

**Measure title :** Free Metroshuttle financed by a ring-fenced parking reserve

**City, Country:** Manchester, England

**Year(s):** Since 2002, ongoing

## A1 Objectives

As part of the campaign to become Britain's Greenest City Manchester is committed to reducing the City's carbon emissions. Target 1 of the Green City programme aims to reduce city-wide CO2 emissions at a rate exceeding the Kyoto agreement.

## A2 Description of the CS

One of the main contributors to CO2 emissions in Manchester is from vehicle exhaust. To tackle this Manchester has been working with the other Greater Manchester Councils to put together a range of proposals that will transform public transport in the region. However, Manchester City Council also appreciates that for some people travelling by public transport may not always be a viable option. That is why Manchester City Council has joined forces with NCP Manchester Ltd to reward drivers of low emission vehicles, and try to encourage those parking in the city-centre to switch to low emission vehicles. Manchester City Council and NCP have launched a unique Green Badge (=>Pollute Less, Pay Less) parking scheme which offers a discount of 25% on the cost of an annual season ticket at various city centre car parks.

Manchester City Council has also a joint venture with NCP Car Parks for off-street parking (i.e. commercial car parks) and encourages visitors to use an NCP car park during their stay. The new owners re-focused the company's operations, changing NCP from a mainly property owning company into a more service-focused organisation in the broader transport sector. In 1999, NCP launched the UK's first private-public partnership – setting up a joint venture with Manchester City Council to establish NCP Manchester Ltd (NML).

NML runs 43 car parks with over 15,000 spaces across Manchester. The NML partnership allows Manchester to benefit from the parking expertise NCP has developed as the market leader in car parking, whilst providing the flexibility to support the city in the delivery of its strategic transport planning.

Metroshuttle buses link Manchester's city's train stations and NCP car parks with its shops and businesses. Metroshuttle is a free city centre bus funded by Manchester City Council, Transport for Greater Manchester, NCP and Allied London. The service links all the city centre railway stations, main car parks and many bus and Metrolink tram stops. Metroshuttle buses are low-floor, easy access, diesel-electric hybrid buses.

The Manchester City Council Executive Report on Resolution (2010) stated the Community strategy as follows:

Community Strategy Spine	Summary of the contribution to the strategy
Performance of the economy of the region and sub region	An efficient and well functioning transport network is essential to the economic performance of the city and the region – Metroshuttle services provide good connectivity from main public transport termini and car parks to key destinations in the city centre.
Reaching full potential in education and employment	Accessibility to the transport network is key to local residents being able to connect to education, training and jobs
Individual and collective self esteem – mutual respect	An accessible transport system gives people access to a wide range of leisure and social networking opportunities
Neighbourhoods of Choice	Metroshuttle services in the city centre support residents in the central wards who choose not to own a car or, if they do, to use it less.

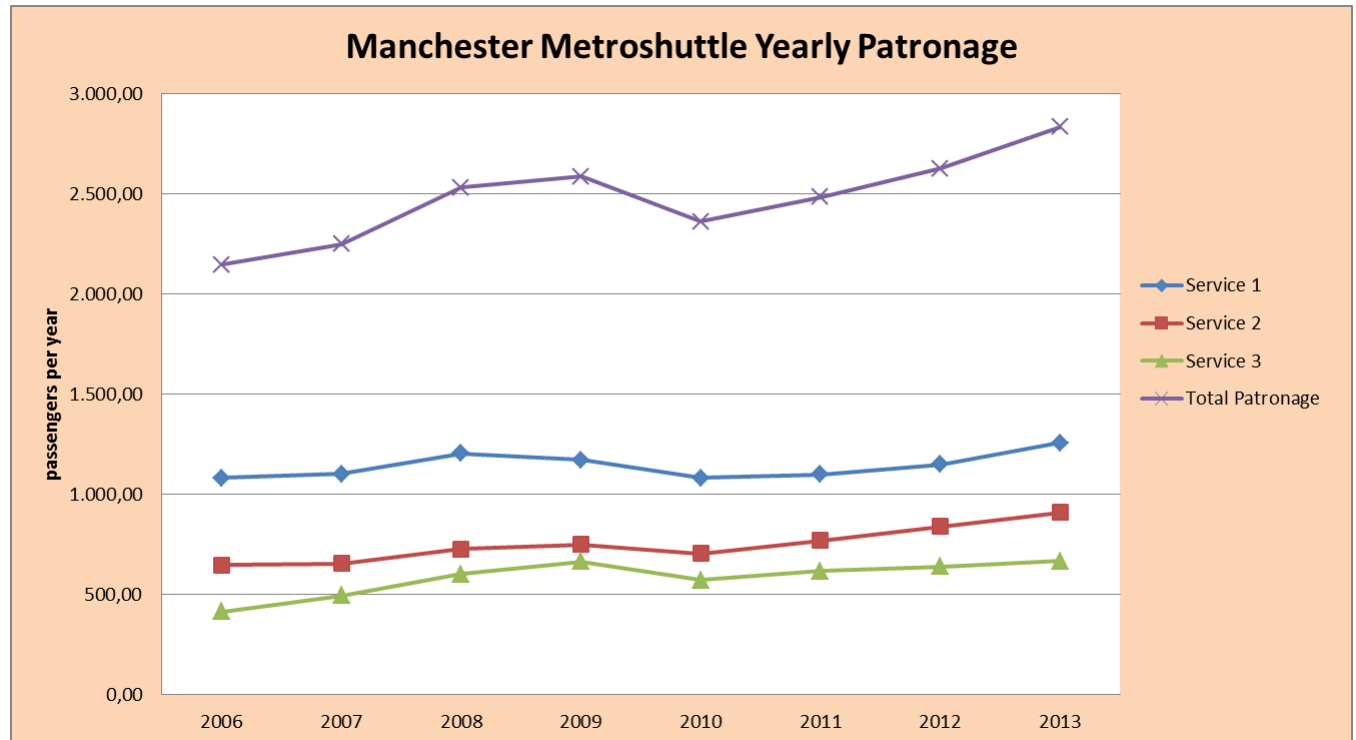
## B Costs and where the money came from

Patronage	2006	2007	2008	2009	2010	2011	2012
Shuttle 1	1,082,518	1,100,868	1,204,310	1,172,822	1,083,018	1,098,576	1,149,098
Shuttle 2	648,072	653,598	726,23	749,544	705,289	769,456	838,6
Shuttle 3	415,235	494,595	600,829	663,772	572,808	617,664	639,854
<b>Total Patronage</b>	2,145,825	2,249,061	2,531,368	2,586,138	2,361,115	2,485,696	2,627,552
Annual Cost in £	<b>1,253,358</b>	<b>1,284,470</b>	<b>1,539,005</b>	<b>1,556,143</b>	<b>1,500,935</b>	<b>1,500,935</b>	<b>1,500,935</b>
<b>Cost per Passenger in £</b>	0,58	0,57	0,61	0,60	0,64	0,60	0,57

According to the Manchester City Council Executive Report on Resolution (2010) the current annual cost of operation the Metroshuttle service was £1,639 m. **Manchester City Council currently fund £455.2k of this cost from the ring-fenced parking reserve (that is, money that has been generated from charges for on-street and city-owned parking in the city centre and elsewhere).** This was agreed by the Council in March 2002. The annual cost of operation of the new service will be £1.911 m. The annual contribution from the parking reserve will increase to £ 544.3k.

### C Project objectives, indicators, data and impact/results

Only a few evaluation data – apart from development of patronage, costs and customer satisfaction - were found. But the three lines of the Metroshuttle have enjoyed steady patronage growth and now carry over 2.5 m passenger annually.



### D Implementation process

#### D1. Stages

The CS was implemented, as follows, in the following stages:

**Stage 1:** 2002: introduction of the free-to-user city centre bus network called Metroshuttle; copied both within the Greater Manchester and by other regions.

**Stage 2:** 2009: revised service contract model with 20 low carbon diesel-electric hybrid buses



Free Metroshuttle buses link the city's train stations and NCP car parks with its shops and businesses.

With three circular routes to choose from, they are easy to use. Just hop on and off as often as you like.



The description was based on the report

[http://www.transportforgreatermanchestercommittee.gov.uk/tfgmc/download/downloads/id/4911/item\\_06\\_metroshuttle\\_patronage\\_and\\_service\\_performance](http://www.transportforgreatermanchestercommittee.gov.uk/tfgmc/download/downloads/id/4911/item_06_metroshuttle_patronage_and_service_performance)

[http://www.manchester.gov.uk/info/100011/roads\\_parking\\_and\\_transport/2542/metroshuttle](http://www.manchester.gov.uk/info/100011/roads_parking_and_transport/2542/metroshuttle):

[http://www.manchester.gov.uk/info/500117/green\\_city/3835/green\\_badge\\_parking](http://www.manchester.gov.uk/info/500117/green_city/3835/green_badge_parking):

<http://manchestertransport.wordpress.com/2010/11/07/metroshuttle-free-city-centre-bus-service-goes-electric-hybrid/>

[http://www.local.gov.uk/web/quest/economy/-/journal\\_content/56/10180/3511595/ARTICLE#contents-6](http://www.local.gov.uk/web/quest/economy/-/journal_content/56/10180/3511595/ARTICLE#contents-6):

[http://www.transportforgreatermanchestercommittee.gov.uk/tfgmc/download/downloads/id/4581/item\\_09\\_kpis\\_and\\_forecasts](http://www.transportforgreatermanchestercommittee.gov.uk/tfgmc/download/downloads/id/4581/item_09_kpis_and_forecasts).