# The Evidence Base

The evidence base supports the 2040 Strategy by setting out recent trends across a number of topics.

This provides a picture of the current transport situation and highlights future opportunities.

Six sections to the evidence base:
- Economy and Employment
- Society and Community
- Urban Development
- Environment and Resources
- Technology and Innovation
- Policy and Governance

# Economy and Employment

Transport for Greater Manchester

Needed to acknowledge a broad range of issues and their potential influence on travel demand:

- **Northern Powerhouse** - the need for cross boundary thinking.

- **Productivity** - more specialised and skilled jobs.

- **Labour participation** - reduction in unemployment and an increase in later life working.

- **Spatial distribution of employment (GMSF)** - increasing centralisation (in the context of a polycentric GM), connecting deprived communities with appropriate opportunities.

- **Congestion and overcrowding** - demand management e.g. encourage flexible working practices.

- **Visitor economy** - promote sustainable choices.

Key influences on the content included:

- **District interests** - workshops held with officers of all 10 GM districts in order to gather opinion on relevant issues.  GMCA also involved in the coordination of research activities.

- **Appropriate scale for influencing strategic thinking** - needed to avoid providing content that was overly focussed on specific issues.

- **Visualisation** - important that a public facing document brought spatial issues to life.

- **Data availability** - evidence needed to be readily available and of a non-commercially sensitive nature.

- **Timescales** - the need to issue a document meant that the outcomes of certain activities would need to be the subject of a future Evidence Base 'Refresh' e.g. GMSF.

A number of on-going activities are likely to influence:

- **GMSF** - the current 'rewrite' of GMSF is expected to place a greater emphasis on GM's Key Centres.

- **Spatial Themes quantification** - improved understanding of the scale and characteristics of each spatial theme.

- **Segmentation Tool** - improved insight capabilities that enable the GM population to be segmented based upon their characteristics.

All of the above have the potential to play an important role in our effort to develop and maintain an Evidence Base that will lead to informed decision making…

# Society and Community

- **"Improving the Quality of Life"** was one of the key pillars of Vision 2040, the document that preceded the Transport Strategy, and discussed the broad principles of what Transport should achieve.

- Internal and external consultations firmed up several key areas that people wanted to see attention on:

  - Population Growth

  - Inequality

  - Changing Attitudes

  - Safety

  - Health

- **A growing GM resident population**

- **An ageing GM resident population**

- **Tackling income & health inequality**

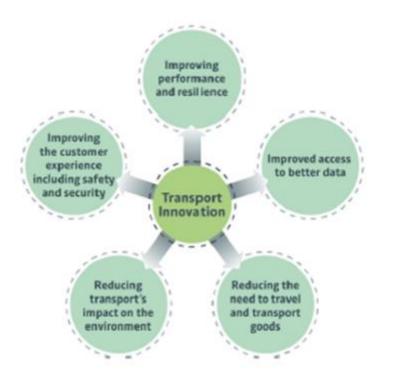- **Changing Attitudes and Behaviors**

- **Security and Safety**


- Themes largely summarized at a high level, often using national research, and supported by local detail where available.

- Further research is being conducted by TfGM, GMCA, & Greater Manchester's universities.

# Technology and Innovation

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Vision Statement: "We will seek to exploit new technologies and innovative approaches where we believe they add real value to the delivery of our strategy, particularly in five key areas":

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Greater Manchester

- **Fast paced change**

- **Opportunities to improve services and planning process**

- **Unusual investment structures**

- **Trend identification**

Current trends and impacts identified at a high level to highlight future opportunities

Ongoing monitoring required to ensure new developments can benefit Greater Manchester