

Interreg North-West Europe eHUBS

4 European Regional Development Fund

Operational Plan for Greater Manchester

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Summary sheet

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Project partners

Organisation	Abbreviation	Country
Gemeente Amsterdam	AMS	The Netherlands
Promotion of Operation Links with Integrated Services aisbl (POLIS)	POLIS	Europe
Taxistop asbl	Taxi	Belgium
Autodelen.net	Auton	Belgium
Bayern Innovativ GmbH	BI	Germany
Cargoroo	CA	The Netherlands
URBEE (E-bike network Amsterdam BV)	URBEE	The Netherlands
Gemeente Nijmegen	NIJ	The Netherlands
Transport for the Greater Manchester	TfGM	Great Britain
Stad Leuven	LEU	Belgium
TU Delft	TUD	The Netherlands
University of Newcastle upon Tyne	UN	Great Britain
Ville de Dreux	DR	France
Stadt Kempten (Allgäu)	Kemp	Germany
Universiteit Antwerpen	UAntwerp	Belgium

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1. Executive Summary

Transport for Greater Manchester (TfGM) are a project partner in the Interreg North-West Europe funded eHUBS project. The pilot aims to accelerate the transition to shared and electric mobility services and, as a consequence, reduce carbon emissions. In this report, the wider project is referred to as the 'eHUBS project' or 'project' whilst Greater Manchester's particular implementation is referred to as the 'eHUBS pilot' or 'pilot'.

The purpose of this report, as defined in the Stage 2 Proposal, is to define for the pilot:

- locations;
- mix / number of vehicles;
- how many square metres are needed at each site.

The report follows the structure of headings and questions set by the work package leader, City of Leuven:

- Location determination (Section 2)
"How was the specific location determined and why?"
- Offer of shared mobility and additional services (Section 3, combined with the below)
"What will be offered there and why?"
- Infrastructure (Section 3, combined with the above)
"What is required to be installed for the functioning of the eHUB?"
- Communication (Section 4)
"How will it be communicated to the different stakeholders?"

A summary is provided in the table overleaf.

It must be noted that the locations are not finalised, and approval from local authorities (which will include critical considerations such as road safety) is still required before finalisation.

eHUB	level	e-car-club spaces / vehicles @ c.12m ² – 18m ²	e-cargobike spaces / vehicles @ c.3m ²
#1 Prestwich Town Centre	2 (regional)	2 (Fairfax Rd. Car Park)	-
#2 Bury Town Centre	2 (regional)	2 (Market Car Park / Trinity St. Car Park)	-
#3 East Didsbury Metrolink Park & Ride (*)	2 (regional)	2 (Metrolink P&R)	TBC
		plus delivery locker trial	
#4 Chorlton & Whalley Range North East	3 (local)	-	5
#5 Chorlton & Whalley Range South East	3 (local)	-	3
#6 Chorlton & Whalley Range South West	3 (local)	2 (Provis Rd.)	2
#7 Chorlton & Whalley Range North West	3 (local)	2 (Nicolas Rd.)	4
#8 Levenshulme West	3 (local)	-	3
#9 Levenshulme Station	2 (regional)	2 (Station Car Park)	1
#10 Levenshulme East	3 (local)	-	5
#11 Ancoats	3 (local)	2 (Blossom St.)	2
Totals		14	25

Table 1: Executive summary of eHUB locations, number / mix of vehicles and space required

2. Location selection

Areas for the eHUBS pilot sites have been identified by the Strategic Development team within TfGM, drawing on partners' Deliverables D.T1.1.1 (Functional Requirements), D.T1.2.2 (Joint Methodology), D.LT.1.1 & D.LT.1.2 (Business Case Development Workshops) and D.T2.2.1 (Indicator Maps).

With reference to the WP.T1 deliverables mentioned, the eHUBS system proposed in Manchester is 'back-to-one' (i.e. the vehicles must be returned to their starting point) and the locations are type 2 & 3 ('regional' & 'local'). With reference to the WP.LT deliverables mentioned, business model 2 ('clustered') is the best description. Please refer to the deliverables themselves for further context on the terms; extracts are given below.

Back-to-one: *the means of transport needs to be returned to the point of departure. This can be a constraint on the usage numbers (an average of 2 times/day). On the other hand it requires limited infrastructure. It is centralised and can be controlled easily, which usually leads to lower prices. There is the added security of having your vehicle available for a return trip.*

Location type 2: *The regional eHUB should have possibilities to travel within the region. It is an arrival as well as a departure station, but also some transit. It usually has a direct public transport link to a type one eHUB (or location with this type of potential). This can also be a carpool or [park and ride].*

Location type 3: *Local eHUBs are the ones that are predominantly departure (or arrival) stations. They should be close to home locations as to lower the hurdle or limits to use them instead of private vehicle types. When located in more rural areas it often has limited or on-demand access to public transport. These stations are the ones with ability to promote shared mobility ownership (not only the usage at big transfer stations). Making the offer close to home – walking distance – will determine success for this local type.*

Business model 2: *Clustered shared (e-)mobility Locations centralising the supply of shared mobility modes in certain areas, creating a recognisable place where a shared mobility offer can be found.*

The 'back-to-one' operation and 'clustered' business model characteristics largely follow from practical matters – chiefly the operating model of the project partner Cargoroo, which provides the e-cargobikes to Greater Manchester for the eHUBS pilot. We have listened to Cargoroo and designed our pilot to suit. Other operating models and business models would of course be possible in Greater Manchester, but we cannot explore all of them within the limited scope of the eHUBS pilot.

The 'regional' and 'local' location types (as opposed to an 'inter-regional' location type) have largely been driven by the user personas supplied by Cargoroo, which focus on family/leisure and small business markets. As documented more fully in TfGM deliverable D.T1.2.1 (Strategic Plan), a simple strategic review of Greater Manchester identified outlying neighbourhoods as being better-suited to these markets than the major town centres or the Regional Centre.

As documented in TfGM deliverable D.T1.2.1 (Strategic Plan), Greater Manchester is a conurbation of over 2.8 million people. It is highly polycentric – being comprised of ten metropolitan districts with each of these having at least one major centre.

Given the small scale of the eHUBS pilot, it is inevitable that it cannot achieve coverage of the many areas of Greater Manchester that ultimately could have high potential for eHUBS. Error! Reference source not found. below, an eHUBS ‘heatmap of potential’ extracted from TU Delft’s deliverable D.T2.2.1, illustrates this. Whilst it is immediately apparent that Manchester City Council (MCC) has the greatest density of potential, it shows that all ten districts have areas of high potential for eHUBS.

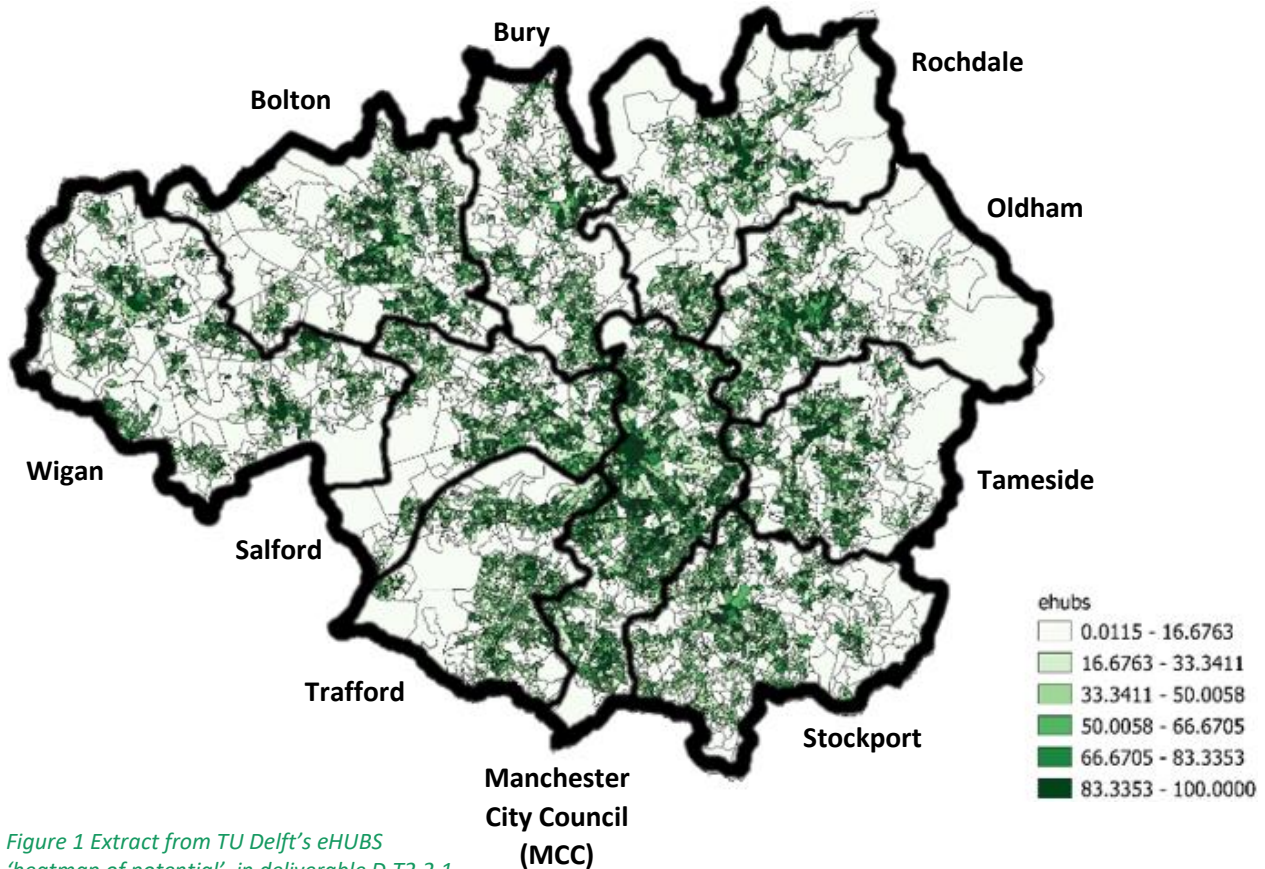


Figure 1 Extract from TU Delft’s eHUBS ‘heatmap of potential’, in deliverable D.T2.2.1

As documented in TfGM deliverable D.T1.2.1 (Strategic Plan), a number of factors – including demographic and socioeconomic data, current cycling levels, presence of existing electric charging infrastructure, interfaces with other transport schemes and opportunities for replication after the trial – were considered before selecting Bury and MCC as the two districts in which to trial eHUBS.

Within these two districts, further strategic review (documented in TfGM deliverable D.T1.2.1, Strategic Plan) led to the following proposals for neighbourhoods in which to trial cluster-based eHUBS:

- Bury
 - Prestwich & Heaton Park (e-car-club + e-cargobike)
 - Bury Town Centre (e-car-club only)
- MCC
 - Didsbury (e-car-club + e-cargobike)
 - Chorlton & Whalley Range (e-car-club + e-cargobike)

Since TfGM deliverable D.T1.2.1 (Strategic Plan) was drafted in early 2020, we have been engaging with the local authorities of these districts. TfGM is the local government body responsible for delivering Greater Manchester's transport strategy and commitments – it is not the city authority itself, unlike many other eHUBS partner cities.

All of our eHUBS locations therefore require the cooperation of the relevant local authority, and where the location is on the public highway or footway it requires the explicit agreement of the local authority. Local public consultation will be needed in many instances before the locations are finalised.

Within Bury, engagement with the local authority has resulted in e-cargobikes being excluded from the Bury pilot due to concerns that a pilot of e-cargobikes – should it not succeed – could have a negative effect on prospects for a wider bike hire scheme in the Prestwich and Heaton Park area.

Within MCC, this engagement has resulted in the addition of Levenshulme and Ancoats as pilot areas for both e-car-club and e-cargobikes. This aligns eHUBS with separate proposals for Levenshulme to become an 'active neighbourhood' and for Ancoats to host a 'mobility hub'. This engagement has also resulted in the exclusion of e-cargobikes from the proposal for Didsbury due to concerns regarding a lack of suitable locations to station the e-cargobikes on the pavements in this area, which are generally narrow. However, the e-car-club location at the East Didsbury Metrolink terminus and park-and-ride has been retained. Piloting e-car-clubs at park-and-ride sites remains a key interest for TfGM, as there are multiple replication opportunities available should it prove a success. East Didsbury Metrolink terminus and park-and-ride will also be investigated for e-cargobike provision (TBC).

A slightly revised set of pilot areas therefore results from the above engagement:

- Bury
 - Prestwich (e-car-club only)
 - Bury Town Centre (e-car-club only)
- MCC
 - East Didsbury (e-car-club only, e-cargobike TBC)
 - Chorlton & Whalley Range (e-car-club + e-cargobike)
 - Levenshulme (e-car-club + e-cargobike)

A brief profile of the mix and number of vehicles, plus the square metres required at each site, is given in Section 3 overleaf. However, **Table 1** in the Executive Summary provides the best overview.

3. Offer of shared mobility and other services, and necessary infrastructure at each site

3.1 General notes on the offer of shared mobility and other services

For the eHUBS project, TfGM have committed to enabling the operation of 25 e-cargobikes and between 5 and 10 e-car-club vehicles. At the time of writing, it appears possible the number of e-car-club vehicles may exceed the upper end of the target range, with a final figure closer to 15 e-car-club vehicles.

This vehicle mix was selected for a number of reasons:

- Some vehicles, such as e-scooters, were illegal in the UK at the time of eHUBS project initiation.
- GM is investing significantly in cycling infrastructure, through initiatives such as the Bee Network and Bike Hire scheme. It is intended that the e-cargobike component of eHUBS will complement this and will provide insight into the utility/uptake of e-cargobikes.
- The provision of e-car-club vehicles helps towards a number of TfGM's strategic commitments. They could be an important contributor to achieve the key aims set out in Greater Manchester's Transport Strategy 2040: creating an integrated, sustainable, and well-co-ordinated transport system that supports a wide range of different travel needs. In particular, the Congestion Deal aims to tackle the causes of congestion through transport bodies, businesses and individuals working together across the region – and the 5 Year Environment Plan for Greater Manchester sets a challenging target of becoming a carbon neutral city region by 2038. This is a science-based target that puts Greater Manchester on the pathway to make a fair contribution towards the Paris Agreement and a globally stable climate. The move away from internal combustion engine vehicles to electric vehicles will play a major part in achieving this goal, and it is envisaged that providing e-car-club vehicles as part of eHUBS will:
 - allow existing car club users to switch from internal combustion engines to electric vehicles;
 - provide a try-before-you-buy opportunity with regard to electric vehicles for both existing and new car club users, to encourage uptake of electric vehicles more generally;
 - provide an opportunity for some users to dispense with their private vehicles;
 - investigate a potential income stream from the e-car-club provider that can contribute to electric vehicle charging infrastructure provision;
 - grow and provide data on the market for e-car-clubs in GM, enabling further e-car-clubs.

For the e-cargobikes, Cargoroo will need to appoint a local operator/maintainer. A form of agreement will be required between Local Authorities, TfGM, Cargoroo and the local operator/maintainer. Likewise, for the e-car-club a form of agreement will be required between Local Authorities, TfGM, the e-car-club operator/maintainer and the electric vehicle charging infrastructure operator/maintainer.

Cargoroo have indicated that delivery of the 25 e-cargobikes has been delayed due to the COVID-19 pandemic. It is now envisaged that the e-cargobikes will begin operations in financial Q1 of 2021/22.

Following the appointment of a suitable e-car-club operator, this aspect of the eHUBS pilot is expected to begin operations in financial Q4 of 2020/21.

3.2 General notes on necessary infrastructure

3.2.1 e-car-club

The e-car-club vehicles require a dedicated parking space with access to a ‘fast charger’ (i.e. providing on the order of 10-20 kW, as opposed to a ‘rapid charger’ on the order of 40-50 kW). The typical size of a parking space is assumed as 12m² to 18m². Markings and signage are also assumed to be required.

Existing (and forthcoming) electric vehicle charging sites and car club sites are preferred. In the case of electric vehicle charging sites, the reasoning is that some existing power distribution infrastructure will exist and this ‘brownfield expansion’ situation should be easier to assess and plan than ‘greenfield’ sites. In the case of car club sites, the reasoning is that some existing demand for car clubs has been established thereby minimising the risk of under-use.

3.2.2 e-cargobike

The e-cargobikes use a ‘battery-swap’ system and therefore only require sufficient space, approximately 3m² (3m x 1m) with fixed infrastructure to lock the e-cargobike to, i.e. a Sheffield stand. Markings and signage are considered to be optional for the e-cargobikes; features such as a coloured ‘wrap’ of the Sheffield stands will be considered as part of the communications and branding activity.

TfGM have decided that from a safety perspective, e-cargobikes should not be situated on or near to main A-roads or B-roads, so that users have a good stretch of quieter road (around 100m minimum preferred) to acclimatise to the e-cargobike’s handling before reaching a main A-road or B-road. The final approval by the local highways authority will need to take into account the road safety aspect.

Locations with existing Sheffield stands are preferred, as they have typically been installed in logical ‘focal points’ of local areas such as corner shops. In these locations, additional stands may be added.

3.3 Bury

3.3.1 eHUB #1 – Prestwich Town Centre (e-car-club only)

Within Prestwich, the specific location was determined as Fairfax Road Car Park. This is in a town centre location with residential properties surrounding it. The Prestwich Metrolink (light rapid transit) stop is approximately 150m away, a number of bus routes along the A56 are at a similar distance, and the motorway network (M60/M62) is at approximately 750m. The Metrolink stop has both car parking and cycle parking provision. An e-car-club at Fairfax Road Car Park would therefore have a source of local users, plus the possibility (to be investigated as part of the pilot) for users to connect from further afield via Metrolink. The proximity of the M60/M62 via the A56 provides strategic road network access for the e-car-club vehicles. For all these reasons, this is therefore classed as a Level 2 ‘regional’ eHUB.

The 2x existing electric vehicle charging spaces in the Fairfax Road Car Park are relatively well-used, but have suffered from maintenance and availability issues (now being resolved as part of a separate project). It was not considered credible to take existing electric vehicle charging spaces away for the eHUBS pilot. It is therefore proposed to install an additional charging post and create 2x new spaces – making 4x in total, with the 2x new spaces dedicated to e-car-club vehicles for the duration of the pilot.

- mix / number of vehicles: 2x e-car-club vehicles
- square metres: 2x spaces @ c.12-18m², i.e. 24-36m² total
- infrastructure: 1x new charging post; markings and signage for 2x spaces

3.3.2 eHUB #2 – Bury Town Centre (e-car-club only)

Within Bury Town Centre, there are 5x existing electric vehicle charging sites with 2x spaces each. A simple evaluation was undertaken which identified the preferred locations for 2x e-car-club vehicles as being Market Car Park and / or Trinity Street Car Park. These car parks are close (c.300m) to Bury Interchange, which is both a Metrolink (light rapid transit) terminus and a major bus interchange, and has both car parking and cycle parking provision in a Cycle Hub (cycle parking within an access-controlled shelter). The A58 road is immediately adjacent, with the motorway network (M66) at approximately 2km. There are also terraces of housing around Spring Street (at c.150-200m) and educational (e.g. Bury College) and commercial (e.g. Bury Market) land uses nearby.

An e-car-club at Market and / or Trinity Street Car Parks would therefore have a source of local users, plus the possibility – to be investigated as part of the pilot – for users to connect from further afield via the Interchange. The proximity of the M66 via the A58 provides strategic road network access for the e-car-club vehicles. For all these reasons, this is therefore classed as a Level 2 ‘regional’ eHUB.

The electric vehicle charging spaces in Bury Town Centre are relatively well-used, although there is some variation across the sites. Market Car Park and Trinity Street Car Park were preferred due to their large overall size, mitigating the capacity and revenue impact of losing any bays to electric vehicle charging and / or e-car-club use. It was not considered credible to take existing electric vehicle charging spaces away for the eHUBS pilot. It is therefore proposed to install an additional charging post and create 2x new spaces, dedicated to e-car-club vehicles for the duration of the pilot. Whether both the e-car-club vehicles are grouped in one car park or split across the two car parks is still to be decided.

- mix / number of vehicles: 2x e-car-club vehicles
- square metres: 2x spaces @ c.12-18m² i.e. 24-36m²
- infrastructure: 1x new charging post, markings and signage for 2x spaces

3.4 Manchester City Council (MCC)

3.4.1 eHUB #3 – East Didsbury Metrolink Park & Ride (e-car-club only, at present)

This is the current terminus of the Metrolink (light rapid transit) East Didsbury line. It is also a major park-and-ride with 302 parking spaces. There are six GMEV parking spaces, racks of bike stands, and a Cycle Hub (cycle parking within an access-controlled shelter). National Cycle Network Route 62 (the Transpennine Trail) runs mostly traffic-free c.750m to the Mersey Valley, and Route 55 runs on quieter roads c.2km to the Mersey Valley. Buses pass down each side of the site, and the M60 orbital motorway is at c.1.5km. Residential, commercial and educational land uses surround the site.

An e-car-club at East Didsbury Metrolink Park & Ride would therefore have a source of local users, plus the possibility (to be investigated as part of the pilot) for users to connect from further afield via Metrolink. The proximity of the motorway makes this a potentially strategic location for e-car-club. For all these reasons, this is therefore classed as a Level 2 ‘regional’ eHUB. Piloting e-car-club vehicles at park-and-ride sites is a key interest for TfGM, as there are multiple replication opportunities available should it prove a success.

The 6x existing electric vehicle charging spaces in East Didsbury Park & Ride are relatively well-used, but due to the number of spaces (unlike other locations such as Prestwich and Bury Town Centre) it was considered credible here to take 2x existing electric vehicle charging spaces for the e-car-clubs pilot.

Provision of e-cargobikes is still under consideration at this site in order to target the National Cycle Network described above – but this is subject to further safety and practical checks in relation to crossings of the Metrolink tracks and cycle barriers that are in place at the site.

- mix / number of vehicles: 2x e-car-club vehicles
- square metres: 2x spaces @ c.12-18m² i.e. 24-36m²
- infrastructure: 1x upgraded charging post on existing site; markings and signage for 2x spaces

3.4.2 HUBs #4, #5, #6 and #7 – Chorlton & Whalley Range (e-car-club and e-cargobike)

The strategic reasons for selecting Chorlton and Whalley Range as the largest pilot area within MCC are described in section 3.1 of TfGM deliverable D.T1.2.1 (Strategic Plan). Four clustered eHUBS are to be provided in Chorlton and Whalley Range, all classed as Level 3 ‘local’ eHUBS.

- eHUB #4 Chorlton & Whalley Range North East –
Whalley Range, shown as Zone A in **Figure 2** overleaf.
 - mix / number of vehicles: 5x e-cargobikes
(e-cargobikes provided as a local network for shopping / leisure use in a residential area)
 - square metres: 5x 3m²
 - infrastructure: 5x Sheffield stands
- eHUB #5 Chorlton & Whalley Range South East –
including the area around St. Werburgh’s Road Metrolink, shown as Zones B & C in **Figure 2** overleaf
 - mix / number of vehicles: 3x e-cargobikes
(e-cargobikes provided as a local network for shopping / leisure use in a residential area)
 - square metres: 3x 3m²
 - infrastructure: 3x Sheffield stands
- eHUB #6 Chorlton & Whalley Range South West –
including the Beech Road, Chorlton Green and Ivy Green areas, shown as Zone D in **Figure 2** overleaf
 - mix / number of vehicles: 2x e-car-club vehicles and 2x e-cargobikes
(e-car-club vehicles located at Provis Road, an existing car club location that currently has 1x internal combustion engine vehicle – eHUBS increases the offer here and electrifies it; e-cargobikes provided as a local network for shopping / leisure and small business use)
 - square metres: 2x spaces @ c.12-18m² i.e. 24-36m² for e-car-club; 2x 3m² for e-cargobikes
 - infrastructure: 1x new charging post, markings and signage for 2x spaces; 2x Sheffield stands
- eHUB #7 Chorlton & Whalley Range North West –
including Longford Park, Ryebank Fields and Oswald Rd. areas, shown as Zone F in **Figure 2** overleaf
 - mix / number of vehicles: 2x e-car-club vehicles and 4x e-cargobikes
(e-car-club vehicles located at Nicolas Road, an existing car club location that currently has 2x internal combustion engine vehicle – eHUBS electrifies the offer at this location; e-cargobikes provided as a local network for shopping / leisure and small business use)
 - square metres: 2x spaces @ c.12-18m² i.e. 24-36m² for e-car-club; 4x 3m² for e-cargobikes
 - infrastructure: 1x new charging post, markings and signage for 2x spaces; 4x Sheffield stands
- Note: no suitable sites for e-cargobikes have currently been found in Zone E or Zone G in **Figure 2** overleaf, due to proximity to main roads and narrow pavements.



Figure 2 Overview of Chorlton & Whalley Range pilot. Final locations subject to local consultation / local authority agreement.

3.4.3 eHUBS #8, #9 and #10 – Levenshulme (e-car-club and e-cargobike)

Levenshulme is a prospective ‘active neighbourhood’ within MCC, with the stated aim to “improve safety and air quality, promote active travel and reduce the reliance on cars for short journeys.”

Levenshulme Station Car Park, which sits at the centre of the area, is proposed (as part of a separate project) to receive a ‘rapid charger’ with 2x parking bays reserved for private vehicle rapid charging. Providing an additional ‘fast charger’ to pilot 2x e-car-club vehicles here is a natural extension of this provision and will create a cluster of electric vehicle infrastructure at a location that is already a focal point for the community (a weekly market is held in the car park).

The station itself has northbound services towards Manchester City Centre and southbound services towards Stockport Town Centre, whilst the M60 motorway is at approximately 4km via the A6. There are residential and commercial land uses on all sides.

An e-car-club at Levenshulme Station would therefore have a source of local users, plus the possibility (to be investigated as part of the pilot) for users to connect from further afield via rail services. The strategic road network connectivity is less than at other locations (Bury Town Centre, Prestwich, East Didsbury) but due to the rail connectivity this is classed as a Level 2 ‘regional’ eHUB.

Clustered eHUBS to the west and east of Levenshulme, providing a network of e-cargobikes and classed as Level 3 ‘local’ eHUBS, will complete the offer.

- eHUB #8 Levenshulme West –
between the Airport line and West Coast mainline railways, serving Zones K to O in **Figure 3** below
 - mix / number of vehicles: 3x e-cargobikes
 - square metres: 3x 3m²
 - infrastructure: 3x Sheffield stands
- eHUB #9 Levenshulme Station –
in the station car park, as a central eHUB serving multiple zones in **Figure 3** below
 - mix / number of vehicles: 2x e-car-club vehicles and 1x e-cargobike
 - square metres: 2x spaces @ c.12-18m², i.e. 24-36m² for e-car-club; 1x 3m² for e-cargobike
 - infrastructure: 1x new charging post, markings and signage for 2x spaces; 1x Sheffield stand
- eHUB #10 Levenshulme East –
to the east of the main A6 road, serving Zones J to H in **Figure 3** below
 - mix / number of vehicles: 5x e-cargobikes
 - square metres: 5x 3m²
 - infrastructure: 5x Sheffield stands

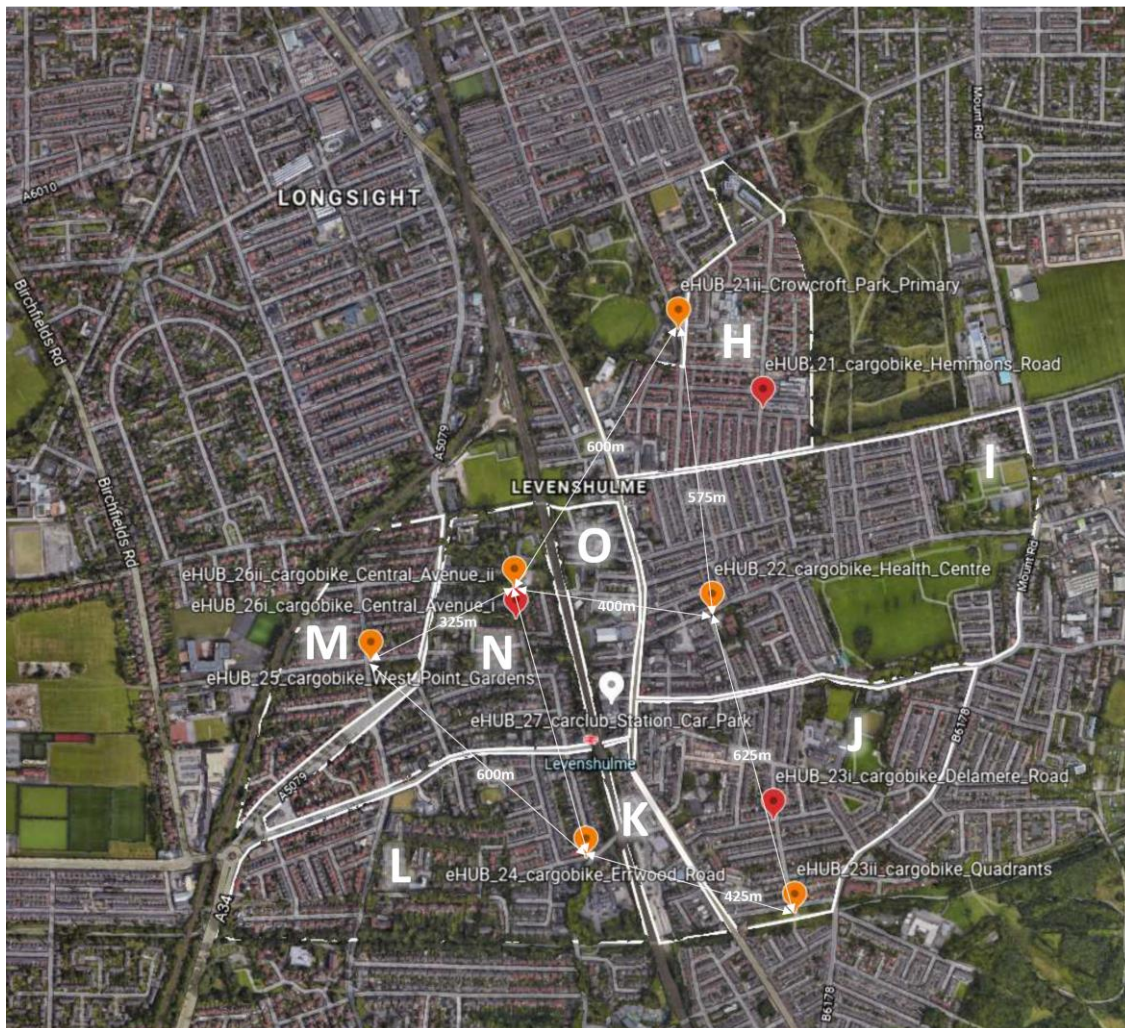


Figure 3 Overview of Levenshulme pilot. Final locations subject to local consultation / local authority agreement.

3.4.4 eHUB #11 – Ancoats (e-car-club + e-cargobike)

To be completed in the final draft.

Update Jan 2022

With the above principles and methodologies in mind, TfGM work closely with Local Authorities Manchester City Council and Bury Council to finalise the list of locations explored in detail above.

In addition, some locations had to be removed from consideration following consultation with councillors, local ward members and residents made them deemed unsuitable, or pathway widths / lines of sight could not be maintained to ensure safety of pedestrians and car users.

The final locations, following this consultation period are detailed below. The locations with operational vehicles at the time of this claim submission are highlighted in green.

Vehicle Type	Location	Status
e-cargo bike	Ivygreen Road / Kingshill Road (Chorlton)	
	Longford Road / Ryebank Road	
	Oswald Road / Nicolas Road	
	Manchester Road / Nicolas Road	
	Claridge Road	
	Brantingham Rd / Egerton Rd North	
	Chorlton Bus Station	
	Brantingham Rd / Marchwood Avenue	
	College Road	
	Mayfield Road	
	Egerton Road South	
	Claredon Road	Not Installed
	British Muslim Heritage Centre	
	Boond Street off Pollard Street (Ancoats)	
	Jersey Street	Not Installed
	New Union Street	
	George Leigh St / Bengal St	
	Blossom Street	
	Old Mill Street	Not Installed
	Unicorn Grocery	
2 x EVs	East Didsbury Park and Ride (Didsbury)	
	Nicolas Road (Chorlton)	Not Installed
	Provis Road (Chorlton)	Not Installed

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	Blossom Street (Ancoats)	Not Installed
	Fairfax Road (Prestwich)	Not Installed
	Market Street Car Park (Bury)	Not Installed

A map to the locations and eHUB clusters can be found here:

[E-Cargo – Google My Maps](#)

4. Communication plan

As the eHUBS will only be operational for approximately 12 months a comprehensive communications plan will play an important role in encouraging the uptake of eHUBS and their associated mobility services. An initial communications plan has been drafted. The communications plan will be finalised when the final eHUBS locations have been agreed by the local authorities. In order to support the uptake of eHUBS in GM, the following activity is proposed:

- Close liaison with local media outlets in order to gain their buy-in at an early stage.
- Creating awareness amongst community groups and organisations.
- Articles in the cycling and walking newsletter, which has around 15,000 subscribers.
- Information added to relevant webpages.
- Targeted information to specific community groups and organisations via emails, meetings and presentations.
- Development of health and safety processes and training programmes for e-cargobikes.
- General or bespoke community events, with potential to have demonstration bikes and cars to try (if COVID-19 situation allows).
- Community events to gain ambassadors for the e-cargo bikes, promoting uptake and responsibility for bikes in the community (if COVID-19 situation allows).

TfGM have been working closely with our internal branding and marketing team to develop a strategy to make eHUBS recognisable and easy to use. All branding materials will be shared with local authorities ensure agreement. Examples of ideas suggested for eHUBS branding is shown below:

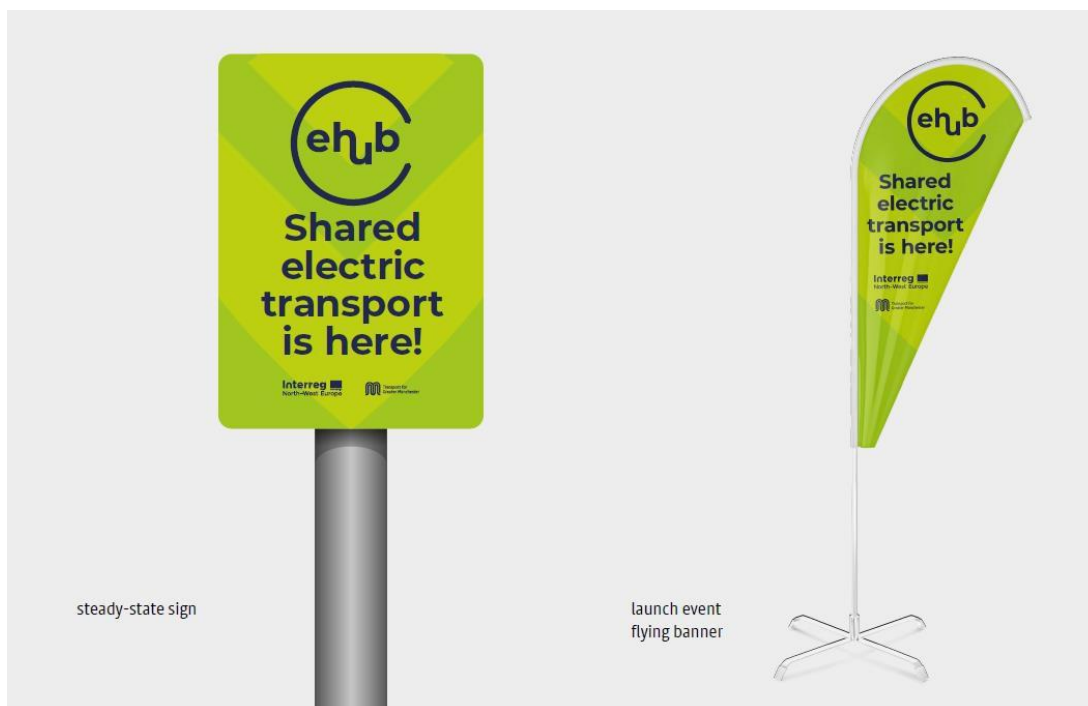


Figure 4 Potential eHUBS logo, messaging and launch event materials for GM eHUBS project

The team have also been closely reviewing the work of other partner cities involved in the eHUBS project and will look to replicate some of the successful branding initiatives established in these cities. The example below is a floor marking to indicate a shared vehicle as part of the eHUBS scheme from partner cities Bremen and Bergen. We intend to use similar floor markings in GM when implementing eHUBS. Figure 9 is a car club signage example from London, this type of signage will be particularly useful when space for permanent sign infrastructure is limited.



Figure 5 Floor markings to depict shared mobility (left) and e-car-club lighting column signage (right)

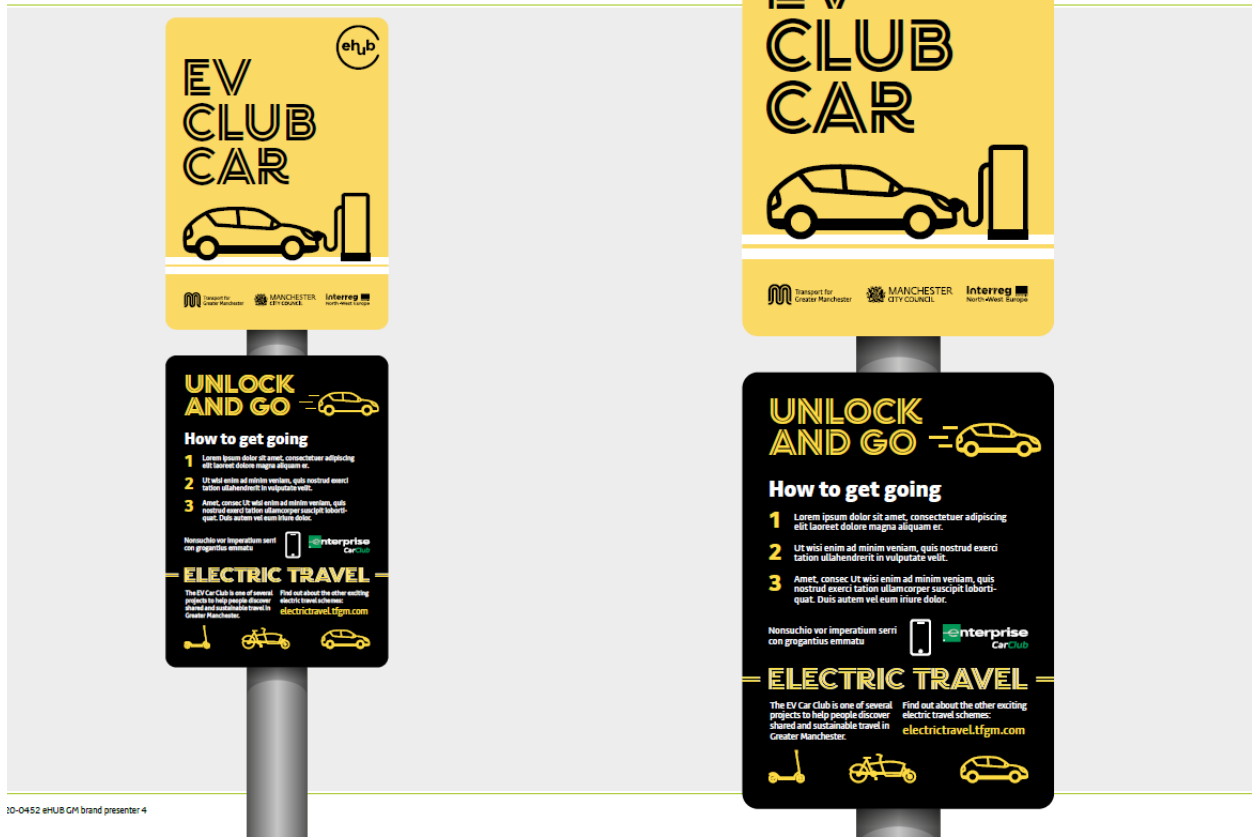
Jan 2022 Update

Significant effort has been placed on creating a consistent eHUBS brand, which will be recognisable as locations of shared mobility. The black and yellow is bold and fits with wider branding plans for TfGM and the aspects of the Bee Network.

eHUB pilot project

e-HUB car club signage – post-mounted signs

Design



Novel cubes were designed and trialled as part of this project, to ensure as much information as possible was provided to users about how to rent the bikes:



For the EV car club, eHUBs wraps were also designed:



The project team have worked very closely with colleagues in Marketing and Communications to develop the communications plan to encourage more people to use the eHUBs and move away from private car use. Significant effort has also gone into aligning the comms strategy with work being done on the Cycle Hire scheme, the Greater Manchester Clean Air Zone and the GM Cycle Hire Scheme. This activity has required significant engagement with representatives of both of the aforementioned projects and alignment of messaging to ensure that communications do not get lost and are clear to the end user.

There has been significant progress under this work package. Three videos were filmed during this period, both for promotional and information purposes. These include a promotional video of the e-cargo bikes and EVs (<https://www.youtube.com/watch?v=OsQCItHKxiQ>), a 'How to use' the e-cargo bikes properly and safely (<https://www.youtube.com/watch?v=pGg2mrRsuyo>) and a video dedicated to giving people information about using the e-cargo bikes with children (<https://www.youtube.com/watch?v=oUZeWHGkzQQ&feature=youtu.be>) The new electric travel webpage with a dedicated page for eHUBs went live, with Manchester centric eHUBs photography, helpful videos and FAQs included on the site, as well as links to relevant Cargoroo and Enterprise websites.

As e-cargo bikes are a relatively new form of transportation in Greater Manchester, significant effort has been placed on trying to make the bikes as accessible as possible (initiated through undertaking an Equalities Impact Assessment). As part of this, we trained 6 bike trainers in how to use the Cargoroo bikes and made dedicated e-cargo bike training available for members of the public to book via <https://cycletraining.tfgm.com/RegisterInterest/registerselectcoursetype>

Since launch, we have had a successful press release <https://news.tfgm.com/news/greater-manchester-welcomes-a-ground-breaking-pilot-in-sustainable-electric-travel>. This press release was picked up by a number of news outlets, to further spread the word about the scheme e.g. News4Trafford (<https://news4trafford.co.uk/2021/12/13/greater-manchester-welcomes-a-ground-breaking-pilot-in-sustainable-electric-travel/>), AboutManchester (<https://aboutmanchester.co.uk/greater-manchester-welcomes-a-ground-breaking-pilot-in-sustainable-electric-travel/>) and Manchester World (<https://www.manchesterworld.uk/news/electric-cargo-bike-hire-comes-to-manchester-heres-what-you-need-to-know-3481136>).

The project team have also worked closely since launch with the comms and social media team to monitor sentiment online towards the scheme, and we have been pleased with the positive sentiment online e.g. <https://twitter.com/bevcraig/status/1477759974570876929>. The team have also developed a plan for paid-for social media activity with targeted campaign based on age and location, as well as exploring using paid-for influencers to further spread the word about the scheme online through channels such as facebook, instagram and twitter

The eHUBS Consortium

The consortium of eHUBS consists of 15 partners with multidisciplinary and complementary competencies. This includes European cities, leading universities, networks and electric and shared mobility providers.





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<https://www.linkedin.com/groups/13711468/>

For further information please visit <http://www.nweurope.eu/ehubs>



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