



GREATER  
CAMBRIDGE  
PARTNERSHIP



# Making Connections 2022

GCP Executive Board June 29, 2023

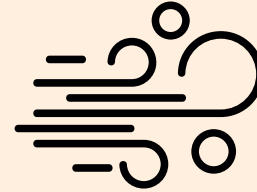
# The challenge: 8 key stats



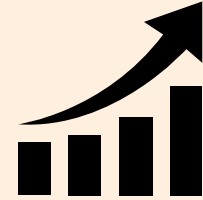
35,000 more residents  
in Greater Cambridge in  
2021  
than there were in 2011



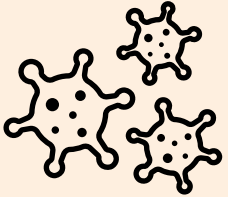
44,000 more jobs  
and 33,500 more homes  
expected by 2031



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



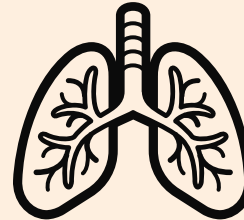
In 2019 there was  
10%  
more traffic than  
there  
was ten years ago



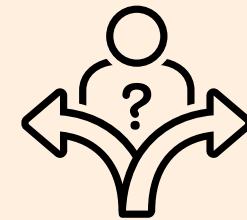
Car use is at 92% of  
pre-covid levels yet  
bus use is only at  
73%



Transport causes 35% of  
local  
carbon emissions

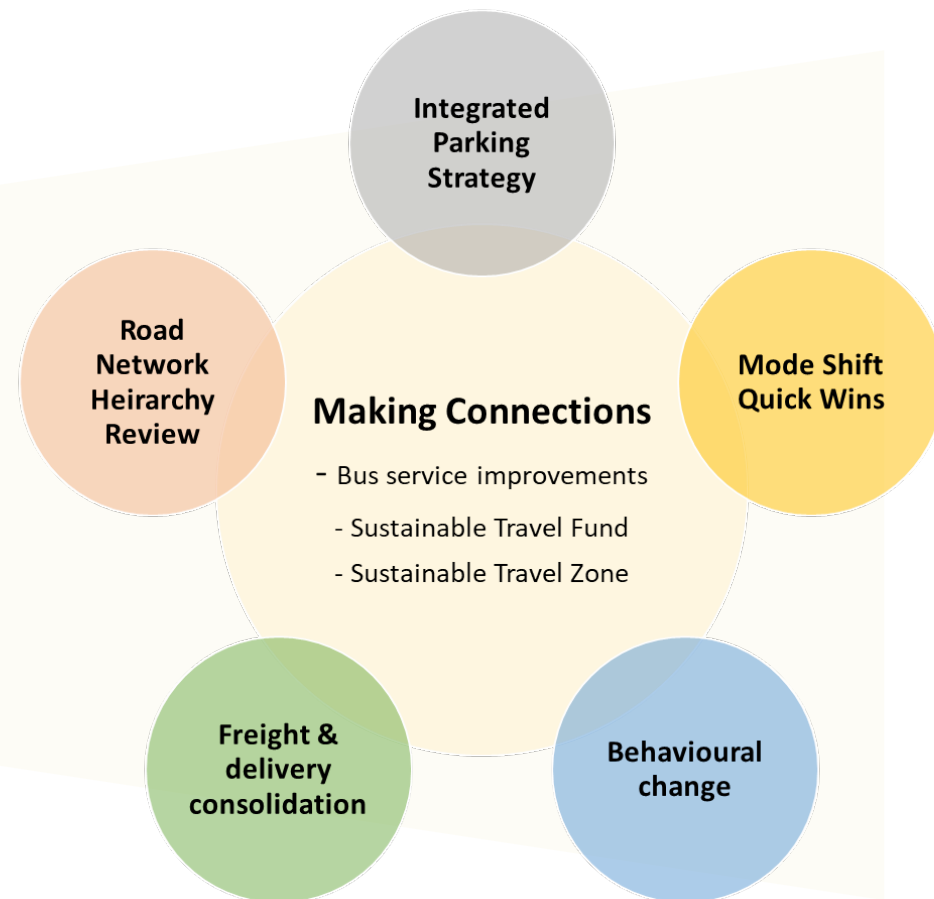
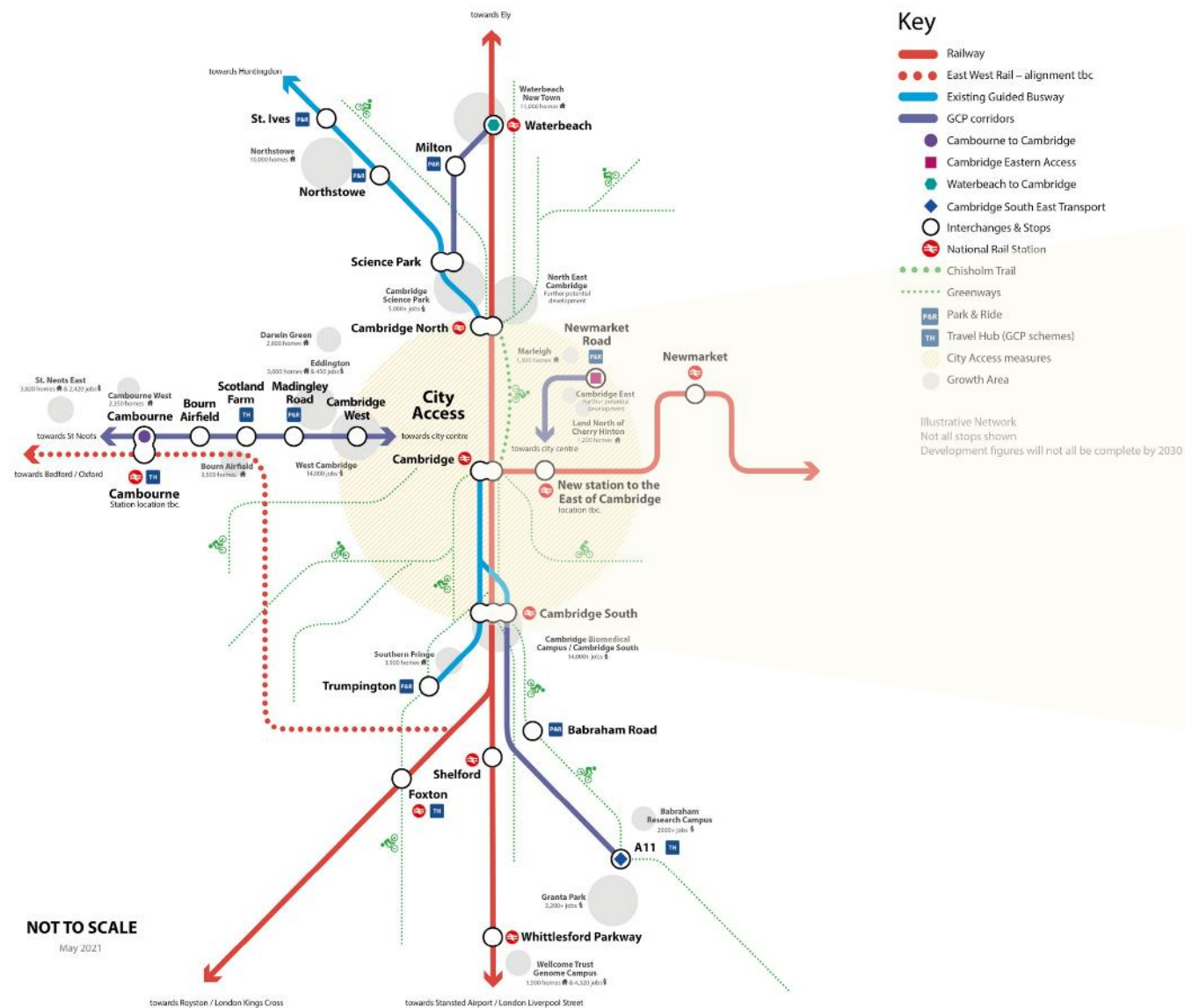


121 deaths in Greater  
Cambridge  
attributable to air  
pollution in 2020

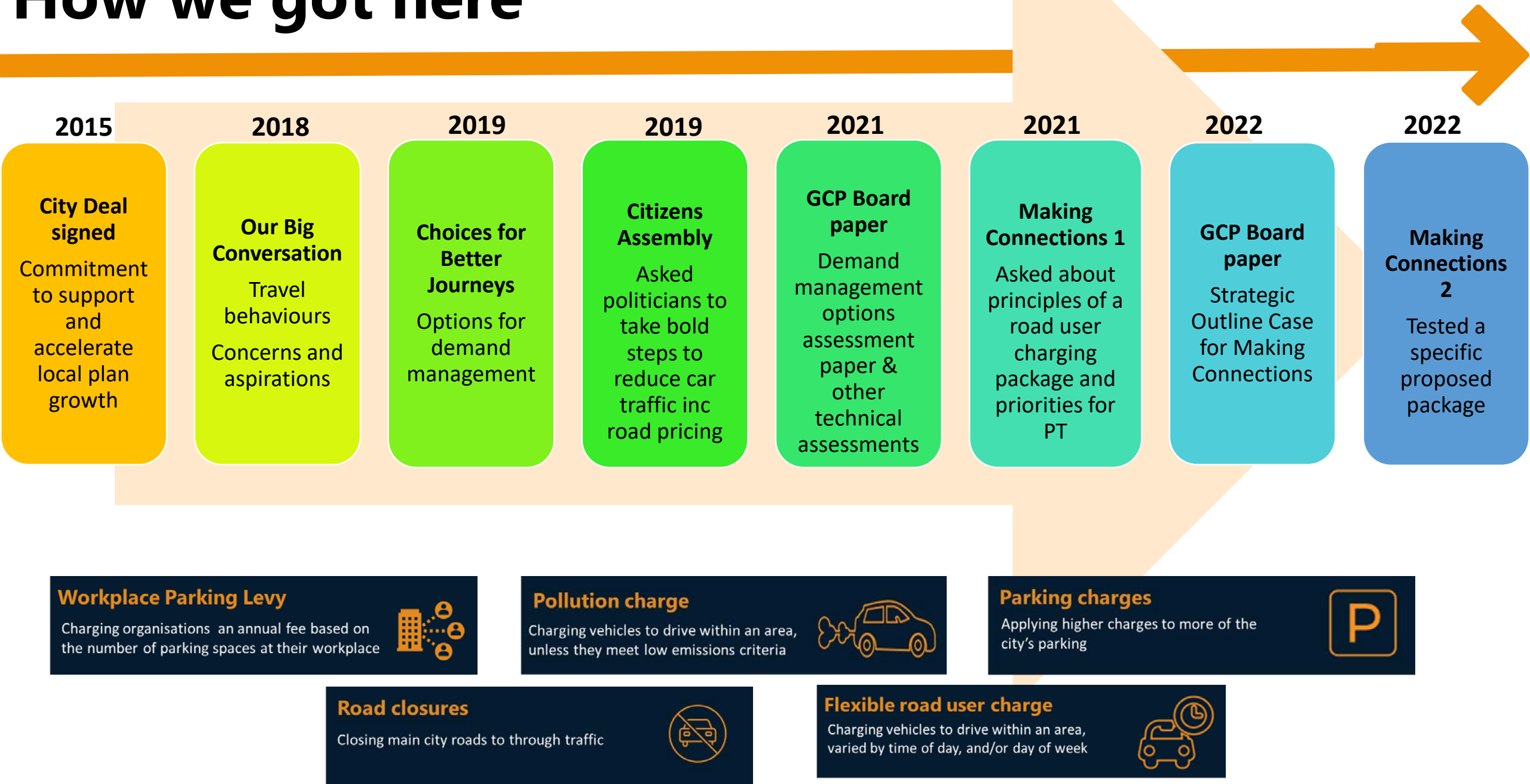


Thousands of people  
living and working in  
Greater Cambridge have  
no alternative to  
traveling by car

# GCP's plan for Sustainable Travel



# How we got here



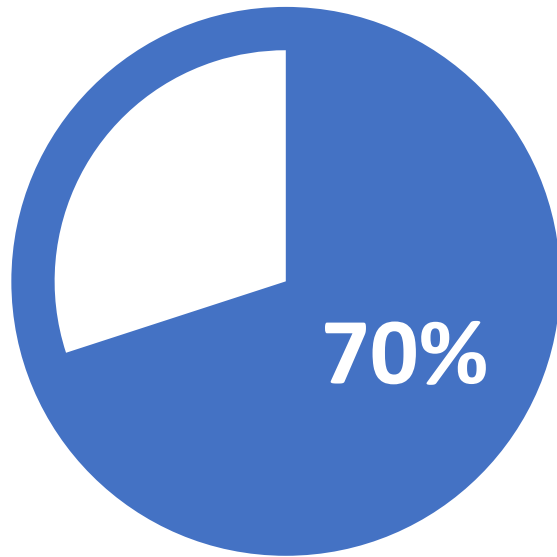
# Consultation Analysis Report



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

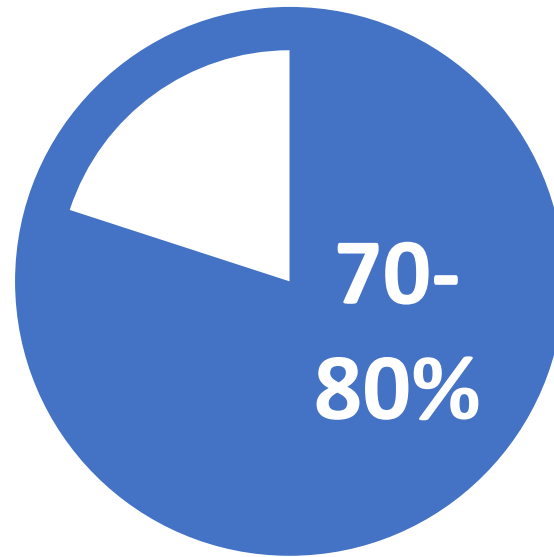
# Consultation survey headlines

## Bus proposals

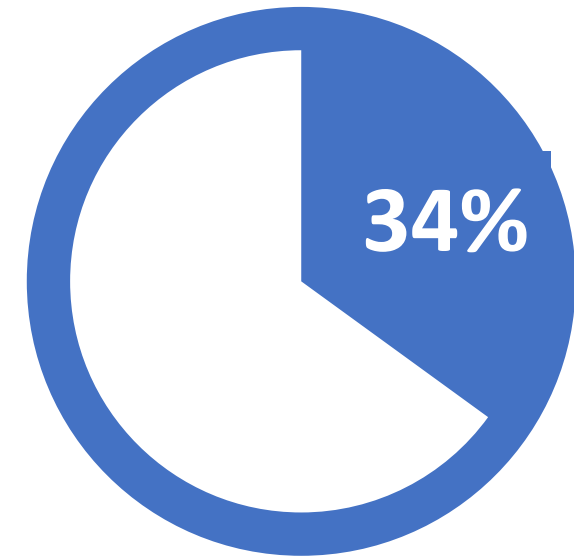


## Sustainable travel\* & public realm proposals

\* Except car clubs: 38%

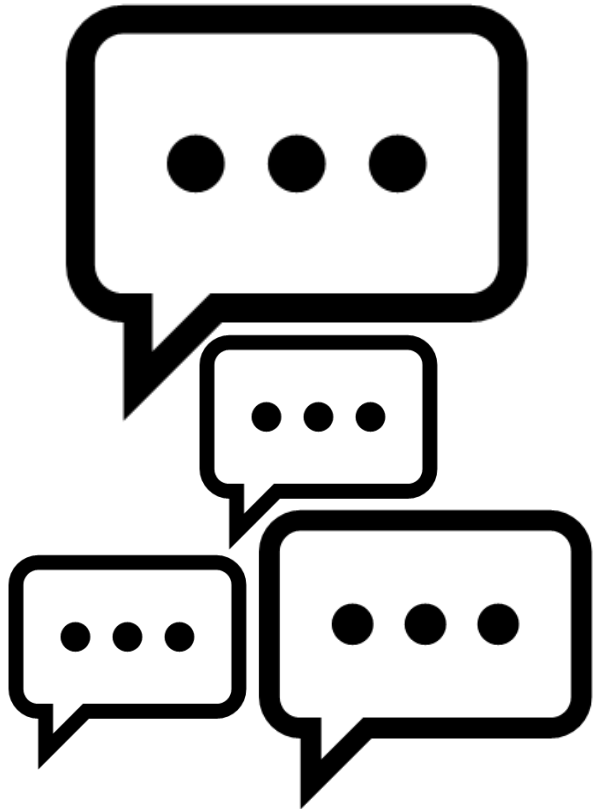


## STZ proposals



- Higher support for STZ amongst **youngest** and **oldest** age groups
- Higher support for STZ **inside the zone** than outside it
- Around half of those that oppose the STZ **could support it if changes were made**
- Around half those that strongly oppose the STZ **still support the bus proposals**

# 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

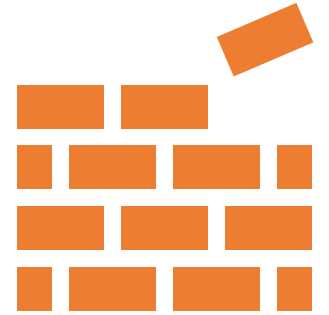


## Alter the basic **parameters**

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

## Alter the **rules**

- Discounts
- Exemptions
- Reimbursements
- Free days



*Almost infinite combinations!*

Confidential

*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



# Illustrative scenarios

MC  
2022

- All day charging 7am-7pm
- £5 cars
- £10 vans
- £50 HGVs, coaches

1

## THREE BIG CHANGES

- Peak hours only
- Vans £5
- No charge for hospital

2

## FREE DAYS

- 3 free days per week
- Decreasing over time

3

## HYBRID

- Peak hours only
- £3 for cars
- No charge for hospital
- Free days

No  
STZ

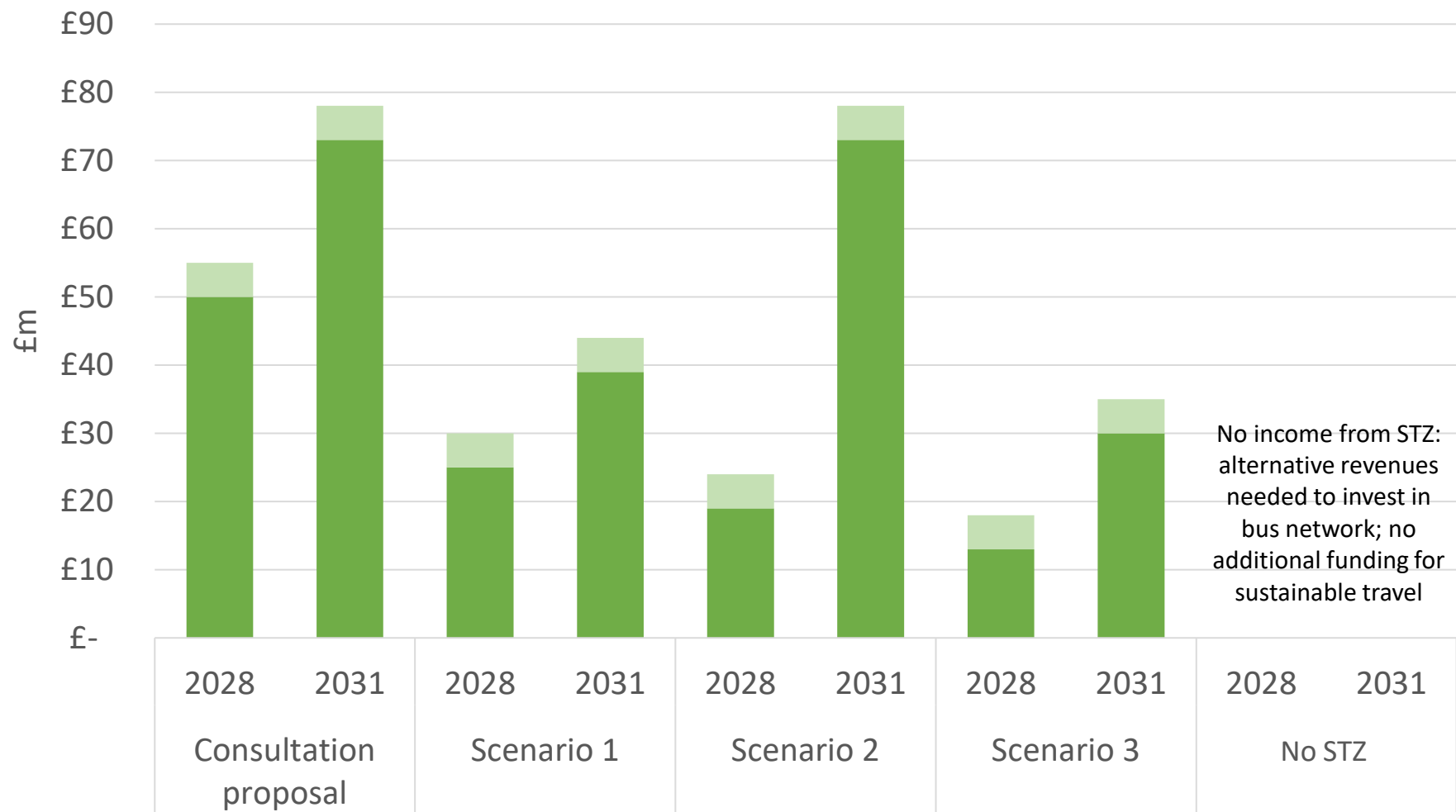
- No charge

# Issues to be considered in any scenario



- Finalise the definition of the proposed **low income discount**, in line with consultation feedback
- Whether **charges for mopeds/motorbikes** should be reduced or removed
- Consider consultation feedback on business impacts, and **whether and how the treatment or charging of HGVs and LGVs could be refined** either overall, by sector or by business size
- Consider whether there is a mechanism to provide further support to **unpaid carers** in receipt of benefits, or for **charity volunteers** or **community groups**
- Whether the charge in any scenario might finish at **6pm rather than 7pm** to give more flexibility in the after-work period (which might be an alternative means of supporting some of the groups flagged above).
- Whether any '**free day**' **scheme** should apply per car, per household, or per address (recognising that there will be competing considerations and, whichever is chosen some may feel it unfair for their circumstances).
- To further consider the impact on residents near the edge of the STZ boundary who **commute out of the zone**.

# Revenue & traffic impacts of scenarios



2041:  
No STZ -  
traffic speeds  
9-11 kmph  
(5-7mph)

Scenario 1  
and 2: approx.  
60-65% faster

Scenario 3:  
approx. 50%  
faster

# Equalities issues to consider



- Investment in buses in general is a progressive measure
- Positive benefits for protected characteristic groups and lower income citizens
- Key workers and shift workers less likely to be able to vary their working hours to avoid a peak-only charge where as 'free days' are of equal benefit
- Scenarios with slower bus rollout may disproportionately impact rural residents who are lower income but don't qualify for exemptions
- Scenario 3 is least likely to benefit those living further away from Cambridge
- Bus services will further decline in No STZ scenario impacting poorest and PCGs most

# Business issues to consider



- The STZ will affect businesses differently depending on sector and size
  - Most businesses will incur cost (to varying extents) from increased delivery costs
  - Offset (to varying extents) by time savings and the extent to which they pass costs on to customers
  - For most businesses negative impacts will be felt early, then abate over time
- Services and leisure sectors should benefit from better accessibility for customers, especially evening buses – also ability to recruit in low paid hospitality & retail roles
- Scenarios 1 and 3 allow business travel in middle of the day offer greater flexibility and lower impact for business
- Reducing the cost for vans likely to disproportionately benefit small businesses and self employed
- Ability to attract and retain staff (especially key workers and lower paid) will be increasingly difficult in a 'No STZ' scenario

# Bus network



Network depends on charging scenario but key principles/ findings:

Less focused on city centre

Park and rides become  
multi-mode travel hubs,  
connected to more places

More orbital routes  
reflecting changing shape  
of city

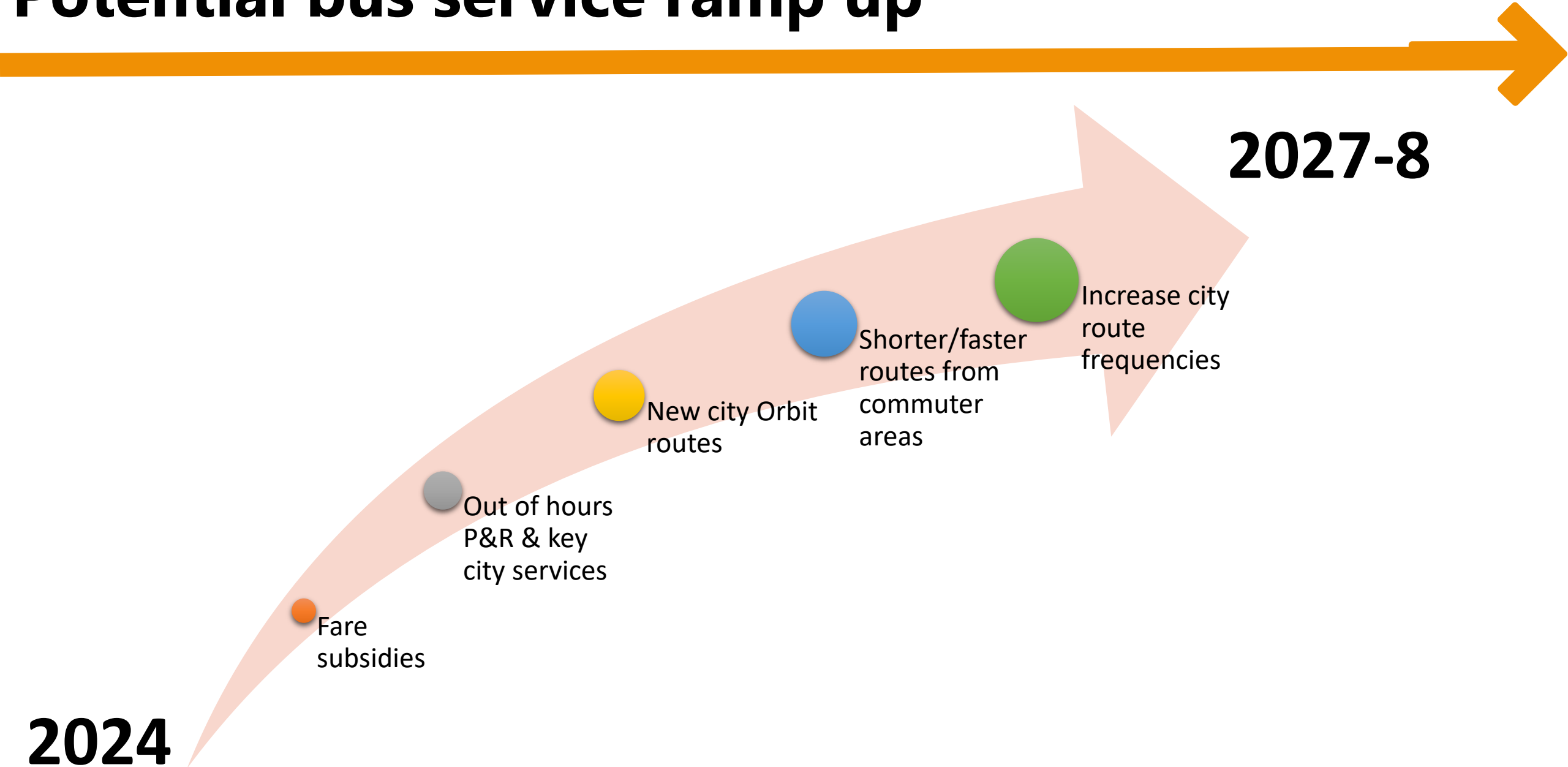
Focus on filling gaps poorly  
served

Focus on usability and  
safety of the network

Frequency and reliability  
matters to people as much  
as fares and new routes –  
but cannot be delivered  
with revenue alone



# Potential bus service ramp up



# The Executive Board is asked to:



- Note the feedback from the consultation
  - Note and comment on the illustrative scenarios for modifying the scheme
  - Request GCP officers to work with CCC officers to develop a preferred option for consideration in the Autumn
  - Agree to work with CPCA to input these findings into their bus reform work and network review
  - Develop detailed proposals for introduction of early bus improvements based on the GCP £50m for decision in December
- 