 vision. Set up in 2007 this partnership brings together public, private and educational institutions, these include:

- Manchester Metropolitan University
- The University of Manchester
- ARUP
- Royal Northern College of Music
- Manchester City Council
- Bruntwood
- Manchester Science partnership
- Central Manchester University Hospital

The core objective of partnership is to maximize economic potential of the area through five core themes. These include transport; environment and infrastructure; research and innovation; employment, business and skills; and sense of place (Corridor, 2017). Through

these core themes the Partnership aims to become "*Manchester's cosmopolitan hub*" (Corridor, 2017). To achieve this it has set out its own 2025 vision, in which one of the key aims is "*to enable transport services to function within the area, enabling people to travel in a sustainable manner, including walking and cycling*" (Corridor, 2017). This strongly supports and implicitly helps TfGM achieve their own vision. Additionally as mentioned, how TfGM wish to achieve these aims are unclear. The Corridor Partnership therefore can provide examples of good practice that, where applicable, can be scaled up to a Greater Manchester level.

The UoM is a crucial site within the Corridor Manchester partnership, for this reason the scope of this report will focus specifically on the UoM. In 2015/2016 there were 39,700 students attending the UoM, making it the largest student community in the UK. These students are one of largest users of the corridor area. Additionally the UoM campus covers a large part of the corridor. It is the largest estate in the UK higher education with 240 buildings across 270 hectares (University of Manchester, 2017). The campus is split into two main campuses, the North Campus (located on Sackville Street) and the Main Campus (located on Oxford Road). The UoM has an ethical responsibility to ensure safe and secure travel for students and other users of the university campus. Additionally, implicit in the idea of the University being a campus is the idea of mobility. Mobility is large part of everyday experiences of students, thus for the University to function efficiently these students need to able to travel without risk.

4. Research Design

The previous section outlined why transport safety and security is an issue that needs to be addressed, and highlighted how this is a key aim within TfGM 2040 vision. It also highlighted that the Corridor partnership can help TfGM achieve this vision by implementing changes within the corridor. Where appropriate these changes can have the potential to be scaled up to a greater Manchester level. The UoM is key a actor in this partnership and will be the scope of the report. Within this cohort this report will specifically focus on students because not only are they the largest user of the UoM campus and the corridor area in general, security concerns are major concerns amongst them, as will be discussed later.

The aims and question this report will address are outlined below:

1. What are student's main safety and security concerns when travelling around the UoM campus?

    Aim: To understand what the current concerns are regarding safety and security.

2. How successful are the current initiatives implemented by the UoM? How can these be improved?

    Aim: To demonstrate the success of the initiatives.

    Aim: To examine how can these current initiatives can be improved.

3. What new initiatives can be introduced?

    Aim: To show what more can be done to improve safety and security of travel on the campus

In order to address these aims and questions, a number of students were asked to complete a survey to gauge their options of safety and security when travelling in and around the campus. The questions asked in this survey are outlined in appendix 1. These surveys were distributing both online through social media and were physically handed out throughout the campus. 48 replies were received, of which 35% were male and 65% were female. In conjunction with this, a focus group was set up where students could discuss in more detail their opinions about the current measures the University are taking (see appendix 2 for the questions asked). This also gave them the opportunity to put forward potential changes and improvement they wish to see. This methodology is useful as perceptions of security are very subjective, therefore it was necessary to get a wide data pool.

5. Analysis

5.1 What are the security and safety concerns of students?

It is clear from the research undertaken in this report that fears for personal safety and security when travelling around the UoM campus is a major concern amongst students. Within this, feeling insecure was the major area of concern as many students felt at risk to

antisocial behaviour and crime when travelling on the campus. This is especially an issue in the following areas; leaving the University of Manchester library and Arthur Lewis building at night, waiting for the bus on the Oxford Road at night and when travelling to and from the north campus by foot. Going forwards therefore, improving security in these areas should be priority to the UoM. Additionally, these security concerns were more prominent in female students than male. This suggests security concerns are a gendered issue; the relevance of this will be discussed later on in this report.

Safety concerns amongst student are relatively low in comparison however. The following extract taken from the focus group explains one of the reasons this:

"*I feel like the cycle lanes have made a big difference… I now feel more comfortable riding my bike into university*" (Participant A, Focus group, 2017)

Here participant A is referring to the implementation of cycle lanes along the Oxford Road. These cycle lanes are among a number of safety improvements that have taken place on the UoM campus. Other improvements include the bus priority scheme and improved junctions and crossing for pedestrians. When asked if they thought these measures had sufficiently improved transport safety, the majority of students said yes. This would therefore explain why safety concerns are low compared to security concerns.

5.2 What is currently being done?

UoM currently offers a number of initiatives aimed at improving student security when moving around the campus, most notable of these are outlined below:

 Student Safe Zones:

Student Safe Zones are a set of zones within businesses along the Oxford Road and Wilmslow Road. These zones are identified as a safe place to visit or wait, for anyone who feels vulnerable or unwell. Once inside, workers in the safe zone can assist by contacting the police, emergency services or a taxi (Manchester City Council, 2017). Each business is promoted as a 'safe haven' through a zone sticker. Figure 1 is an example of a zone sticker used inside Gemini Takeaway, located on Oxford Road.

Figure 1: Safe zone sticker located inside Gemini Takeaway, Oxford Road. (Own Source, 2017).

Safe Taxi Scheme:

The safe taxi scheme is an exclusive partnership between the University of Manchester and the local private hire firm Street Cars. This scheme allows students to pay for a taxi using their student card, to ensure students get home safely even when they have no money to pay for a taxi. A student can then collect their student card in exchange for the payment of the fare when they are able to do so (University of Manchester Student Union, 2017a).

Student Shuttle Bus:

The student shuttle bus is service run by the University of Manchester. This service runs between the University Main Campus (picking students up from outside the Alan Gilbert Learning Commons) and Fallowfield (student residential area). Figure 2 is the shuttle bus used. The bus runs every hour Monday to Saturday between 9pm and 3pm, and Sunday between 9pm and midnight. The most important feature of the service is that it drops students off at their door. (University of Manchester Student Union, 2017b).

Figure 2: University of Manchester shuttle bus. (Own Source, 2017).

In conjunction with these the UoM also offers a number of other initiatives. These include free attack alarms, D-locks, a nightline, self defence classes and a hate crime reporting centre (University of Manchester Student Union, 2017c). However throughout both the surveys and the focus group, student's emphasised that they did not think the UoM was doing enough to improve safety. This therefore suggests that there is a problem with the current initiatives. This report found that rather than initiatives themselves, the problem was caused by how these are delivered. One of the key problems in delivery is that the majority of students are not aware of the current measures being taken. The Safe zones are a good example of this, as many students are not aware these safe zones exist. Even when they are aware of them, many students still do not know where they are. Figure 1 shows how these safe zones advertised, one can see how difficult these to make out. The UoM needs to increase publicity of the zones through a more aggressive marketing strategy. As many of the students questioned outlined that they thought these safe zones would have positive implications on security. This can be applied to a number of the other initiatives, as students consistently outlined that while they thought these initiatives would have positive effects, they were simply unaware of them.

Another problem with the delivery of these initiatives is that they are not frequent or large enough. The shuttle bus for example does not commence until 9 P.M, during the winter this presents a problem as student still have to travel back in the dark. Similar notions were expressed in regards to the safe zones and safe taxi, with students again expressing their

wish more a more frequent service. Therefore, the UoM should seek to address this by improving the frequency and scale of these initiatives. In summary, it is evident that while the UoM is currently making a significant effort to improve security when travelling on the campus, it needs to refine the delivery of these initiatives as many student are either not aware or feel they should be more frequent.

5.3 What else can be introduced?

While improving current schemes should be a priority, there is also a need to introduce a number of new measures. In the short term the UoM can do a number of things to improve security, these are illustrated below:

- **Improve street lighting**: This is especially the case in the areas where there is largest security concerns e.g. outside the library and Alan Gilbert building, around bus stops on the Oxford Road. Smart lighting may be a possibility here.
- **Improve CCTV:** Especially in blind spots.
- **Increased policing around campus.**

These measures should be a priority to the University as they are all relatively easy and inexpensive to implement. In conjunction with these, the UoM can look to implement an number of other initiatives over the longer term. One of these is improving the digital platform around security. Currently the University does not have a digital platform aimed at improving security on the campus. There are however a number of examples across the UK of Universities who have introduced technology such as mobile phone applications or automated numbers with the aim to improving security on campus. Take for example the 'Safezone" app, this allows students to easily and quickly contact the University security team. Features such as manual check in allow students to share their location with response teams when entering areas of high risk. Safe zone will then automatically check you out when leaving this area. Additionally the emergency alert button allows you create an emergency alert if you fear for your personal safety. The safe zone app is currently used by a seven UK universities, including the Newcastle University, University of York and Manchester Metropolitan University (Safe Zone App, 2017). Making this app available to UoM students would significantly improve perceptions of security.

6. Conclusion

In summary this report has outlined how The UoM can improve security of travel. The findings of this paper suggest that while the UoM is currently implementing a number of initiatives, there are issues in the delivery of several of these initiatives. Therefore going forward the priority should be the improvement in the delivery of these initiatives by increasing awareness and frequency of them. In conjunction with this, students outlined a desire for improved street lighting and increased security, the implementation of which should again be a priority. Over the longer term the UoM can learn from other Universities and look to improve its digital platform by introducing applications such as 'Safezone'. These Applications allow for quicker communication to help when needed.

An understanding of how the UoM can improve safety and security is part of a larger understanding of how the Corridor Manchester partnership can help TfGM achieve their 2040 vision. Going forward TfGM can take a number of things from this report in regards to how best to achieve its aim of improving safety and security. Most notable of which, is the fact that improving safety and security is as much to do with the delivery of initiatives as it is about the initiatives themselves. Secondly, TfGM should be aware that groups across Manchester have different concerns. For example security concerns tend to be greater amongst women than men, this therefore highlights the importance of tailoring policies to specific demographics needs. Finally TfGM should monitor the success of the implementation of the digital platform mentioned, as this can have potential to be scaled up to Greater Manchester level.

7. Appendices

1. How old are you? (please tick)

☐ Under 18

☐ 18-24

☐ 25-34

☐ 35-54

☐ 55+

2. What is your gender? (please tick)

☐ Male

☐ Female

3. Which of the following best fits your occupation? (please tick)

☐ I am a student

☐ I work at the university

☐ Other (please specify): _____

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4. Do you have any safety and security concerns when moving around campus? (please tick)

☐ Yes

☐ No

5. What are you main safety concerns when using transport on the Oxford road corridor? (please tick)

☐ Risk of being involved in an accident

☐ Personal safety E.G. feeling unsafe/scared

☐ Both

☐ Neither

6. Do you think enough is being done in general to improve safety when moving around the campus? (please tick)

☐ Yes

☐ No

7. Do safety concerns affect how you use the university campus? (please tick)

☐ Yes

☐ No

If "Yes" please specify how:

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8. Are you aware of any of the following initiatives? (please tick)

☐ Student safe taxi scheme

☐ Student safe zones

☐ Student shuttle bus

☐ Cycle registration scheme

☐ None of the above

9. Have you ever used any of these services? (please tick)

☐ Yes

☐ No

If "No" please specify reasons why:

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10. What measures do you think could be taken to improve personal safety when using moving around the campus? (please tick)

☐ Improved street lighting

☐ Improved policing

☐ More safe zones

☐Better pedestrian routes

☐Other (please specify):

Thank you for completing our questionnaire.

Appendix 2: Focus Group Questions

1. Do you feel unsafe when travelling around campus?
2. Why do you feel unsafe when travelling around campus?
3. Where do you feel unsafe when travelling around campus?

8. Bibliography

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