



GREATER  
CAMBRIDGE  
PARTNERSHIP

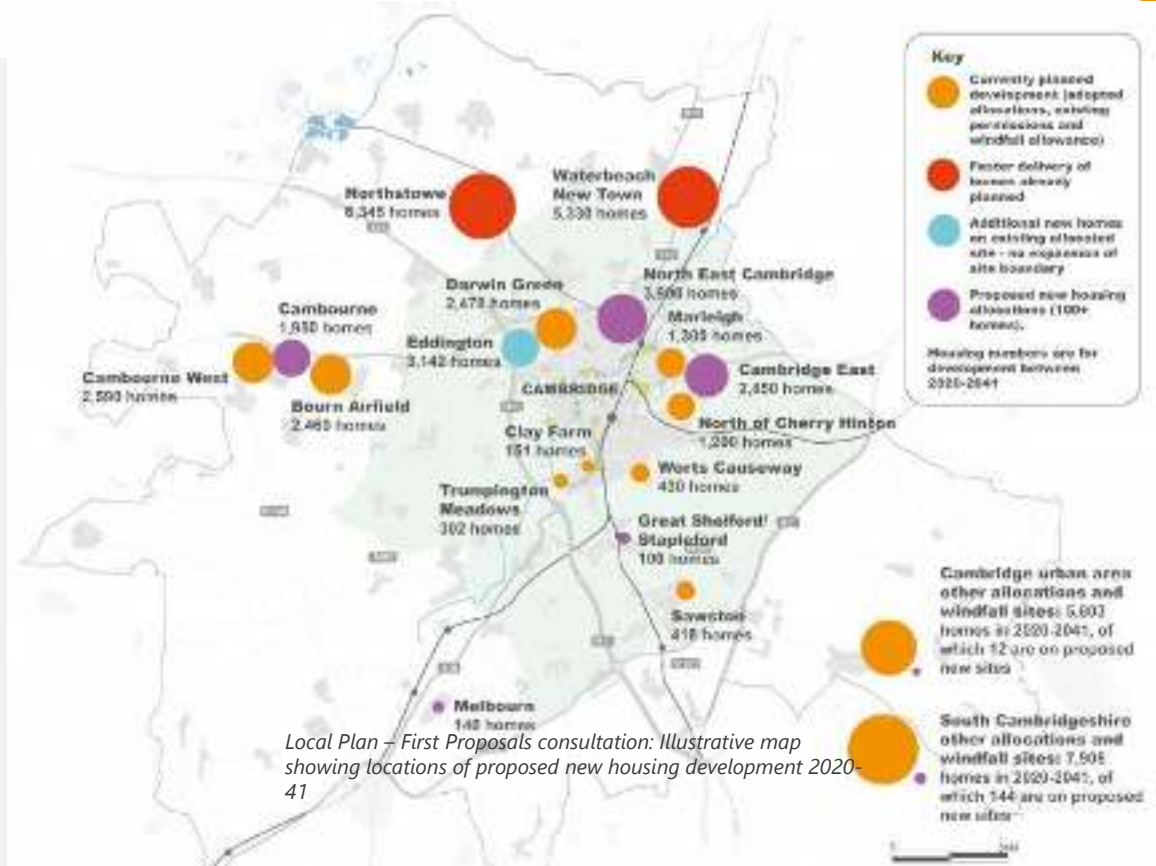


# Making Connections 2022

GCP Joint Assembly June 8, 2023

# Context

- City Deal awarded to support delivery of 44,000 new jobs and 33,500 new homes by 2031 – dispersed across Greater Cambridge
- Greater Cambridge Local Plan – First Proposals consultation: more jobs and faster delivery of homes needed.
- House prices and commuting distances increasing: Cambridge City / South Cambs average house costs 13.3 / 10.8 times average salary
- ‘Jobs have been created faster than new homes have been built, contributing to higher house prices and increased commuting into the area.’ (Local Plan – First Proposals, 2021)
- ‘Most unequal city’ (Centre for Cities, 2018) and significant areas of rural deprivation.
- CPCA’s Local Transport & Connectivity Plan is being refreshed to cut carbon emissions and boost walking, cycling and public transport. (LTCP, 2021)



## ▪ CPIER Recommendation #7

“A package of transport and other infrastructure projects should be considered the single most important infrastructure priority [...] in the short to medium term”.

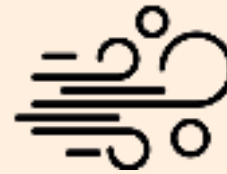
# The challenge: 8 key stats



35,000 more residents  
in Greater Cambridge in  
2021  
than there were in 2011



44,000 more jobs  
and 33,500 more  
homes  
expected by 2031



We need to reduce traffic by  
15% on 2011 levels to run  
better public transport and  
reduce emissions



In 2019 there was  
10%  
more traffic than  
there  
was ten years ago



Car use is at 92% of  
pre-covid levels yet  
bus use is only at  
73%



Transport causes 35% of  
local  
carbon emissions

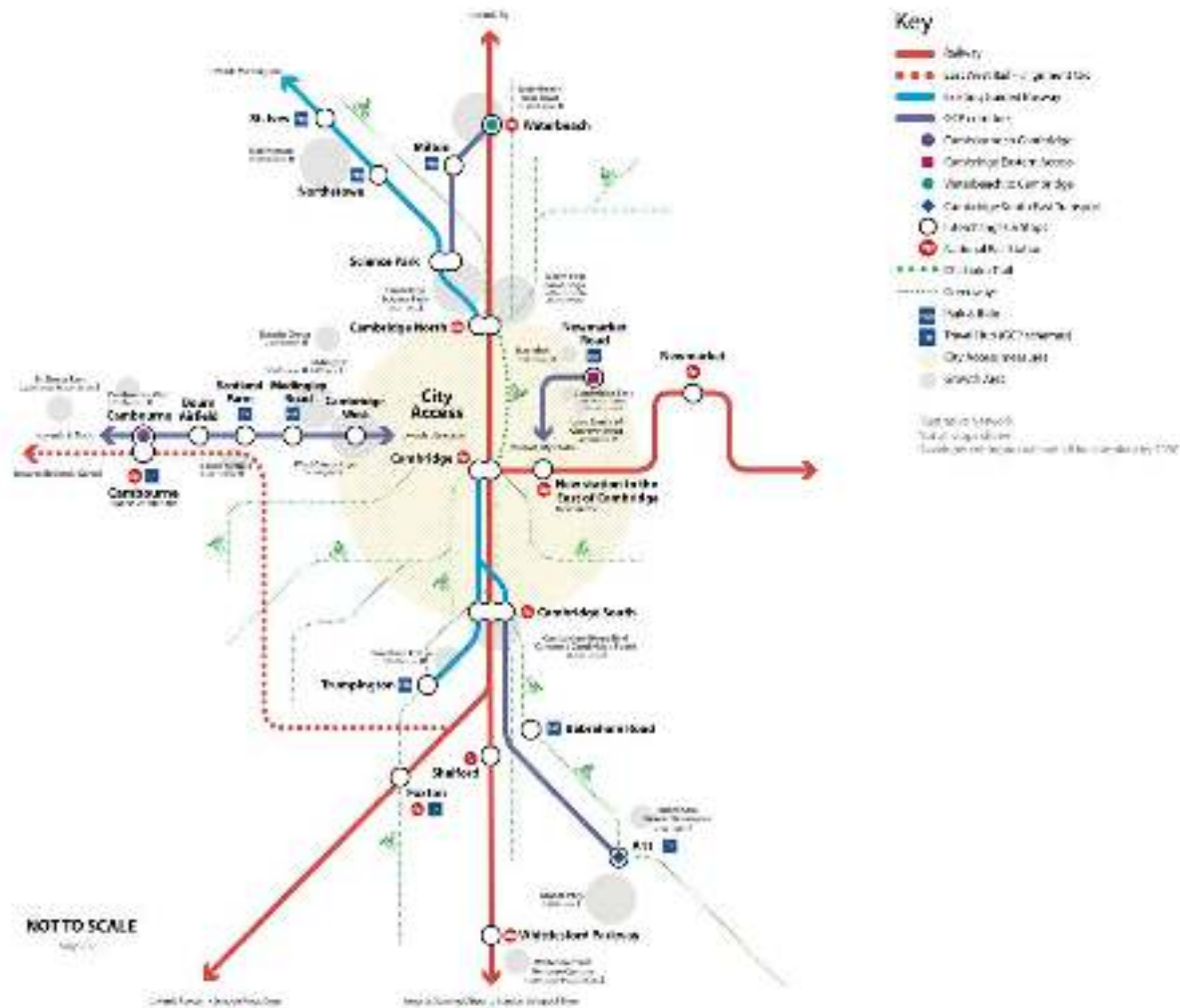


121 deaths in Greater  
Cambridge  
attributable to air  
pollution in 2020



Thousands of people  
living and working in  
Greater Cambridge have  
no alternative to  
traveling by car

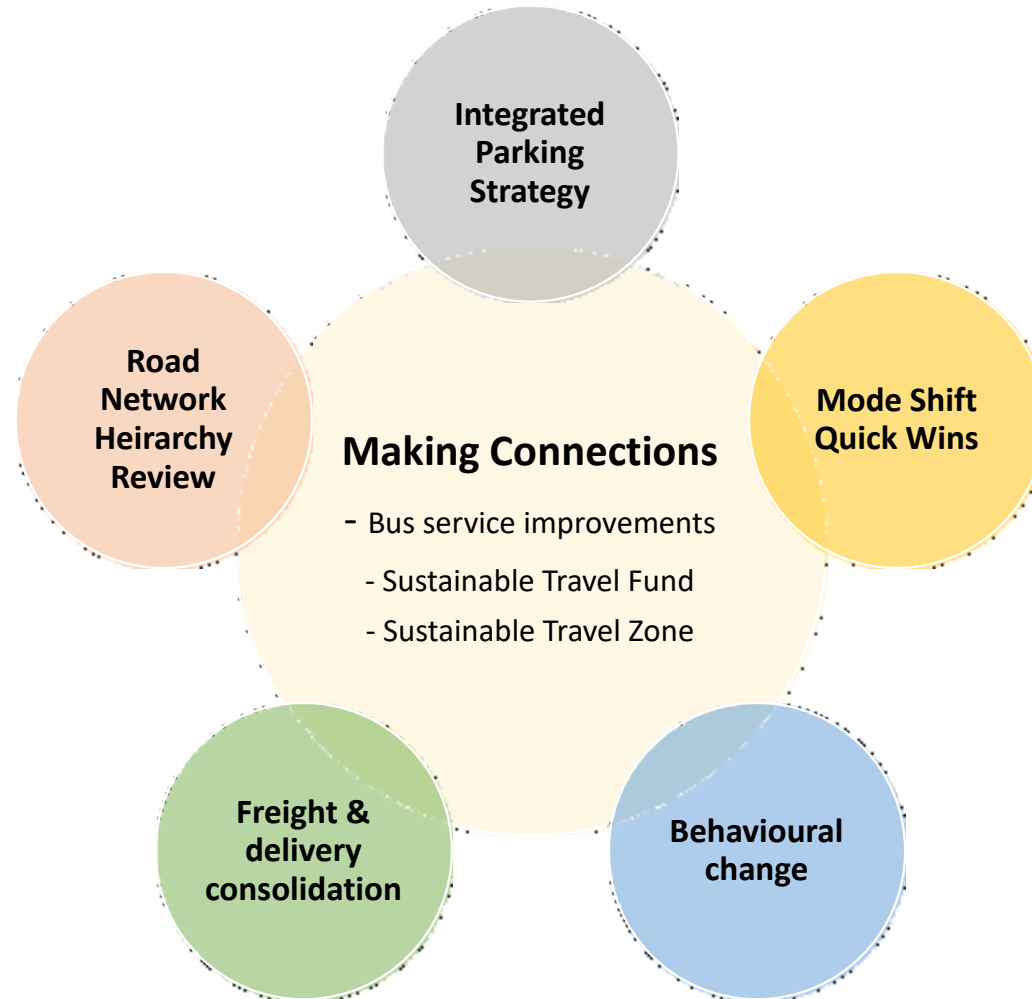
# GCP's plan for Sustainable Travel



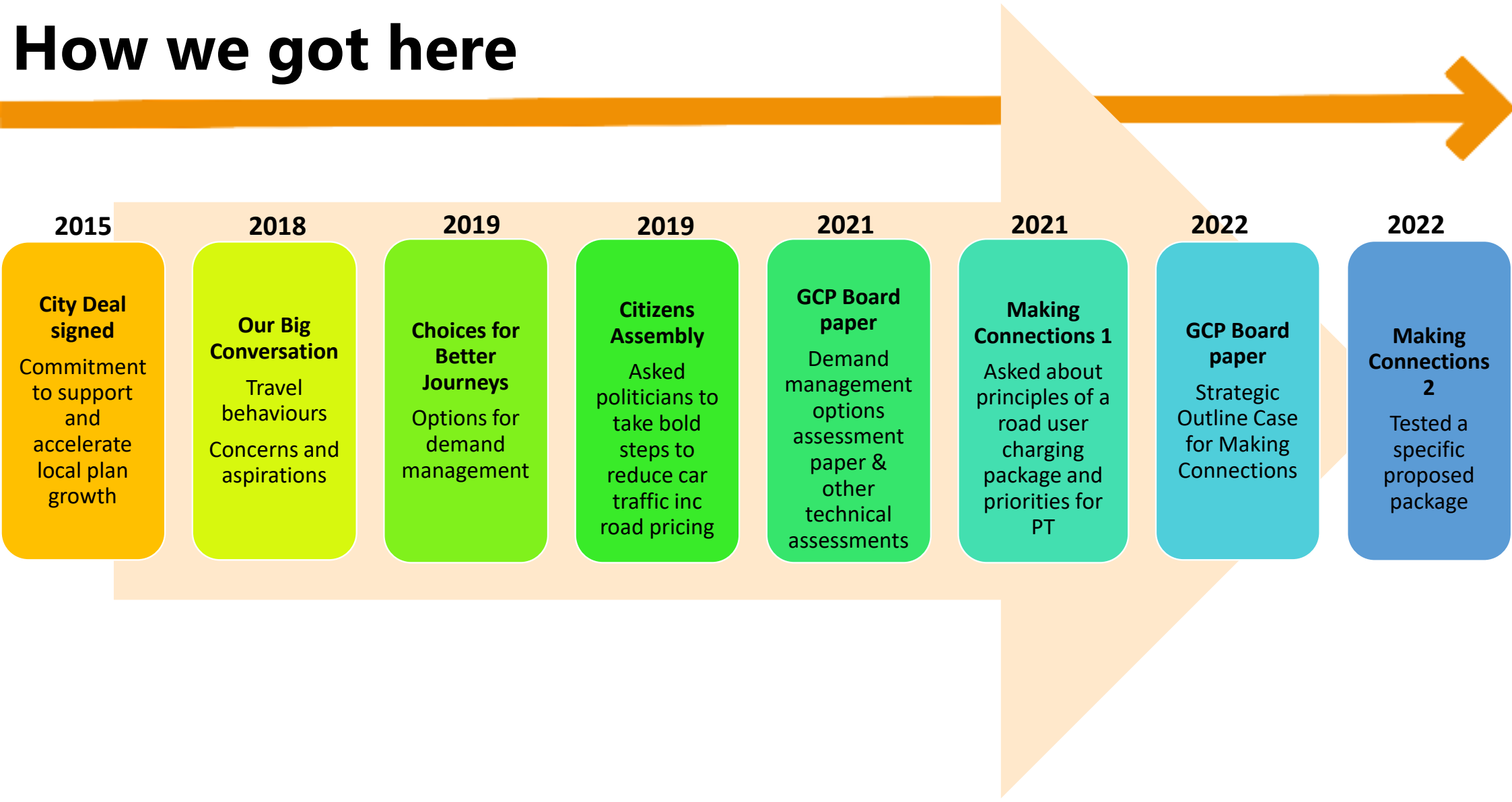
## Transport investment programme:

- High quality segregated routes for electric vehicles and active travel
- Upgrades to key radial routes inc. bus priority, cycling and walking.
- New cycling routes and upgrades to existing network
- City access and public transport service improvements

# City Access programme



# How we got here



# Other options that were considered

## Pollution charge

Charging vehicles to drive within an area, unless they meet low emissions criteria



## Workplace Parking Levy

Charging organisations an annual fee based on the number of parking spaces at their workplace



## Flexible road user charge

Charging vehicles to drive within an area, varied by time of day, and/or day of week



## Road closures

Closing main city roads to through traffic




## Parking charges

Applying higher charges to more of the city's parking



# Recent developments



- East-West Rail route announcement
  - Recent government announcement of Life Science for Growth package
  - Updated Local Plan growth forecasts
  - CPCA deferred decision on Local Transport and Connectivity Plan
  - Update on franchising expected
  - Continued cost of living and inflation issues
  - DfT national £2 bus fare cap
- 



# Making Connections 2022 proposals



1

**Transform the bus network** through more services to more locations, with cheaper single fares of £1/£2.

2

More **investment in new sustainable travel schemes**, such as better walking and cycling links.

3

A **Sustainable Travel Zone** in which you pay to drive. Revenue ringfenced for transport; discounts, exemptions and reimbursements available.

# 1. Transforming the bus network



**£↓ Cheap fares**  
...meaning more affordable travel

**More routes**  
...connecting more people and places

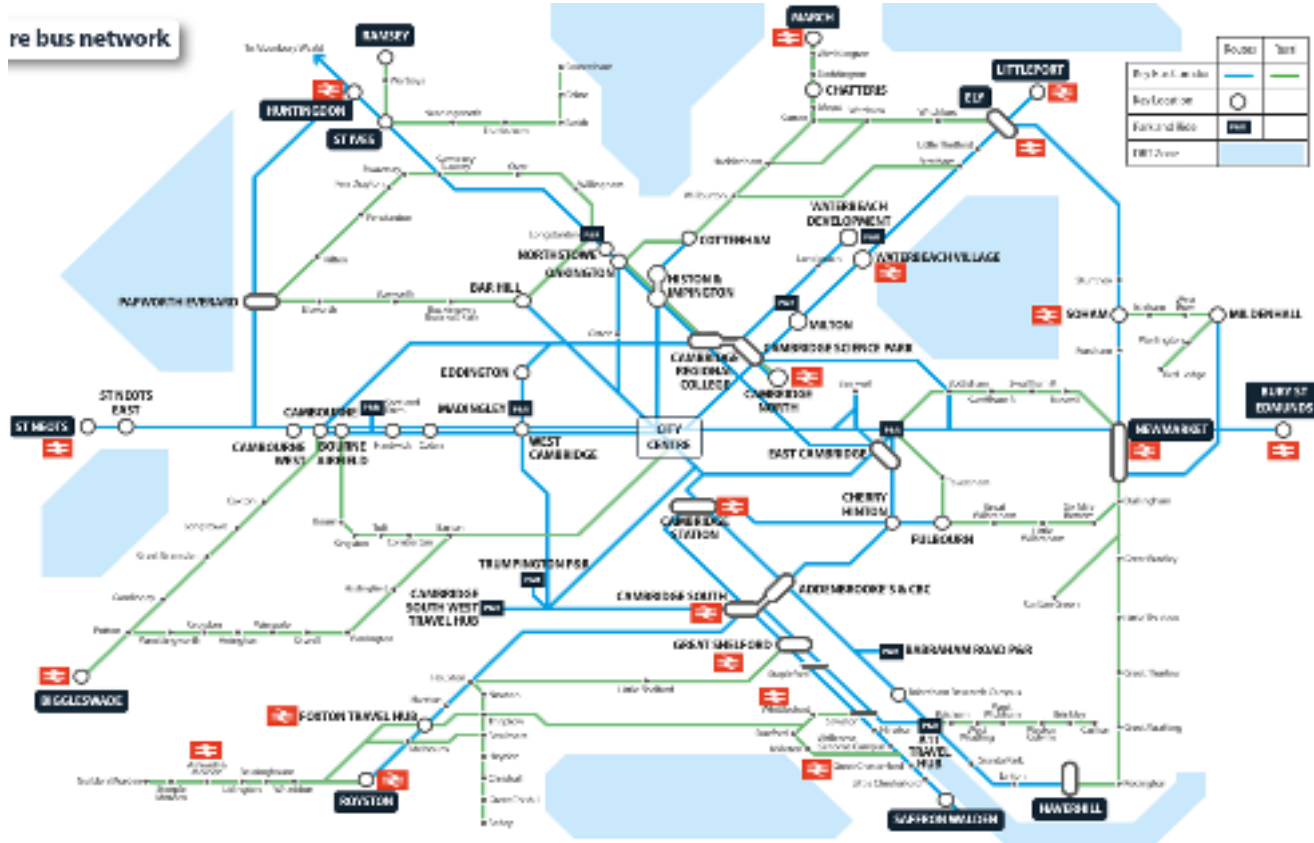
**10 min Higher frequency, faster services**  
...offering a real alternative

**Longer operating hours**  
...providing freedom to travel at more times of day

**Simple ticketing**

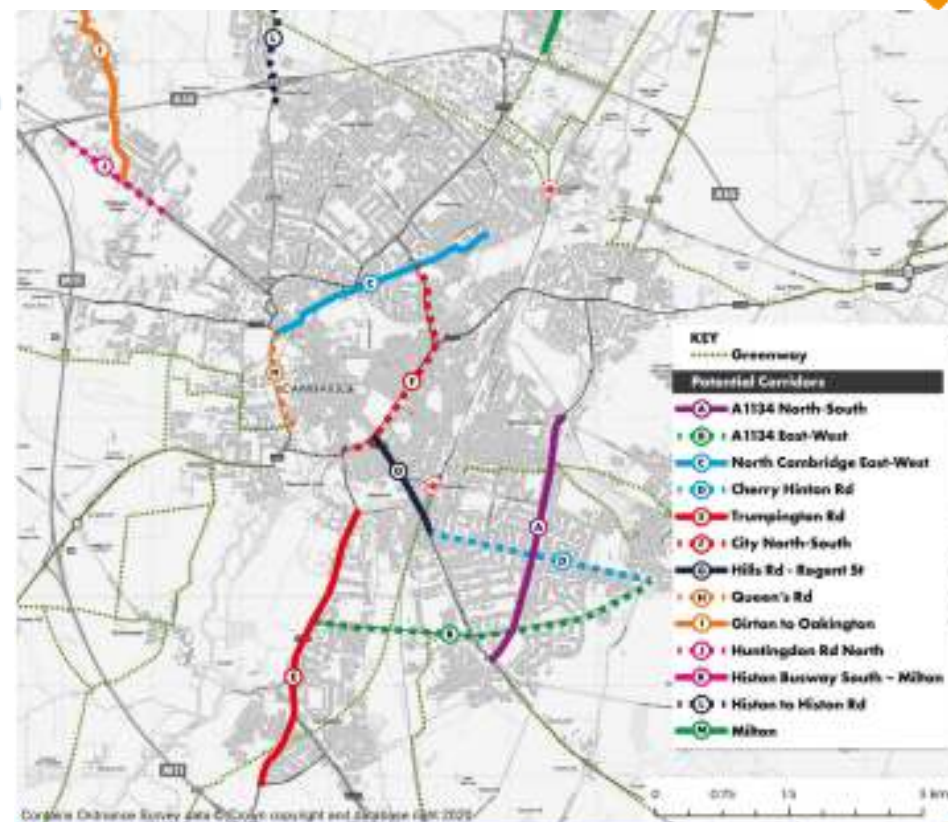
**Better bus infrastructure**  
... making journeys safer and more pleasant

**A huge increase in rural services**  
...providing connections to market towns, rail stations and the core bus network



# 2. Investing in sustainable travel schemes

- 1 More cycling and walking connections in the city:** providing links within and across the city, including completing the Cycling Plus network of 13 routes
- 2 Extending the network:** creating more connections between villages and the city
- 3 Improving our public spaces:** creating more pleasant and more accessible spaces for people to walk around and spend time
- 4 Making our city more accessible to those with different accessibility needs:** through improvements to streets as well as support to use buses and adapted cycles
- 5 More secure cycle parking**
- 6 Car clubs:** to give people access to a car who need to travel this way less regularly, without the cost and expense of owning one
- 7 Maintenance and improvements to footways and cycleways**



Cycling Plus network

# 3. Creating a Sustainable Travel Zone



An area within which vehicles would be charged for driving in at certain times.



All the money raised by the charge would be invested entirely back into improving transport.



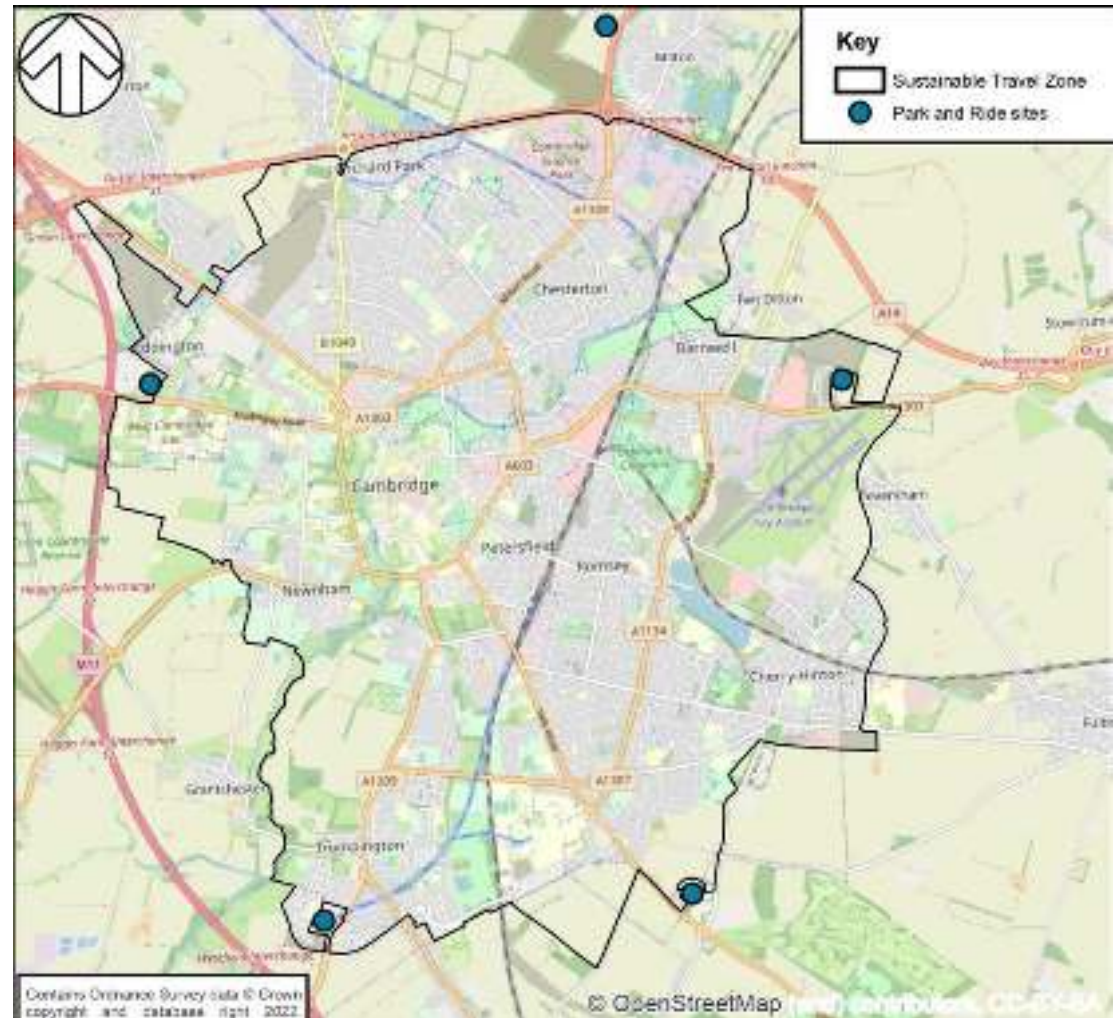
Potential phased delivery of the Zone in terms of the vehicles charged and the operating hours.



The proposed Zone would only be introduced after improvements have been made to the bus network.



£50M+ per year to invest in better, cleaner, safer transport.



# Discounts, Exemptions & Reimbursements



Category	Proposed discount / exemption
Emergency vehicles	Exempt
Military vehicles	Exempt
Disabled tax class vehicles	Exempt
Breakdown services	Exempt
Dial-a-ride services	Exempt
Certain local authority operational vehicles, e.g. refuse collection vehicles	Exempt
Blue badge holders	Up to two vehicles get 100% discount
People on low-incomes	Tapered discount 25-100%
Car club vehicles (official providers)	100% discount


Discounts and exemptions are supported by a reimbursement scheme targeted at NHS, social care and charities.

# The consultation process



17th October – 23rd December 2022

<b>Questionnaire responses</b>	24,071	Online and hard copy
<b>Emails</b>	894	Online
<b>Letters</b>	10	Hard copy
<b>Organisation responses</b>	149	Online and hard copy
<b>Stakeholder group meetings and outreach events</b>	119	Meeting notes and feedback
<b>Social media</b>	2,176	Comments on Making Connections posts
<b>Demographically representative poll</b>	1000	Online



# Consultation Analysis Report



- Consultation survey
- Organisational responses
- Letters and emails
- Social media comments
- Representative opinion polling
- Stakeholder meeting notes

# About our survey




24,071 survey responses

145,000 free text  
comments

Biggest youth response  
ever (11% under 25s)

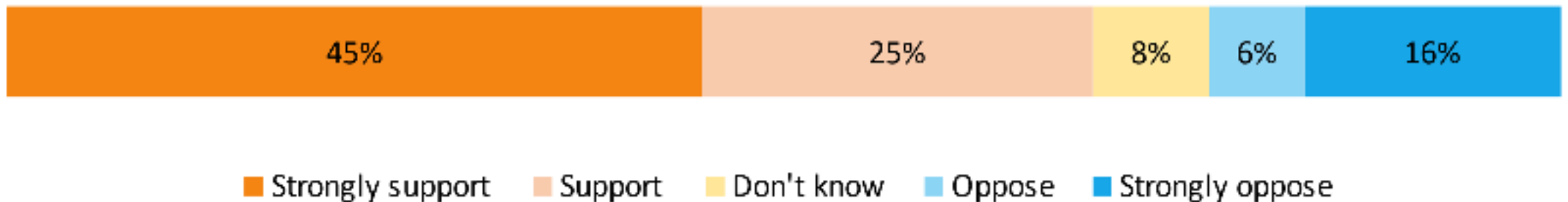
Compared to the background population, consultation respondents were:

- Older (under 25s still under-represented)
  - More likely to be employed, self employed or in education
  - Less likely to be out of work (voluntarily or involuntarily)
  - Broadly similar to the population in sex, gender identity, ethnicity and disability
  - More likely to be from Greater Cambridge
  - More likely to feel strongly (one way or the other)
- 



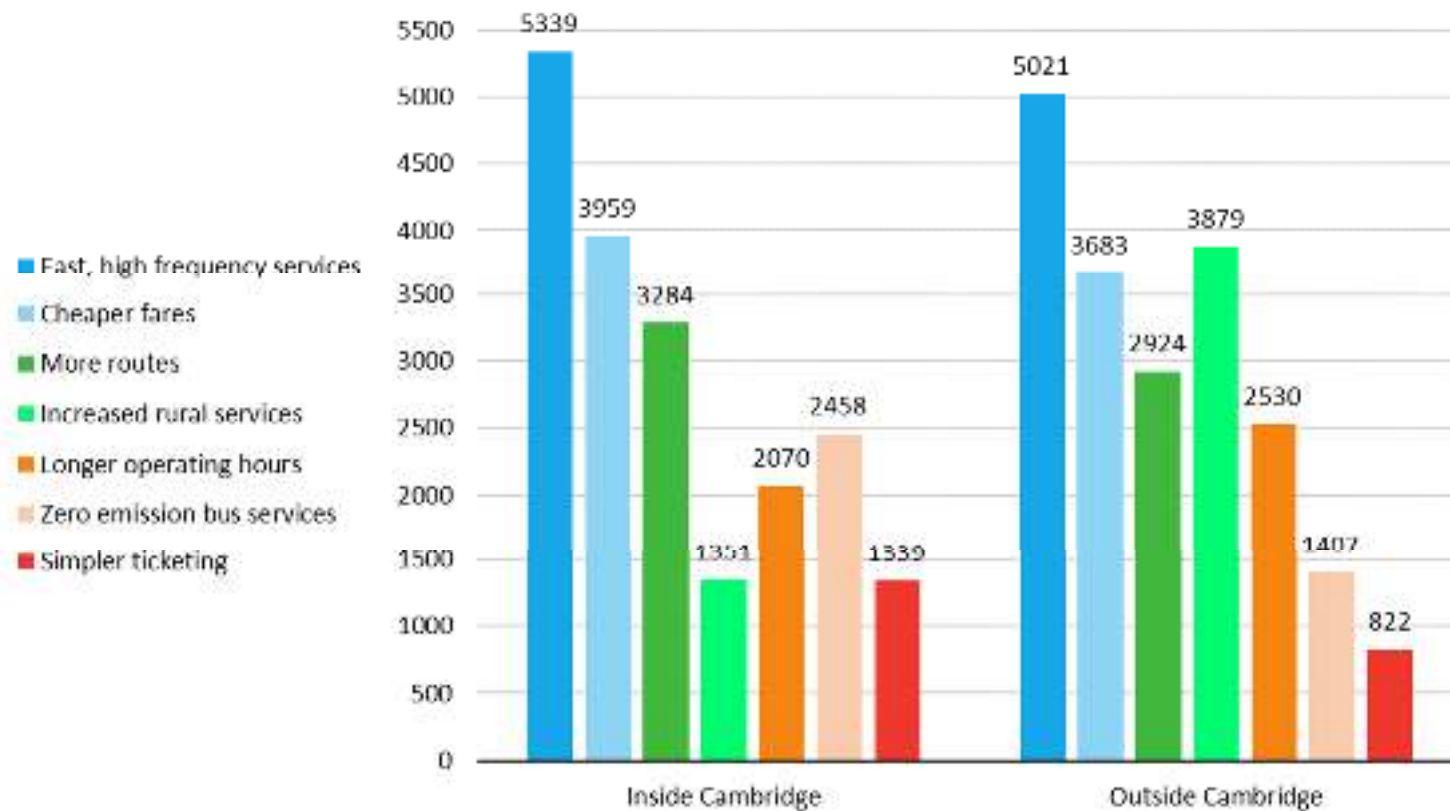
# 70% support the vision set out for buses

Support for proposed bus improvements (services and fares)



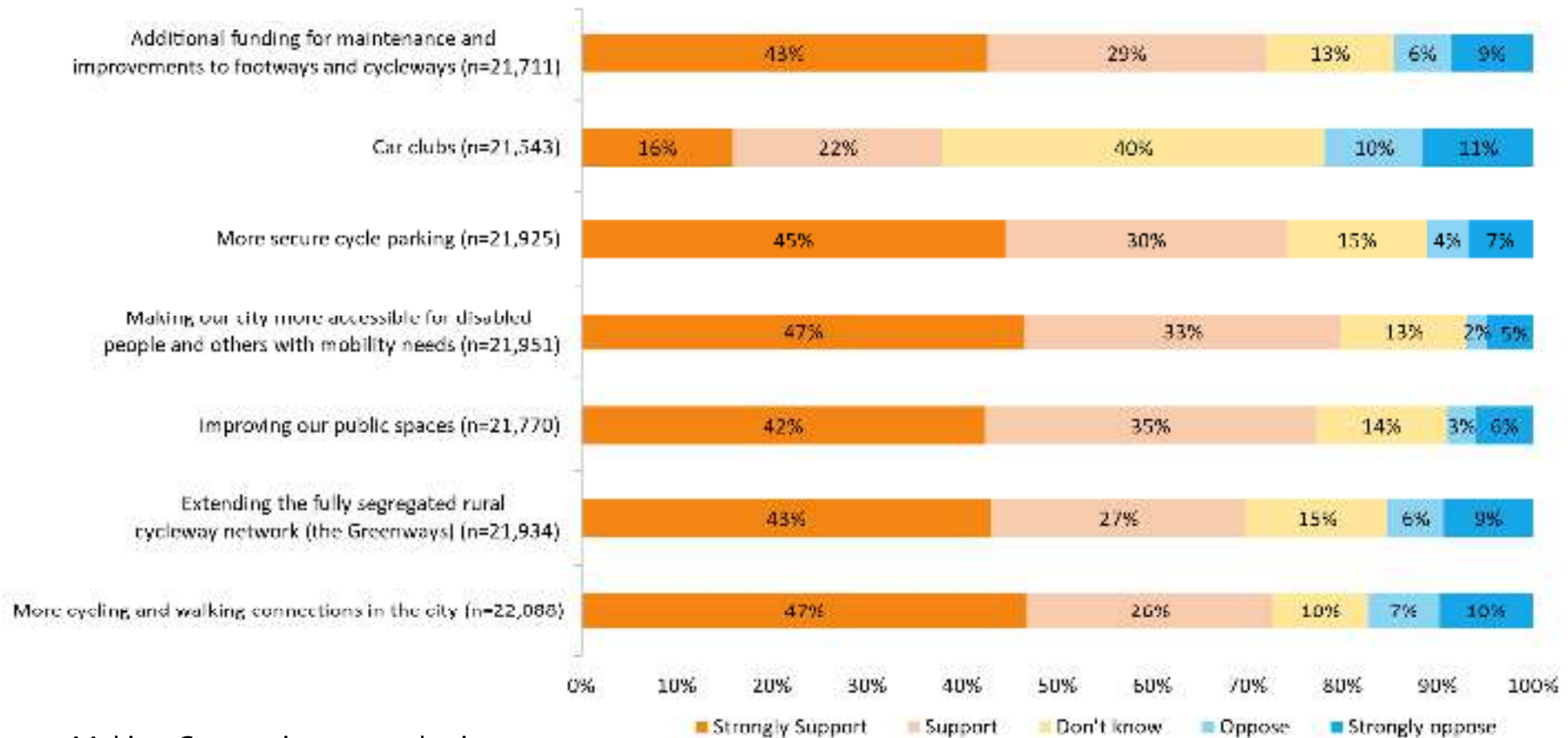
Source: Making Connections consultation survey

# Which bus improvements would you like to see first?



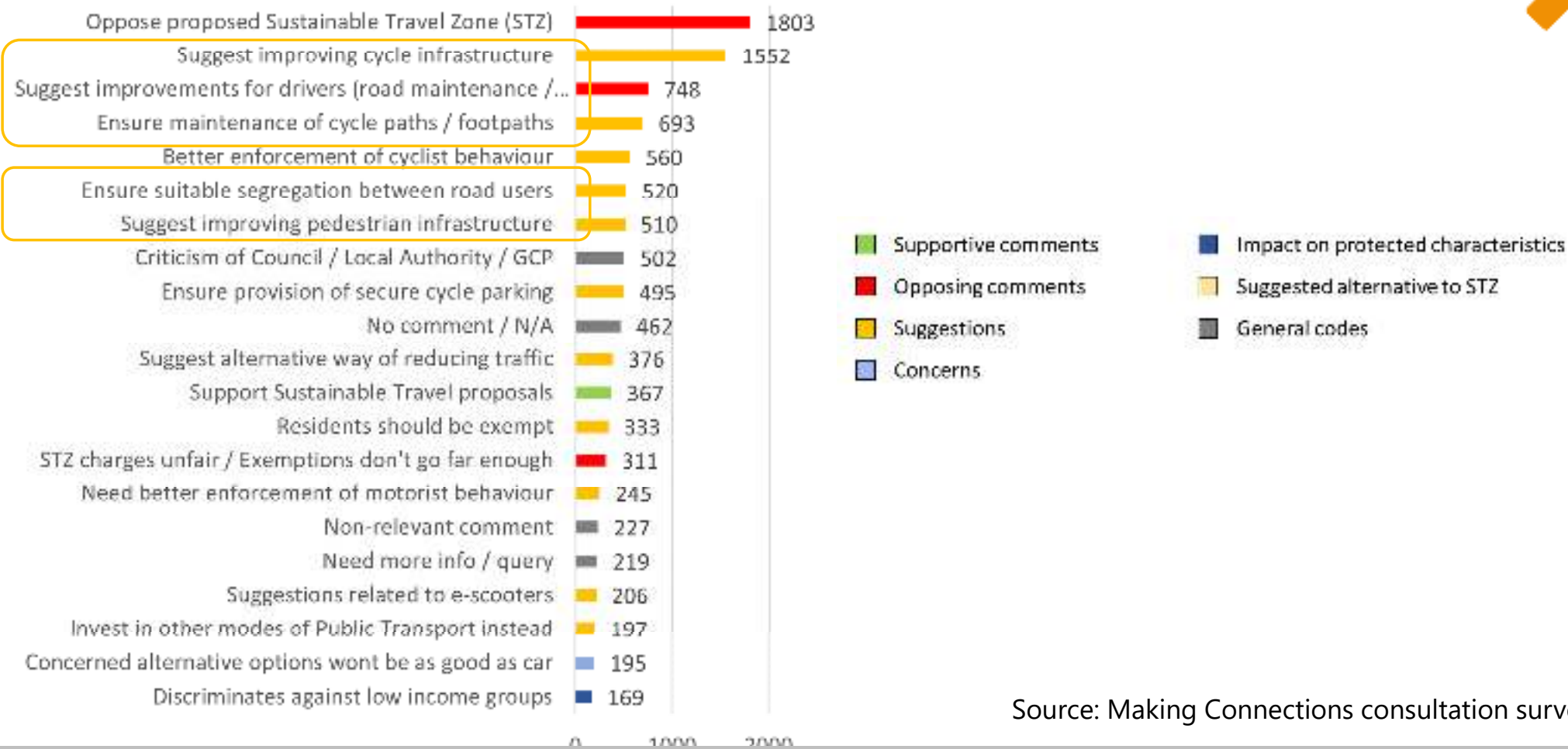
Source: Making Connections consultation survey

# Support for active travel and public space



Source: Making Connections consultation survey

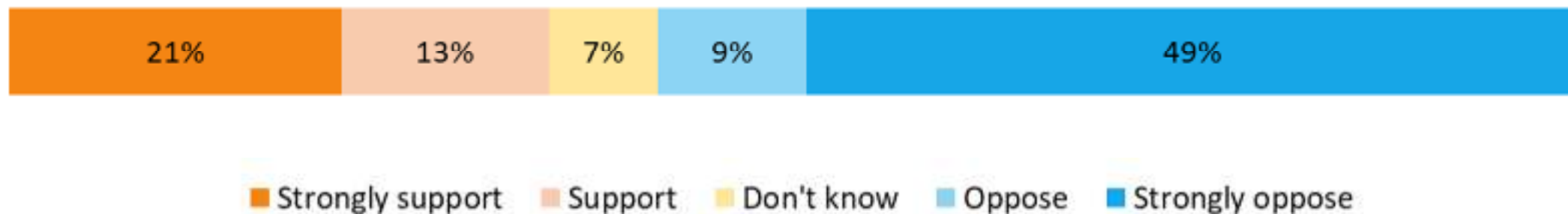
# Anything else you would like to see funded?



Source: Making Connections consultation survey

# Do you support the STZ to deliver improvements?

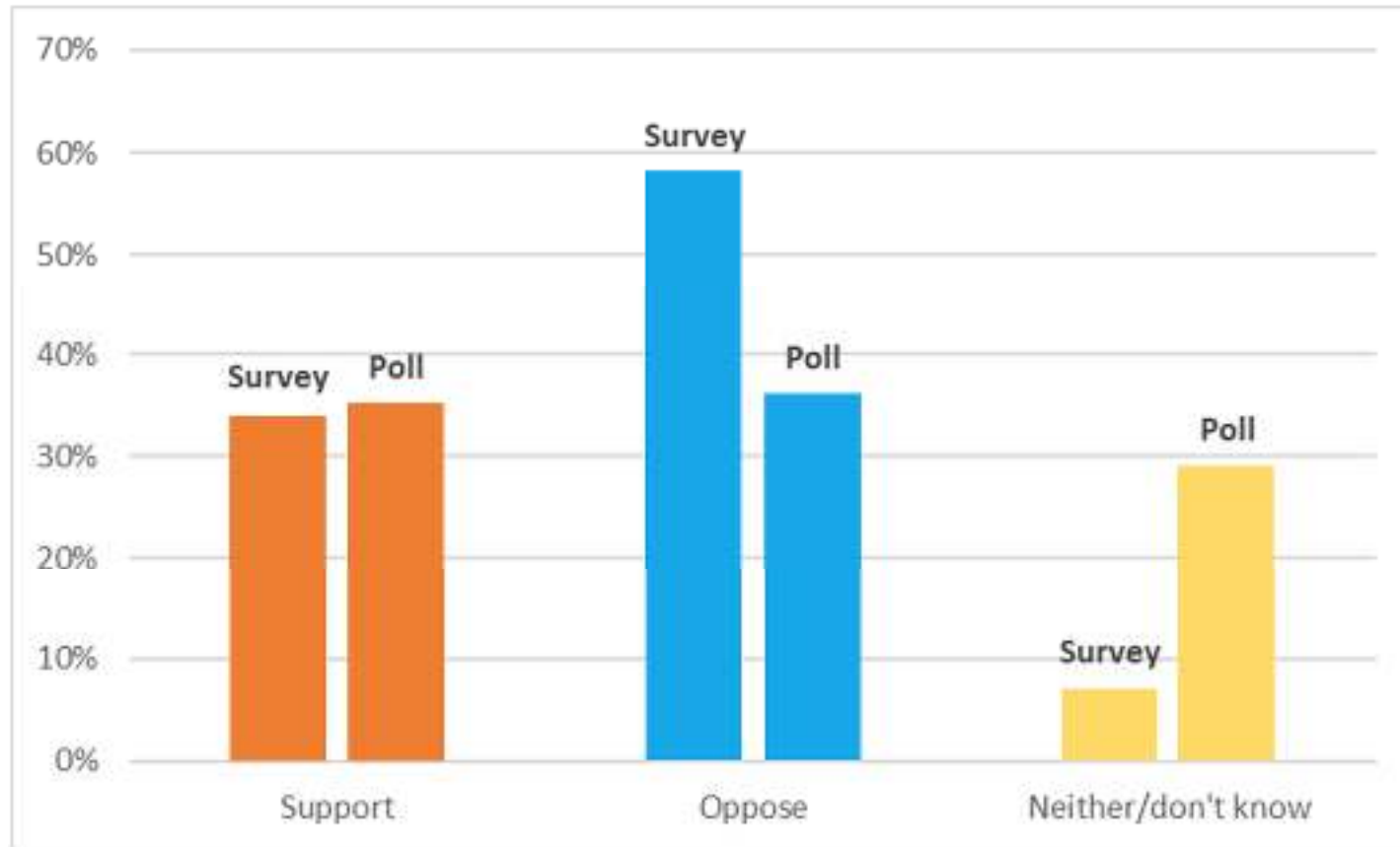
## Support for STZ (Q9)



Source: Making Connections consultation survey

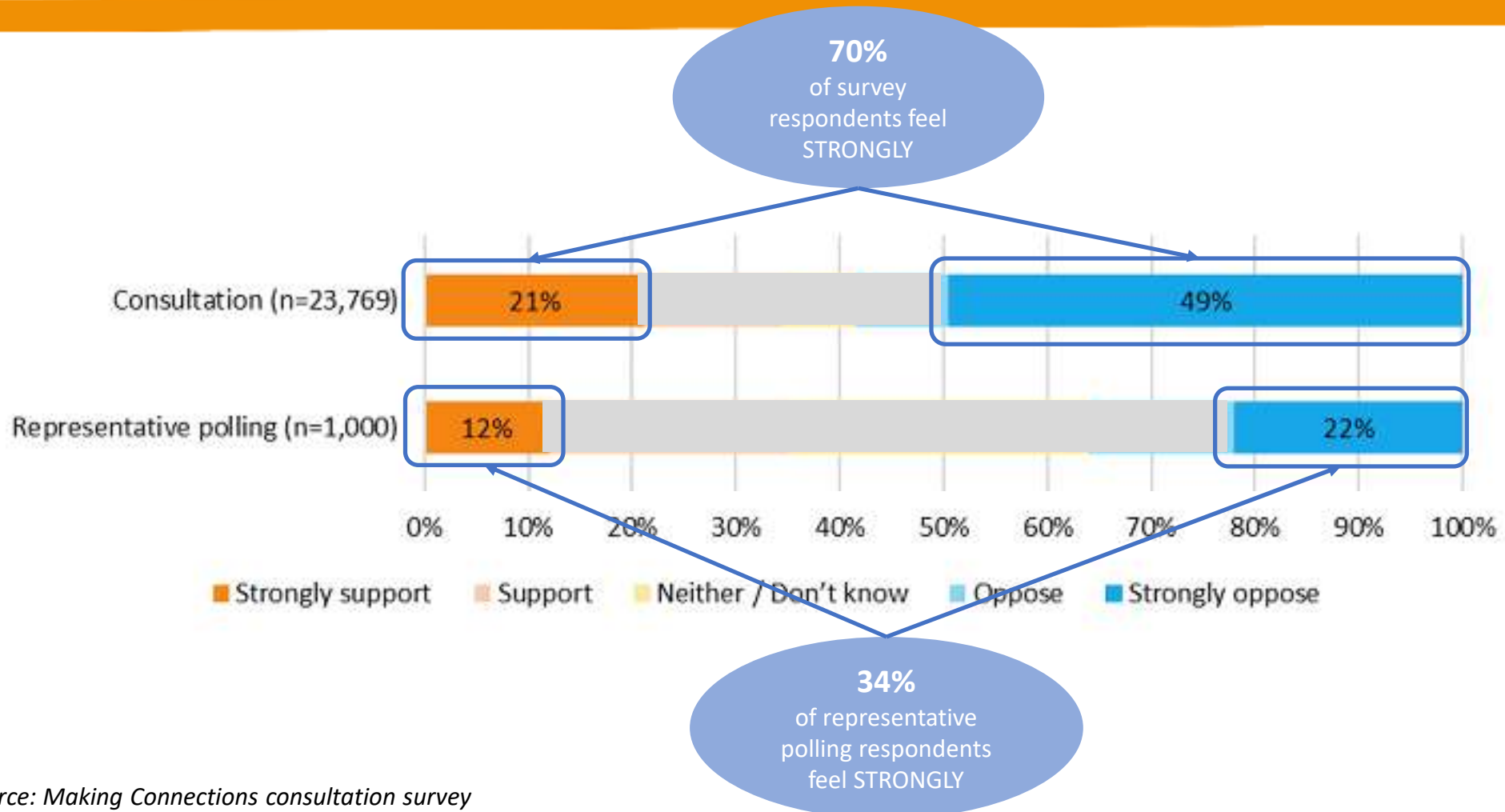
# Polling shows more muted opposition than survey

Support for STZ (Q9 consultation survey vs same question in polling)



Source: Making Connections consultation survey / Opinium polling

# Stronger opinions expressed in survey than polling

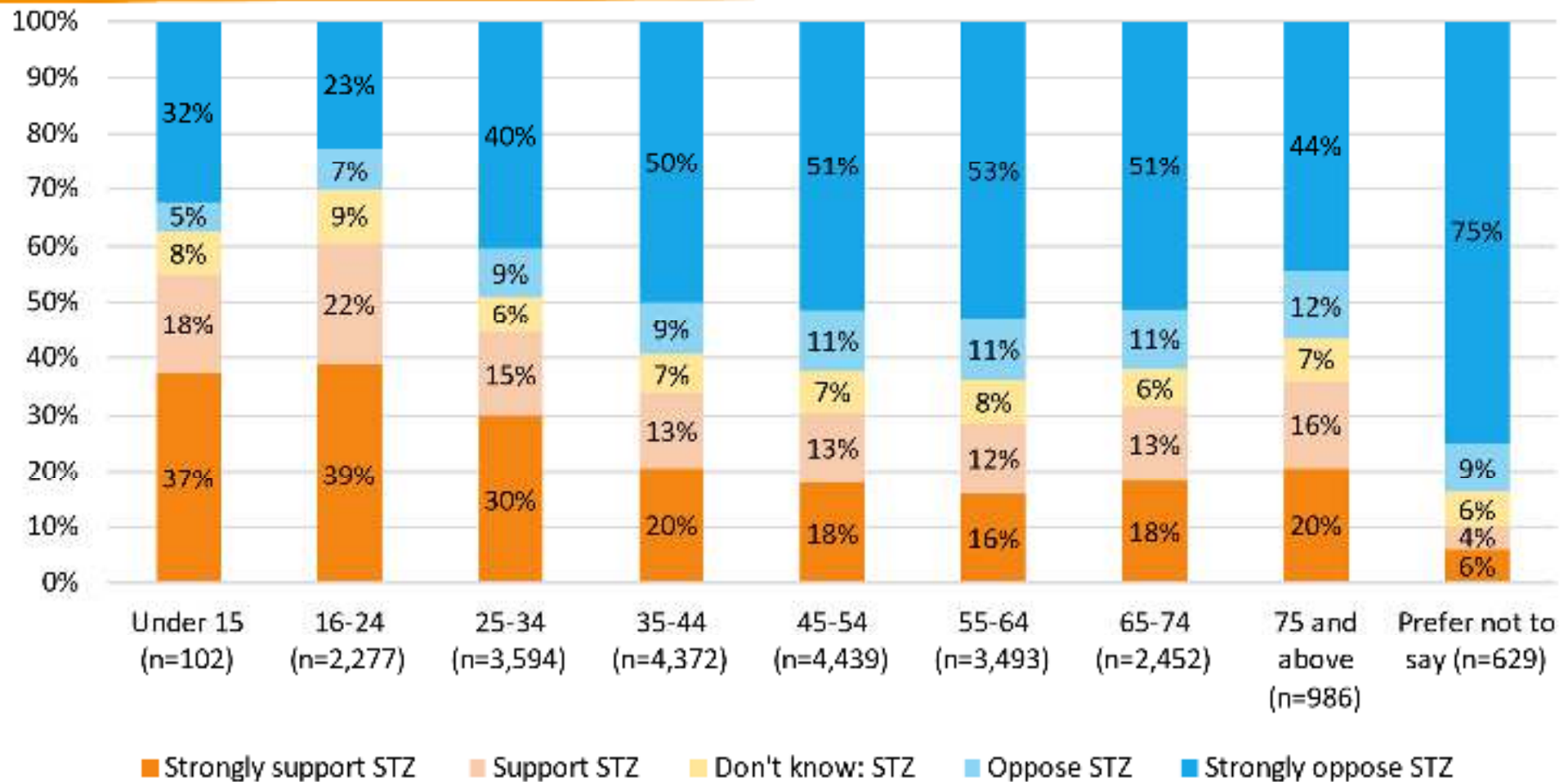


Source: Making Connections consultation survey

DRAFT BASED ON PARTIAL / EMERGING ANALYSIS

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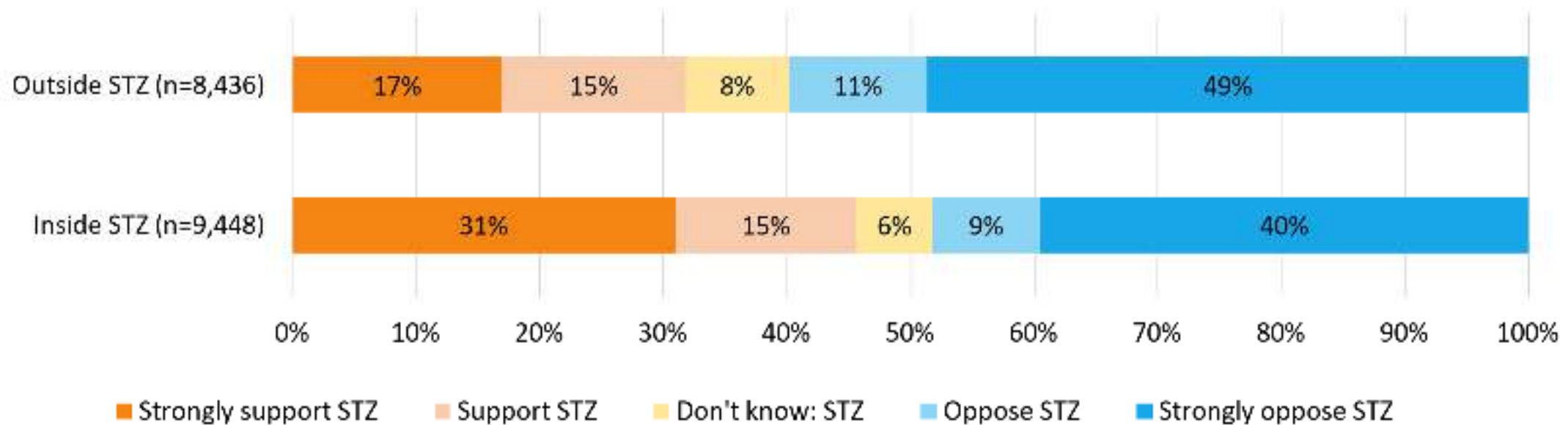
# Higher support for STZ amongst under 25s



Source: Making Connections consultation survey

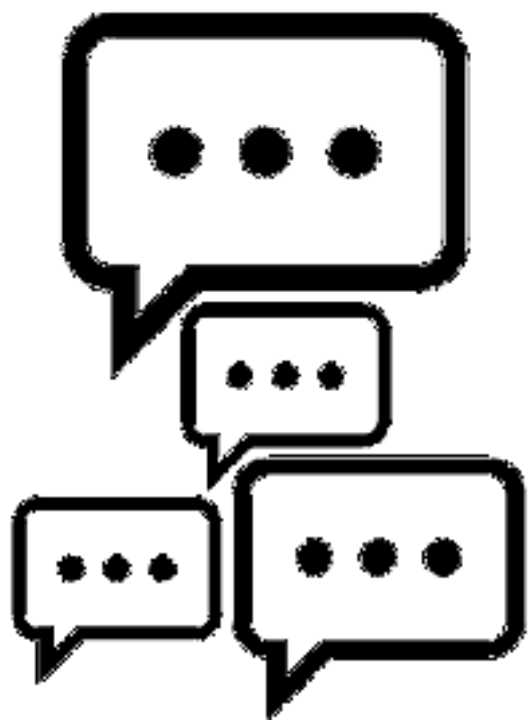


# Higher support inside the zone than outside



Source: Making Connections consultation survey

# Some objectors will not be convinced, but others would consider amendments

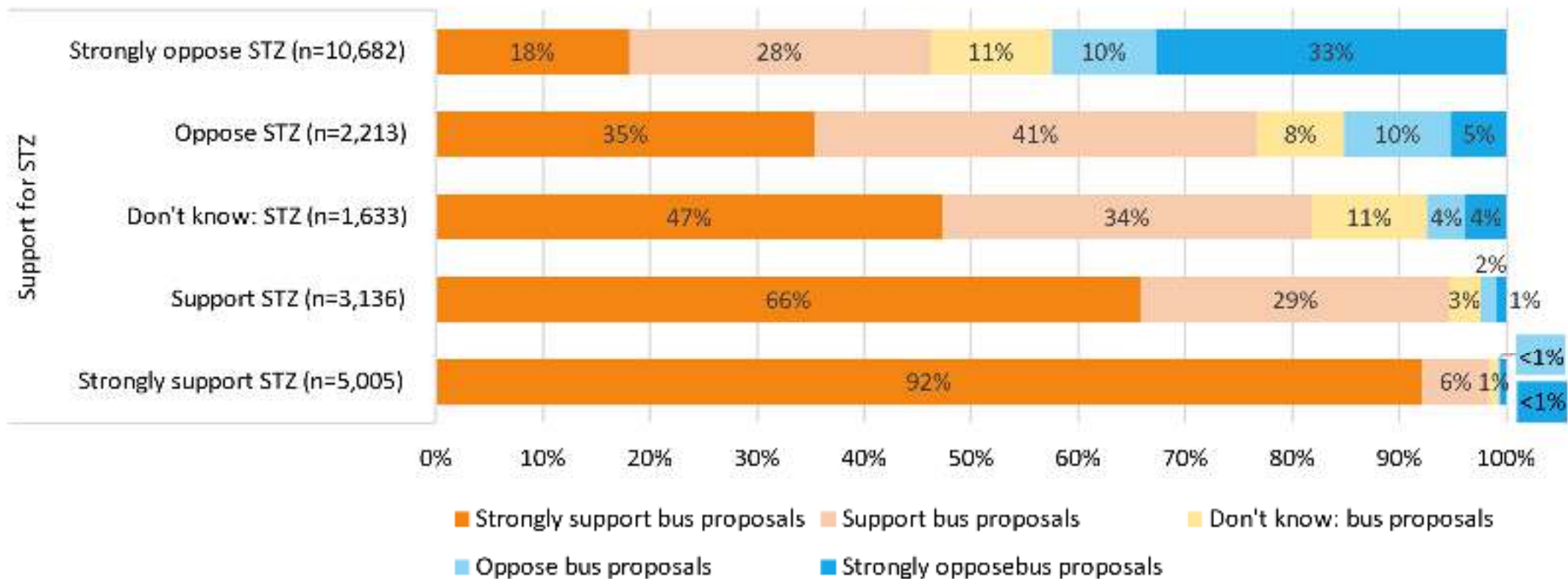


Topics that could change people's minds:

- Changing the charge rate
- Different boundaries
- Changes to discounts and exemptions
- Changing hours

Source: Opinium polling

# About half those who oppose the STZ support the bus vision



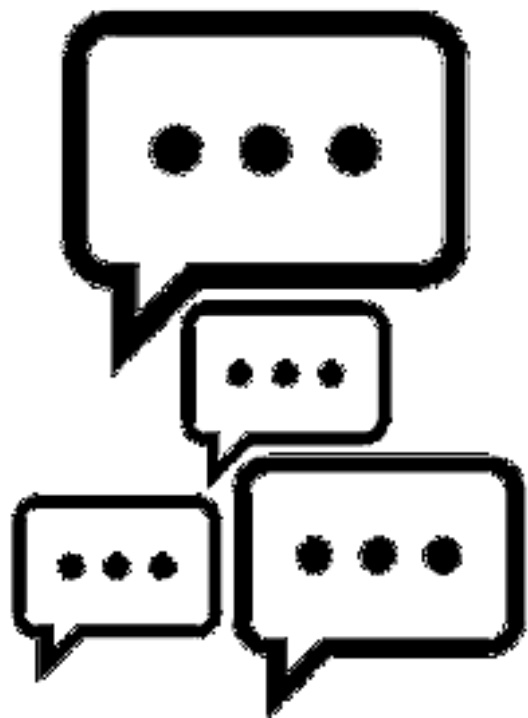
Source: Making Connections consultation survey

# Alternative funding suggestions



Source: Making Connections consultation survey

# Headline issues arising from the consultation



- Should **hospitals** be in the zone?
- Is the zone **too large**?
- Should there be a **resident exemption**?
- Should the impact on business, especially **small business & self-employed**, be mitigated?
- Are **charge rates** too high? Should **motorbikes** pay at all?
- Should the charge run **7am-7pm**?
- Concern about impact on **older people**, those who struggle to use public transport, and those on **low incomes**
- How will discounts and exemptions operate **in practice**?
- Difficulties for **parents** using public transport for multiple stops
- Could additional/**alternative means of funding** some improvements be considered?

# Options for responding to feedback



## Alter the basic **parameters**

- Hours of operation
- Opening year or phasing in
- Charge rate for vehicles
- Boundary

## Alter the **rules**

- Discounts
- Exemptions
- Reimbursements
- Free days



*Almost infinite combinations!*

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*Localised points, operational detail, tweaks to exemptions or bus network detail can all be picked up with any core option at a later stage*

# Changes to the STZ proposal will impact delivery of the bus and sustainable travel proposals

Ability to deliver  
bus & sustainable  
travel  
improvements

Responding to  
concerns about  
the STZ



# The Joint Assembly is invited to:



- Note the feedback from the consultation
  - Consider the range of potential adaptations
  - Give a view as to whether and how the Executive Board should proceed
- 