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PRESS RELEASE

Development of 'Greater Manchester Transport Strategy 2040 – Evidence Base' chosen as an example of European Good Practice
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Publication of REFORM Good Practices

As part of the Interreg [REFORM project](#), a consortium of seven organisations, located in five different European countries, supports the implementation and deployment of Sustainable Urban Mobility Plans (SUMPs)¹ as an instrument for shifting mobility towards low-carbon patterns. This project gives particular attention to regions which play a central role to encourage the adoption of SUMPs by local authorities, including small towns and medium-sized cities. The region of Greater Manchester together with Transport for Greater Manchester have been involved in the project since its inception, in January 2017.

Collection of 26 Good Practices

The REFORM project just published a collection of Good Practices on sustainable urban mobility. A total of 26 Good Practices have been collected by the REFORM partners. All Good Practices consist of implemented initiatives, projects, processes and techniques which have proved to be successful in the area of sustainable urban mobility planning. The Good Practices have been selected for their potential to help regions to elaborate SUMPs at the regional level, to increase the number of cities in the region which elaborate a SUMP or to support the implementation of SUMPs in small and medium-size municipalities.

The 26 Good Practices come both from the four REFORM regions: Emilia-Romagna (Italy), Central Macedonia (Greece), Greater Manchester (UK) and Parkstad Limburg (Netherlands) and from other European regions and cities. The Good Practices have been compiled into a single booklet: [EU good practices on sustainable mobility planning and SUMP](#).

Greater Manchester as an example

The region of Greater Manchester is one of the largest Good Practices providers with six Good Practices included. Among the Good Practices from Greater Manchester, the 'Greater Manchester Sustainable Urban Mobility Plan (SUMP) Evidence Base and Information Gathering' has been judged as being very inspiring by the other participating regions and has also been published by the INTERREG Secretariat. The Good Practice highlights the process undertaken by Transport for Greater Manchester to develop their Greater Manchester Transport Strategy 2040 (SUMP) on trends and data that were relevant to the city region. A total of six evidence bases were compiled as below to ensure the intentions and aspirations of the SUMP were grounded in trends and data that were locally relevant:

1. Economy and Employment
2. Society and Community
3. Urban Development
4. Environment and Resources
5. Technology and Innovation

¹ A Sustainable Urban Mobility Plan is a strategic plan designed to satisfy the mobility needs of people and businesses in cities and their surroundings for a better quality of life. It builds on existing planning practices and takes due consideration of integration, participation, and evaluation principles. www.eltis.org/mobility-plans/sump-concept

6. Policy and Governance

The 'Greater Manchester Transport Strategy 2040 – Evidence Base' was published in conjunction with the SUMP and can be found here: <https://tfgm.com/2040>

An inspiration for regions

The Good Practices have been selected according to the REFORM region's needs and priorities regarding the development of sustainable urban mobility planning both regionally and locally. They will serve as an inspiration the REFORM regions and will be integrated in their respective regional Action Plans (APs) at a later stage.

In the case of Greater Manchester, Transport for Greater Manchester plans to implement 'Employer approach by Maastricht Bereikbaar: influencing employees' mobility behaviour' which was first implemented in South Limburg in the Netherlands. TfGM plans to use the Good Practice to further enhance its projects around travel behaviour change work.

The booklet "EU good practices on sustainable mobility planning and SUMP" is available at:
<http://bit.ly/REFORM-GPs>

About REFORM

Sustainable Urban Mobility Plan (SUMP) is a rather new concept with high potentialities of improving low carbon economy policies. Up to now, despite the existence of many studies, the availability of several reference documents and a series of European projects and initiatives, only a limited number of cities across Europe have adopted a SUMP. This is due to competence, knowledge, technical and normative limits together with poor financing by the local administration.

The goal of the REFORM project is to improve, through a mutual learning process, the policies of Regional Operational Programs supporting the funding and diffusion of SUMP as the main planning instrument for shifting mobility towards a low carbon intensive mobility pattern. REFORM new approach is based on the key role of Regions which can trigger SUMP development process amplifying the adoption rate by the cities setting a suitable strategic framework, able to overcome the existing limit. A strong exchange of experiences will be put in place in order to generate a huge interregional learning process involving at different stages key stakeholders with an ultimate scope to produce European added value. Four policy instruments will be addressed and consequently four Actions Plans will be prepared.

REFORM is an INTERREG Europe project and has received funding from the European Regional Development Fund

More information about REFORM: www.interregeurope.eu/REFORM

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