Introducing Cross City Bus Travel
between East Didsbury, Manchester, Middleton and Salford

Help shape the future

Get involved by 24 December 2009
Introduction

These are exciting times for everyone involved in improving our transport network. A key part of our work is to improve transport connections along three of the region’s busiest roads to the north, south and west of Greater Manchester. We are working in partnership with Manchester, Rochdale and Salford councils to identify how to improve these important corridors. Our plans include introducing highway, bus priority and congestion management measures, together with significant improvements for pedestrians and cyclists.

Our major aim is to improve access to employment, healthcare and education and to support economic growth in our towns and cities. These new developments will enable bus services to run across Manchester city centre from Middleton and Salford corridors and access Oxford Road, without passengers needing to change buses.

We want to ensure that we get these measures right, and so I would like to encourage you to read this leaflet and provide your feedback.

Councillor Keith Whitmore,
Chair of Greater Manchester Integrated Transport Authority
Benefits

This major investment is designed to improve your journey whether you travel:

**By car**
- New traffic signal technology will help to ensure the smooth flow of traffic along these main routes.
- Road widening, where possible, will provide more space for buses leaving the existing road space for general traffic.
- These improvements will provide people with a genuine choice about how to travel and will leave more space for essential car journeys.

**By bus**
- Large numbers of bus passengers will benefit from more reliable bus journey times and quicker cross city journeys.
- Direct links would also be introduced from the areas formerly served by the relocated Booth Hall and Pendlebury children’s hospitals to the new children’s hospital on Oxford Road.

**By bike**
- New cycle lanes will be introduced to provide improved, safer links between key locations along the routes.
- The large numbers of existing cyclists who travel along Oxford Road would benefit from improved cycle lanes along this important route.

**On foot**
- Improved pedestrian crossings will be introduced at key junctions along the routes.
- Footways will be widened, particularly along Oxford Road, to provide pedestrians with more attractive walking routes.

We will also work with local authorities, shops and businesses to ensure the improvements benefit and maintain access to local centres along the routes, including replacing car parking where possible.
General traffic will be able to travel towards central Manchester along Princess Street.

Improved pedestrian facilities on Upper Brook Street.

Buses, cycles, hackney carriages and wider footways for pedestrians.
Improvements to bus terminus and nearby junctions for pedestrians and general traffic.

Detailed plans for this section are available online and via the contact details enclosed.

Key
- Existing highway
- Existing bus lane
- New bus lane
- Contraflow bus lane
- Bus, cycle & hackney carriage only
- New cycle lane
- Universities

RUSHOLME

Platt Ln
Dickenson Rd

Platt Fields Park

Wilbraham Rd
Moseley Rd

Egerton Rd

Mauldeth Rd West
Burton Rd
Palatine Rd

Cotton Ln

Fog Ln

School Ln

Didsbury Park

Kingsway

Parrs Wood Rd

Wilmslow Road

Didsbury

DIDSBURY

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Key questions

Why is it important to improve bus travel?

Every year there are approximately 260 million journeys made by public transport in Greater Manchester, 85% of which are made by bus. Currently, passengers travelling from Middleton and Salford towards the Oxford Road area have to change in Manchester city centre. Cross city services will provide an attractive alternative to the car, an essential part of delivering a sustainable transport network.

Will this mean improved bus services along these routes?

Yes, GMPTE is working with local bus operators to identify how to improve services and provide cross city links through Manchester. Bus services running along these routes would be required to meet minimum standards, such as:

- providing low floor vehicles;
- providing CCTV security;
- low emissions vehicles; and
- meeting targets for punctuality and reliability.

We are working with local bus operators with the intention of improving service standards through voluntary partnership arrangements. Statutory options are also available to us and will be pursued as necessary.

What difference does my opinion make?

Local residents and businesses know their roads and bus services, and where problems can occur. Your detailed feedback will ensure improvements reflect local issues.
Your views count

This is your opportunity to influence the future of bus travel. Please tell us how our plans can be improved further, or if there are other parts of the routes that also need improving. Please tell us by 24 December 2009. You can complete the enclosed response slip or:

Write to: **FREEPOST GMPTE - BUS 2009**

Email: **views2009@gmpte.gov.uk**

Text: “**VIEWS**” followed by your comments to **60777**. Texts will be charged at your standard network rate.

For more detailed information about measures on this and other routes:

log onto: **www.gmpte.com/haveyoursay**

or call: **0800 917 8808** (Mon-Fri; 9am to 5pm).

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**Visit an exhibition**

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<thead>
<tr>
<th>When</th>
<th>Time</th>
<th>Where</th>
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<tbody>
<tr>
<td>22 October</td>
<td>1pm - 7pm</td>
<td>Salford Civic Centre, Chorley Road</td>
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<tr>
<td>29 October</td>
<td>12pm - 6pm</td>
<td>Beesley Green Centre, Greenleach Lane</td>
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<td>20 October</td>
<td>12pm - 7pm</td>
<td>Middleton Arena, Corporation Street</td>
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<tr>
<td>5 November</td>
<td>12pm - 7pm</td>
<td>North City Library, Rochdale Road</td>
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<tr>
<td>21 October</td>
<td>4pm – 8pm</td>
<td>Didsbury Library, Wilmslow Road</td>
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<td>30 October</td>
<td>12pm – 7pm</td>
<td>The Manchester Museum, Oxford Road</td>
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<tr>
<td>27 October</td>
<td>10am - 4pm</td>
<td>GMPTE Online Centre, Piccadilly Gardens</td>
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<td>2 November</td>
<td>12pm – 7pm</td>
<td>Central Library, St. Peter’s Square</td>
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What happens next?

All your feedback will be collated by a third party organisation. Every comment received will be sent to GMPTE before any decisions on planned improvements are finalised.

Any necessary changes to traffic regulations will be published in local newspapers, on streets, and on council websites so that local residents and businesses are kept fully informed about the final plans for their area. The final sets of improvements, including any responses to the statutory Traffic Regulation Order process, will be presented to your local authority for their consideration and approval.

Once the measures have been agreed, works are scheduled to take place over the next few years.

The bigger picture

The plans to introduce cross city bus travel are part of a larger programme to deliver £1.5 billion of transport improvements over the coming years.

Looking to the future, these improvements will form part of a larger plan to improve travel called ‘A Transport Strategy for Manchester City Centre’. This strategy is about ensuring the transport network supports economic growth and makes the city centre a livelier and more vibrant place for everyone. A consultation on this wider strategy will begin in October 2009.

This would involve creating a more attractive central area, free of through traffic, which can be enjoyed by workers, shoppers and tourists; all of whom would benefit from improved pedestrian links, better public transport links and, ultimately, improved air quality.