

Dear Sir / Madam

You are invited to attend the next meeting of the Greater Cambridge Partnership Joint Assembly, which will take place at **2:00 p.m. on Thursday 6<sup>th</sup> June 2019 in the Council Chamber, South Cambridgeshire Hall, Cambourne.**

The agenda for the meeting is set out below.

### Agenda

1. Election of Chairperson	Oral
2. Election of Vice Chairperson	Oral
3. Apologies for Absence	Oral
4. Declaration of Interests	Oral
5. Minutes	2-11
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8. City Access and Public Transport Improvements	13-152
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10. Cambridge South East Transport Study	163-181
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12. Quarterly Progress Report	187-205
13. Date of Next Meeting	

2:00 pm Thursday 12th September 2019 at Shire Hall, Cambridge

The Joint Assembly comprises the following members:

Councillor Mike Davey - Cambridge City Council  
 Councillor Nicky Massey - Cambridge City Council  
 Councillor Tim Bick - Cambridge City Council  
 Councillor Tim Wotherspoon - Cambridgeshire County Council  
 Councillor Noel Kavanagh - Cambridgeshire County Council  
 Councillor John Williams - Cambridgeshire County Council  
 Councillor Ian Sollom - South Cambridgeshire District Council  
 Councillor Peter Topping - South Cambridgeshire District Council  
 Councillor Eileen Wilson - South Cambridgeshire District Council  
 Heather Richards - Transversal  
 Jo Sainsbury - iMET  
 Helen Valentine - Anglia Ruskin University  
 Christopher Walkinshaw - Cambridge Ahead  
 Dr John Wells - Cancer Research UK Cambridge Institute  
 Dr Andy Williams – AstraZeneca

For more information about this meeting, please contact Nicholas Mills at Cambridgeshire County Council on 01223 699763 or e-mail <a href="mailto:Nicholas.Mills@cambridgeshire.gov.uk">Nicholas.Mills@cambridgeshire.gov.uk</a>
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## **GREATER CAMBRIDGE PARTNERSHIP JOINT ASSEMBLY**

Minutes of the Greater Cambridge Partnership Joint Assembly held on Wednesday 27 February 2019 at 2.00pm

**PRESENT:**

### **Members of the Greater Cambridge Partnership Joint Assembly:**

Councillor Tim Wotherspoon	Cambridgeshire County Council (Chairperson)
Councillor Tim Bick	Cambridge City Council (Vice Chairperson)
Councillor Dave Baigent	Cambridge City Council
Councillor Nicky Massey	Cambridge City Council
Councillor Noel Kavanagh	Cambridgeshire County Council
Councillor John Williams	Cambridgeshire County Council
Councillor Ian Sollom	South Cambridgeshire District Council
Councillor Peter Topping	South Cambridgeshire District Council
Councillor Eileen Wilson	South Cambridgeshire District Council
Heather Richards	Transversal
Jo Sainsbury	iMET
Christopher Walkinshaw	Cambridge Ahead
Dr Andy Williams	AstraZeneca
Helen Valentine	Anglia Ruskin University
Dr John Wells	Cancer Research UK Cambridge Institute

### **Officers/Advisors:**

Peter Blake	Transport Director, GCP
Mike Davies	Cambridgeshire County Council
Sarah Heywood	Cambridgeshire County Council
Kathrin John	Democratic Services, South Cambridgeshire District Council
Niamh Matthews	Head of Strategy and Programme, GCP
Rachel Stopard	Chief Executive, GCP
Isobel Wade	Head of Transport Strategy, GCP
Victoria Wallace	Democratic Services, South Cambridgeshire District Council

### **1. APOLOGIES**

There were no apologies for absence from Joint Assembly members.

### **2. DECLARATIONS OF INTEREST**

The following non-statutory disclosable interests were declared:

- Christopher Walkinshaw's place of work was on the east side of Cambridge.
- Heather Richards lived off Milton Road.
- Helen Valentine lived on Queen Edith's Way.
- Councillors Noel Kavanagh and Dave Baigent were members of the Cambridge Cycling Campaign.

### **3. MINUTES OF PREVIOUS MEETING**

The minutes of the previous meeting were agreed as a correct record, subject to the following amendments:

- Minute 6: Cambourne to Cambridge - Councillor Sollom referred to the list of points he raised set out at the top of page 4 and asked that this include reference to his question about strategic infrastructure projects, including East West Rail. Although this was covered elsewhere in the minutes it had not been attributed to him.
- Minute 7: City Access and Bus Service Improvements - Councillors Baigent and Massey referred to their comments about affordable public transport and a request for detailed not indicative costs of free bus travel and asked for this to be included in the minutes.
- Minute 9: Quarterly Progress Report -reference to 'C-CAV2' towards the bottom of page 4 should be corrected to read 'C-CAV4'.

### **4. QUESTIONS FROM MEMBERS OF THE PUBLIC**

The Joint Assembly noted that seven public questions had been received. Two questions related to the GCP Future Investment Strategy [item 7] and five questions related to Milton Road [item 11] and were considered alongside the relevant agenda item.

### **5. PETITIONS**

It was noted that no petitions had been received.

### **6. BUDGET SETTING 2019/20 AND QUARTERLY PROGRESS REPORT**

The Head of Strategy and Programme presented a report which updated which detailed the 2019/20 budget proposals and set out progress across the GCP programme. The report also outlined plans to explore the feasibility of investing in a rolling fund to support the development of a new substation. With reference to the procurement exercise for GCP Apprenticeship services, referred to at paragraph 6 of the report, it was noted that the contract had been awarded to a joint bid from Form the Future and Cambridge Regional College.

In response to concerns raised by Councillor John Williams regarding progress on cross city cycling improvements, in particular his challenge to the suggestion that this work was almost complete, the Joint Assembly was informed that the amount of temporary work being done at any one time often gave the impression that schemes were far from completion when this was not the case. It was confirmed that the Green End Road scheme would be 98% completed by the following week, leaving a small amount of landscaping to be done. There had been a delay with building the floating bus stops at

Fulbourn Road caused by land acquisition discussions; but these were now complete and work could proceed. The Fen Ditton scheme would be completed by the end of May 2019, hopefully sooner. It had been decided to complete the final phase of the Arbury Road scheme during the school summer holidays, to minimise disruption. Responding to a related question from Councillor Baigent about the potential impact of road closures at Arbury Road and Mill Road bridge, it was confirmed that discussions would take place to mitigate the impact of this.

Helen Valentine was concerned that plans to show advertising on digital wayfinding devices at the station would interrupt the display of time critical travel information for those using public transport. Councillor Massey recalled her earlier comments about problems with the device at the station and asked whether new devices would be an improved version or the same as existing ones that didn't work as well as they might. The Chief Executive agreed to raise these matters with the team.

Helen Valentine also drew attention to reference to the planned reduction in percentage allocated from the New Homes Bonus. The Joint Assembly was informed that more work would be done to discuss match funding with each constituent local authority, over the next 12 months.

Referring to integrated ticketing opportunities, Councillor Sollom queried when something would be done about this rather than opportunities being reviewed; he suggested this should be pushed forward rapidly. He also pointed out that the electrification of transport was not mentioned in the report. In response to integrated ticketing opportunities, the Chief Executive echoed Councillor Sollom's frustration and drew attention to complexities involved in achieving this. She undertook to speak to the team concerned and stress the need to find urgent solutions.

In response to queries raised by Councillor Wilson regarding the Cottenham to Oakington cycle path and the Rampton project, the Joint Assembly was informed that specialist contractors were being engaged with on the best options for the Rampton project and there was a lot of negotiation to be done with private landowners regarding Cottenham to Oakington. The GCP would be going back to relevant parish councils to keep them informed.

Referring to the pedestrian and cycle sensor trials, Councillor Massey queried whether the GCP would be looking at the impact, including on local businesses, of displaced traffic resulting from road closures.

Councillors Massey and Baigent commented on the planned closure of Mill Road bridge. Councillor Massey asked if the pedestrian and cycle sensor trials would also be able to measure the impact on local businesses during the closure. Councillor Baigent asked that officer time be committed to looking at the impact of the Mill Road closure when it happened; for example assessing whether there was a greater use of the park and ride and whether there was an evaporation of traffic. He suggested this was an opportunity not to be missed and may inform what else the GCP should be looking at.

Councillor Bick suggested that guidance given to planning authorities needed to reflect the GCP's strategic thinking and asked that a report on this be brought to a future meeting. The Chief Executive suggested that this information could be provided as an appendix to the next progress report.

## **7. GCP FUTURE INVESTMENT STRATEGY**

Angela Chadwyck-Healey was invited to ask her public question. She asked a further



question on behalf of Dr Colin Harris. The questions and a summary of the responses are provided at Appendix A of the minutes.

The Head of Transport Strategy presented the report which set out an updated Future Investment Strategy to support preparations for the forthcoming first Gateway Review.

Councillor John Williams informed the Joint Assembly of the outcomes of South Cambridgeshire District Council's public consultation on its Business Plan, which indicated there were serious concerns regarding transport in South Cambridgeshire; in particular the need for alternatives to the car for local trips within South Cambridgeshire. He suggested that the GCP focussed on the main commuter routes into the City, Biomedical Campus and Cambridge Business Park, and overlooked these shorter local trips between South Cambridgeshire villages. South Cambridgeshire District Council was keen to make growth more sustainable and to encourage businesses into villages, thereby enabling more sustainable commuter trips between villages. South Cambridgeshire needed the infrastructure to enable sustainable work journeys such as by foot and bicycle. Councillor Williams hoped that the GCP would take note of and support South Cambridgeshire District Council's Business Plan.

Councillor Massey commented that while improving service provision and journey times on key routes, cost should not be forgotten. Public transport needed to be affordable for everyone and she was in favour of investigating the feasibility of free travel. She asked how far the GCP had progressed in discussions with local transport providers. The Joint Assembly was informed that officers were asking questions of the public regarding the appetite for reducing fares as part of 'Choices for Better Journeys'.

Councillor Sollom queried the degree to which East/West rail was being aligned. He highlighted that development around the Cambridge/Oxford corridor was being consulted on. Assurance had been given that the GCP was aligning with East/West rail. He raised concern regarding the potential duplication of public transport, highlighting the Cambourne to Cambridge corridor. He queried the degree to which this corridor should be prioritised when there was still uncertainty around the Cambridge/Oxford transport corridor and East/West rail.

Regarding prioritisation of schemes, Jo Sainsbury commented that the achievability of timescales was missing. She wanted to see the risks around S106 funding included and the alternatives and impacts on other services if funding was not forthcoming.

Dr Wells suggested that affordability should be separated from other elements of deliverability. It should also be stipulated that if certain schemes were delivered, what other schemes were therefore unlikely to be delivered.

Christopher Walkinshaw was pleased to see that the GCP was looking forward to the end of the period and introduced the concept of a second gateway review. The Joint Assembly was informed that the criteria for this would be different to the first gateway review and would look at economic indicators and growth.

Councillor Topping queried whether an allocation of £25m to address energy capacity and infrastructure issues was sufficient and whether this matched other investment in capacity. He suggested there needed to be a prioritisation of S106 payments. He also pointed out that while an aspiration for jobs to be located in villages was good, this may not be realistic for the knowledge based economy as many companies such as start-ups, wanted to be located in the city near other similar organisations, rather than being isolated in a village. Councillor Bick echoed this point. He also wanted to see the enablement of housing as one of the criteria for prioritisation of new schemes and that enabling the recycling of GCP

funds for other GCP projects should be reflected.

The Chief Executive, responding to the points raised, commented that:

- It was not possible to achieve everything included in the Transport Strategy due to limits on funding. This meant there was a need to prioritise the most heavily used commuter routes.
- The GCP had launched its 'Choices for Better Journeys' consultation, which set out the options on which the GCP was seeking the public's views. This included questions regarding the public's appetite to reduce public transport fares.
- The Joint Assembly was informed that a more detailed report on energy capacity had been presented to the Economy and Environment Working Group.
- Shortage of skills was a challenge for the delivery of projects. However this was being planned for.

## **8. A10 FOXTON LEVEL CROSSING BYPASS AND PARKING AT FOXTON RAIL STATION**

The Transport Director presented the report which set out the review of work undertaken on the Foxton Level Crossing and rail parking options in the vicinity of Foxton station. The Joint Assembly was informed that a bypass could be built; but if this was done this would be a bridge rather than an underpass. The Joint Assembly was also informed that there may be a pressing need for parking in the area, given the growth in rail passengers in the last decade.

Dr Andy Williams welcomed the report and highlighted the lack of feedback from local residents; he suggested public consultation was needed. Councillor Topping echoed this point, emphasising the significant impact this scheme would have on Foxton. He informed the Joint Assembly that a discussion had taken place between the Chairman of Foxton Parish Council and GCP officers. Given the scale of economic development in South Cambridgeshire, anomalies such as the level crossing barrier at Foxton would have to be addressed. A coherent package of measures was needed.

Councillor Dave Baigent raised concern about removing the level crossing as the delay caused by the crossing restricted traffic entering Cambridge; he felt that removing this would encourage more cars to enter the city. He suggested a serious rethink of this scheme was needed.

Dr Wells echoed Councillor Baigent's view. He pointed out that the entrance to the park and rail would be blocked by traffic queuing at the level crossing, therefore the options set out in the report were not independent. This was acknowledged by the Transport Director.

Councillor Kavanagh highlighted that cyclists and their needs along this route needed to be kept in mind. He pointed out that their numbers would increase and an investment in a bridge bypassing the level crossing would benefit them, particularly if it had a segregated cycle path. He also pointed out that the current level crossing may be impeding the progress of emergency vehicles.

Christopher Walkinshaw expressed support for the scheme, suggesting that Foxton was a significant opportunity to establish park and rail. He raised concern that level crossings could restrict the capacity of the rail line, which should not be overlooked. In response to this the Transport Director informed the Joint Assembly that he was not aware that this level crossing negatively impacted capacity of the railway. This may however change if East/West rail came to the area.

Councillor Sollom informed the Joint Assembly that local residents welcomed interventions to reduce traffic; however they were concerned about the potential removal of the level crossing which currently enabled them to exit their driveways and side streets when it was down, as it stopped the traffic. He suggested the GCP needed to think about how to make things easier for cyclists and queried what the impact of the proposals would be on East/West rail. The Transport Director informed the Joint Assembly that there would be significant implications on East/West rail, which would have to be reviewed.

Helen Valentine expressed her support for both interventions, suggesting park and rail would need to come before the bypass though both should be moved forward as quickly as possible.

The Chairperson summarised the Joint Assembly's discussion, highlighting that there was a mix of incompatible views.

## **9. CAMBRIDGE BIOMEDICAL CAMPUS TRANSPORT NEEDS REVIEW**

The Transport Director presented the emerging outputs and proposals from the Cambridge Biomedical Campus (CBC) Transport Needs Review, highlighting that this made the case for Cambridge South Station and an associated package of proposals.

Councillor Wilson highlighted that the most convenient and only reliable way to get to CBC from the northern villages was by car as all public transport options that had been in place had been taken away. Cambridge South Station would be a good option for people from these villages, if they could get to the station without driving.

Councillor Massey suggested that Addenbrooke's Hospital and CBC needed to invest more in this project. Basic measures such as walking and cycling routes on site were also needed, as well as better links to the park and ride and better signage. She suggested shuttle buses to park and ride would make a huge difference and patients and visitors needed to be encouraged to travel to the site by public transport rather than car. She welcomed a review of bus times to make sure they served those working on site. Councillor Massey was not in favour of reviewing hospital visiting times to avoid peak hours as these times were for the benefit of the patients and their visitors, many of which would only be able to visit outside of working hours. She suggested the avoidance of deliveries at peak times should be looked at.

Helen Valentine commented that Cambridge South Station was essential. However this was a number of years away and interventions were needed before this was in place. She suggested the report underplayed the importance of the role of cycling, particularly from the east and south east. There was little reference to the need to upgrade cycle routes from Queen Edith's Way, Wolfston Way and Nightingale Avenue. The Transport Director provided assurance that this issue would be fed in to future discussions.

Christopher Walkinshaw welcomed the report and queried whether analysis had been carried out regarding where those travelling to CBC were coming from. He pointed out that most interventions were on site. The Transport Director clarified that this analysis had been done.

Dr Andy Williams assured the Joint Assembly that CBC partners took this very seriously and were investing where they could. He highlighted that the short term problems were very significant and local residents needed to be engaged with. The Transport Director informed the Joint Assembly that discussions with residents had been scheduled and that the GCP and CBC partners were already working together as a team. Local residents needed to be drawn into this. He clarified that Astra Zeneca would have no allocated car

parking for staff on site and that on the whole CBC site there was only parking provision for 20-30% of staff. Analysis had been undertaken of where CBC staff were travelling from.

Dr John Wells also welcomed the report and suggested there were many interventions that could be put in place in the short term. He pointed out that the Addenbrooke's Hospital website, which provided information on how to get to the hospital, focussed primarily on driving and parking rather than the park and ride. He suggested that communications around this could be improved with signposting primarily to the relevant bus services and park and ride service, rather than car parking. In the longer term he emphasised the need for continued effort to be made in the coordination of partnership working between CBC partners and the GCP. Dr Wells suggested that medium and longer term interventions should be prioritised and the accountability for these interventions needed to be clear in order to ensure they were delivered. Councillor Sollom echoed support for this. In response, the Transport Director informed the Joint Assembly that clarity of accountability and delivery plans were the next step.

Dr Wells pointed out that by 2031, CBC would have roughly the same volume of people passing through it as Stansted Airport; the scale of this needed to be recognised and very serious attention given to it long term.

Councillor Kavanagh welcomed the emphasis given to cycle parking. He suggested the cycle route to Shelford needed to be widened and if there was already a plan for this, negotiations needed to start with landowners.

Councillor Sollom echoed the points made by Dr Wells regarding prioritisation and accountability. He pointed out that none of the Liverpool Street railway line had been included. Regarding the timeline of impact graph in the report, he queried whether the CAM metro did anything, pointing out that there was not much difference in gradient between the CAM maximum impact and baseline impact on the graph.

Heather Richards suggested that to help with prioritisation, the calculated numerical impact should be explained.

Councillor Topping suggested that Papworth Hospital had a duty of care and a requirement to engage with Cambridge as it was relocating to the city. He suggested there needed to be clear governance and accountability for who was driving forward Cambridge South Station. The Transport Director clarified that there was a very clear development plan for Cambridge South Station, regarding which partners were holding the Department of Transport and Network Rail to account. There was a timeline for that plan.

Councillor Wotherspoon raised concern that the only demand management option incorporated in the modelling was parking control. In response to this the Transport Director clarified that demand management was only partially captured in the report as it only looked at parking restraint.

In response to concerns raised regarding investment by CBC and Papworth Hospital, the Transport Director informed the Joint Assembly that both were contributing to a new bus service.

## **10. THE CHISHOLM TRAIL**

Mike Davies presented a report on progress on the delivery of Phase One of the Chisholm Trail scheme, and looked ahead to how Phase Two would be delivered to complete the

scheme.

The Joint Assembly Chairperson pointed out that the scheme was more expensive than had originally been estimated.

Councillor Kavanagh queried whether there were any plans to make it easier for cyclists to access the southern part of the busway from Carter Bridge, as currently the front of the station was difficult for cyclists to navigate due to the taxi rank and the road configuration at the front of the station. In response to this the Assembly was informed that the project did not include any plans for the station frontage.

The Joint Assembly was informed that a bridge between the Ridgeons site and Mill Road depot was not in the current plan. This would be a significant structure and cost in the region of £15 million.

Concern was raised regarding the narrowness of the Ridgeons site to Mill Road depot cycleway. In response to this the Joint Assembly was informed that this was a 5 metre wide corridor with an open fence on one side, so it should not feel too enclosed.

## **11. MILTON ROAD: BUS, CYCLING AND WALKING IMPROVEMENTS - FINAL DESIGN**

Councillor Jocelynne Scutt, Chair of the Milton Road Local Liaison Forum (LLF) was invited to present feedback from the LLF meeting held on 18<sup>th</sup> February 2019. She explained that the LLF had agreed two resolutions, which were that:

1. The LLF requested that a biodiversity strategy for Milton Road be presented to the GCP Joint Assembly and Executive Board, along with a detailed design.
2. The LLF sought assurance that any subsequent substantial changes to the Milton Road scheme be presented to the LLF to review and scrutinise, before they were presented to the GCP Joint Assembly and Executive Board.

Councillor Scutt made the following additional points:

- The LLF was concerned about biodiversity and its incorporation into all of the GCP schemes.
- The LLF and Milton Road residents were appreciative of being involved throughout the development of the Milton Road scheme and, while they were happy with it, the following concerns remained:
  - Concerns regarding parts of the footpath that were dual use. The LLF had been assured that there had been a safety audit and acknowledged that the dual use section had been shortened.
  - Concern regarding floating bus stops. Assurance had been provided that there would be a slight raising of the cycleway and textured surfaces would be installed on the approach to floating bus stops, so that cyclists were aware they were approaching a floating bus stop.
  - Concern regarding parking at the Mitchams Corner shops, which was still needed.
  - They wanted to retain the potential for trees that was already built into the scheme.
  - Concerns about the Gilbert Road intersection and where cyclists turned left into Milton Road where there was the potential for collisions with pedestrians waiting to cross the road.
  - Concern regarding the bus lanes and their length, though it was acknowledged that the scheme had to conform to the principles on which the funding had been granted.
- Councillor Scutt highlighted the following positive outcomes:

- That good discussions were taking place between shop owners and GCP officers.
  - That Woodhead Drive would be an avenue of trees; it was hoped this would help with the current problem with coach parking.
  - That Milton Road would have an avenue of trees.
- Councillor Scutt highlighted that residents wanted bus stops where there were bus lanes, so that the bus lanes were of benefit to the residents of the area through which they passed. Residents wanted buses to stop more regularly along Milton Road; this should be discussed with the bus operators.
- Residents were determined that public art was needed along Milton Road and asked that the Joint Assembly emphasise this to the Executive Board and for an indicative budget for this to be set.
- There needed to be a mitigation for residents parking being removed from Milton Road. This was a concern to Milton Road residents and residents of surrounding areas, which may be impacted by the removal of this parking. Councillor Scutt requested that a meeting or workshop be arranged between the relevant councillors and GCP officers, to discuss how mitigation might be implemented in this area.

Public questions were invited from Sarah Langford, Maureen Mace, Barbara Taylor, Erik de Visser and Michael Page. As Sarah Langford was unable to attend to ask her question in person, the Chairman summarised this. The questions and a summary of the responses are provided at Appendix A of the minutes.

The Transport Director presented the report which set out the final design for Milton Road, which included modifications to the previously approved design following public consultation feedback.

Councillor Bick congratulated residents and other groups for their contribution to the design of the scheme. He also congratulated officers for trying to create a scheme that worked for everyone's benefit.

Councillor Kavanagh drew the Joint Assembly's attention to the diagram of the Elizabeth Way roundabout and cautioned against the use of any high foliage on roundabouts as it was important that cyclists, on entering a roundabout, could see the other side. He requested that when landscaping was done, the trees were kept low or taken away. He suggested this be discussed with the Highways Safety Team. In response to this the Transport Director highlighted that a balance was needed in the design of roundabouts to facilitate the control of speed; having a clear view across roundabouts could encourage speeding by drivers.

The Joint Assembly was informed that there would be engagement on the Milton Road construction plan.

Joint Assembly members indicated their support for public art along Milton Road. GCP officers were committed to continuing discussions with local residents regarding this.

## **12. RURAL TRAVEL HUBS**

A statement from Oakington Parish Council regarding rural travel hubs had been circulated to Joint Assembly members before the meeting.

Councillor Wilson was invited to speak as the local Member for the Cottenham Ward:

- She wanted to understand which residents this scheme was intended to serve; she

suggested that the scheme would only serve Oakington which was already close to the guided busway.

- The scheme offered no extra transport for the residents of any of the other villages, such as Cottenham and Rampton, to reach the rural travel hub. Therefore this was not a hub as it did not have any spokes. Public transport from these and other villages further north was needed in order for this to be a travel hub. The only way to access the hub without a car was to cycle.
- She informed the Joint Assembly that the rural travel hubs consultation had set village against village. She highlighted that comments from Cottenham residents had not been included in the report.

Councillor Topping pointed out that passenger journeys at Whittlesford Station had increased by 100,000 in five years; it was essential that there was master planning of the station and that the local community was involved in this.

The Transport Director presented a report which provided an update on progress and emerging issues regarding rural travel hubs. Joint Assembly members were informed that some difficult decisions would need to be taken and public consultation was needed.

In response to a query regarding the extension of bus services, the Joint Assembly was informed that Stagecoach had agreed to extend the Citi 7 bus service from Sawston to Whittlesford. Councillor Wotherspoon pointed out that in agreeing to serve the Oakington travel hub, Stagecoach would no longer serve Oakington high street.

Andy Williams expressed his concern regarding rural travel hubs, which he suggested were a distraction and were not what the GCP should be doing; the GCP should be focussing on more ambitious schemes that could achieve a step change. Dr Williams suggested places such as Cambourne needed a travel hub and where situated in villages such as this, they would make a difference.

Christopher Walkinshaw suggested that in order for rural travel hubs to have any credibility, they needed to be a way for people to interchange with public transport to get into the city.

Councillor Bick expressed concern that investment would be made in travel hubs that may not be in the right locations for the public transport network. He suggested that the extended network needed to be in a settled state, before the location of hubs was decided.

The Transport Director acknowledged the views expressed.

The Chairperson summarised the Joint Assembly's discussion, concluding that there was not much enthusiasm for the proposal.

### **13. DATE OF NEXT MEETING**

The Joint Assembly noted that the next meeting would take place on Thursday 6<sup>th</sup> June at 2pm in the Council Chamber at South Cambridgeshire Hall, in Cambourne.

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**The Meeting ended at 5.15 p.m.**

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**Greater Cambridge Partnership Joint Assembly**  
**Public Questions Protocol**

At the discretion of the Chairperson, members of the public may ask questions at meetings of the Joint Assembly. This standard protocol is to be observed by public speakers:

- Notice of the question should be sent to the Greater Cambridge Partnership Public Questions inbox [[public.questions@greatercambridge.org.uk](mailto:public.questions@greatercambridge.org.uk)] no later than 10 a.m. three working days before the meeting.
- Questions should be limited to a maximum of 300 words.
- Questioners will not be permitted to raise the competence or performance of a member, officer or representative of any partner on the Joint Assembly, nor any matter involving exempt information (normally considered as 'confidential').
- Questioners cannot make any abusive or defamatory comments.
- If any clarification of what the questioner has said is required, the Chairperson will have the discretion to allow other Joint Assembly members to ask questions.
- The questioner will not be permitted to participate in any subsequent discussion and will not be entitled to vote.
- The Chairperson will decide when and what time will be set aside for questions depending on the amount of business on the agenda for the meeting.
- Individual questioners will be permitted to speak for a maximum of three minutes.
- In the event of questions considered by the Chairperson as duplicating one another, it may be necessary for a spokesperson to be nominated to put forward the question on behalf of other questioners. If a spokesperson cannot be nominated or agreed, the questioner of the first such question received will be entitled to put forward their question.
- Questions should relate to items that are on the agenda for discussion at the meeting in question. The Chairperson will have the discretion to allow questions to be asked on other issues.

**PLEASE NOTE FROM 1<sup>st</sup> MAY 2019 THE NEW E-MAIL ADDRESS FOR SUBMISSION OF PUBLIC QUESTIONS IS '[public.questions@greatercambridge.org.uk](mailto:public.questions@greatercambridge.org.uk)'**



**Report To:** Greater Cambridge Partnership Joint Assembly

6<sup>th</sup> June 2019

**Lead Officer:** Peter Blake – GCP Transport Director

**CITY ACCESS AND PUBLIC TRANSPORT IMPROVEMENTS**  
**UPDATE FOLLOWING CHOICES FOR BETTER JOURNEYS**

**1. Purpose**

- 1.1. In December the Joint Assembly and Executive Board considered a paper on City Access and Bus Service improvements. This set out options for securing a step-change in public transport, reducing congestion and improving air quality in and around Cambridge. Following a decision at the Executive Board, the Greater Cambridge Partnership undertook a wide ranging public engagement exercise, Choices for Better Journeys, to understand people's views on this work.
- 1.2. This paper updates the Joint Assembly on the findings from Choices for Better Journeys. It sets out key relevant analytical work on improving public transport, reducing congestion and tackling poor air quality, and suggests principles for taking the work forward for discussion.

**2. Key Issues and Considerations**

- 2.1. The City Access project is designed to reduce congestion in the city centre, improve public transport, cycling and walking, and significantly improve air quality in Cambridge.

**3. Analysis – reducing congestion, improving air quality and delivery world class public transport**

*Growth and Capacity Analysis*

- 3.1. Greater Cambridge is a national economic success story, an important contributor to UK Plc and host to some of the most productive and innovative parts of the UK economy. Congestion is a major problem and it threatens the liveability and attractiveness of Cambridge to residents, employees and visitors alike. Economic analysis published in the Cambridgeshire & Peterborough Independent Economic Review (CPIER) suggests that at current rates of transport infrastructure investment, the ability to deliver planned growth is threatened<sup>1</sup>. This led the authors of the CPIER report to conclude that the Greater Cambridge area was the key investment priority in the short/medium term to deliver the region's growth aspirations. The GCP's business stakeholder engagement supports this observation.

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<sup>1</sup> Recommendation #7, CPIER Final Report (p. 13, September 2018). Accessed online: <http://www.cpier.org.uk/media/1669/cpier-report-140918-iii-na-highresdownload.pdf>

- 3.2. People are spending too much of their time in traffic jams; congestion has an impact on people's quality of life, on the local environment and on business productivity. Almost a quarter of people's commuting time in Cambridge is spent in traffic jams<sup>2</sup>. Since so little of the network is segregated for public transport this also affects bus users. Bus delays are significant.
- 3.3. The GCP has a target of 10 to 15 per cent reduction in city centre traffic flows over 2011 levels, as part of the city deal negotiations that resulted in the £500m devolution funding. Traffic has grown considerably since 2011, this target now equates to a reduction of some 24 per cent over today's levels or the equivalent to one in four cars off the road. By 2031 employment is forecast to rise by 30 per cent. Without intervention it is very likely that the majority of the 44,000 new employees across Greater Cambridge will drive to work, which in the worst-case scenario could imply up to 44,000 additional cars on the road: a 50 per cent increase in car-based commuter traffic on current traffic volumes. If all new workers adopted the same travel behaviours as today's workers, an additional 26,000 commuting trips would need to be accommodated on the road network. This would have significant implications for network performance, commuting times, as well as carbon emissions and air pollution.
- 3.4. Most of this employment growth will be located outside of the city centre in areas that are not currently well served by public transport. For most residents west of the M11 or north of the A14, Addenbrooke's/ Cambridge Biomedical Campus (CBC) and other employment locations to the south are an impractically long public transport commute. There are some 30,000 new homes planned to the north and west of Cambridge, and around 20,000 new jobs at CBC, Babraham Research Campus and Granta Park.
- 3.5. Furthermore, some parts of Greater Cambridge are being held back by a lack of any viable public transport at all. In some places, people are cut off from opportunities that the rest of the city has to offer by poor public transport access or walk and cycle connections. Poor transport connections compromise economic fairness by limiting access to jobs, education and training. This in turn can isolate people and communities and lead to a less socially integrated city

#### *Air Quality*

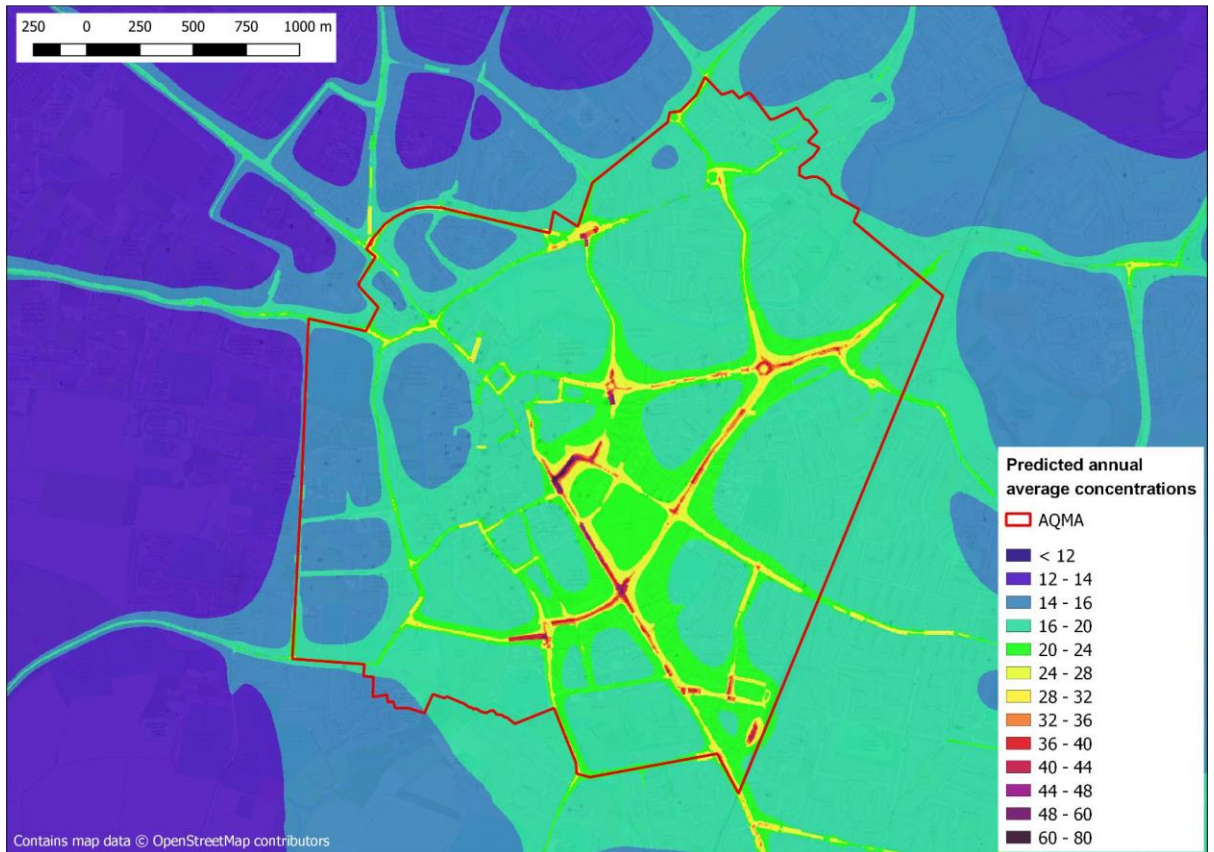
- 3.6. Since the City Deal was signed air quality has become a more prominent issue, and in 2018 the GCP funded a Clean Air Zone Feasibility Study looking at how to improve air quality in the City Centre. The aims of the study were to look at how a range of interventions would affect air quality in Cambridge and consider feasibility of implementation. The findings of the study were published as part of the Choices for Better Journeys campaign.<sup>3</sup>
- 3.7. Whilst pollutant levels in most of the city are legally compliant or just above legal limits, growth of the City presents a significant challenge to long term compliance. The study found that 106 deaths per year in Greater Cambridge can be attributed to air pollution.

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<sup>2</sup> 2017 UNRIX International Traffic Scorecard. The Ranking analyses congestion in 1,360 cities worldwide using big datasets from connected cars and devices.

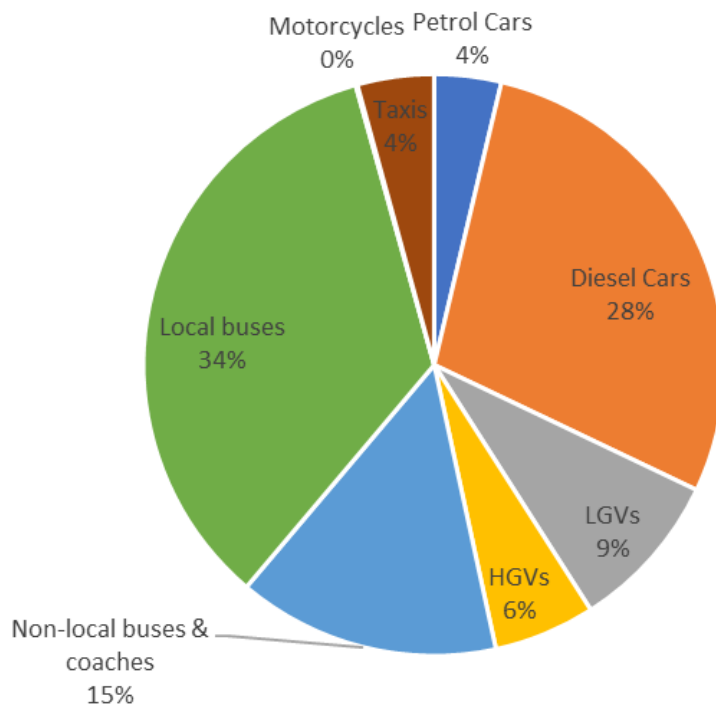
<sup>3</sup> <https://consultcambs.uk.engagementhq.com/1836/documents/2050>

Figure 1: Annual average NO<sub>2</sub> concentrations, central Cambridge, 2017, µg.m-3



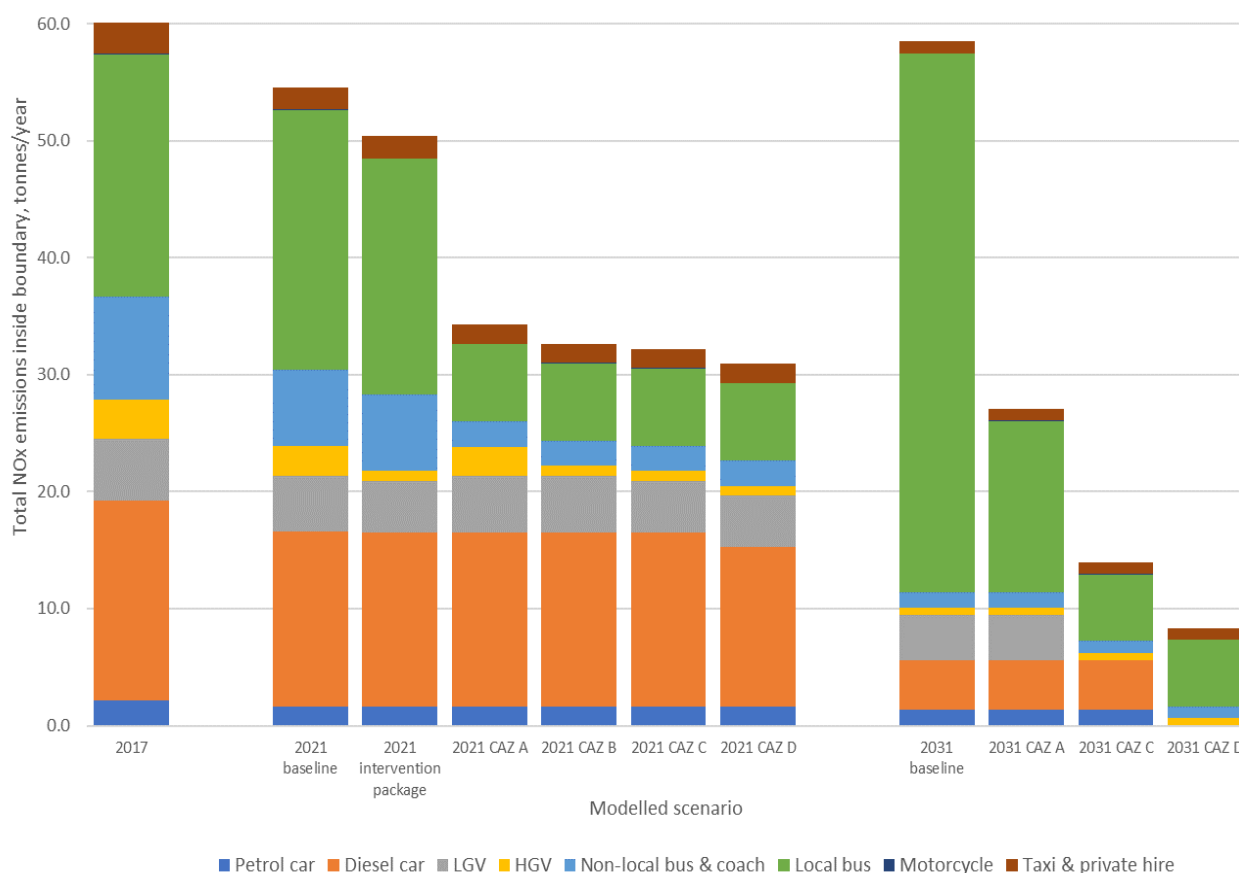
- 3.8. The main source of emissions is from road traffic, and the largest contributors are buses which account for 49% of NO<sub>x</sub> emissions within the city centre followed by diesel cars (28%).

Figure 2: Source apportionment of road traffic NO<sub>x</sub> emissions in 2017 inside inner ring road



- 3.9. The Study found that, without some form of intervention, the continued growth in traffic in the Greater Cambridge area would result in a worsening of air quality over the next 10 years. The Study then looked at what impact different classes of Clean Air Zone could have on emissions in both 2021 and 2031. A clean air zone is an area where targeted action is taken to improve air quality. This can deliver improved health benefits and support economic growth. Central government have published guidance setting out suggested fixed categories for CAZ interventions based around different vehicle classifications.<sup>4</sup>

**Figure 3: Total calculated NO<sub>x</sub> emissions for each scenario, tonnes/year**



- 3.10. In 2021, a Clean Air Zone Class A (all buses and coaches to be Euro 6, diesel taxis to be Euro 6 and petrol taxis to be Euro 4) would deliver compliance with the limit value for NO<sub>2</sub> across most of the city, although isolated hotspots may remain along Emmanuel Street and the Inner Ring Road. A Clean Air Zone Class D in 2021 (all diesel vehicles to be Euro 6 and all petrol vehicles to be Euro 4) operating around and within the Inner Ring Road is predicted to achieve compliance with the NO<sub>2</sub> limit value in 2021. This intervention would bring a 43% reduction in NO<sub>x</sub> emissions in the city centre.
- 3.11. In 2031, the Study recommends a more ambitious intervention. The most effective intervention to improve air quality and protect public health is a charging Class D Clean Air Zone which includes all vehicles. The report also considers how a Class C Zone, but with higher requirements for vehicles to be zero or ultra-low emission, could be used to reduce NO<sub>x</sub> emissions to 80% below the legal objective levels.

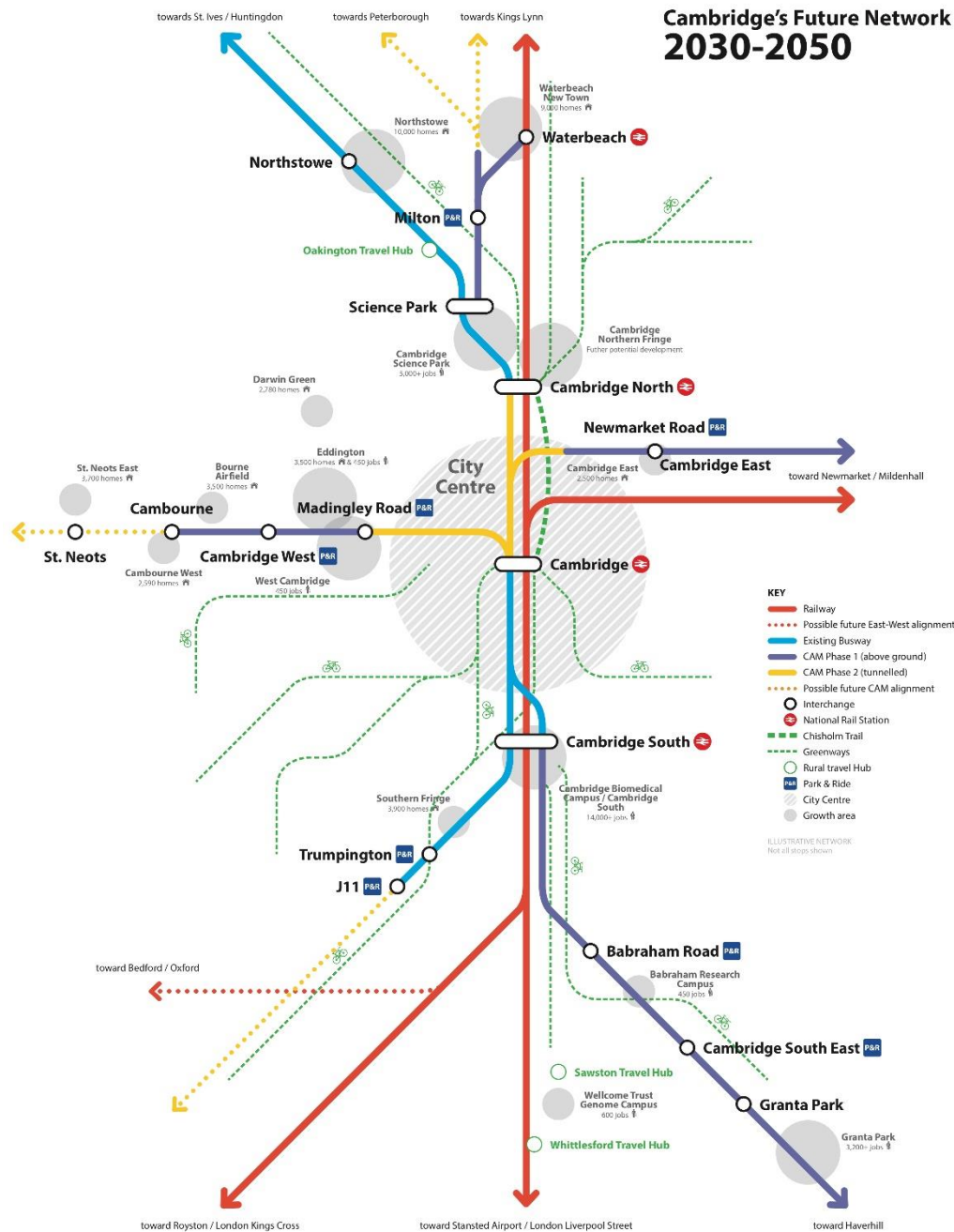
<sup>4</sup> <https://consultcambs.uk.engagementhq.com/1836/documents/2050> Table 2, page 8.

- 3.12. More widely, the GCP's strategy to increase travel by sustainable modes supports moves to reduce carbon emissions across the area and take action to tackle air pollution. Recent Cambridgeshire County Council, Cambridge City Council and South Cambridgeshire District Council motions have set ambitions to tackle these issues.

*Delivering a world class public transport network*

- 3.13. To achieve both journey time/congestion and air quality improvements, a step change in provision and uptake of public transport, cycling and walking is required, alongside a significant reduction in car use. High quality public transport services that connect seamlessly to other forms of active, efficient and sustainable travel are required across the city to provide alternatives to car use.
- 3.14. This means development of a world class transport system that makes it easy to get into, out of, and around Cambridge in ways that enhance the environment and retain the beauty of the City. It will require not only the provision of infrastructure and services, but complementary measures such as integrated ticketing, clear wayfinding and accessible information to ensure seamless and integrated journeys.
- 3.15. Work has been undertaken to understand how to make the public transport network in Cambridge more attractive so that it offers a competitive alternative to the private car for trips on key routes from larger current and future residential areas to the main current and future employment centres. This found that public transport is most competitive for trips within the city and along the guided busway to the City Centre. Outside the city, the existing network offers poor competitiveness with the private car, including for key new and growth areas such as from Waterbeach and Cambourne to all the main future employment areas.
- 3.16. To address this and make more routes competitive by public transport, improving people's journeys and encouraging mode shift, three interventions are needed.
- 3.17. First, **investment in infrastructure** to improve services for communities around Cambridge. The GCP is working with the Cambridgeshire and Peterborough Combined Authority to develop the Cambridgeshire Autonomous Metro, including delivery of above ground, segregated routes into the city from Cambourne, Granta Park, Waterbeach and East Cambridge. Other improvements include a new park and ride at J11 of the M11, upgrades to Milton and Histon Road to support sustainable travel, and provision of new cycling infrastructure such as the Chisholm Trail and Greenways.
- 3.18. This infrastructure will form a cohesive network throughout the Greater Cambridge area and provide links further afield. It will deliver a significant improvement in public transport accessibility to the major out of centre employment sites that are currently very poorly served. It will also offer the ability for those commuting from further afield to park and continue their journey in on rapid public transport or, in future, to get an on demand autonomous vehicle to the station or transport interchange. The network is summarised below.

Figure 4: Greater Cambridge Future Network Map



- 3.19. Alongside infrastructure improvements, the second key area for investment to increase public transport competitiveness is to **significantly improve public transport services** to increase speed, frequency and reliability. CAM and rail will be the backbone of the future public transport network, but they will always need to be supported by conventional and, potentially in future, on-demand feeder bus services as well as good cycling and walking routes.
- 3.20. Getting the right service provision in place is vital in ensuring the new network looks and feels different and visibly offers an attractive alternative to people for their regular journeys. Another factor to consider is cost of fares.



- 3.21. We have carried out competitiveness analysis to identify and prioritise the public transport service improvements that will make public transport a better option than car for the most possible commuters.<sup>5</sup> Those services will be one focus of public transport investment, and would include a mixture of service frequency enhancements, journey time improvements and potentially targeted fare reductions. Other aspects that would increase the competitiveness of the new network would include:
- Extending out of hours services
  - Better real time journey information
  - Improvements to walking and cycling infrastructure
  - Reprioritisation of road space
  - Looking at first and last mile provision for journeys, such as on demand public transport and cycle schemes
- 3.22. Whilst improving the competitiveness of public transport for the biggest commuter flows is likely to bring the biggest benefits, it will also be important to provide a good level of service to residents of smaller towns and villages. Residents of the smaller towns and villages in South Cambridgeshire will not be left out of the step change in public transport, and it will be important to ensure they are linked into the network.

#### *Delivering Public Transport – funding and road space*

- 3.23. The provision of viable, attractive public transport should significantly improve ridership and, as a result, revenues should also increase. However, most cities are not able to support a fully self-supporting bus network. In Greater Cambridge the estimated revenue cost of an enhanced public transport network is £20m per annum. In the medium term, a new source of funding will need to be identified.
- 3.24. Delivery of a world class public transport system involves a likely doubling of public transport capacity by 2031<sup>6</sup>. There will be scope to rationalise and make more efficient use of buses and road space but there will also need to be substantial additional vehicles on the roads, in particular cleaner, electric vehicles.
- 3.25. The public transport analysis above sets out the sorts of improvements needed to give people a competitive choice compared to travelling by car. Traffic levels today prohibit public transport from achieving journey times, reliability and frequencies needed to do this. To deliver those improvements we will need to make more space for public transport in the city centre, by reducing the number of cars on the road

#### *Demand Management*

- 3.26. Managing the demand for car travel is an important component in any transport network focused on sustainable modes. To meet the target of 24 per cent reduction in car traffic by 2031, there needs to be more than simply the provision of services and investment in infrastructure (supply) – efforts must be made to manage demand itself.
- 3.27 Demand management can be based on physical measures (such as access or parking restrictions) or price-based measures (for example parking charges or road pricing). All offer a means of reducing the number of vehicles, and could have several important consequences for Cambridge:

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<sup>5</sup> <http://scambsm.moderngov.co.uk/documents/s108912/7-City%20Access-v3.pdf>

<sup>6</sup> Based on a 'policy on' scenario in 2031 where public transport is the future mode of choice for all, including all additional new commuters associated with 44,000 new jobs in Greater Cambridge.

- Reduced congestion in the city centre and around major employment centres, leading to improved reliability, competitiveness and viability of public transport; more road space for public transport, cycling and pedestrians; and improved air quality.
  - A potential source of revenues that could be ring-fenced for public transport service or infrastructure improvements, including the costs of maintaining highway assets. These improvements would further attract people away from car travel, creating a virtuous cycle.
- 3.28 Road space prioritisation – reducing the amount of road space allocated to private vehicles and instead prioritising public transport and active modes of transport – could help to manage demand in the city centre. Benefits include enhancing the reliability of public transport, in turn enhancing its attractiveness as a mode; and shifting more of the burden of congestion and travel delays to general traffic. Road space allocation can be in the form of specific modes, in specific lanes, or prioritised in terms of time of day. Physical demand management measures can also counteract a ‘creep back’ of car traffic and have been used to good effect in London with large scale reallocations of road space to bus and cycle priority following the introduction of the Congestion Charge.
- 3.29 Traffic modelling carried out to test the impact of strategic road closures in the city centre suggest that more traffic will re-route around the centre than switch to sustainable modes – traffic displacement rather than traffic reduction. This may be part of the solution to allow reallocated road space and improved public realm but is unlikely to be sufficient alone to meet traffic reduction targets.
- 3.30 Another option is price-based demand management. Preliminary analysis has been carried out to understand the likely impact of price-based measures in terms of congestion reduction, mode shift and revenue generating potential. These measures are:
- Parking charges (on & off street)
  - A Workplace Parking Levy
  - Pollution charging (in parallel with developing proposals for a Clean Air Zone)
  - Intelligent charging (which might be specified in several different ways).
- 3.31 Preliminary modelling of charging impacts on traffic suggest that various options have the potential to deliver the target traffic reduction of 24 per cent over current levels. Competitiveness analysis suggests that the combination of CAM Phase 1, transformed bus services and demand management would make public transport the best option for around 45,000 current commuters (which represents 85% of the most popular commuter routes).
- 3.32 Charging, depending on how it is set up, could generate between £40m and £60m annual net revenue. This revenue stream offers significant potential to support public transport service improvement costs and raising the potential to make further investments in transport infrastructure such as feeder services to access CAM, lower fares, significant improvements in road and cycleway maintenance, or leverage to fund investment in public transport infrastructure.
- 3.33 A summary of the pros and cons of various physical and pricing demand management options is contained in Appendix 1.



#### **4. Choices for Better Journeys**

- 4.1. In December the Executive Board agreed to run an engagement exercise with the public, looking at how we can create better options for people travelling into and around Cambridge, particularly at peak times. The Choices for Better Journeys engagement set out the GCP's vision to give more people a more attractive public transport option compared with the car, and sought feedback on this. It also set out some of the challenges around funding and delivering this, including seeking feedback on different demand management options. It aimed to understand how these would impact on different people across the travel to work area.
- 4.2. Choices for Better Journeys ran from 25 February to 31 March 2019, comprising the following elements:
- Information materials, both online and printed, setting out the transportation challenges facing Greater Cambridge now and in future, the GCP public transport vision, and information about different demand management ideas designed to fund and deliver this;
  - A survey seeking views on the public transport vision and ideas for funding and delivering this. As well as telling us about their most important journey, respondents were asked about priorities for public transport and for views on different demand management options. 5,144 people responded. The survey was developed in collaboration with Cambridge Ahead and in association with Cambridge Network, the Cambridgeshire Chambers of Commerce and the Cambridge BID, all of whom encouraged their members to share the survey with employees.
  - A series of 35 events across the travel to work area, where GCP officers spoke to more than 1,100 people, as well as discussions with stakeholders;
  - Online engagement, with more than 200 people commenting on social media;
  - The engagement was supported by a wide-ranging advertising and media strategy designed to ensure as many people as possible across the travel to work area were aware of the engagement and had the opportunity to take part; and
  - The GCP also commissioned Systra to undertake a telephone survey of 500 people across the travel to work area in order to provide a representative sample of views of people travelling into Cambridge, as well as undertaking two focus groups with younger people and people on low incomes.
- 4.3. Further details of the campaign are available at Appendix 2.
- 4.4. Analysis of Choices for Better Journeys has been undertaken to understand key messages coming through from the engagement activity, and these are set out below.

#### *Respondent demographics*

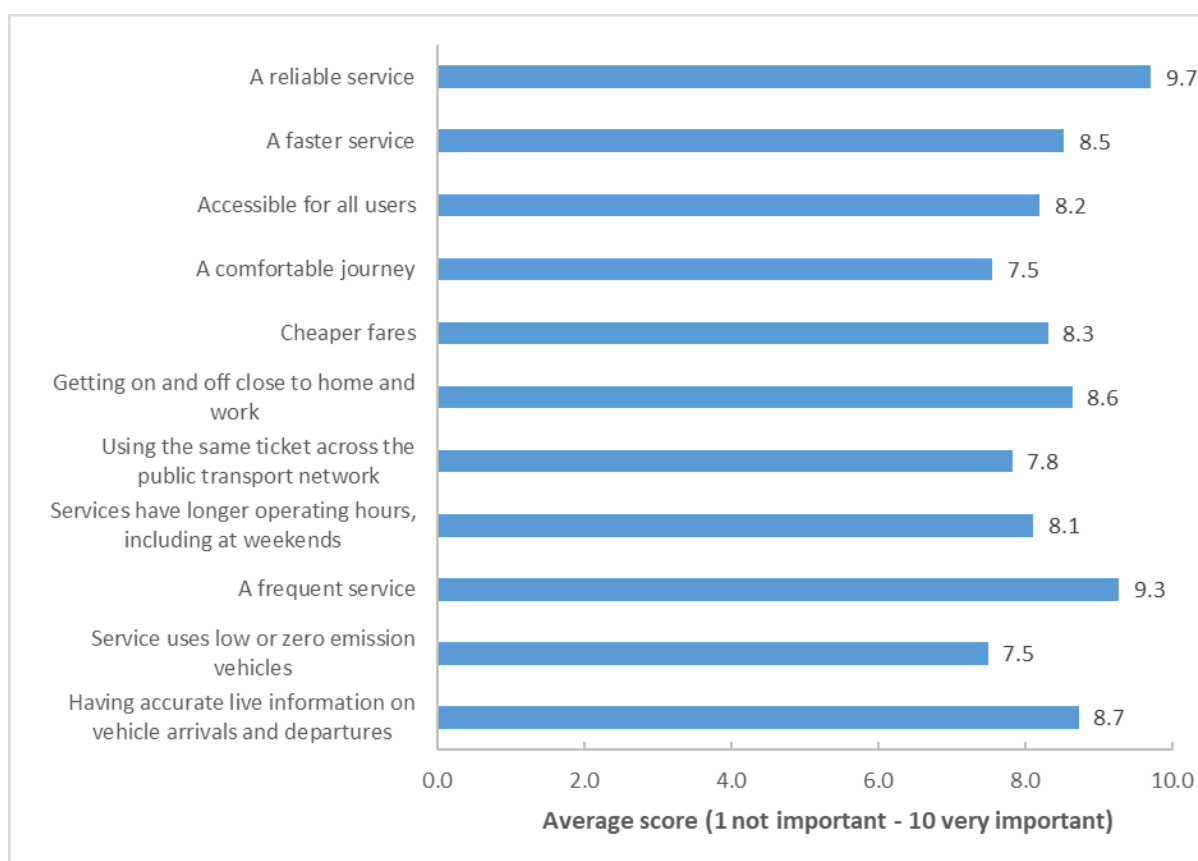
- 4.5. 5,144 people responded to the survey, and the vast majority included information about themselves and how they currently travel. A full range of ages responded, with a slightly higher proportion of respondents of working age, likely reflecting the targeting of the survey at those working in Cambridge through the business networks.

- 4.6. Respondents were asked to tell us about their most important journey. More than 73% identified this as their journey to work, with travel to go shopping (14%) and travel to education (6%) being the next most frequent answers. Just over half of people combined this journey with other purposes, the most common being travel to go shopping (28%), taking children to school (13%), onward travel for work (12%) and travel to hospital (11%).
- 4.7. Respondents ranged across 155 postcode districts with 36% of respondents starting their journey from a postcode within Cambridge CB1-CB5, with others coming from further afield. Over half (51%) made their most important journey by car, and just under a quarter by bicycle. 36% of people combined their main mode of transport with another mode, the most frequent being walking (11%).

*Public transport and options for delivery*

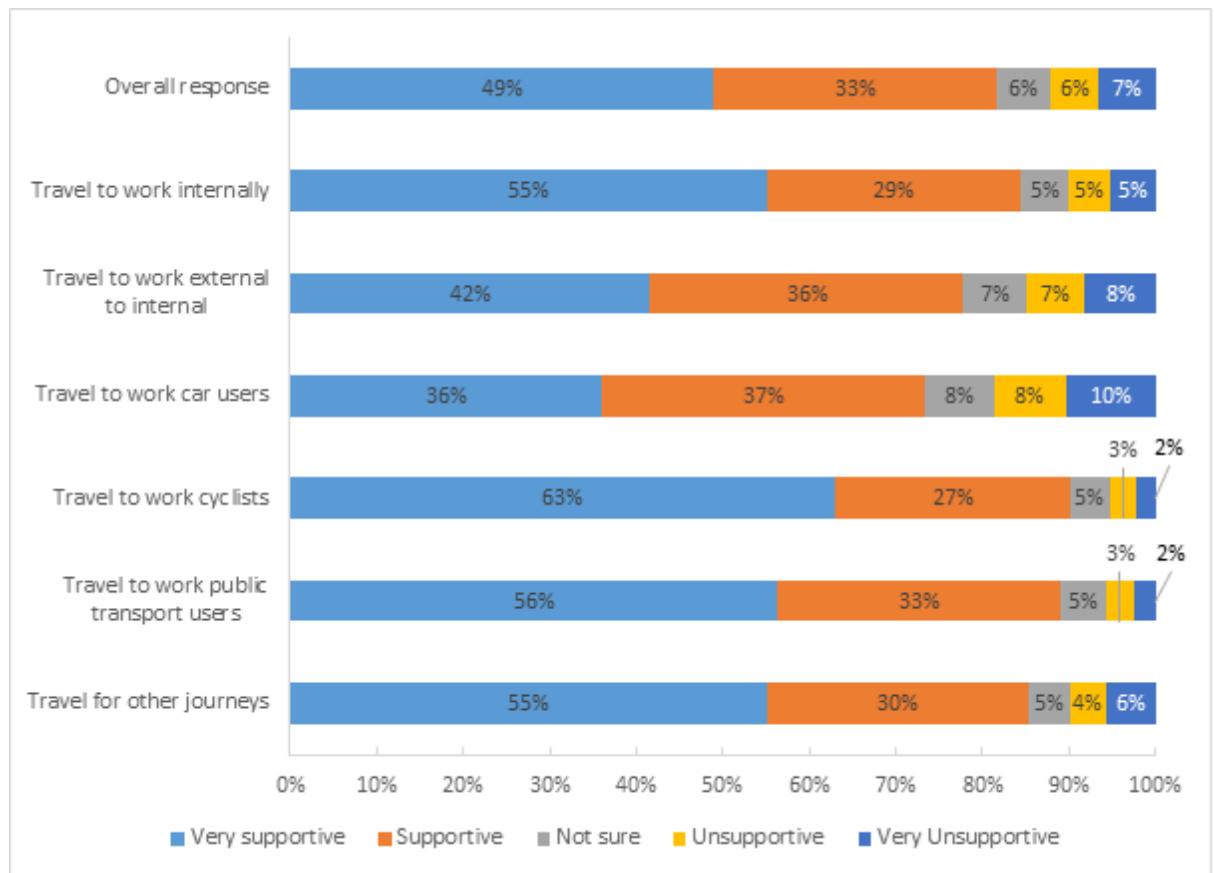
- 4.8. The survey asked for views on the importance of different potential elements of a future public transport network. Respondents felt that all elements suggested were important, with the most important being reliability and frequency.

**Figure 5: importance of elements of a public transport network**



- 4.9. The survey set out the GCP's vision for public transport and asked respondents if they supported this, and to what extent. Overall, 82% of respondents supported the vision, with some variation according to journey purpose and mode share. Higher levels of support for the vision were found in those travelling within Cambridge City than in those travelling in from outside. Cyclists and public transport users were also more supportive of the vision than car users.

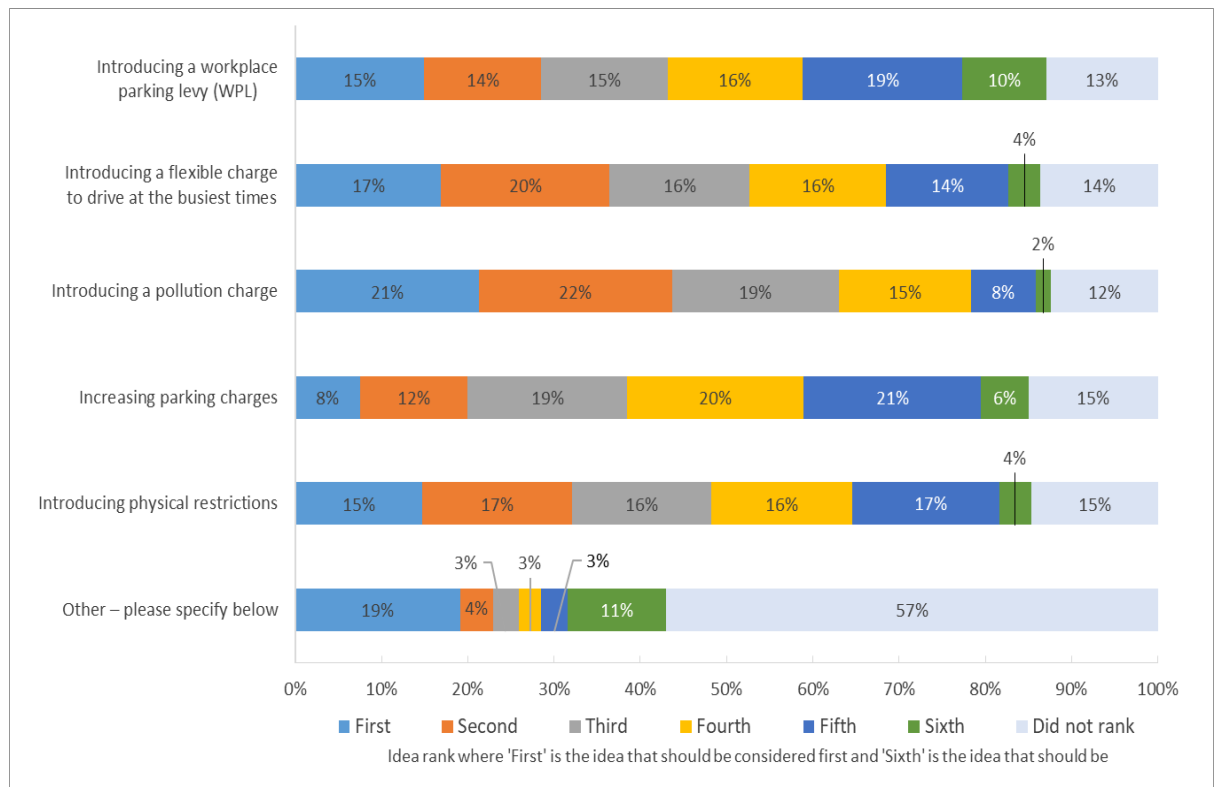
Figure 6: support for the public transport vision



4.10. Respondents were then given information about five different demand management ideas to fund improved public transport and to reduce congestion to support its delivery. They were asked to rank the five options, and could also choose to suggest an 'other' option and then to rank this alongside the five suggestions.

4.11. 81% of respondents chose to rank one of the five demand management ideas first, demonstrating broad consensus that the GCP should consider some action of this nature to deliver public transport improvements and reduce congestion. A pollution charge was ranked first or second by the most participants (44%). The flexible charge (to drive at the busiest times) was the next most commonly chosen option, ranked first or second by 36% of respondents. 19% of respondents chose to rank an 'other' idea first, with the most frequent suggestion being to boost use of public transport and subsequently generate funding through fares.

**Figure 7: ranking of ideas to fund public transport and reduce congestion**



- 4.12. As with the support for the public transport vision, there was some variation in ranking between different groups of respondents. Across all groups, the pollution charged was ranked first and second by the largest number of respondents, though ranking of other options differed.

#### *Demand management options*

- 4.13. Respondents had the opportunity to comment on the demand management ideas. Key messages from answers include:
- A consistent theme was that respondents felt improvements needed to be made to public transport so that people had a viable alternative to driving
  - If **parking charges** or a **flexible/pollution based charge** were introduced:
    - additional money raised should be used to improve transport across the area
    - it should be cheaper to travel into Cambridge by public transport than to drive in and park
  - Should changes be made **to vehicle access** for some roads, essential private vehicle access to residential properties should be maintained
- 4.14. Key messages from wider comments made throughout the survey include:
- concerns relating to how the potential proposed changes may impact on those with low incomes and/or disabilities and on businesses;
  - the need for improvements to cycling infrastructure;
  - concerns about the workplace parking levy and business relocation; and
  - concerns about pollution charges not reducing congestion (in the long term) due to the rise in greener vehicles.

- 4.15. The full summary report of the Choices for Better Journeys engagement is at Appendix 3. The report from the Systra telephone survey is at Appendix 4.

## **5. Options and Emerging Recommendations**

- 5.1. Technical work to date has demonstrated that:
- Continued growth is putting huge pressure on the road network, increasing congestion and commuting times. This is already affecting people's lives and has the potential to impact on the area's future growth and prosperity if transport issues are not addressed;
  - 106 deaths per year in Greater Cambridge can be attributed to air pollution. The growth of the area presents a significant challenge to long term compliance with air quality limits.
  - Currently, public transport is most competitive compared to the car for journeys within Cambridge and along the guided busway. Outside of the City, the existing network has poor public transport competitiveness, particularly from Waterbeach and Cambourne to all key future employment centres.
  - Three interventions are needed to make public transport more competitive compared to the car for the majority of commuters on key routes:
    - Investment in infrastructure to improve services to communities around Cambridge
    - Improvements to services to increase frequency, speed and reliability and possibly cost
    - A lever to manage the demand for car travel down to free up road space to run improved services
- 5.2. The feedback from Choices for Better Journeys demonstrates strong support for the GCP's transport vision, and consensus that the GCP should continue to explore demand management options to reduce congestion, improve air quality and fund a future public transport network.
- 5.3. The next phase of the work on city access will need to account for adopted objectives, legal obligations and to consider how the proposals will be sustained beyond the limited period of City Deal funding. In particular:
- The City Deal recognised congestion as a key barrier to growth, and the GCP has committed to reduce traffic by 10-15% on 2011 levels by 2031.
  - Action needs to be taken to ensure air quality improves to comply with legal limits in both the short and long term.
  - The City Deal gives the GCP the opportunity to forward fund investment in public transport, but in order to do so there needs to be a clear future funding stream identified to maintain service improvements in the long term.

### *Principles for future work*

- 5.4. Building on these parameters, and taking the technical work together with the feedback from public engagement, the following are suggested principles for any future work on the city access project:

Table 1: Suggested principles for future work

	<b>Overarching principles Proposals should...</b>		<b>Implementation principles Proposals should...</b>
<b>1</b>	Tackle both congestion and air pollution now and in the future, with benefits sustained over the long term, and supporting a reduction in carbon emissions locally	A	Tackle congestion and air quality at the busiest times in particular
		B	Open up opportunities to significantly transform the public realm to prioritise walking and cycling
		C	Clearly articulate the long term objectives of any scheme, to enable people to make consistent choices over time
		D	Include provision for monitoring in order to secure and sustain benefits to traffic levels and air quality
<b>2</b>	Encourage behaviour change to reduce car journeys and emissions, in particular for people to make more journeys using public transport, cycling and walking	E	Create an integrated, easy to use network offering significantly more people travelling in Greater Cambridge regularly for work and education an attractive and affordable choice to travel by public transport
		F	Offer more direct public transport services between key residential and employment sites
		G	Be comprehensive: offering extended hours and appropriate coverage across the travel to work area
		H	Provide services for those commuting out of hours
		I	Consider how to ensure it is cheaper to take public transport into Cambridge than to drive and park
		J	Support wider modal shift to sustainable transport modes beyond commuter journeys
<b>3</b>	Significantly improve access for people travelling into and around Greater Cambridge for regular journeys, supporting the economy and creating better journeys for our communities	K	Enhance the environment and improve the sustainability of Greater Cambridge as the area continues to grow, supporting the shift towards zero carbon
		L	Bring forward public transport improvements before any demand management scheme becomes operational
<b>4</b>	Be fair and equitable to both those travelling to Greater Cambridge's major employment sites from further away, as well as to those residing within the City	M	Offer people flexibility in how they make their journey
		N	Ensure money raised through any demand management scheme is ringfenced for improving transport in Greater Cambridge and across the wider area

- 5.5. The Executive Board will also need to have regard to the Public Sector Equalities Duty in any future decision to proceed with proposals to significantly improve public transport, reduce congestion and improve air quality. The Public Sector Equalities Duty places a requirement on the public sector to actively promote equality for groups sharing characteristics protected under law as well as to avoid increasing inequality or discrimination faced by people with those characteristics. Protected characteristics under the Equalities Act 2010 are: age; sex; gender identity; race; religion; sexual orientation; marital status; pregnancy & maternity; and disability. In addition to those characteristics protected by law it is good practice to consider disproportionate impacts on those with low incomes.
- 5.6. An initial screening assessment was undertaken and included in the papers presented to the Joint Assembly and Executive Board in December 2018, and reviewed and included here at Appendix 5. A full Equalities Impact Assessment should be completed as part of any future work. Choices for Better Journeys and the market research undertaken by Systra will be rich data sources supporting the completion of this work.

#### *Wider work*

- 5.7. The work considering public transport improvements and demand management is closely integrated with other aspects of the city access project and should be seen within this broad context.
- 5.8. This includes work to produce a Spaces and Movement Supplementary Planning Document (SPD), an important part of the wider city access programme. The City Council is due to consider the draft SPD early in the summer, enabling a consultation to be undertaken in time for any relevant findings to be included in the reports to the Joint Assembly and Executive Board in November and December.
- 5.9. Other aspects of the programme include:
- Smart traffic signals which will also help deliver demand management objectives and support better bus journeys. The investment that GCP is making to upgrade traffic signals across the Greater Cambridge area is continuing with the key objectives of:
    - Enabling bus priority at all signal controlled junctions on the core bus network
    - Reducing waiting times and extending crossing times for walking and cycling on key routes
    - Upgrading systems to improve network co-ordination capabilities to reduce delays
  - Continuing to work with businesses, schools, colleges and our universities to understand their access needs and support them with travel planning.
- 5.10. This work will need to factor in any demand management measures.

## **6. Next Steps and Milestones**

- 6.1. Subject to the Executive Board's decision on next steps, a package of measures would be brought forward to the December meeting for consideration.

#### *Citizens' Assembly*

- 6.2. The GCP has been successful in securing funding through the Government's Innovation in Democracy programme to deliver a Citizens' Assembly looking at city access. This involves bringing together a group of citizens that are broadly representative of the wider public to learn about, discuss and ultimately make recommendations on an issue. The exact scope of

the Citizens' Assembly will be defined following the Board decision in June. The Citizens' Assembly would then meet in early Autumn, before making recommendations to the Joint Assembly and Executive Board for their consideration in November and December.

#### **List of Appendices**

Appendix 1	Key features of demand management options
Appendix 2	Choices for Better Journeys engagement campaign report
Appendix 3	Choices for Better Journeys – summary report of engagement findings
Appendix 4	Systra report: telephone survey
Appendix 5	Preliminary equalities screening of City Access public transport and demand management strategy (reviewed)



## Appendix 1 – key features of demand management options

	Workplace Parking Levy (WPL)	Intelligent Charging	Parking Controls	Toxicity Charge (T-Charge)	Physical measures
<b>Demand Impact</b>	<ul style="list-style-type: none"> <li>A £1000 WPL is extremely unlikely to meet the desired 15% demand reduction (impact is estimated at 2%). This is partly because only 40% of the levy is assumed to be passed on to employers.</li> <li>Experience from Nottingham suggests that a WPL may have a supply effect with a reduction in available car parking space in the run-up to implementation as employers reduce their parking spaces to avoid the levy. In this way it could act as a catalyst to physical demand management.</li> </ul>	<ul style="list-style-type: none"> <li>Significant impact on demand as this measure can lead to the targeted reduction of 15% from baseline by 2030. This is a particularly effective long-term measure as all vehicles will be charged and the measure is thus not affected by the significant clean-up in the vehicle fleet over time.</li> </ul>	<ul style="list-style-type: none"> <li>Parking controls will lead to some reduction in flows, but are unlikely to meet demand reduction target either alone or in combination with WPL.</li> <li>Parking controls furthermore need to be more aggressive as people that are among this group in our model are already subject to parking charges and are therefore likely to be among a less price sensitive user class.</li> <li>Increasing city centre parking charges by £5 per use could lead to an estimated 4% traffic demand reduction.</li> </ul>	<ul style="list-style-type: none"> <li>Potential to reduce flows at early stages of scheme as a significant proportion of vehicles are defined as polluting. As pool of polluting vehicles however decreases over time a T-charge becomes ineffective. Can reduce flows of 12,000 in the 'Road and Parking Charge' scenario – will however at no point in time meet target reduction.</li> </ul>	<ul style="list-style-type: none"> <li>For targeted road closure schemes, demand reduction is estimated to be approximately 8%.</li> <li>Prohibiting car traffic from most of the city centre inside the inner ring road could reduce morning peak demand by around 24%.</li> </ul>
<b>Potential Revenue Impact</b>	<ul style="list-style-type: none"> <li>WPL can be a relatively effective tool for generating revenues (model outputs suggest that a £1000 charge could generate £13m).</li> </ul>	<ul style="list-style-type: none"> <li>Will provide a significant source of income for the council in all scenarios as all vehicles are charged (net revenue estimates vary from ~£40 to ~£90 million depending on scheme definition).</li> </ul>	<ul style="list-style-type: none"> <li>An increase of city centre parking charges by £5 per use could lead to an estimated £16m annual additional revenue.</li> </ul>	<ul style="list-style-type: none"> <li>Will provide a healthy source of revenue at early stages as pool of polluting vehicle are still a significant proportion of the total vehicle fleet (can produce a maximum of £25m in 2021). Revenues will however gradually decrease to zero over time as fleet cleans up.</li> </ul>	<ul style="list-style-type: none"> <li>None directly</li> <li>May be indirect increases in public transport farebox revenue if demand for public transport is boosted because of physical demand management measures.</li> </ul>
<b>Equality Impact</b>	<ul style="list-style-type: none"> <li>Disadvantaged people are less likely to be in employment – but it may form an unintended barrier to unemployed people being able to afford to find and take paid employment.</li> <li>Furthermore, employers are most likely to bear the costs of a WPL.</li> </ul>	<ul style="list-style-type: none"> <li>Significant and positive impacts as high revenues can be invested in PT improvements that is relatively popular among disadvantaged health, income and age groups.</li> <li>However low-income groups that have no option of using PT will be particularly negatively affected by a charge as they will spend a higher</li> </ul>	<ul style="list-style-type: none"> <li>As with an intelligent charging, disadvantaged people could benefit more from parking controls due to their higher PT uptake.</li> <li>However low-income groups that have no option of using PT will be particularly negatively affected by a charge as they</li> </ul>	<ul style="list-style-type: none"> <li>Compared to Intelligent Charge, disproportionately affects lower income groups as this group is more likely to drive high emitting vehicles. This is due to higher prices for more modern, low polluting cars.</li> <li>Some positive impacts at beginning of scheme as initial</li> </ul>	<ul style="list-style-type: none"> <li>Physical demand management measures may have negative equalities impacts on those that are physically impaired and need to drive.</li> <li>Physical demand management measures remove choice from the driving public.</li> </ul>

	Workplace Parking Levy (WPL)	Intelligent Charging	Parking Controls	Toxicity Charge (T-Charge)	Physical measures
	<ul style="list-style-type: none"> <li>Small businesses may find the cost harder to absorb than big business. This impact could be mitigated by exempting small business.</li> </ul>	<p>proportion of their income on the scheme.</p>	<p>will spend a higher proportion of their income on the scheme.</p>	<p>revenues can be invested in PT which is used disproportionately by disabled, older and/or lower income groups. This positive effect however fades as revenues decrease.</p>	
<b>Pros: opportunities and benefits</b>	<ul style="list-style-type: none"> <li>The main pro is the potential to impact commuter behaviours including modal shift if businesses choose to pass on the charge.</li> <li>There is also the likelihood that some businesses will be incentivised to release car parks for more productive uses (e.g. housing or employment) providing windfall and infill sites in the city centre and at key employment locations.</li> </ul>	<ul style="list-style-type: none"> <li>Greatest potential to deliver the 10-15% reduction in traffic, modal shift and the other City Access objectives</li> <li>Significant potential for funding for improved, subsidised public transport and sustainable alternatives which helps to address concerns about low paid workers</li> <li>Potential modal shift to sustainable transport options</li> <li>Potential flexibility may allow change over time. This could provide a means of adjustment in response to feedback from those affected</li> <li>Could be managed in conjunction with the T-charge thus increasing efficiency</li> </ul>	<ul style="list-style-type: none"> <li>Potentially an effective way to achieve modal shift to sustainable transport options</li> <li>Reduced parking might over time lessen problems caused by queues for car parks if there is sufficient modal shift</li> <li>Space freed up from parking can be used in ways that contribute to the GCP aims</li> </ul>	<ul style="list-style-type: none"> <li>Health benefits and public realm benefits from reduced emissions</li> <li>Through traffic may avoid the area and thus reduce congestion</li> <li>Vehicle owners (businesses and individuals) may change their vehicles over time</li> <li>This may encourage new delivery operations e.g. electric fleet, freight consolidation</li> <li>Could be managed in conjunction with Intelligent Charging thus increasing efficiency</li> </ul>	<ul style="list-style-type: none"> <li>Can influence congestion and public realm in specific areas</li> <li>This may lead to improved air quality and better health outcomes.</li> <li>It could contribute to a safer and more welcoming environment for walking and cycling with congestion reduction benefits as well as the health benefits of increased activity levels.</li> <li>Potential modal shift to sustainable transport options</li> </ul>
<b>Cons</b>	<ul style="list-style-type: none"> <li>Relatively small potential for funding improvements ('carrots') in comparison to Intelligent Charging.</li> <li>Very limited impact on overall demand due to low propensity of workplace parking</li> <li>Business opposition</li> <li>For those businesses that don't release land but choose to pay the Levy, it is not clear what proportion would absorb a Levy as a business overhead (which would be likely to have minimal</li> </ul>	<ul style="list-style-type: none"> <li>There is a perception that this option would negatively impact those travelling from outside the city more than those living in Cambridge. The ANPR survey results show around 90,000 trips (50% of total – 24-hour survey period) are "internal to internal". This suggests that the impact would fall on both groups in almost equal measure.</li> </ul>	<ul style="list-style-type: none"> <li>The impact on overall demand due to parking charges is limited and will not be able to meet the demand targets in isolation</li> <li>The revenue potential of this mechanism is significant but not as great as that of intelligent charging</li> <li>Effective use of parking controls for demand management may reduce revenues, with a negative impact on City and County</li> </ul>	<ul style="list-style-type: none"> <li>Risk of displacement rather than behavioural change</li> <li>Will become increasingly obsolete in the coming years as the overall vehicle fleet transitions to clean vehicles</li> <li>As the charge becomes obsolete the demand impact will be reduced to negligible and revenues will also be virtually eliminated</li> </ul>	<ul style="list-style-type: none"> <li>Risk of displacement rather than behavioural change</li> <li>Strong previous business opposition</li> </ul>

	Workplace Parking Levy (WPL)	Intelligent Charging	Parking Controls	Toxicity Charge (T-Charge)	Physical measures
	traffic reduction impact) and what proportion would pass the cost on to individual drivers.		Council budgets (particularly significant for City given its relatively high proportion of overall budget).		
Main impacted group	<ul style="list-style-type: none"> <li>• Businesses in the affected area</li> <li>• People working for businesses in the affected area</li> </ul>	<ul style="list-style-type: none"> <li>• All drivers in charging area</li> </ul>	<ul style="list-style-type: none"> <li>• All drivers needing to park. Does not impact through traffic (except potentially where affected by increased queues for car parks caused by limited parking)</li> </ul>	<ul style="list-style-type: none"> <li>• All drivers of vehicles that attract the T-charge</li> </ul>	<ul style="list-style-type: none"> <li>• All drivers in affected area</li> </ul>
Implementation timeframe	<ul style="list-style-type: none"> <li>• 18-24 months, including business consultation</li> </ul>	<ul style="list-style-type: none"> <li>• c.3 years, including statutory consultation</li> </ul>	<ul style="list-style-type: none"> <li>• Subject to City decision-making</li> </ul>	<ul style="list-style-type: none"> <li>• c.3 years, including statutory consultation</li> </ul>	<ul style="list-style-type: none"> <li>• 18-24 months, including business consultation</li> </ul>

## Appendix 2: Choices for Better Journeys engagement campaign report

### Background

The campaign

The *Choices for Better Journeys* engagement campaign ran from 25 February to 31 March 2019 and asked people living across the Greater Cambridge area what they want to see from better public transport – including how best to raise £20m a year to fund it - and what methods they would select to reduce congestion.

This was a multi-channel engagement campaign and resulted in more than 5,000 people completing the survey (the second largest number of responses) and included GCP hosting over 38 events across the region.

### 1. Events

The majority of the 38 events were in public areas with high levels of footfall (e.g. shopping centres, park & ride sites, railway stations). Some events were organised for specific audiences (e.g. young people) and were held in private institutions, such as business parks and sixth form colleges.

There was a large variance in attendance at the events. Events with high footfall such as Cambridge Train station and Cambridge Market resulted in high levels of public contact. A list of the events held is below.

Date	Venue
30-Jan	Cambridge Assessment
20-Feb	South Cambridgeshire District Council
21-Feb	Cambridgeshire County Council briefing
27-Feb	Milton Road P&R
27-Feb	Cambourne Village College
28-Feb	Cambourne Business Park
01-Mar	Cambridge Train Station
02-Mar	Cambridge Market
04-Mar	Granta Park
05-Mar	Newmarket Road P&R
05-Mar	Guildhall, Cambridge
07-Mar	St Neots Charter Market
07-Mar	March Train Station
07-Mar	West Cambridge Café
09-Mar	Peterborough Queensgate Shopping Centre
11-Mar	Long Road Sixth Form College
11-Mar	Hills Road Sixth Form College
12-Mar	Cambridge United
13-Mar	Papworth Hospital
14-Mar	Babraham Road Park & Ride
15-Mar	County Council member briefing
18-Mar	Chesterton School
18-Mar	Ely Train Station
18-Mar	Guildhall, Cambridge

19-Mar	Kings Lynn Market
20-Mar	Trumpington Park and Ride
21-Mar	Whittlesford Train Station
21-Mar	Cambridge Regional College
21-Mar	Selwyn College
23-Mar	Grand Arcade
25-Mar	St Ives P&R
25-Mar	Addenbrookes
26-Mar	Madingley Rd P&R
27-Mar	Cambridge Drummer Street Bus Station
28-Mar	Northstowe Community Wing
29-Mar	Royston Library

## 2. Print materials

Promotional materials produced for the campaign included a 12 page brochure and an A5 postcard. A printed version of the survey was also produced and available on request for individuals who did not want to complete the survey on Consult Cambs. Only a small number of paper surveys were completed due to the decision to take a digital-first approach to the campaign.

Both the brochure and the postcard had two print-runs as the original printed materials were distributed very quickly at the beginning of the campaign.

Type	Number printed	Number given out (estimated)
Brochure	2000	740
Postcards	5000	4250
Survey	150	30
Banners	4	N/A

## 3. Media Coverage

The campaign was launched at a press briefing at The Hauser Forum at the University West Cambridge site. The launch included a media briefing with photo/interview opportunities outside with a new electric bus. The media launch was well attended and resulted in a number of press opportunities.

Date	Publication	Headline	Length	Source
26/02/2019	Heart	Cambridge asked to make better travel choices	Half page	<a href="#">Online</a>
26/02/2019	BBC Radio Cambridgeshire	Radio interview on drive time show with Aidan van de Weyer	5 minutes	Radio
26/02/2019	ITV Anglia News	Interviews and voxpops from launch	5 minutes	TV
26/02/2019	Cambridge News	Congestion charges and parking levies: the plans to tackle traffic in Cambridge	Page	Online
27/02/2019	Cambridge News	Should we introduce a congestion charge to tackle traffic troubles	Half page	Paper
27/02/2019	Cambridge Independent	Have your say, urges GCP in latest effort to cut congestion	Half page	Paper

02/03/2019	Haverhill Echo	Views sought on how to improve public transport into and out of Cambridge and cut congestion and pollution	Page	Online
13/03/2019	Cambridge Independent	Making tough decisions for our future generations	Half page	Online
27 March	Cambridge Independent	Final chance to take travel survey	Quarter page	Paper
03/04/2019	Cambridge News	Thousands get on board with future of travel survey	Half page	Paper
09/04/2019	Cambridge News	London's new pollution charge: should Cambridge follow suit?	Page	Paper

#### 4. Advertising

GCP advertised the campaign across a number of mediums, including council magazines, radio, newspapers and bus digital screens, to ensure we reached audiences across the Travel for Work area. It is estimated that we reached 238,635 people through advertising alone (where figures are available).

We included tracking links in the majority of advertising and the click-through rate varied considerably.

Platform	Date	Audience	Reach	Click-throughs
South Cambs Magazine	25-Feb	Residents in Greater Cambridge	N/A	21
Cambridge News	25-Feb	Residents in Greater Cambridge	7124	
Cambridge Independent	25-Feb	Residents in Greater Cambridge	10,000 distributed copies	20
Bedford Borough Magazine	28-Feb	Commuting residents	9653 subscribers	0
Huntingdon Magazine	01-Mar	Commuting residents	10,000 people in Huntingdon	6
East Herts Magazine	01-Mar	Commuting residents	60,000 people in Herts	4
Your Peterborough	01-Mar	Peterborough Residents	86,000 copies	5
The Fens Magazine (Wisbech and Peterborough)	01-Mar	Commuting residents	18,000 people in the Fens	3
Heart Radio	25 February - 25 March	Commuters driving into and around Cambridge	116000 will hear it on average 7 times in 4 weeks	25
City Viewed Bus Screens	25 February - 25 March	Bus users throughout Greater Cambridge	11,000 journeys a day on 20 buses once every 15 seconds on every screen 7 days a week on 20 buses	2
Cambridge Train Station Podiums	25 February - 25 March	Train commuters	N/A	3

Varsity Magazine	25 February - 25 March	Cambridge University Students	8,000-14,000 users per month	105
Cambridge Arts Distribution City Centre Posters	25 February - 25 March	Members of the public travelling throughout specified locations	Targetted spots at Addenbrookes, Cherry Hinton, Christ Pieces, Guild Hall, Mitchams Corner, Parkers Piece, Tesco Milton	4

## 5. Partner Channels

As the Greater Cambridge Partnership is an academic-business-council consortium, we have a number of partners who can help extend our reach to specific audiences.

We collaborated with Cambridge Ahead, a business and academic member organisation which represents a working population of 39,000 people in Cambridge, to design the survey.

Cambridge Ahead sent out information on the campaign to their members, along with a number of other business organisations, including Cambridge BID, Cambridgeshire Chamber of Commerce and the Cambridge Network. This meant the campaign reached a large percentage of the working population in Cambridge.

The campaign was also supported by the communications team of partners at Cambridge City Council, Cambridgeshire County Council and South Cambridgeshire and we used a number of their channels to reach local residents.

Name	Date	Type	Partner	Audience	Reach*
Cambridgeshire Matters	13/03/2019	<a href="#">E-newsletter</a>	Cambridgeshire County Council	Parish/Town Councils and Neighbourhood Forums	712 recipients
South Cambs magazine	March	<a href="#">Magazine</a>	South Cambridgeshire District Council	Residents	
Cambridge Matters	March	<a href="#">Magazine</a>	Cambridge City Council	Residents	54,000 households
Parentmail	Unknown	<a href="#">Email</a>	Schools at Cambridgeshire County Council	Parents of children in Greater Cambridge	
Cambridge Ahead	26/02/2019	<a href="#">Website</a>	Cambridge Ahead	Business	
Cambridgeshire Chamber of Commerce	27/02/2019	<a href="#">Website</a>	Cambridgeshire Chamber of Commerce	Business	
Cambridge Network	27/02/2019	<a href="#">website</a>	Cambridge Network	Businesses	
Camcycle blog	March 2019	<a href="#">Blog</a>	Camcycle	Residents	
Student News	08/03/2019	<a href="#">Website</a>	Anglia Ruskin University	Students	
Cambridge Network	13/03/2019	<a href="#">website</a>	Cambridge Network	Businesses	

Schools Newsletter	20/03/2019	<a href="#">E-newsletter</a>	Cambridgeshire County Council	Schools	1273
Friday Focus	22/03/2019	<a href="#">E-newsletter</a>	Cambridgeshire County Council	Staff	5730
Cambridge Network	26/03/2019	E-newsletter	Cambridge Network	Business	6066

\*Figures given where sources are available.

## 6. Social Media

### Twitter posts

The GCP Twitter account has over 2,600 followers. A total of 62 posts were scheduled throughout the engagement period, along with updates from events and news throughout the campaign, that reached almost 100,000 people.

### Facebook posts

The campaign was promoted by posting directly on the Greater Cambridge Facebook page 30 times. In total, almost 14,000 people were reached, with over 1120 post clicks and more than 120 reactions, comments and shares.

Date	Reach	Post clicks	Reactions, Comments & Shares
31/03/2019	168	5	0
29/03/2019	1700	237	18
27/03/2019	3100	143	30
25/03/2019	145	1	1
23/03/2019	632	22	1
22/03/2019	169	2	0
20/03/2019	131	1	0
20/03/2019	144	2	0
19/03/2019	129	3	0
19/03/2019	122	1	0
18/03/2019	229	6	2
17/03/2019	182	2	0
15/03/2019	169	1	0
15/03/2019	135	0	0
14/03/2019	151	1	0
13/03/2019	225	1	0
12/03/2019	167	1	0
10/03/2019	163	2	1
09/03/2019	143	1	0
08/03/2019	143	0	0
07/03/2019	166	1	0
07/03/2019	138	1	0
06/03/2019	263	4	3
05/03/2019	156	4	0
04/03/2019	365	21	5
04/03/2019	169	1	0
01/03/2019	939	19	3
28/02/2019	1400	116	20



26/02/2019	1900	516	36
26/02/2019	118	5	5
Total	13761	1120	125

### Posting in groups/pages on Facebook

Facebook recently enabled page administrators to post directly in Facebook groups and pages. These previously could only be used by those with individual accounts.

We trialled posting in the following Facebook groups and pages as these are hyperlocal sites and are a good focal point to engage with some communities.

Name	Type	Reach
Longstanton Village Market	Page	424
Willingham Village	Page	1989
Longstanton, Oakington and Northstowe	Group	267
Rampton Village	Page	161
Cottenham and Rampton	Page	206
Oaky Folk	Page	889
Waterbeach Babble...What's on in Waterbeach	Group	3,534
Bar Hill	Group	889 members
Histon and Impington Parish Council	Page	378
HI People	Group	4000
Milton Community	Group	2171
Cambourne Information	Group	6927
Cambourne (Cambridge) Residents Information	Group	548
Fen Ditton	Page	48
Teversham Chatter	Page	131
Fulbourn Group Information only	Group	719
Fulbourn Forum	Group	139
Cherry Hinton Community News	Group	203
Balsham Village	Group	527
Balsham Advertiser	Group	376
Linton Community Board	Page	2146
Sawston	Group	5081
Great Shelford Online	Page	1165
Great Shelford Parish Council	Page	23
Hinxton, Cambridgeshire UK	Page	45

Pampisford Parish Council	Page	36
Duxford Village Community	Page	349
Grantchester Neighbours and Friends	Group	81
Foxton, Cambridgeshire Residents	Group	751
Harston Residents Group	Page	358
Barton Village Cambs	Page	204
Comberton Village Life	Page	851
Toft Social Club	Page	110
Hardwick, Cambridge	Group	1476
Total		37,202

## Instagram

A Facebook/Instagram ad was published on the 21 March and ran until the end of the engagement period (31 March). On Instagram we reached 608 people, with 74 engagements and 69 likes.

## 7. Consult Cambs

A dedicated campaign site was set-up in Engagement HQ. In total there were 12,800 visits to the project page on Consult Cambs during the engagement period, which resulted in over 5,000 surveys completed online.

The project page had a number of different elements, including five documents which were downloaded 611 times, seven images were viewed 1,300 times, FAQs were viewed 81 times and key dates were viewed 248 times. The Future Transport video was also embedded on the site and was watched 132 times.

### Top Traffic Sources for Consult Cambs

Traffic Channel	Visits
Direct	6192
Referrals	3104
Email	1687
Social	1631
Search Engine	138

## 8. GCP website

All engagement materials and activity directed people to the Consult Cambs project page. However, to ensure that we didn't lose any traffic, a page was created on the GCP website. The page on the GCP website had further detail and background materials, but also linked to the survey on Consult Cambs.

During the engagement campaign, there were 1113 unique page views to the Choices for Better Journeys webpage on the Greater Cambridge Partnership website.

The top five traffic sources were:

Source	Unique Pageviews
Direct	386

google	291
Facebook mobile	125
Govdelivery	51
Twitter	51

Produced by the Cambridgeshire Research Group



# Choices for Better Journeys: Summary Report of Engagement Findings

Final Draft

May 2019

'Cambridgeshire Research Group' is the brand name for Cambridgeshire County Council's Research function based within the Business Intelligence Service. As well as supporting the County Council we take on a range of work commissioned by other public sector bodies both within Cambridgeshire and beyond.

All the output of the team and that of our partners is published on our dedicated website

[www.cambridgeshireinsight.org.uk](http://www.cambridgeshireinsight.org.uk)

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## EXECUTIVE SUMMARY

### Who We Spoke To

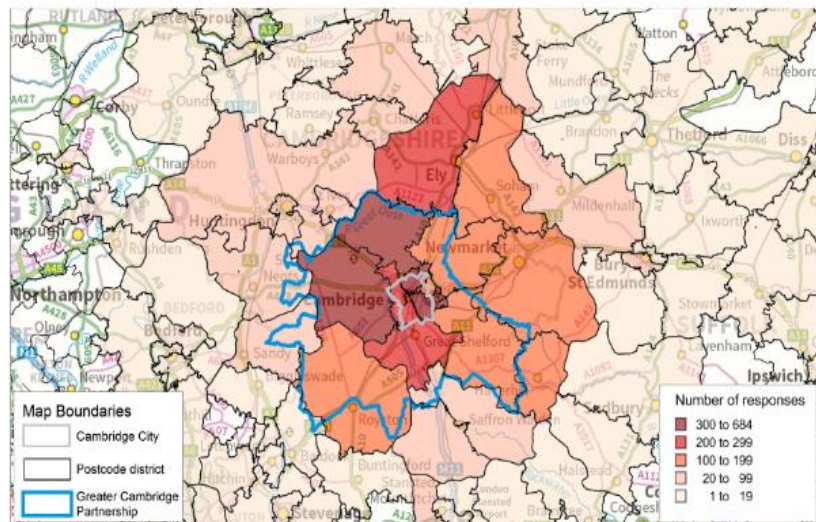
Between 25 February and 31 March 2019 the Greater Cambridge Partnership held an extensive engagement exercise to obtain feedback from the public and stakeholders on the transformation and funding of public transport.

#### Demographics

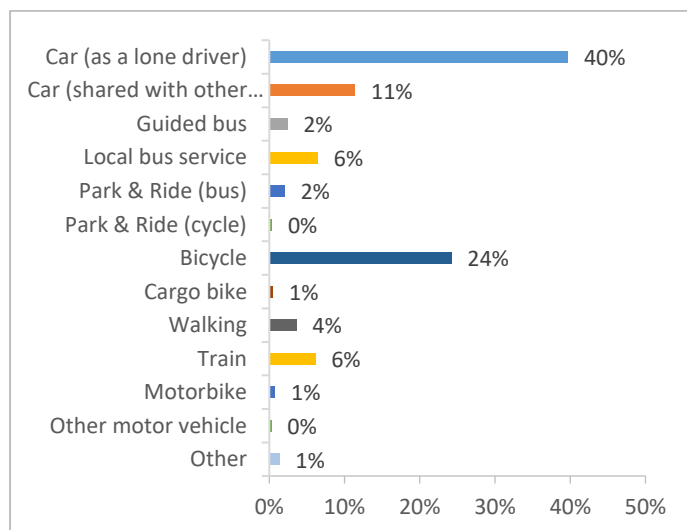
Gender distribution in the sample was fairly even with 46% males and 49% females. When compared to the Cambridgeshire population, a slightly higher proportion of respondents were of working age with a slightly lower proportion aged over 75 (likely linked to the targeting of the engagement towards those working in Cambridge).

Analysis of the geographical breakdown showed a wide reach with responses from 155 postcode districts.

**36%** of respondents started their journey in the **central Cambridge** postcode districts of CB1-CB5.



#### Primary Journey



Nearly three quarters of respondents (73%) were travelling to work as their primary journey.

Over half (51%) were traveling by car and just under a quarter (24%) were travelling by bicycle.

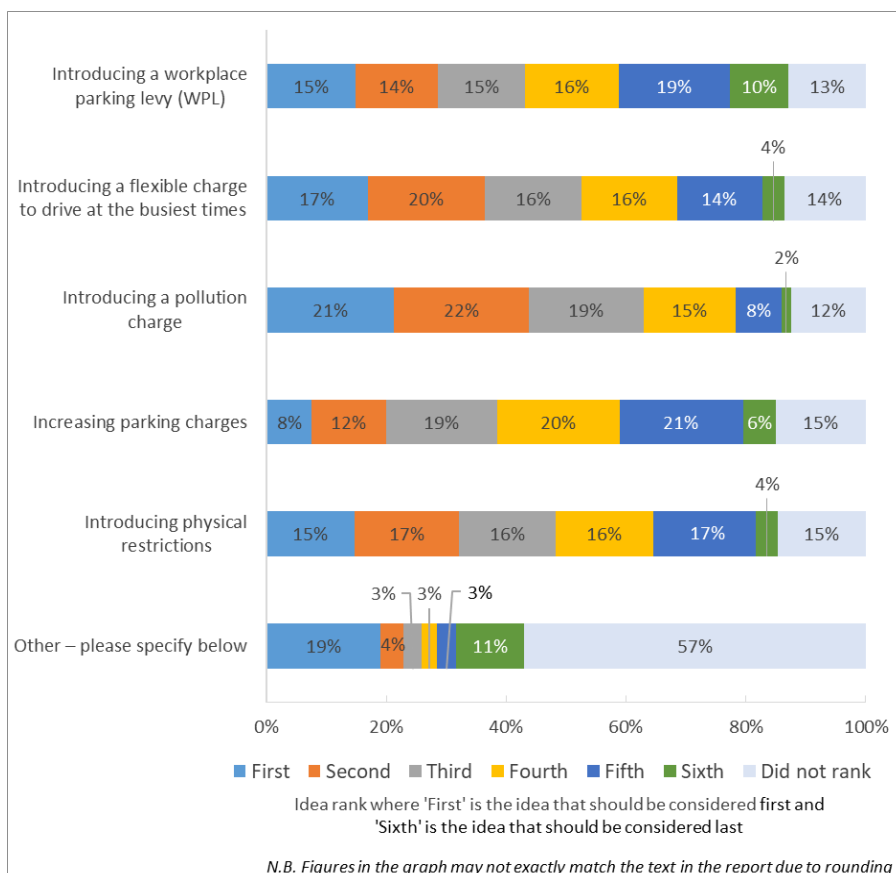
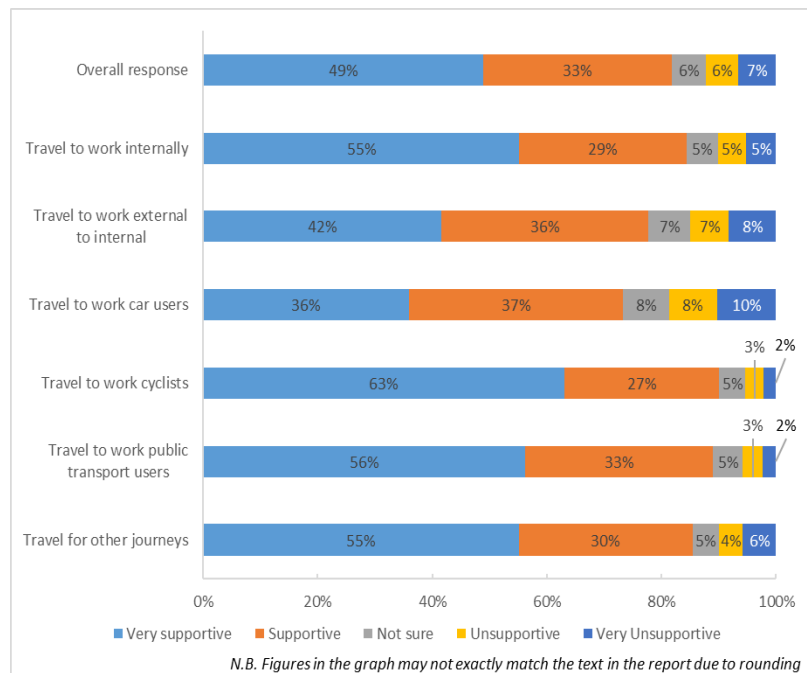
55% of respondents were travelling from outside into central Cambridge and 32% were travelling within central Cambridge.



## Key Findings

The majority of respondents (**82%**) **supported the vision** to significantly improve public transport. Those travelling to work by bicycle or public transport were the most supportive of the vision to improve public transport.

The elements of a transformed public transport network which were most important to respondents were a **reliable and frequent service**.



A **pollution charge** and **flexible charging** for road use were the highest ranked ideas being selected as either **first or second** choice by **44%** and **36%** of respondents respectively.

Other funding ideas recommended by respondents included boosting usage (and consequently revenue) by improving public transport (including Park & Ride provision) or utilising existing taxation streams.

If parking charges or a flexible/pollution based charge were introduced, the ideas most supported by respondents were that additional money raised should be used to improve transport across the area and that it should be cheaper to travel into Cambridge by public transport than to drive in and park.

Should changes be made to vehicle access for some roads, respondents were most supportive of the suggestion that essential private vehicle access to residential properties should be maintained.

A consistent theme that emerged prominently throughout the qualitative feedback sections of the survey was that respondents felt improvements needed to be made to public transport so that people had a viable alternative to driving. Other key themes that emerged included the need for improvements to cycling infrastructure, concerns about the workplace parking levy and concerns relating to how the potential proposed changes may impact on those with low incomes.

## INTRODUCTION

In autumn 2017, 'Our Big Conversation' asked people about the travel challenges they face and their ideas for the future to help us consider where money should be invested. We spoke to thousands of people at events and received over 10,000 comments. Many people during Our Big Conversation said that a more affordable public transport network, with better availability and reliability, would be of great benefit to them.

Choices for Better Journeys was a six week public engagement campaign run by the Greater Cambridge Partnership (GCP) from 25 February to 31 March 2019. It aimed to articulate and explain the GCP's public transport 'vision', and obtain detailed feedback from the public and stakeholders on options for funding public transport and methods of reallocating road space.

The objectives of the engagement were to:

- Set out the options for funding better public transport and methods of reallocating road space, how each option would affect different people and gain feedback on these.
- Demonstrate the impact of congestion and increase public awareness and understanding of the relationship between improving public transport and reducing congestion.
- To show how each option can support better public transport through Cambridge, and link with GCP schemes.

The engagement was promoted via online, print and digital advertising (including bus screens and radio), social media promotion, posters in key locations, emails, 39 engagement events, press releases, partner channels, the GCP and Consult Cambs websites and the distribution of over 700 brochures and 4,200 postcards.

## Consultation and Analysis Methodology

### Consultation Strategy

The strategy for the Choices for Better Journeys survey was designed by the GCP communications team. The survey was developed in collaboration with Cambridge Ahead and was also delivered in association with Cambridge Network, Cambridgeshire Chambers of Commerce and Cambridge BID.

#### Identification of the Audience

The consultation was open for anyone to contribute to. The key target audience were individuals or organisations that are interested because they live and travel in the areas that the scheme may affect. Through Cambridge Ahead (a partnership of local employers), Cambridge Network, Cambridgeshire Chambers of Commerce and Cambridge BID, the materials and survey reached out to a significant number of people working in Cambridge.

#### Design of Consultation Materials

It was identified that the audience for the engagement required a great deal of detailed information upon which to base their responses. So whilst the key consultation questions were relatively straight forward (people were asked to provide details of their most frequent Cambridge journey, express how important elements of a public transport were to them, rank potential funding ideas and to express how far they supported a range of options for making changes to transport within the Cambridge area), a twelve-page information document was produced and supplemented with additional information available online on the GCP and Consult Cambs websites and at key locations.

This document explained the GCP's strategy and discussed the reasons why changes to the transport network in Greater Cambridge were being considered. It also provided detailed information on each of the options to enable residents to understand the options and compare the pros and cons.

#### Design of Consultation Questions

The engagement questions themselves were designed to be neutral and clear to understand. For the first section of the survey there was a focus on questions relating to respondents' most frequent Cambridge journey, before moving onto questions relating to the overall vision of improving public transport and potential funding ideas. The next set of questions focused on specific options for funding and making changes to the transport network and the final section of the survey focused on multiple choice questions relating to respondents' personal details, allowing comparison between groups.

The main tools for gathering comments were an online survey and a paper return survey which was available on request. It was recognised that online engagement, whilst in theory

available to all residents, could potentially exclude those without easy access to the internet. Events were held to collect responses face to face and other forms of response e.g. detailed written submissions and social media comments were also received and have been incorporated into the analysis of the feedback.

The survey included the opportunity for 'free-text' responses and the analysis approach taken has enabled an understanding of sentiment as well as the detailed points expressed.

## Analysis

The strategy for analysis of the consultation was as follows:

- An initial quality assurance review of the data was conducted and a review with the engagement team carried out to identify any issues or changes that occurred during the consultation process.
- A set of frequencies were then produced and checks made against the total number of respondents for each question and the consultation overall. A basic sense check of the data was made at this point with issues such as checking for duplicate entries, data entry errors and other quality assurance activities taking place.
  - **Duplicate Entries.** Measures were in place to avoid analysing duplicated entries. The online survey software collects the timestamp of entries so patterns of deliberate duplicate entries can be spotted and countered.
  - **Partial Entries.** The system records all partial entries as well as those that went through to completion (respondent hit submit). These are reviewed separately and in a few cases, where a substantial response has been made (as opposed to someone just clicking through), then these are added to the final set for analysis.
  - Within the analysis a search for any unusual patterns within the responses was carried out, such as duplicate or 'cut and paste' views being expressed on proposals.
- Closed questions (tick box) are then analysed using quantitative methods which are then presented in the final report through charts, tables and descriptions of key numerical information.
- Data was also cross-tabulated where appropriate, for example, to explore how respondents with different journey types answered questions. Characteristic data was then used to provide a general overview of the 'reach' of the consultation in terms of input from people of different socio-economic status and background.
- Free-text questions were analysed using qualitative methods, namely through thematic analysis. Key themes were identified using specialist software and then responses tagged with these themes (multiple tags can be given to the same

response). At this stage totals of tagged themes are created and the themes with the most tags are summarised in the final report. Comment themes are listed in order of the number of comments received, from most to least.

- The final report is then written to provide an objective view of the results of the consultation.

## Quality Assurance

### Data Integrity

To ensure data integrity was maintained, checks were performed on the data.

- A visual check of the raw data showed no unusual patterns. There were no large blocks of identical answers submitted at a similar time.
- Date / time stamp of submissions showed no unusual patterns.
- Text analysis showed no submissions of duplicate text.

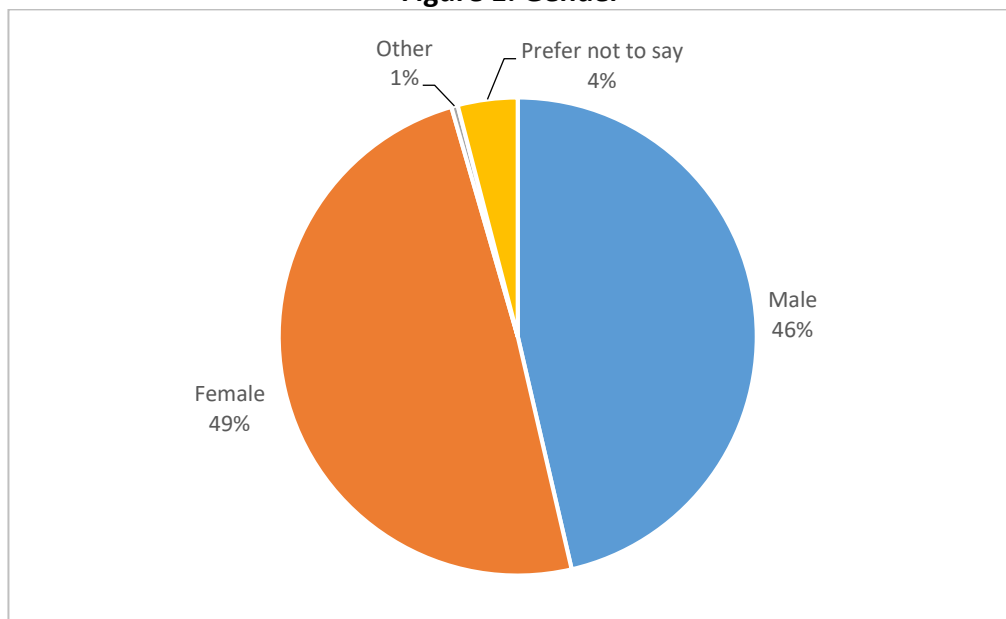
## ENGAGEMENT CONTEXT

### Respondent Profile

#### Respondent's gender

5,063 respondents answered the question on their gender.

**Figure 1: Gender**

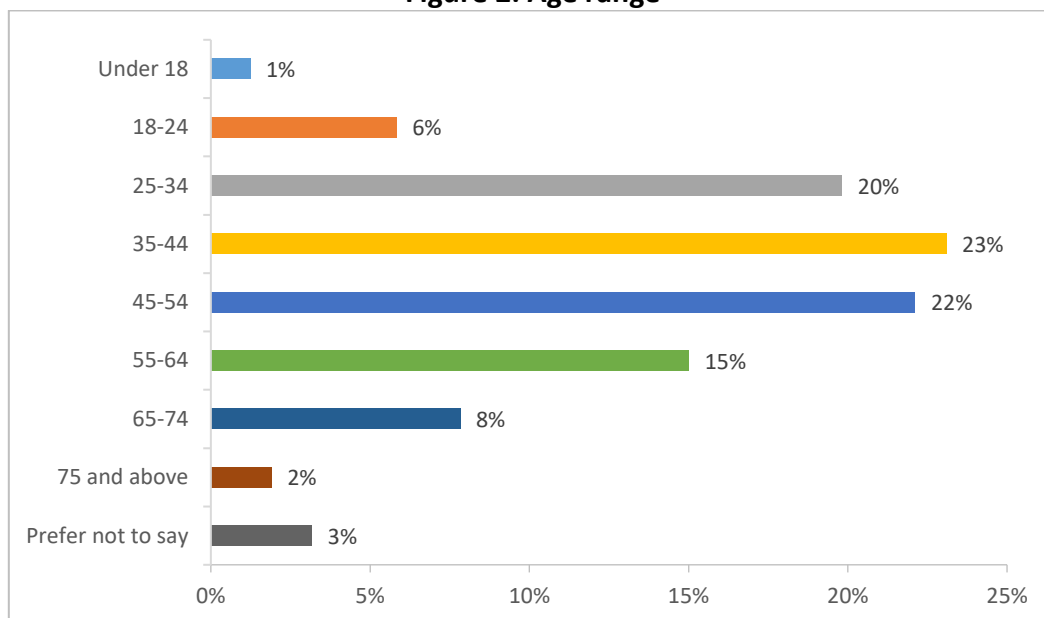


- There was a slightly higher proportion of female respondents (49%) compared to male respondents (46%).
- A small number of respondents indicated that they would 'prefer not to say' (4%) or selected 'other' (1%).

## Respondent's age

5,097 respondents answered the question indicating their age range.

**Figure 2: Age range**



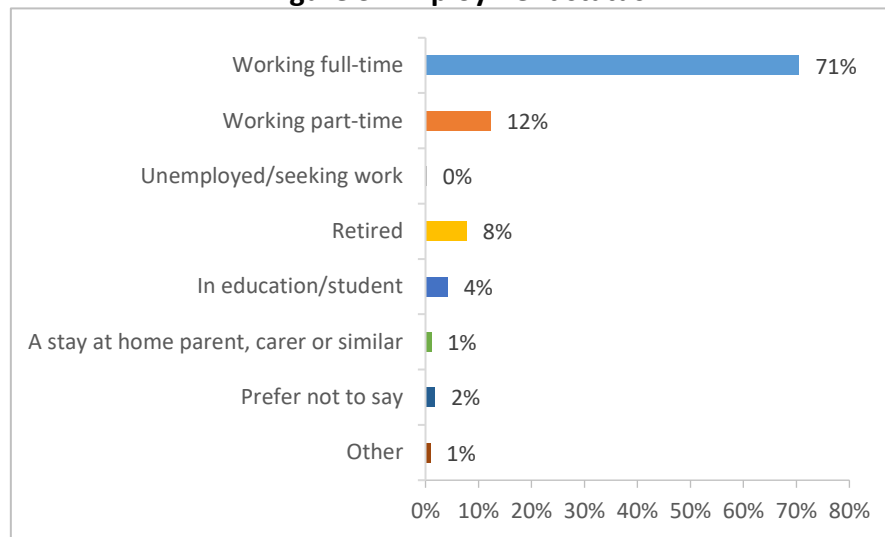
- Ages from '25-34' to '45-54' were slightly over represented compared to the general Cambridgeshire population, accounting for 65% of respondents.
- Ages '20-24', '55-64' and '65-74' were well represented.
- Ages '75 and above' were slightly under represented compared to the general Cambridgeshire population, accounting for just 2%. The age profile of respondents reflects the specific targeting of the engagement towards individuals working in Cambridge.



### Respondent's employment status

5,098 respondents answered the question about their employment status.

**Figure 3: Employment status**

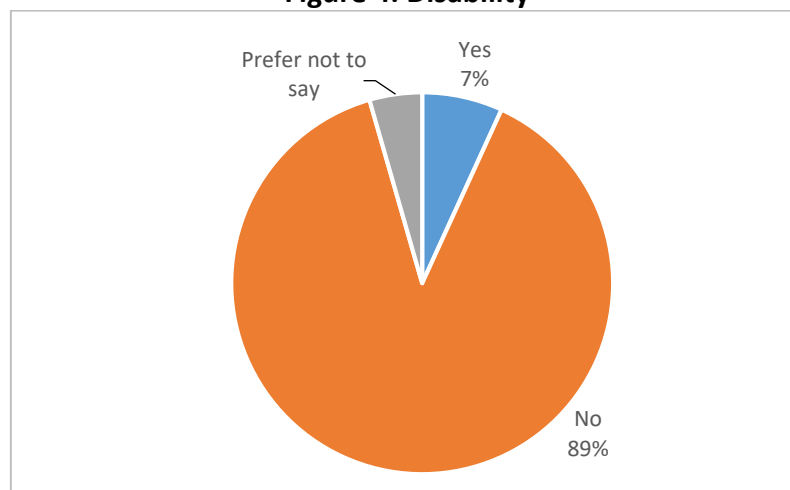


- The majority of respondents indicated that they were working with 71% 'working full-time' and 12% 'working part-time'.
- A small number of respondents reported their employment status as:
  - 'Retired' (8%)
  - 'In education/student' (4%)
  - 'A stay at home parent, carer or similar' (1%)
  - 'Prefer not to say' (2%)
  - 'Other' (1%).

### Respondent's disability status

5,069 respondents answered the question about whether they had a disability that limits their mobility, with 7% indicating that they did.

**Figure 4: Disability**



## Geographical breakdown

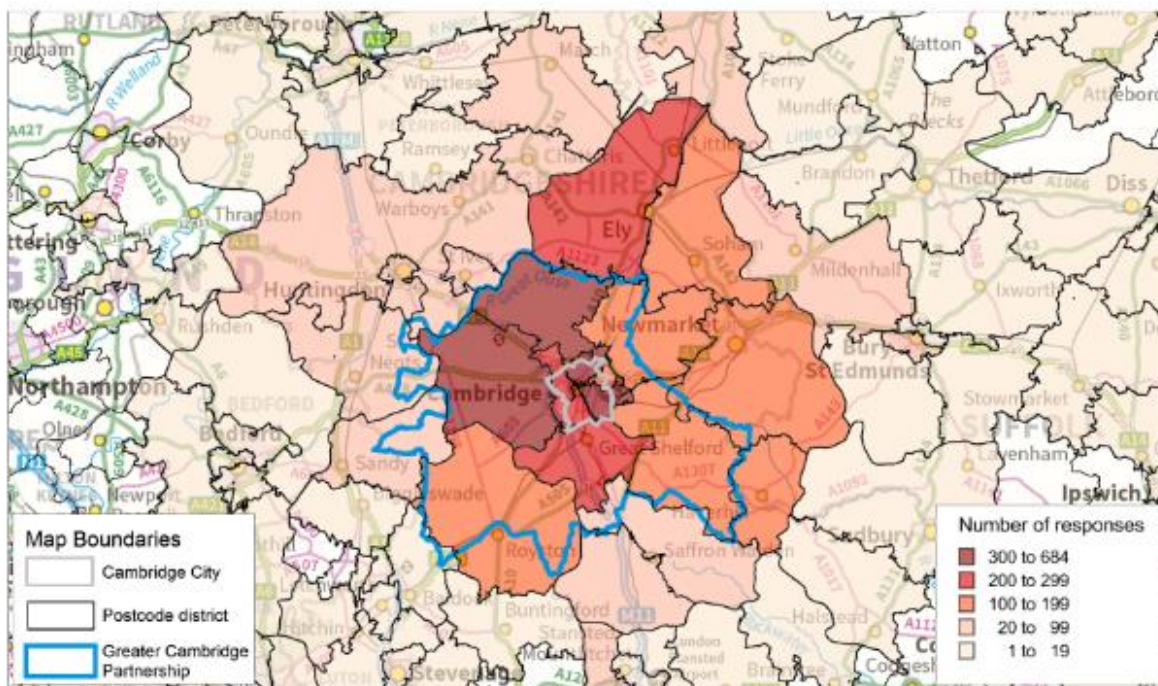
Respondents were asked for the full postcode of the start and end point of their most frequent Cambridge journey, but were not forced to enter a response. A recognisable postcode for their journey start point was entered by 4,910 respondents (95%).

Based on the postcode data provided 36% of respondents started their journey in the central Cambridge postcode districts of CB1-CB5, with the highest numbers in CB1 (13%) and CB4 (10%). Postcode districts CB22-CB24 also accounted for a high proportion of respondent's start locations: CB24 (9%), CB23 (8%) and CB22 (6%).

A full breakdown of the postcode districts for respondent's start location can be found in Appendix 1.

The following map shows the rate of response by postcode district.

**Figure 5: Map to show areas of respondents start location for most frequent journey**

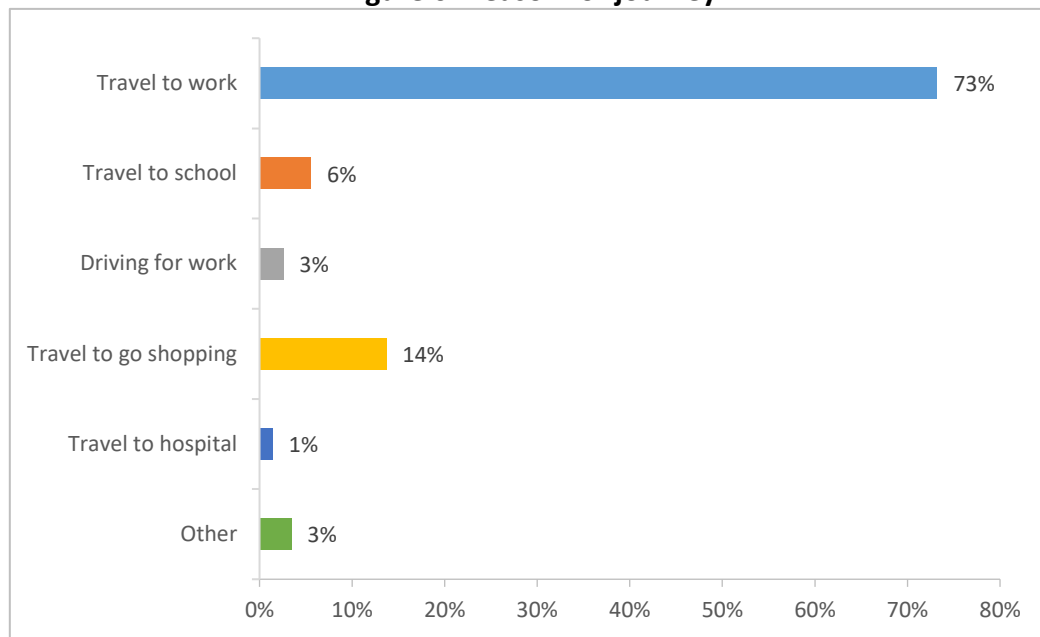


## Journey Profile

5,131 respondents answered the question indicating the reason for their most frequent Cambridge journey.

Reason for most frequent journey

**Figure 6: Reason for journey**

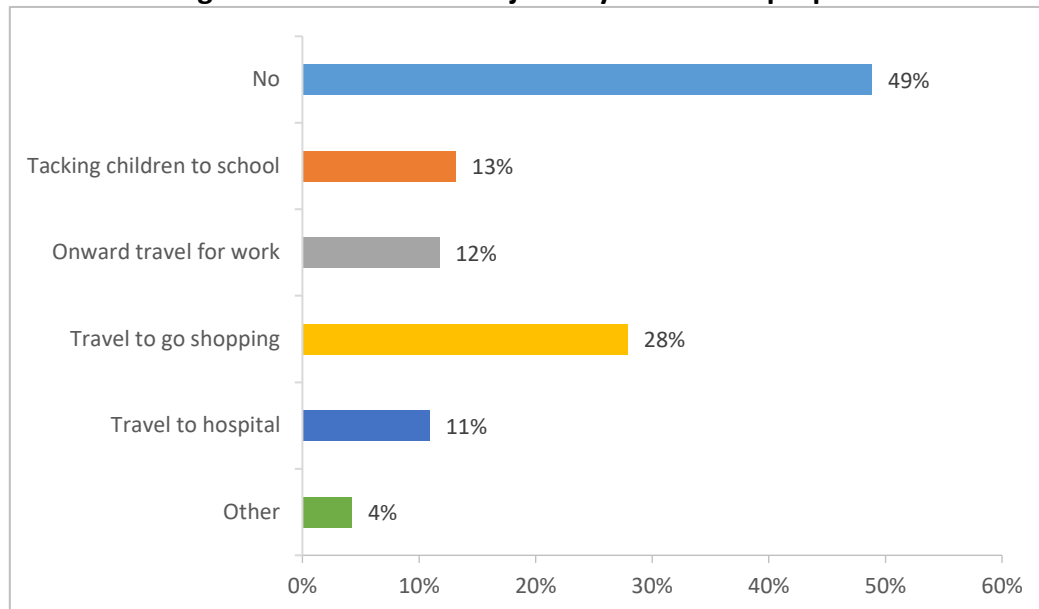


- Just under three quarters of respondents indicated that the reason for their most frequent journey was to 'travel to work' (73%).
- A few respondents indicated that the reason for the most frequent journey was:
  - 'Travel to go shopping or use leisure facilities' (14%)
  - 'Travel to school, college or university' (6%)
  - 'Driving for work (e.g. making deliveries, attending meetings)' (3%)
  - 'Travel to hospital' (1%)
  - 'Other' (3%).

## Journey combination

4,996 respondents answered the question about whether they frequently combined this most common journey with other purposes. Respondents were asked to select all options which applied.

**Figure 7: Combination of journey with other purposes**



- Just under half of respondents stated that they did not frequently combine their journey with other purposes (49%).
- Over a quarter of respondents indicated that they combined the journey with 'travel to go shopping' (28%).
- A few respondents indicated that they combined their journey with the following purposes:
  - 'Taking children to school' (13%)
  - 'Onward travel for work' (12%)
  - 'Travel to hospital' (11%)<sup>1</sup>
  - 'Other' (4%).

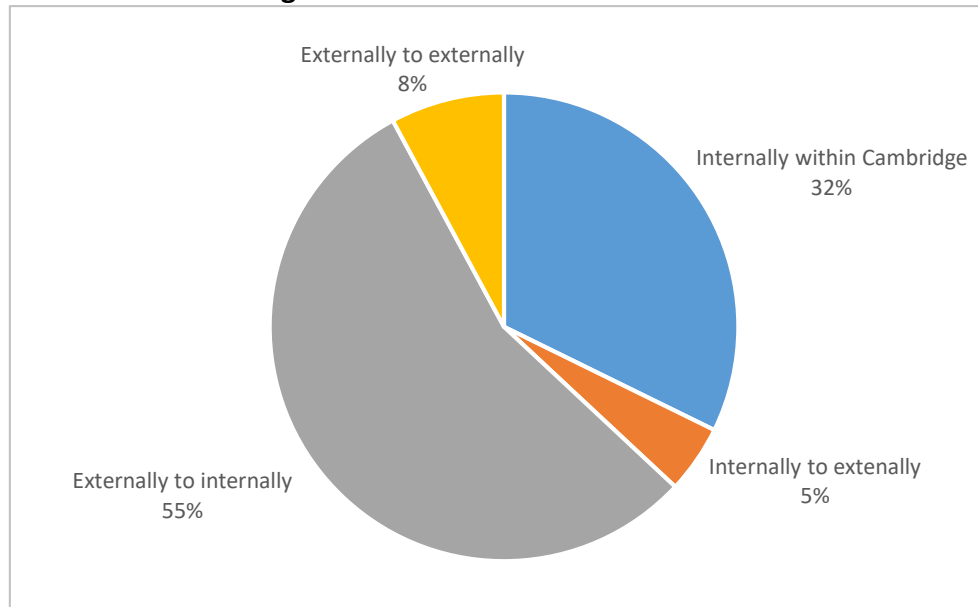
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<sup>1</sup> Analysis of this group showed a broadly similar age profile to the overall sample, with a slightly higher proportion of respondents aged over 65. Of the 562 respondents who indicated that they frequently combine 'travel to hospital' with their primary journey, 71% also selected one of the other options as being frequently combined with their primary journey.

## Start and finish destination

4,854 respondents provided a postcode for both the start location and finish location of their most frequent journey. These postcodes were used to classify their journey start and end points as either internal (postcode districts CB1-CB5) or external (all other postcode districts).

**Figure 8: Start and finish destination**

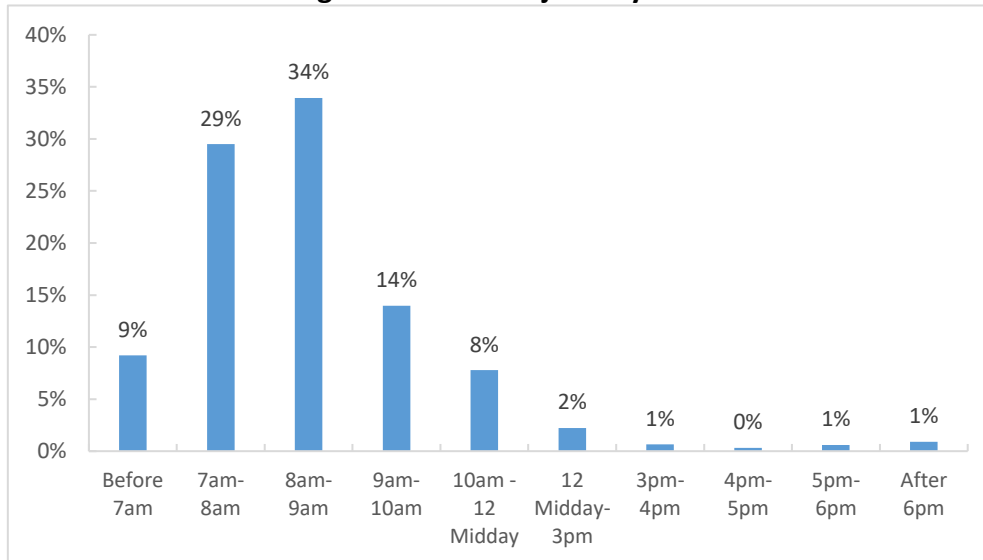


- Of the respondents who provided postcodes, the majority (87%) finished their journey internally (within the Cambridge postcode districts of CB1-CB5), with 55% travelling in from outside and 32% travelling internally within Cambridge.
- A few respondents both started and finished their journey externally (8%) and a few respondents travelled from within CB1-CB5 to an external postcode district (5%).

### Time of most frequent journey

5,099 respondents answered the question about the time of day that they usually make their outward journey.

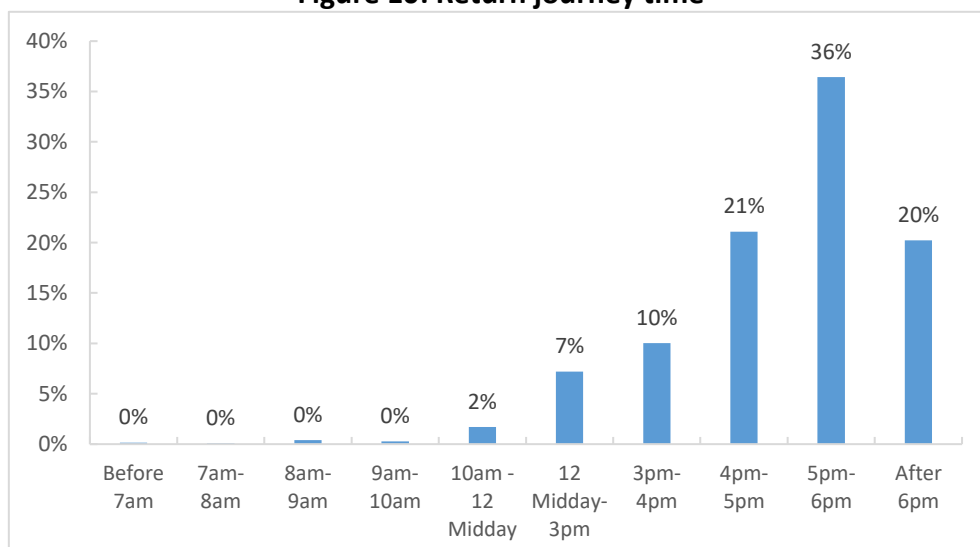
**Figure 9: Outward journey time**



- The majority of respondents completed their outward journey between 7am-9am (63%).
- A few respondents completed their outward journey between:
  - 9am-10am (14%)
  - Before 7am (9%)
  - 10am-12 midday (8%).
- The remaining 5% of respondents completed their outward journey after 12 midday.

5,018 respondents answered the question about the time of their return journey.

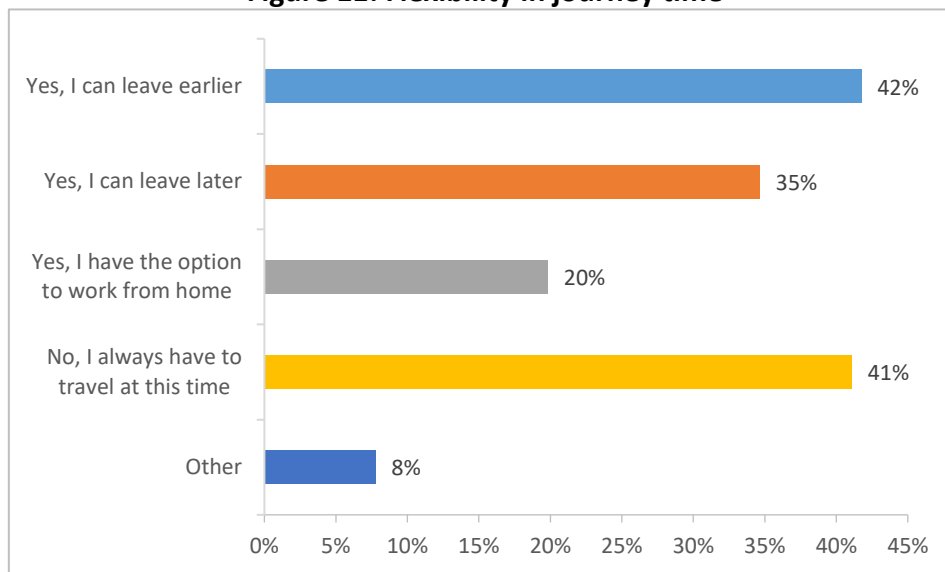
**Figure 10: Return journey time**



- Over three quarters of respondents (78%) completed their return journey after 4pm, with 5pm-6pm being the most common journey time (36%).
- A few respondents completed their return journey between:
  - 3pm-4pm (10%)
  - 12 midday-3pm (7%)
  - 10am-12 midday (2%).

5,075 respondents answered the question about whether they were flexible with the time they started their journey. Respondents could select multiple answers.

**Figure 11: Flexibility in journey time**

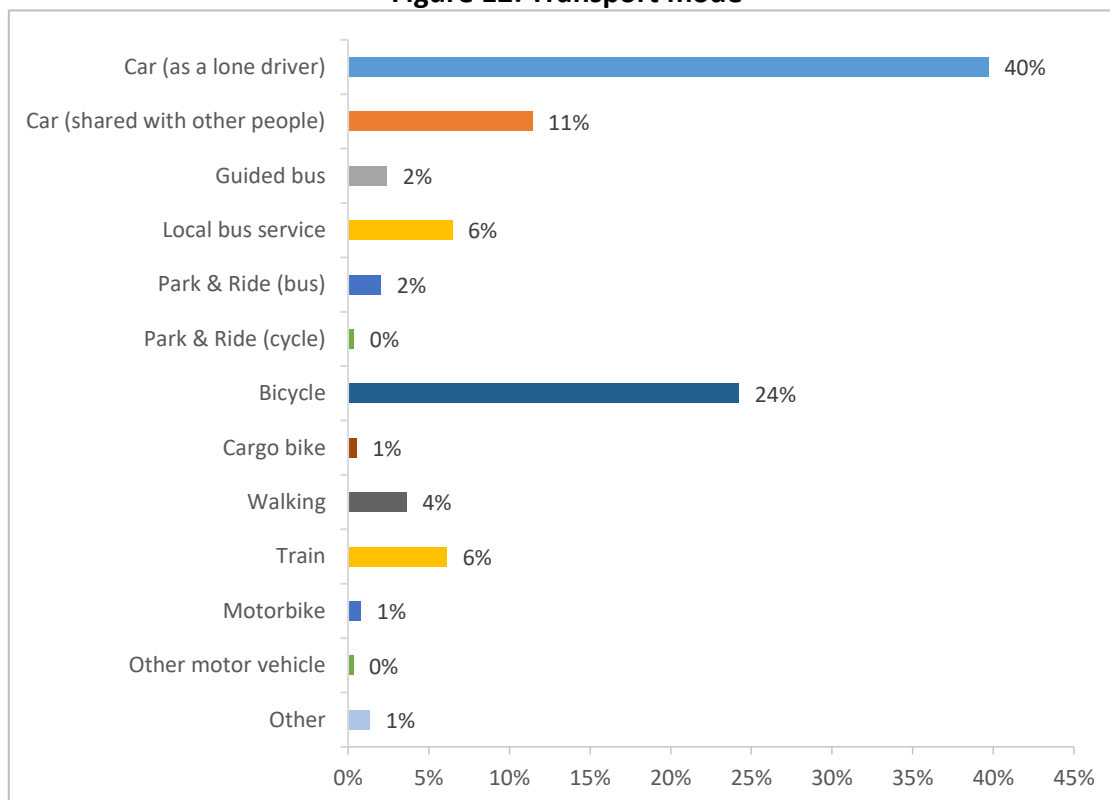


- 41% respondents indicated that they had no flexibility in the time that they started their journey.
- For respondents who indicated that they did have flexibility in the start time of their journey:
  - 42% indicated that they can leave earlier
  - 35% could leave later
  - 20% had the option to work from home.
- A few respondents answered 'other' (8%), of those 386 respondents left comments providing further details with factors described including:
  - Flexibility levels varying on different days
  - School/nursery time constraints
  - Travel time determined by shift patterns or appointment/activity times
  - The limitation of public transport timetables
  - Flexibility of being able to work from home
  - Flexibility due to travelling for leisure
  - Travelling off-peak due to concessions
  - Not needing to be flexible due to cycling or walking.

## Mode of transport

5,110 respondents answered the question about their main mode of transport for their most frequent journey.

**Figure 12: Transport mode**

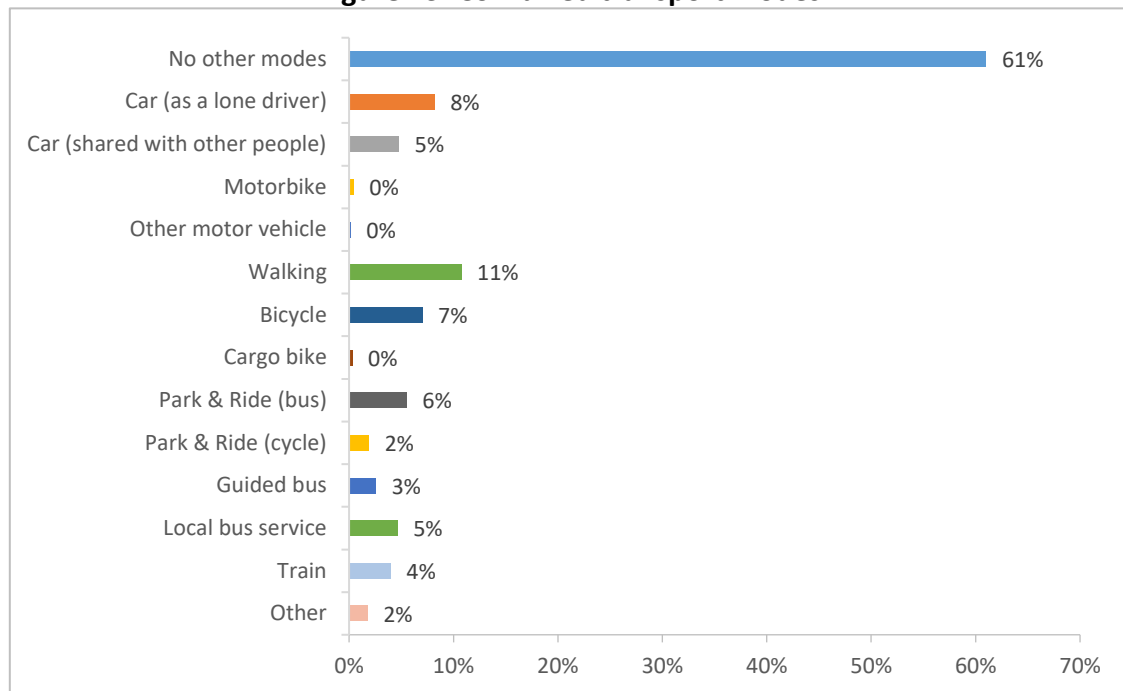


- Just over half of respondents (51%) indicated that 'car' was their main mode of transport, with 40% travelling in a car as a lone driver and 11% travelling in a car shared with other people. This represents a slightly lower proportion than the 2011 census travel to work data for England and Wales which shows car driver share to be 58%.
- Just under a quarter of respondents indicated that 'bicycle' was their main mode of transport (24%), significantly higher than the 3% modal share for England and Wales in the travel to work census data for 2011.
- A few respondents indicated that they used following modes of transport for their journey:
  - 'Local bus service' (6%)
  - 'Train' (6%)
  - 'Walking' (4%)
  - 'Guided bus' (2%)
  - 'Park & Ride (bus)' (2%)
  - 'Cargo bike' (1%)
  - 'Motorbike' (1%)
  - 'Other' (1%).



4,910 respondents answered the question about whether they combined their main mode of transport with other modes. Respondents could select multiple answers.

**Figure 13: Combined transport modes**



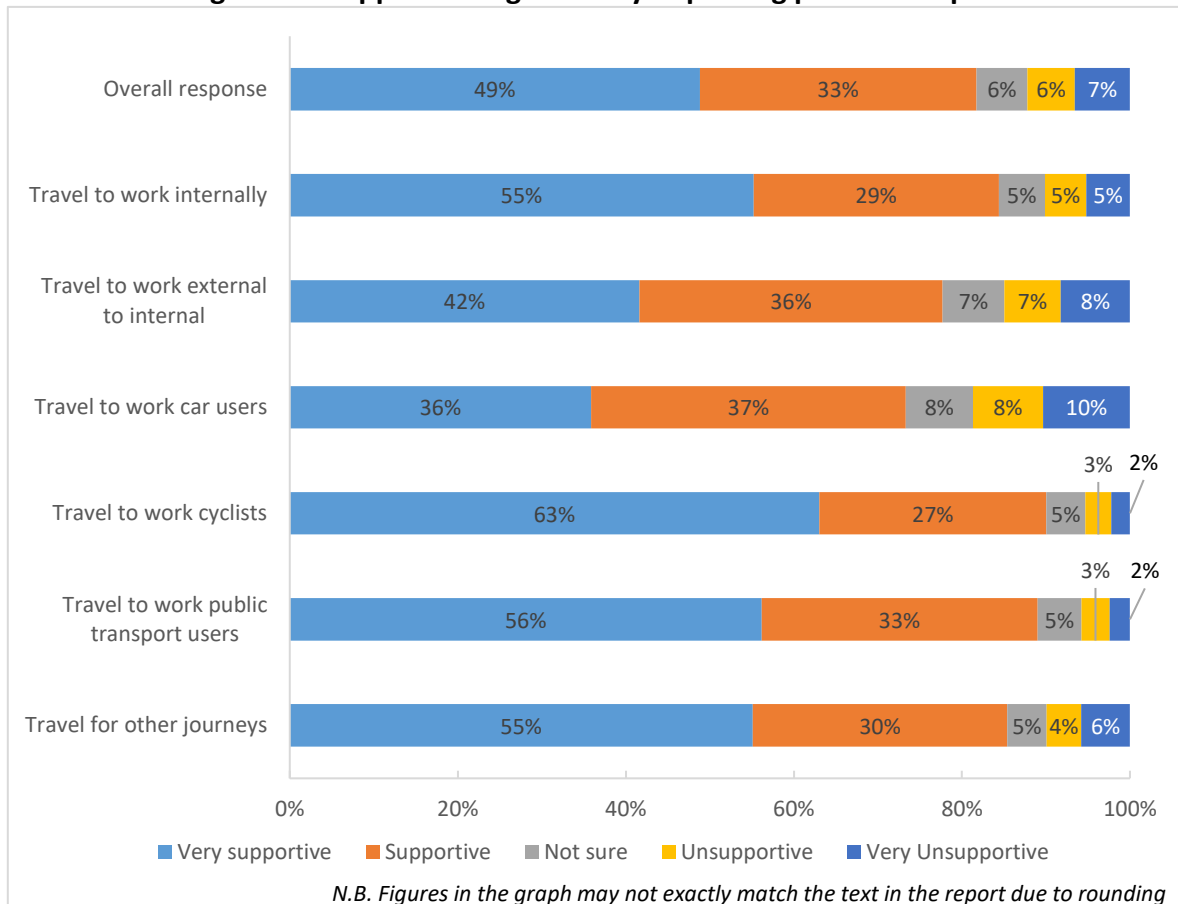
- The majority of respondents indicated that they did not combine with any other modes of transport (61%).
- A few respondents indicated that they combined their main mode of transport with the following transport modes:
  - 'Walking' (11%)
  - 'Car (as a lone driver)' (8%)
  - 'Bicycle' (7%)
  - 'Park and Ride (bus)' (6%)
  - 'Car (shared with other people)' (5%)
  - 'Local bus service' (5%)
  - 'Train' (4%)
  - 'Guided bus' (3%)
  - 'Park and Ride (cycle)' (2%)
  - 'Other' (2%).

## PUBLIC TRANSPORT

### Support for the vision to significantly improve public transport

5,086 respondents answered to what extent they were supportive or unsupportive of the vision to significantly improve public transport.

**Figure 14: Support for significantly improving public transport**

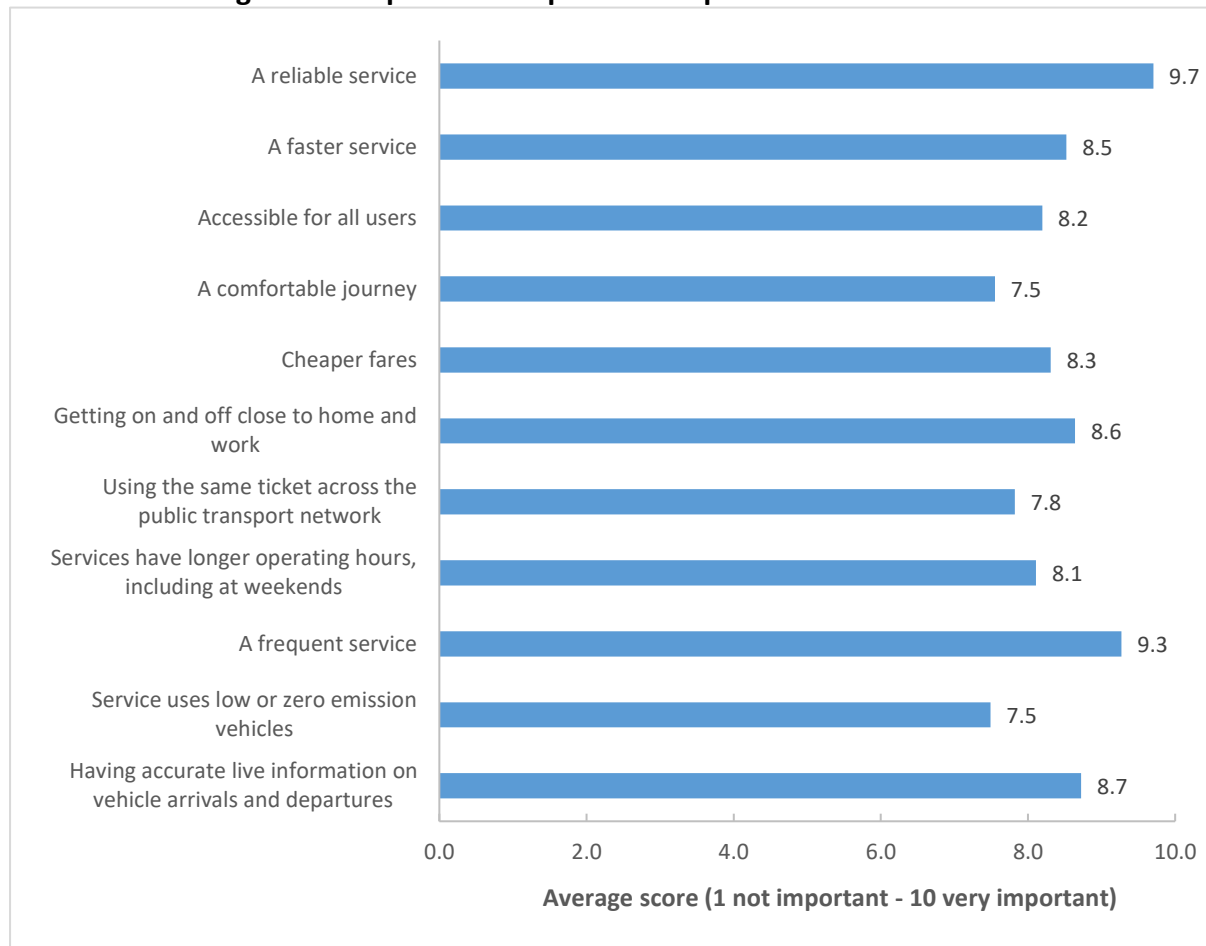


- The majority of respondents (82%) supported the vision to significantly improve public transport, whilst 12% of respondents were unsupportive.
- Cross-tabulation of support by key groups showed slightly higher levels of support, compared to the overall response, for respondents who:
  - Travel to work as cyclists (90%)
  - Travel to work as public transport users (89%)
  - Travel for other journeys (85%)
  - Travel to work internally (CB1-CB5) (84%).
- Respondents were slightly less supportive, compared to the overall response, if they:
  - Travel to work as car users (73%)
  - Travel to work from outside of Cambridge to inside Cambridge (78%).

## Importance of public transport network elements

5,118 respondents answered the question about how they would rate the importance of specific elements of a transformed public transport network. Respondents were asked to rate each element between 1 and 10 (1 – not important, to 10 - very important). The average scores for each element are displayed in figure 14.

**Figure 15: Importance of public transport network elements**



- All of the elements were rated as important by respondents with average scores ranging from 7.5 to 9.7.
- The elements with the highest average rate of importance (above 8.5) were:
  - A reliable service (9.7)
  - A frequent service (9.3)
  - Having accurate live information on vehicle arrivals and departures (8.7)
  - Getting on and off close to home and work (8.6).
- The elements with a slightly lower average rate of importance (below 8) were:
  - 'A comfortable journey' (7.5)
  - 'Service uses low or zero emission vehicles' (7.5)
  - 'Using the same ticket across the public transport network (7.8).

Respondents were subsequently asked whether there was anything else that was important to them about a transformed public transport network. A total of 1,982 respondents left comments, with the most common themes in responses being improvements to public transport routes and reliability as well as reduced costs, improvements to cycling provision and safety improvements across all elements of the transport network.

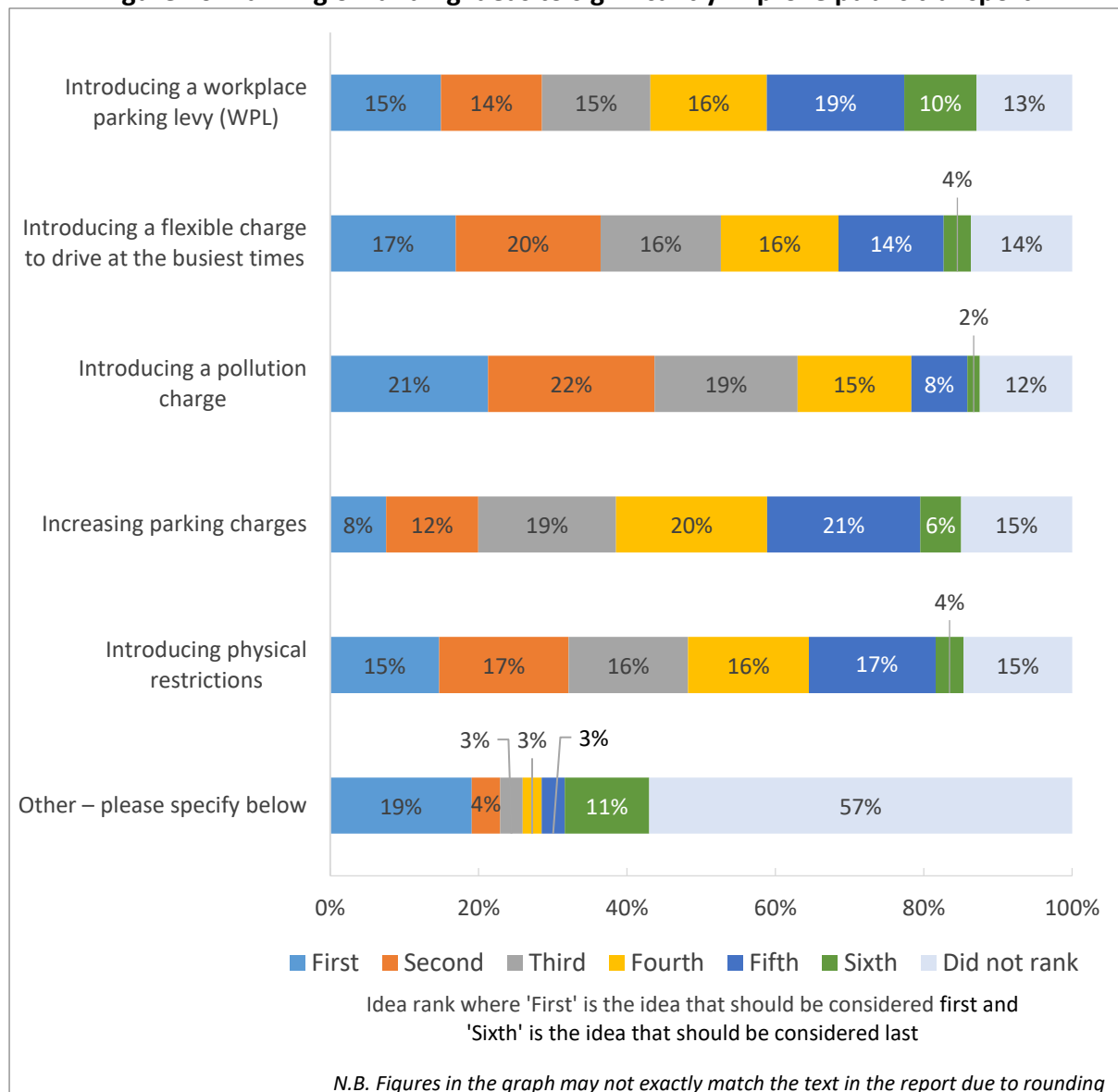
<b>Comment theme</b>	<b>Respondent comments</b>
<b>Improved route options</b>	Respondents felt that more enhanced, integrated public transport routes were needed. Particularly respondents felt that there should be more circular routes around Cambridge which linked key locations without requiring travel into and out of the city centre. The need for more links to nearby villages and direct routes to employment centres, were also discussed.
<b>Cycling improvements</b>	Respondents felt that more safe cycling routes were needed around Cambridge and to surrounding villages. To facilitate multimodal travel, a few respondents felt that it would be beneficial if bicycles could be taken onto trains and buses.
<b>Reduced cost</b>	Respondents felt that current public transport fares were expensive and needed to be reduced, ideally to a level which made it a cheaper alternative to driving. A few respondents discussed having a simple, fair and transparent fare structure.
<b>Reliability</b>	Respondents felt that public transport needed to run reliably to timetables.
<b>Safety</b>	Respondents felt that safety needed to be improved on the transport network including both public transport and cycling/walking routes. Suggested improvements included considerate drivers, safe cycle paths, CCTV and sufficient lighting.

## OPTION SPECIFICS

### Public transport improvement funding ideas

4,857 respondents answered the questions about which funding ideas the GCP should consider, should public transport be significantly improved. Respondents were asked to rank the ideas where '1' is the idea that should be considered first.

**Figure 16: Ranking of funding ideas to significantly improve public transport**



- 'Introducing a pollution charge' was the highest ranked option with 44% of respondents selecting it as either their first or second choice.
- The next highest ranked option was 'Introducing a flexible charge to drive at the busiest time' which was selected as either first or second by 36% of respondents.

- 'Increasing parking charges' was the lowest ranked option with just 20% selecting it as first or second and over a quarter (26%) selecting it as fifth or sixth.
- Less than half of respondents (43%) provided a ranking for 'Other', however, of those that did a high proportion ranked this option highly with 19% of all respondents ranking 'Other' as their first choice.

Respondents were asked to leave their suggestion if they selected 'Other', a total of 1,629 respondents left comments. The main suggestions related to improving existing public transport, funding from taxation or expressing a lack of support for all of the ideas.

Comment theme	Respondent comments
<b>Improve public transport</b>	Respondents felt that funds could be raised via higher usage rates that would result from improvements to public transport. Suggested improvements included cheaper fares, improved reliability and new services such as a metro.
<b>None of the suggestions</b>	Respondents indicated that they didn't support the suggestions for funding, particularly as they felt they would adversely impact those on lower incomes and those who required a motorised vehicle.
<b>Improve Park &amp; Ride</b>	Respondents felt that improvements should be made to the Park & Ride sites, particularly increasing the number of sites, reducing the cost of using the sites and making the service more reliable.
<b>Taxation</b>	Respondents felt that funding should come from existing taxation sources, such as council tax, business tax or road tax, with some suggestion to increase these.
<b>Reduce school related traffic</b>	Respondents felt that traffic caused by school pickups and drop offs needed to be addressed. Some respondents suggested a Park and Ride type solution for Cambridge schools.

Cross tabulation of the qualitative themes by key group showed the following notable differences from the overall response:

- **Cycling** featured as a top five theme for respondents who cycled to work, with respondents making recommendations for an enhanced cycling infrastructure within Cambridge and the surrounding areas.
- **None of the suggestions** featured in the top five themes for all groups apart from those travelling to work by bicycle.

## Funding ideas - variation by key group

The data was cross-tabulated by six key groups which were coded according to respondent's answers about their most frequent Cambridge journey. The six groups were:

- Travel to work internally (CB1-CB5)
- Travel to work external to internal (from outside to a CB1-CB5 postcode)
- Travel to work by car
- Travel to work by bicycle
- Travel to work by public transport
- Travel for other journeys

The cross-tabulated data was analysed to explore how respondents with different journey types answered the survey questions and where notable patterns were observed, compared to the overall response, these differences are outlined in the report as displayed in the following section. Full cross-tabulated data can be found in Appendix 1.

Table 1 displays the percentage of respondents who selected each of the options as either first or second choice, broken down by travel to work by start and end destination and travel to work by mode of transport. Where the percentage of respondents ranking the option either first or second is higher than for the overall response the figure is displayed in blue, where the percentage is lower it is displayed in orange. The subsequent section then includes charts which display the percentages for all ranking selections for the options across all of the key groups.

**Table 1: Percentage of respondents who ranked each funding idea either first or second by key group**

Key Group	Workplace Parking Levy	Flexible Charge	Pollution Charge	Parking Charges	Physical Restrictions
All respondents	29%	36%	44%	20%	32%
Travel to work: start <u>and</u> end within Cambridge	28%	41%	51%	19%	32%
Travel to work: start external to Cambridge <u>and</u> end within Cambridge	25%	32%	41%	22%	35%
Travel to work: Car Users	23%	29%	38%	26%	35%
Travel to work: Cyclists	30%	45%	54%	15%	34%
Travel to work: Public Transport Users	30%	44%	49%	15%	31%

**Figure 17: Ranking of funding ideas to significantly improve public transport for ‘travel to work internally’<sup>2</sup> respondents**

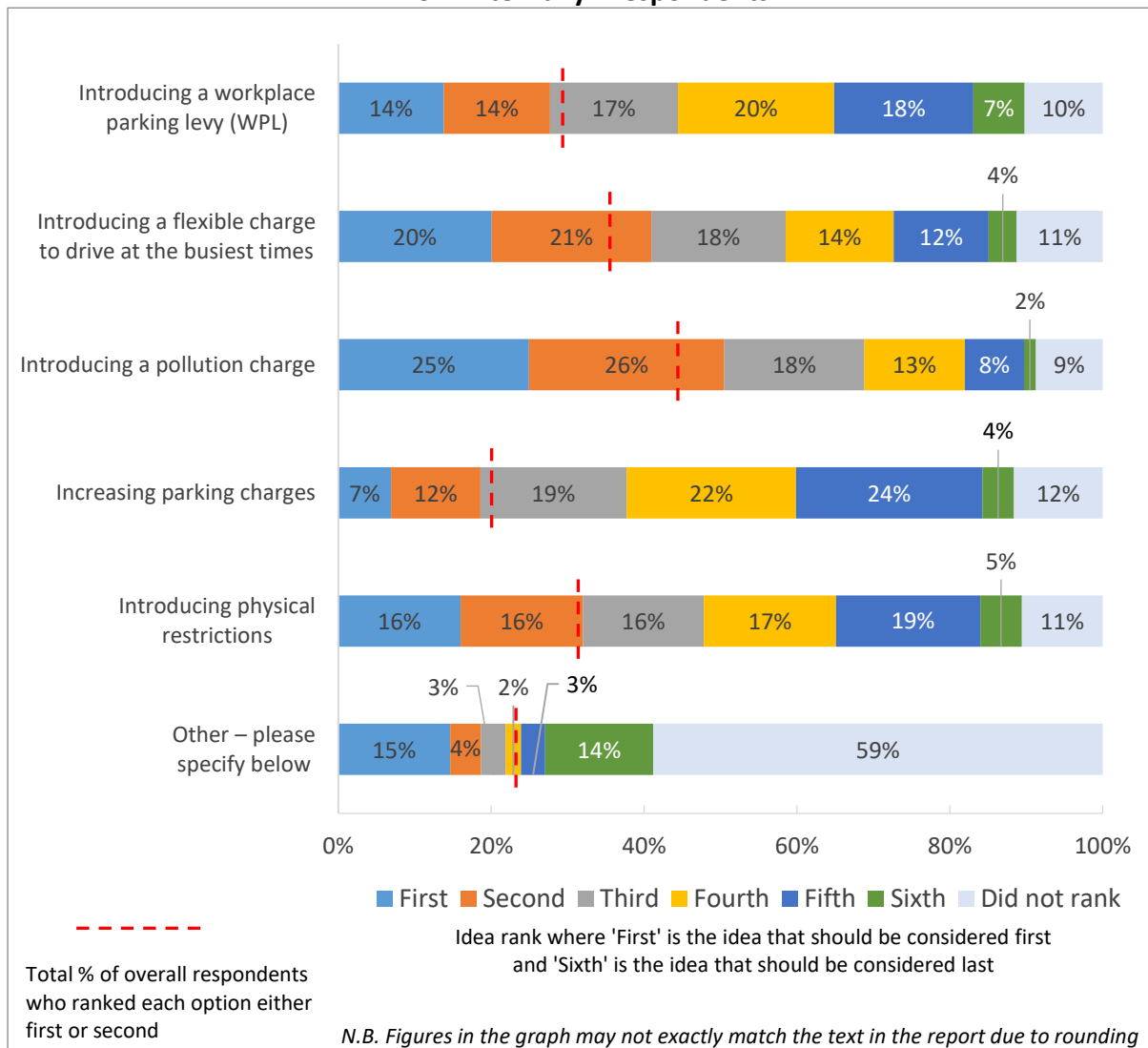


Figure 17 shows the ranking of funding ideas for just those respondents whose primary journey involved travelling to work within the CB1-CB5 area. The dashed red line indicates the percentage of all respondents who ranked each option as either first or second in order to allow comparisons between this group and the overall response.

- ‘Introducing a pollution charge’ was ranked either first or second by just over half of respondents travelling internally (51%), compared to 44% of all respondents.
- ‘Introducing a flexible charge’ was also ranked first or second by a slightly higher proportion of respondents travelling internally (41%) compared to all respondents (36%).
- A lower proportion of respondents travelling internally ranked ‘Other’ as either first or second with just 19% compared to 23% of all respondents and a higher percentage ranked it last, 14% compared to 11% of all respondents.

<sup>2</sup> Respondents both starting and ending their journey to work inside postcode districts CB1-CB5



**Figure 18: Ranking of funding ideas to significantly improve public transport for ‘travel to work external to internal’<sup>3</sup> respondents**

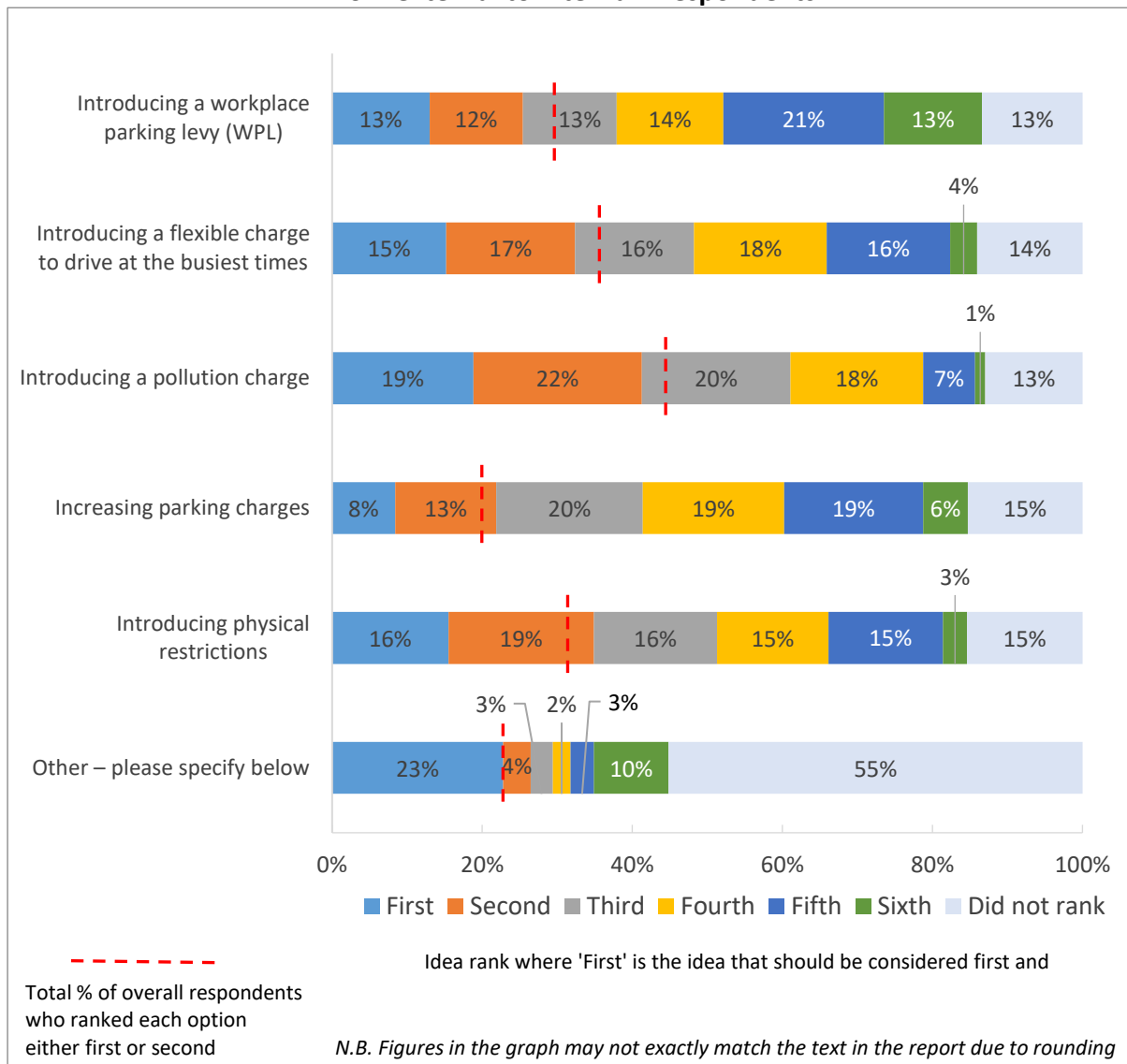


Figure 18 shows the ranking of funding ideas for just those respondents whose primary journey involved travelling to work in the CB1-CB5 area from an external postcode district.

- ‘Introducing a workplace parking levy’ was ranked either first or second by a slightly lower proportion of respondents travelling into Cambridge from outside (25%), when compared to all respondents (29%).
- ‘Introducing a flexible charge’ was also ranked first or second by a slightly lower proportion of those respondents travelling into Cambridge from outside (32%), when compared to all respondents (36%).

<sup>3</sup> Respondents starting their journey to work outside of postcode districts CB1-CB5 and ending their journey within CB1-CB5.

**Figure 19: Ranking of funding ideas to significantly improve public transport for ‘travel to work car driver’ respondents**

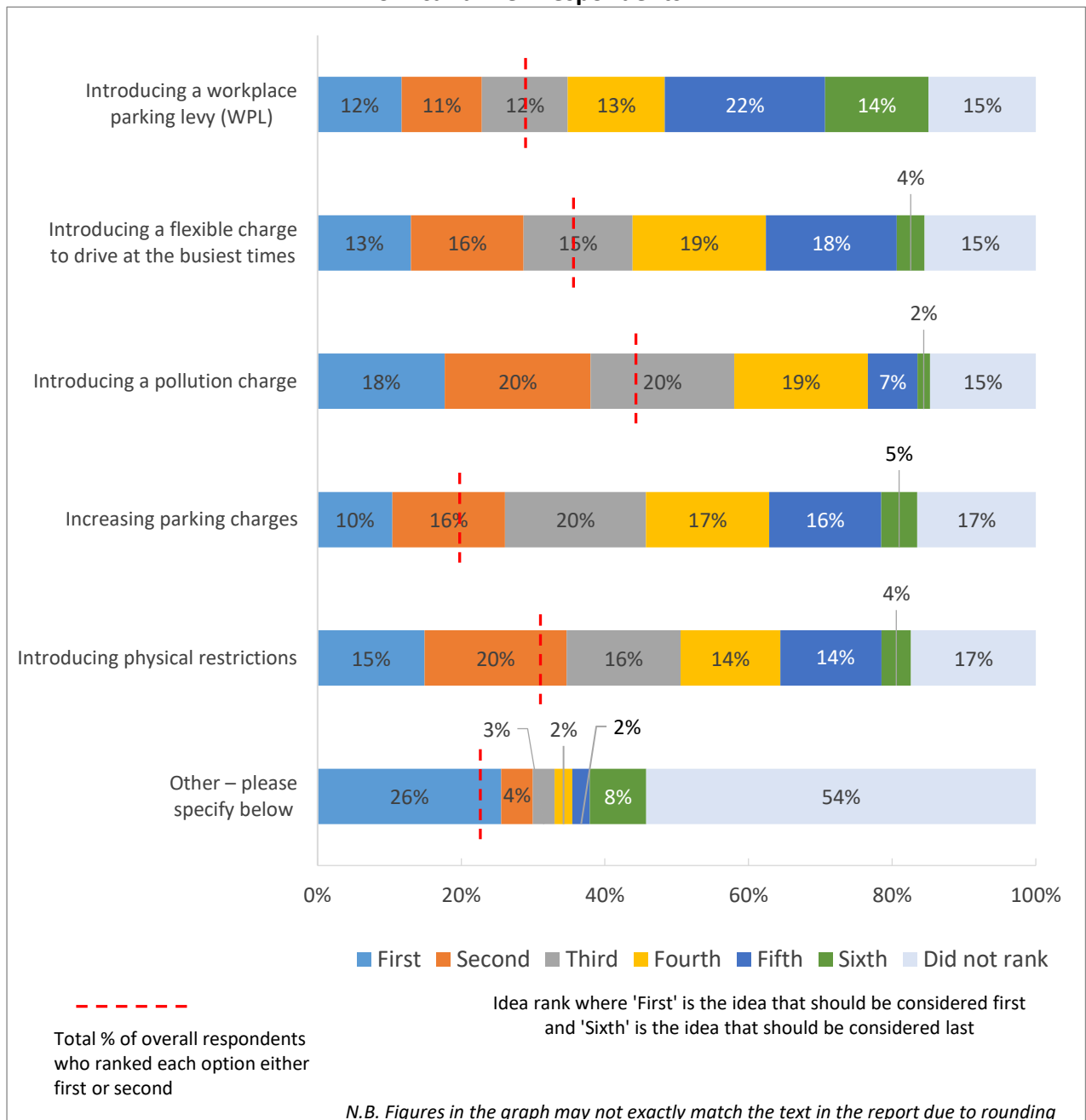


Figure 19 shows the ranking of funding ideas for just those respondents whose primary journey involved driving to work.

- ‘Increasing parking charges’ was ranked either first or second by a slightly higher proportion of respondents driving to work (26%), when compared to all respondents (20%).
- ‘Introducing a workplace parking levy’ ‘introducing a flexible charge’ and ‘introducing a pollution charge’ were all ranked first or second by a slightly lower proportion of respondents driving to work, when compared to all respondents.

**Figure 20: Ranking of funding ideas to significantly improve public transport for ‘travel to work cyclists’ respondents**

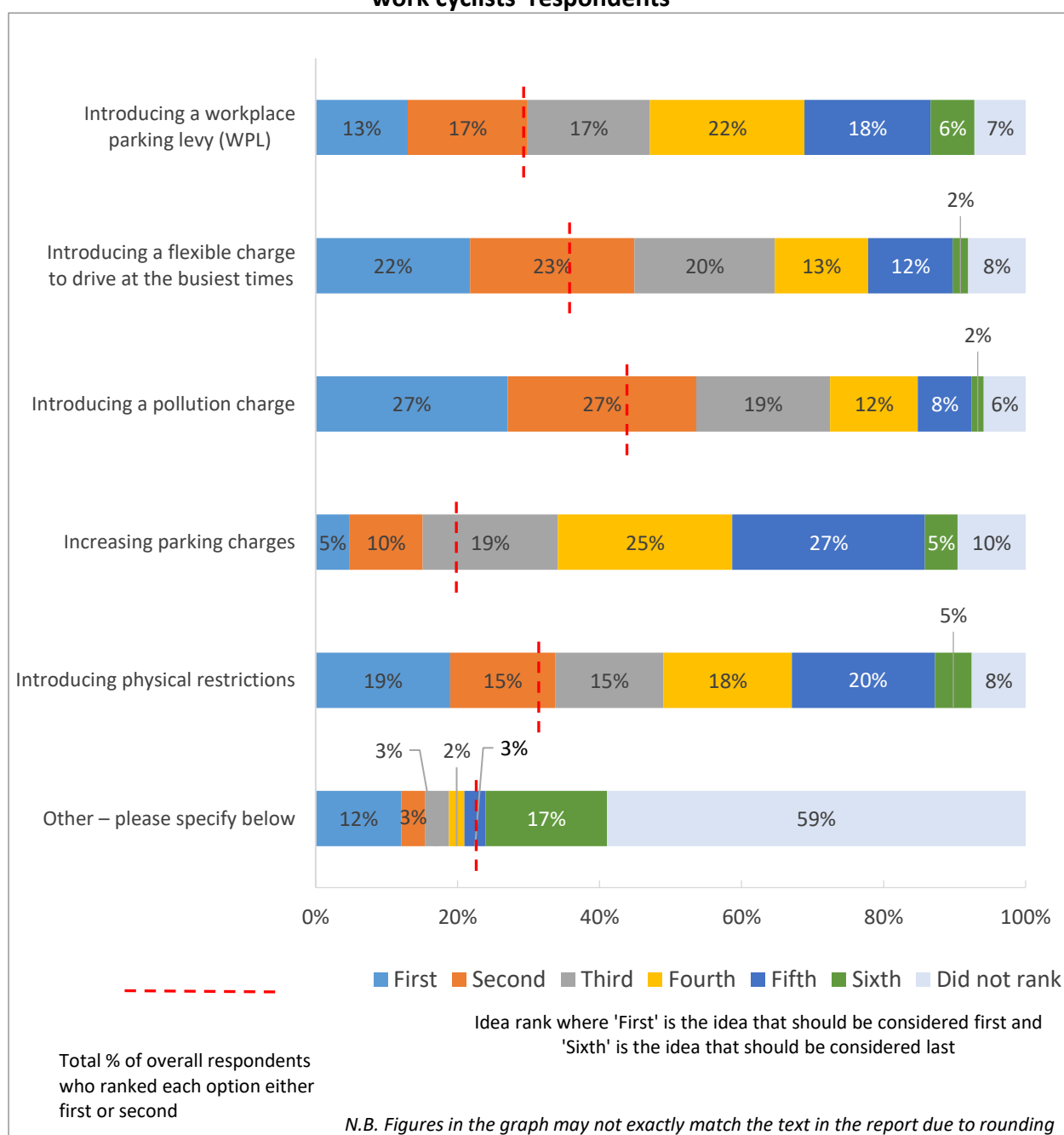


Figure 20 shows the ranking of funding ideas for just those respondents whose primary journey involved travelling to work by bicycle.

- ‘Introducing a pollution charge’ was ranked either first or second by a slightly higher proportion of respondents travelling to work by bicycle (54%), when compared to all respondents (44%).
- ‘Introducing a flexible charge’ was also ranked first or second by a slightly higher proportion of those respondents travelling to work by bicycle (45%), when compared to all respondents (36%).

**Figure 21: Ranking of funding ideas to significantly improve public transport for ‘travel to work public transport user’ respondents**

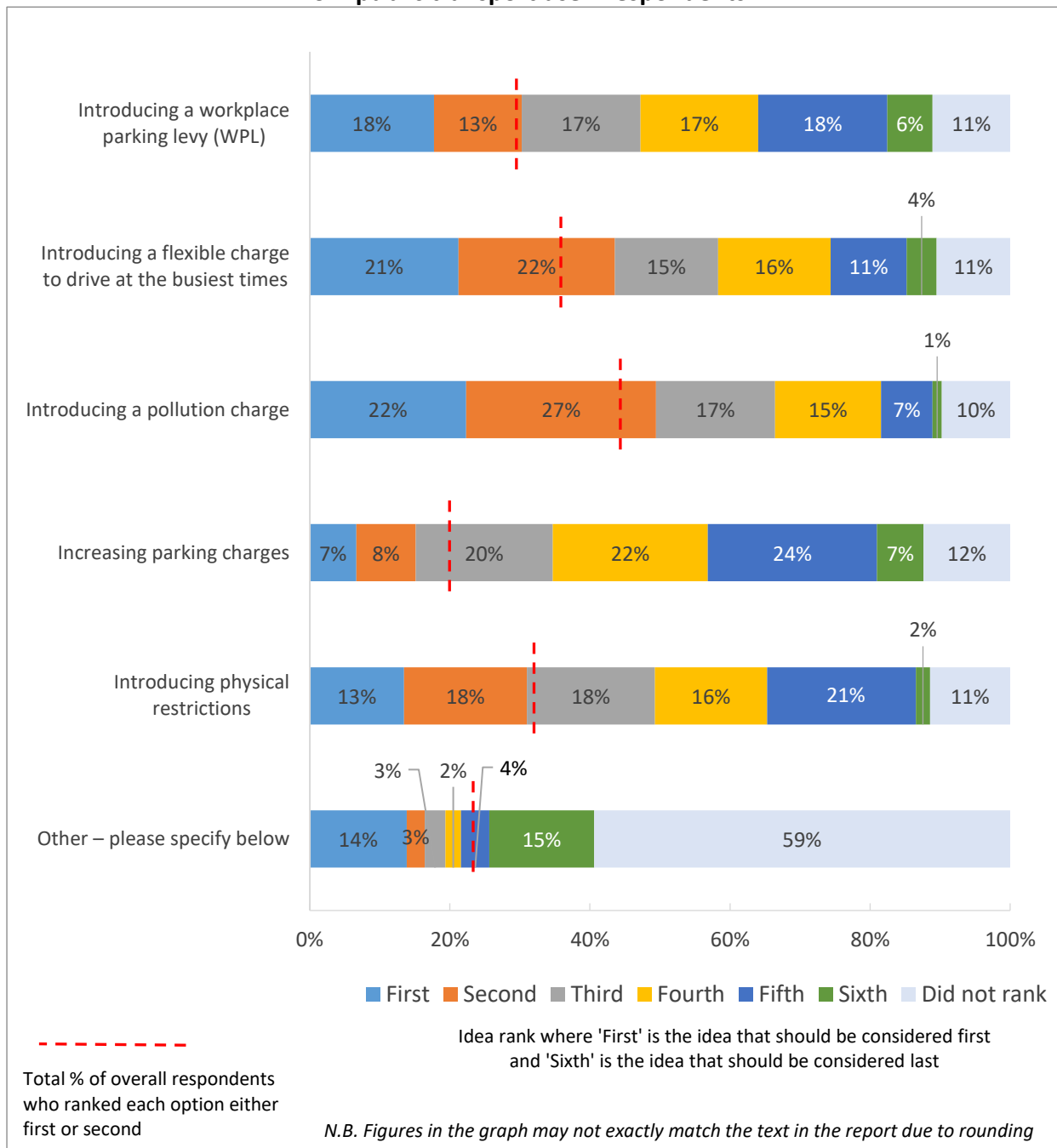


Figure 21 shows the ranking of funding ideas for just those respondents whose primary journey involved travelling to work via public transport.

- ‘Introducing a pollution charge’ was ranked either first or second by a slightly higher proportion of respondents travelling to work via public transport (49%), when compared to all respondents (44%).
- ‘Introducing a flexible charge’ was also ranked first or second by a slightly higher proportion of those respondents travelling to work by bicycle (44%), when compared to all respondents (36%).

**Figure 22: Ranking of funding ideas to significantly improve public transport for ‘travel for other journeys’ respondents**

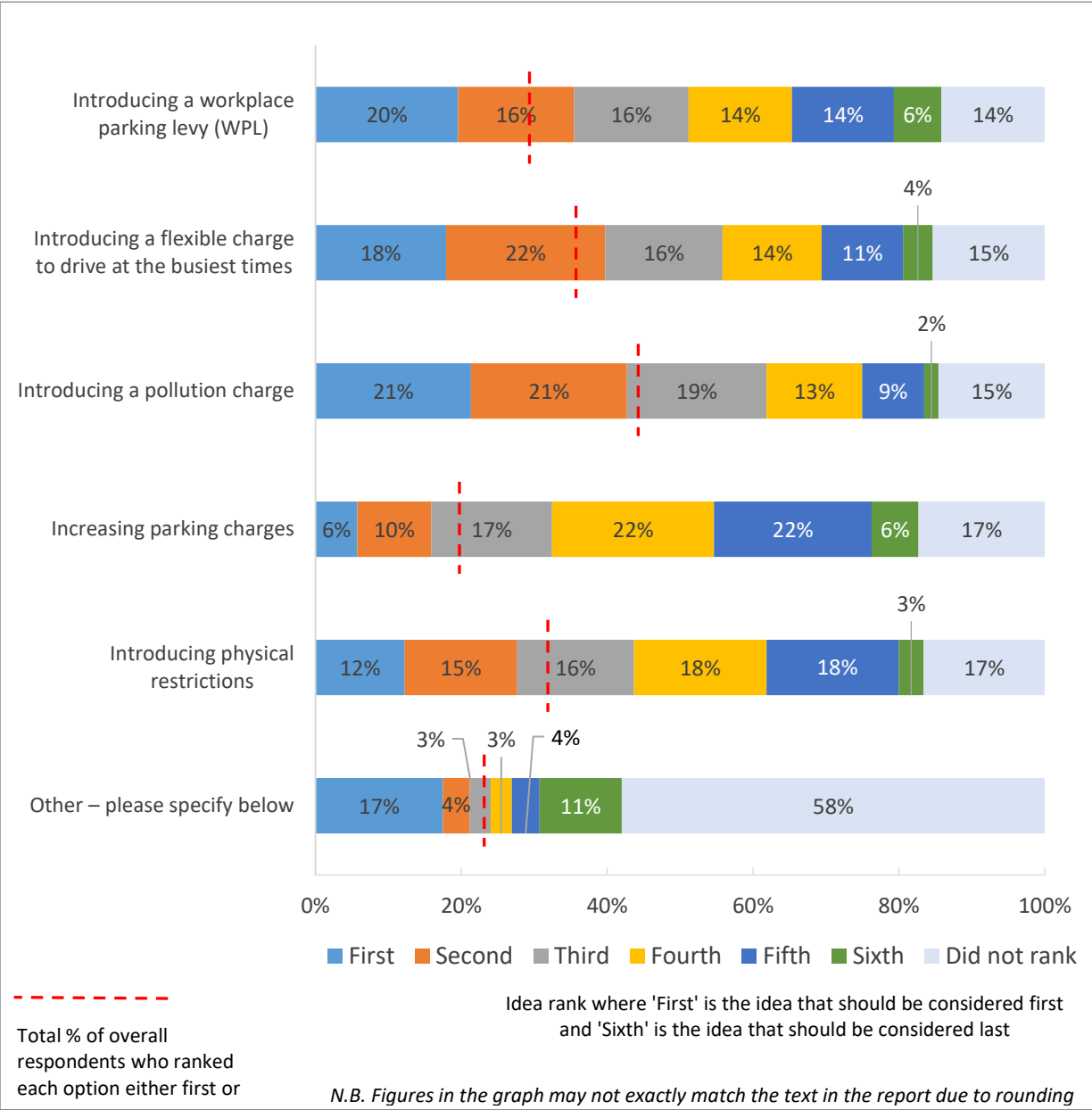


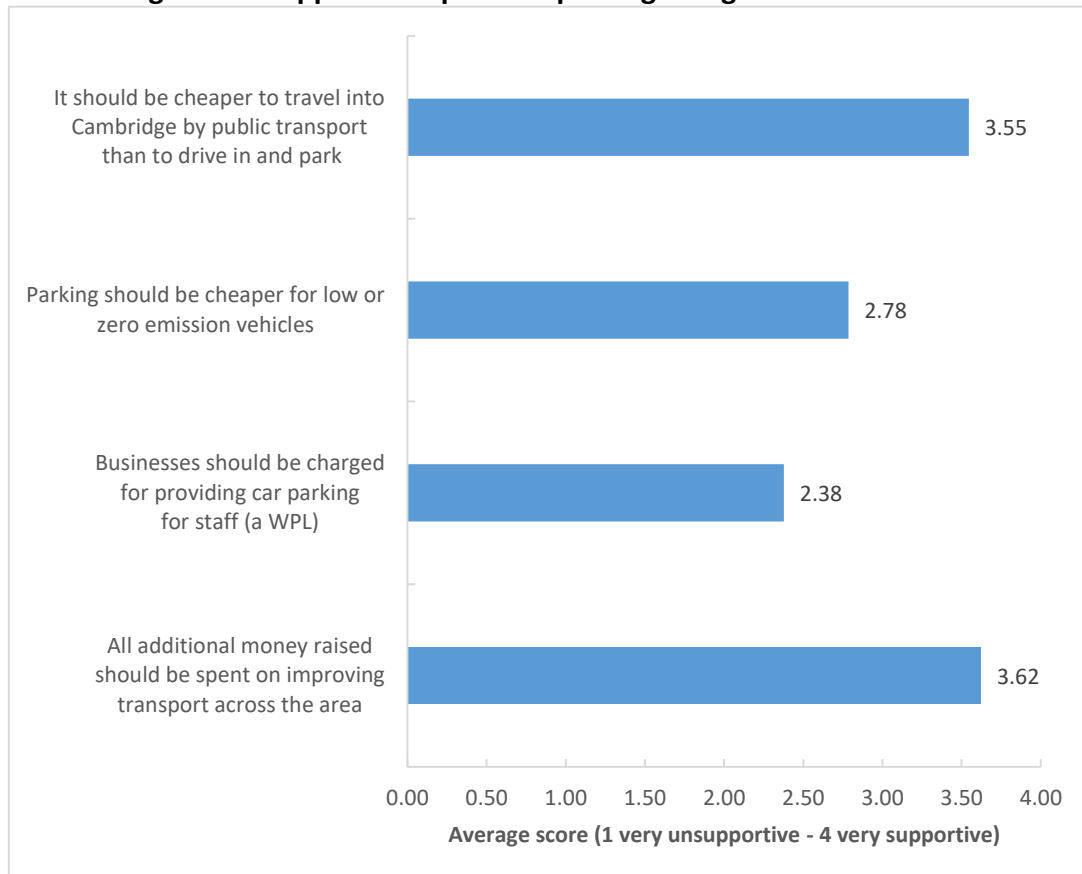
Figure 22 shows the ranking of funding ideas for just those respondents whose primary journey did not involve driving to work.

- ‘Introducing a workplace levy’ was ranked first or second by a slightly higher proportion of respondents who were travelling for other journeys (35%), when compared to all respondents (29%).

## Increases to parking charges

5,105 respondents answered the question about the extent to which respondents were supportive or unsupportive of specific options if parking charges were increased. Based on these responses a scale was produced from 1 (very unsupportive) to 4 (very supportive) and the average scores for each option are displayed in figure 23 (any score above 2 indicates overall average levels of support).

**Figure 23: Support for options if parking charges were increased**

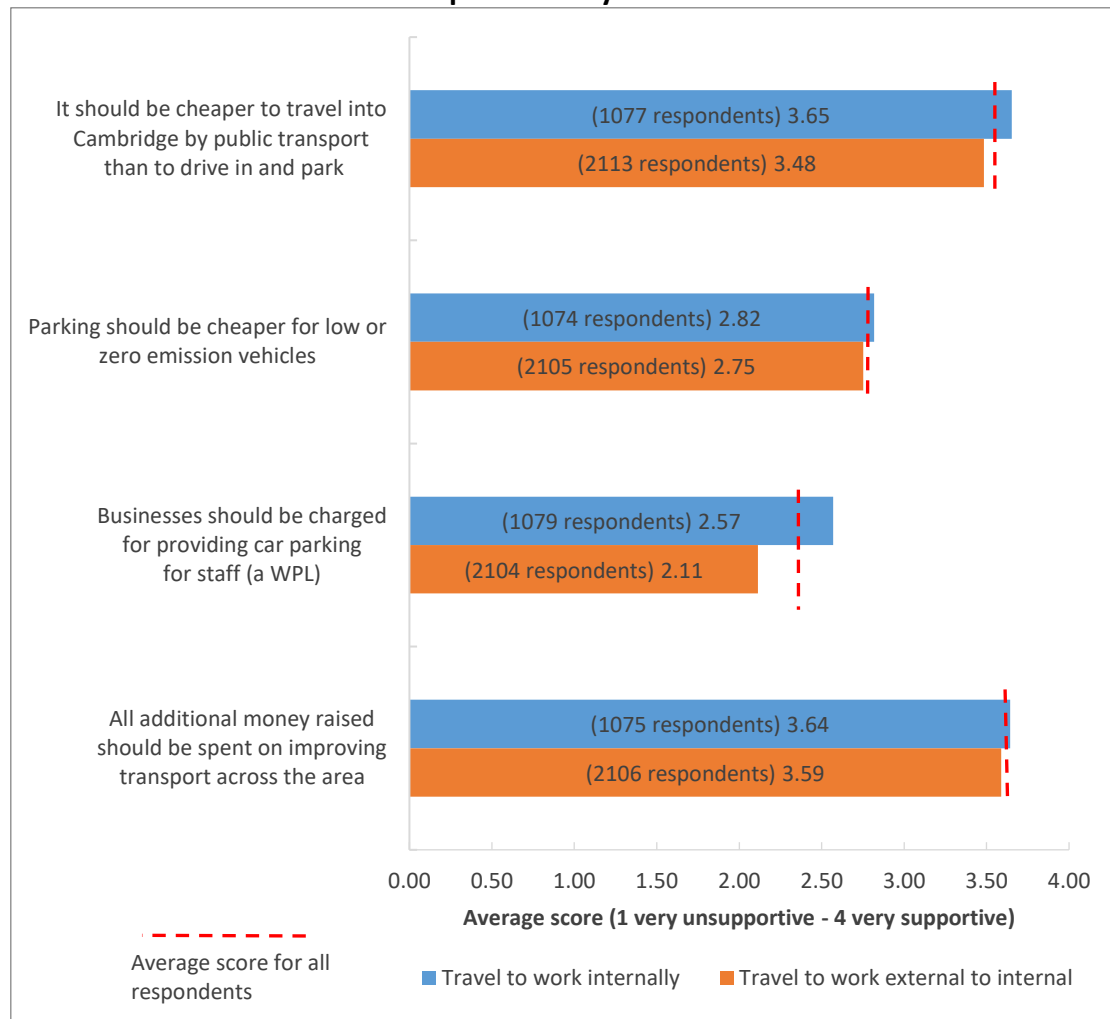


- The options with the highest average score of support were:
  - 'All additional money raised should be spent on improving transport across the area' (3.62)
  - 'It should be cheaper to travel into Cambridge by public transport than to drive in and park' (3.55).

## Parking charges – variation by key group

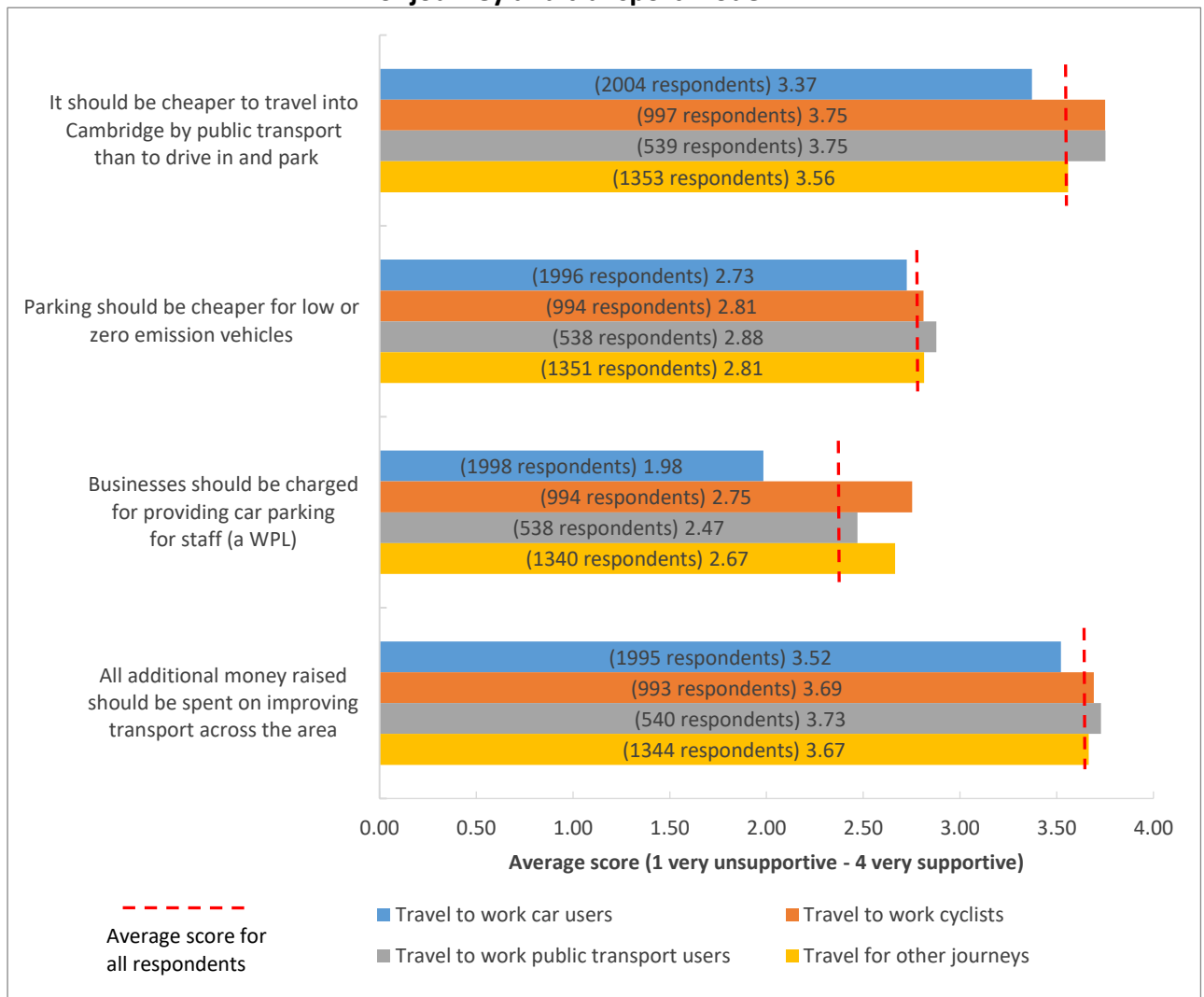
The average score of support was cross-tabulated by the six key groups, the results are presented in figure 24 and figure 25. The average score of support for respondents as a whole is marked on the charts with a dashed red line to allow visual comparisons to be made.

**Figure 24: Average score of support for options if parking charges were increased, for ‘travel to work’ respondents by start and finish location**



- Respondents travelling within Cambridge were more supportive of the workplace parking levy option with an average support score of 2.57 compared to 2.38 for all respondents.
- In contrast, respondents travelling into Cambridge from outside were less supportive of the workplace parking levy compared to the overall response, with an average support score of 2.11.

**Figure 25: Average score of support for options if parking charges were increased, by type of journey and transport mode**



- A workplace parking levy had higher levels of support from respondents who travelled to work by bicycle (2.75) or travelled for other journeys (2.67), compared to the overall response, whilst those travelling to work by car were notably less supportive with an average support score of 1.98.
- The option ‘it should be cheaper to travel into Cambridge by public transport than to drive in and park’ had higher levels of support from respondents travelling to work by bicycle or public transport with both groups having an average support score of 3.75, compared to 3.55 for all respondents. Respondents who travelled to work by car were less supportive with an average support score of 3.37.



Respondents were asked whether they had any further comments on making changes to parking. A total of 1,737 respondents left comments on this question.

Comment theme	Respondent comments
<b>Improve public and alternative methods of transport</b>	Respondents felt that changes should not be made until public transport and alternative methods of transport, such as walking and cycling, were significantly improved.
<b>Concerns relating to the Workplace Parking Levy (WPL)</b>	Respondents were concerned that a WPL may result in costs being passed onto employees, with particular concern for low paid workers. Respondents were also concerned about the negative impact of a WPL, particularly on small businesses, and the potential to discourage businesses from Cambridge.
<b>Car parking required</b>	Respondents felt many people needed parking due to a lack of viable alternative methods of transport or needing flexible transport from a personal vehicle due to the particulars of employment or personal circumstances.
<b>Current parking expensive</b>	Respondents felt that current parking charges were already excessively high in comparison to other cities and that further charges would negatively impact businesses and those who required a personal vehicle.
<b>Issues with cheaper parking for low or zero emission vehicles</b>	Respondents felt that this option would have an adverse impact on those with low incomes, who wouldn't be able to afford lower emission vehicles, and that this would not be effective in reducing congestion in the long term as more vehicles become green.

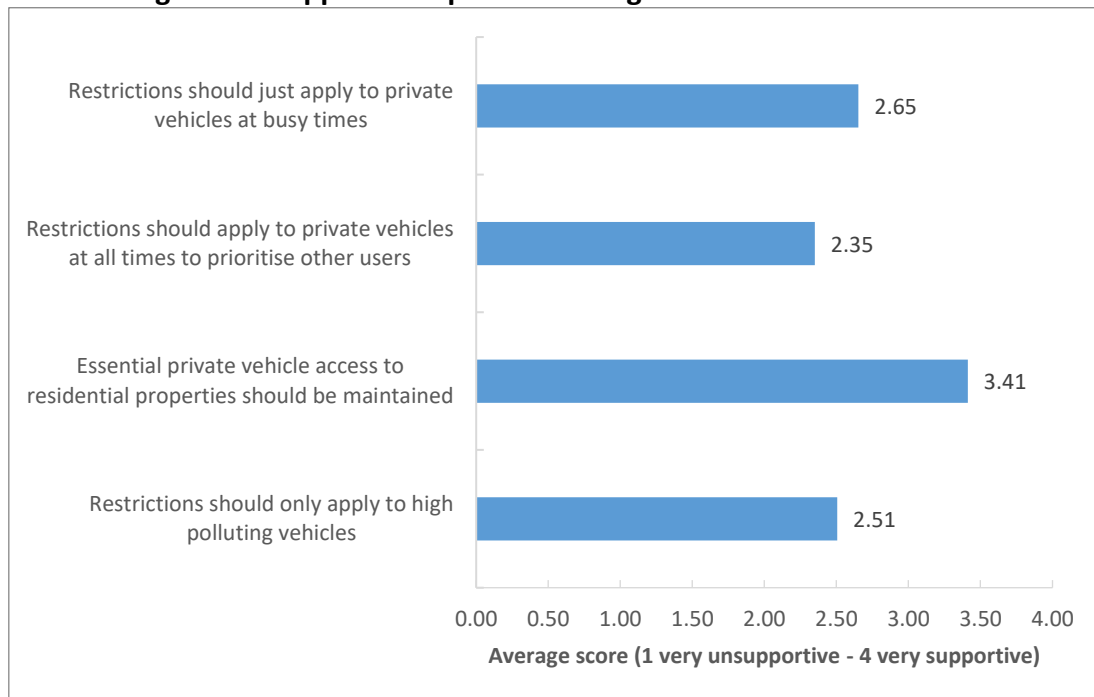
Cross tabulation of the qualitative themes by key group showed the following notable differences from the overall response:

- **Reduce parking** emerged as a top five theme for the 'travel to work internally' and 'travel to work cyclist' groups. Respondents suggested that existing parking provision should be reduced within Cambridge, particularly on-street parking.
- **Resident parking** emerged as a top five theme for the 'travel for other journeys' group. Most respondents indicated support for maintaining or increasing current resident parking schemes. Respondents discussed the benefits of reducing on-street commuter parking by introducing more resident only restrictions.
- **'Current parking expensive'** was discussed by less respondents who travelled to work internally or travelled to work by bicycle and did not feature in the top five themes for either group.

## Changes to vehicle access

5,086 respondents answered the question about the extent to which respondents were supportive of certain statements, if changes were to be made to vehicle access to some roads. Based on these responses a scale was produced from 1 (very unsupportive) to 4 (very supportive) and the average scores for each statement are displayed in figure 26 (any score above 2 indicates overall average levels of support).

**Figure 26: Support for options if changes made to vehicle access**

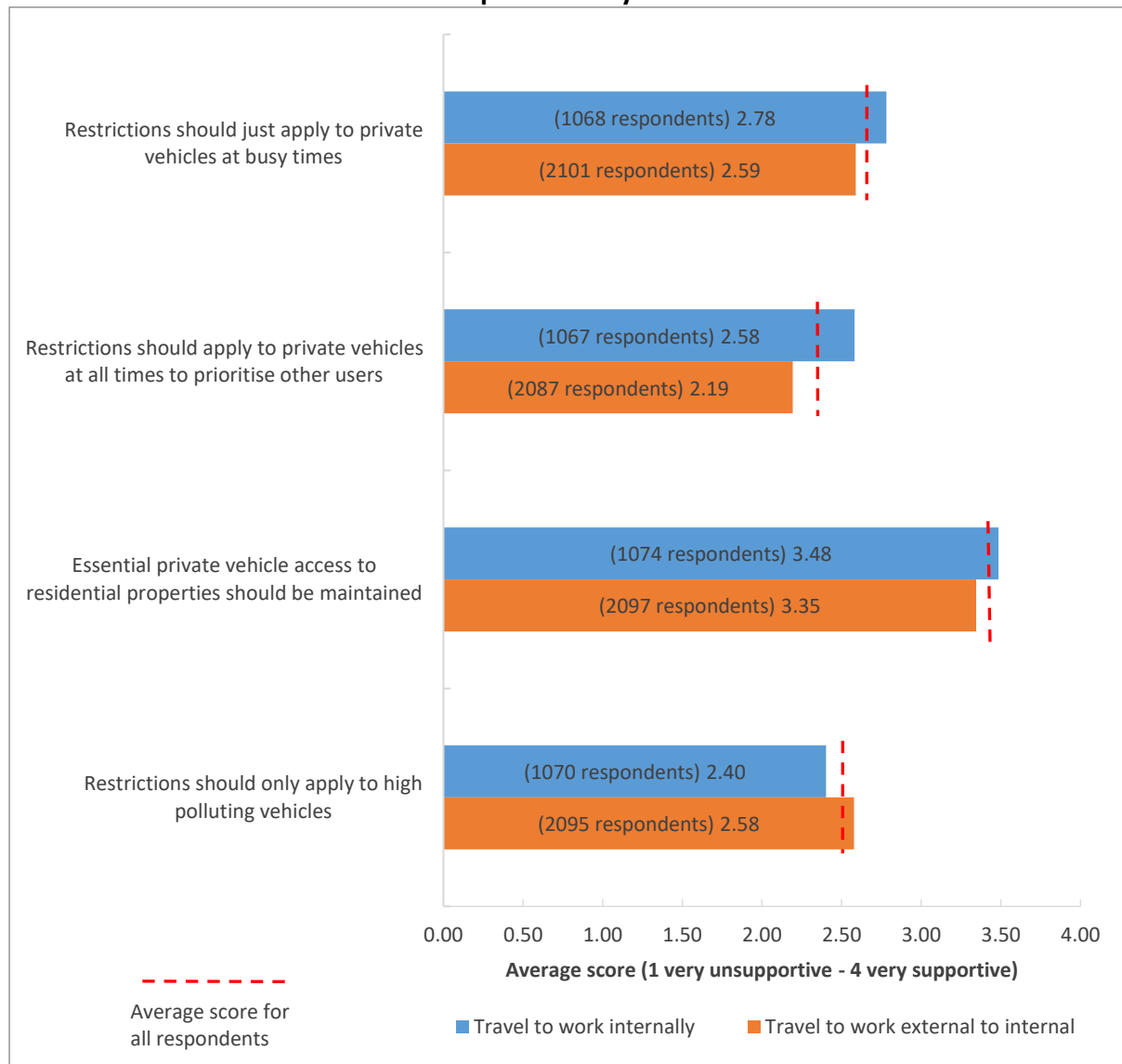


- The option with the highest average score of support was 'Essential private vehicle access to residential properties should be maintained' (3.41).
- The option with the lowest level of support was 'Restrictions should apply to private vehicles at all times to prioritise other users' (2.35).

## Changes to vehicle access – variation by key group

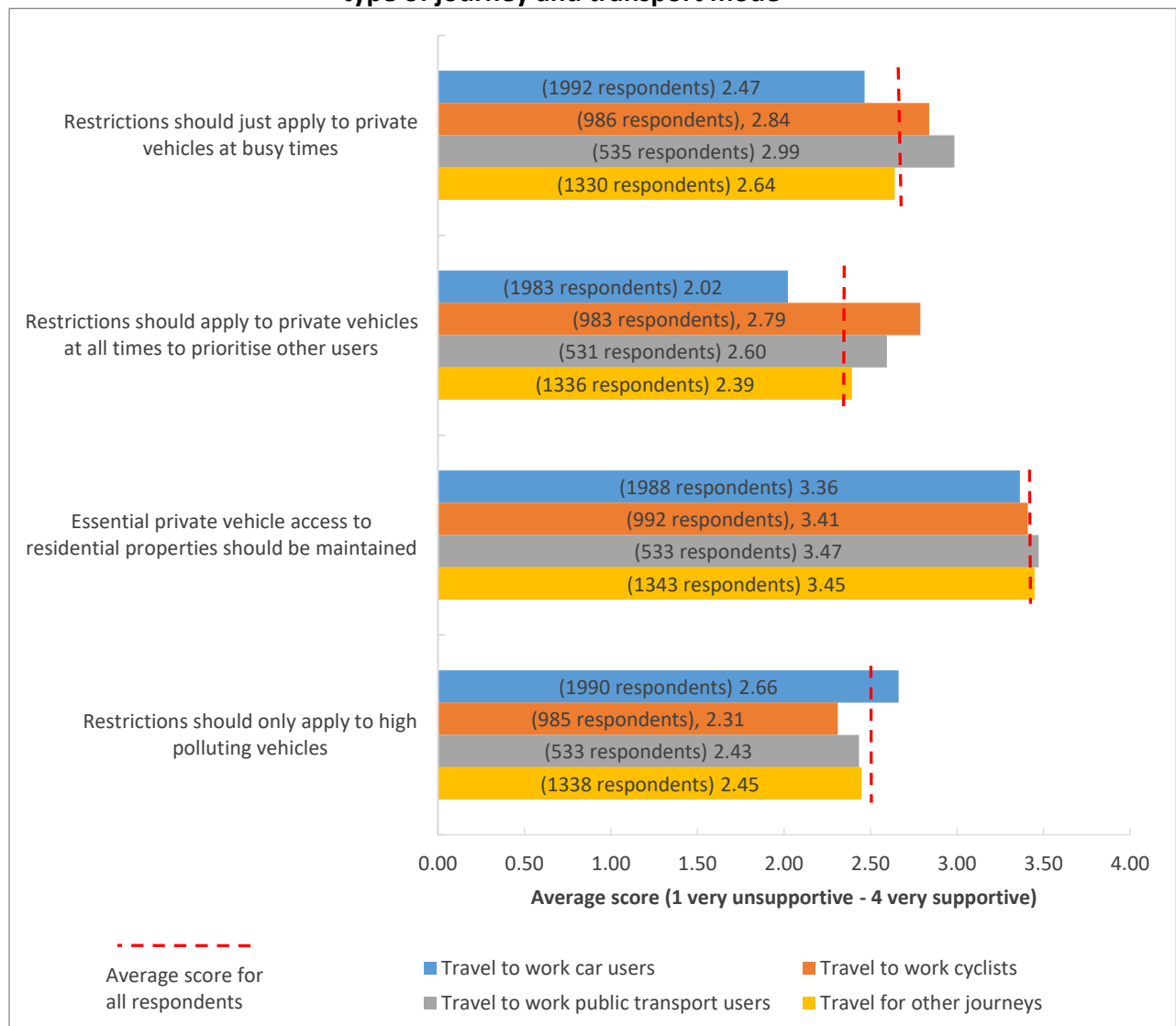
The average score of support was cross-tabulated by the 6 key groups, the results are presented in figure 27 and figure 28. The average score of support for respondents as a whole is marked on the charts with a dashed red line to allow visual comparisons to be made.

**Figure 27: Average score of support for options if changes were made to vehicle access, for ‘travel to work’ respondents by start and finish location**



- Respondents travelling within Cambridge were more supportive of the option that ‘restrictions should to private vehicles apply at all times to prioritise other users’, with an average support score of 2.58 compared to 2.19 for respondents travelling into Cambridge from outside and 2.35 for respondents as a whole.
- The option for restrictions to only apply to high polluting vehicles received slightly higher levels of support from respondents travelling into Cambridge from outside (2.58) compared with those travelling within Cambridge (2.40).

**Figure 28: Average score of support for options if changes were made to vehicle access, by type of journey and transport mode**



- Respondents travelling to work via bicycle or public transport were more supportive of options relating to the restrictions on private vehicles compared to those travelling to work via car. Specifically:
  - ‘Restrictions should just apply to private vehicles at busy times’ was supported most highly by travel to work public transport users (2.99) followed by travel to work cyclists (2.84), with lower levels of support recorded for travel to work car users (2.47) and respondents as a whole (2.65).
  - ‘Restrictions should apply to private vehicles at all times’ was supported most highly by travel to work cyclists (2.79) followed by travel to work public transport users (2.60), with lower levels of support recorded for travel to work car users (2.02) and respondents as a whole (2.35).

- Travel to work car users were slightly more supportive of the option for restrictions to only apply to high polluting vehicles (2.66), when compared to the overall response (2.51) and the other key groups.

Respondents were asked whether they had any comments about restricting the use of roads. A total of 1,378 respondents left comments on this question.

Comment theme	Respondent comments
<b>Displacement of congestion</b>	Respondents felt that, depending on the location, changing access to roads risked displacing congestion to other areas around Cambridge.
<b>Resident access</b>	Respondents were concerned about how this would impact on resident's access to their homes.
<b>Improve public transport</b>	Respondents felt that improvements to public transport would need to be actioned before restrictions came into place, as existing alternatives were not thought to be viable.
<b>No restrictions</b>	Respondents felt that there should be no restrictions on vehicle access to roads.
<b>Issues with restrictions applying only to high polluting vehicle</b>	Respondents felt that this option would have an adverse impact on those with low incomes, who wouldn't be able to afford lower emission vehicles, and that this would not be effective in reducing congestion in the long term as more vehicles become green.

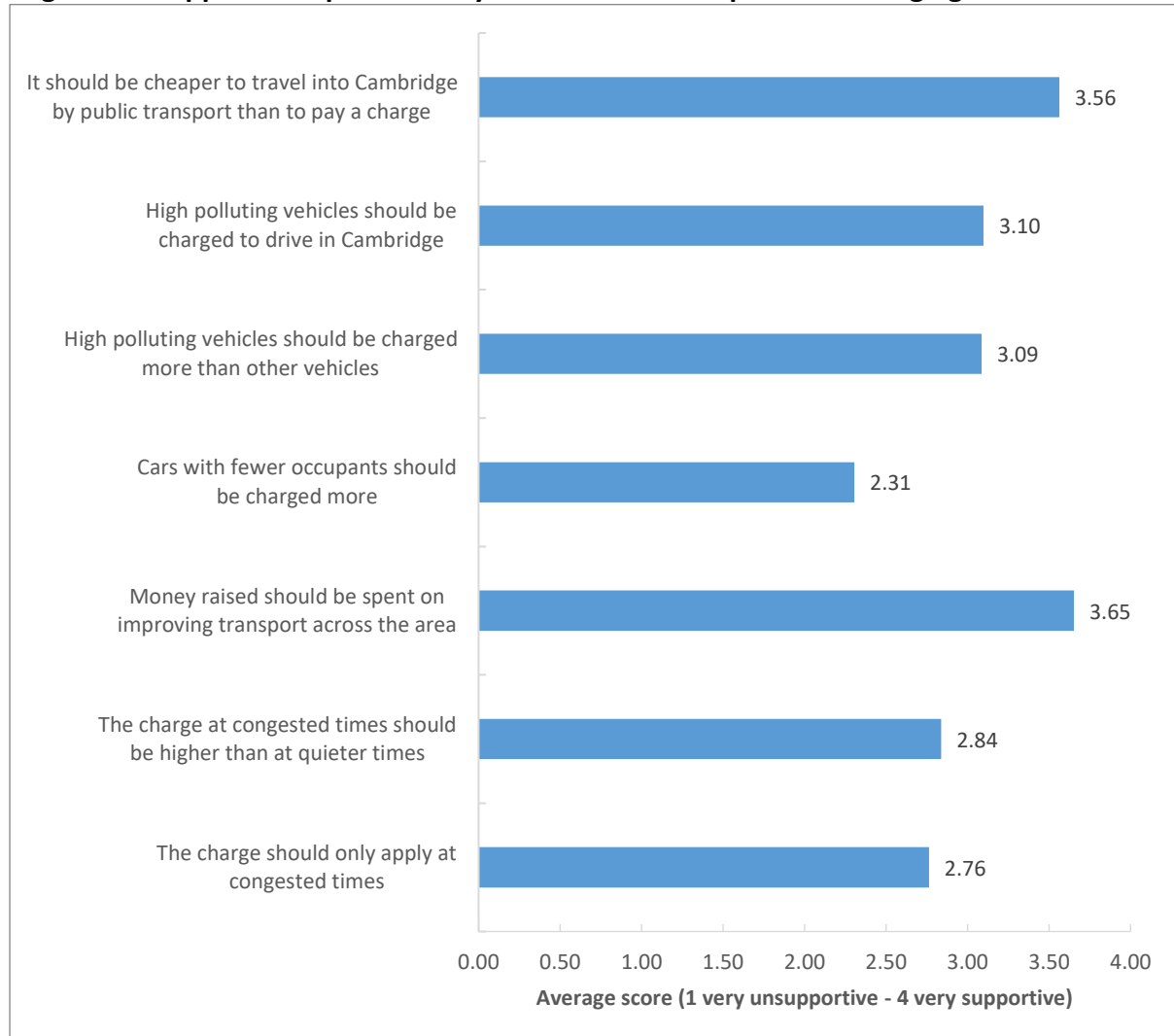
Cross tabulation of the qualitative themes by key group showed the following notable differences from the overall response:

- **Restriction of motor vehicles** emerged as a top five theme among respondents who travelled to work by bicycle, with support expressed for increasing the number of Cambridge streets which only allow access to pedestrians and cyclists. This was also a prominent theme amongst respondents who ranked physical restrictions as their first choice funding idea in question 12.
- **Taxi restrictions** emerged as a top five theme for the 'travel to work internally' and 'travel to work cyclist' groups. Respondents felt that any restrictions on private vehicles should also apply to taxis. Taxi restrictions were also a key theme amongst respondents who ranked physical restrictions as their first choice funding idea in question 12.
- **Accessibility** emerged as a key theme for 'travel to work public transport users' and those 'travelling for other journeys'. Respondents expressed concerns about the potential impact on people with disabilities as well as the elderly, with recommendations made for restrictions to have suitable exemptions.

## A system of flexible or pollution charging

5,083 respondents answered the question about the extent to which respondents were supportive or unsupportive of certain statements, if a system of flexible or pollution charging was introduced. Based on these responses a scale was produced from 1 (very unsupportive) to 4 (very supportive) and the average scores for each statement are displayed in figure 29 (any score above 2 indicates overall average levels of support).

**Figure 29: Support for options if a system of flexible or pollution charging was introduced**

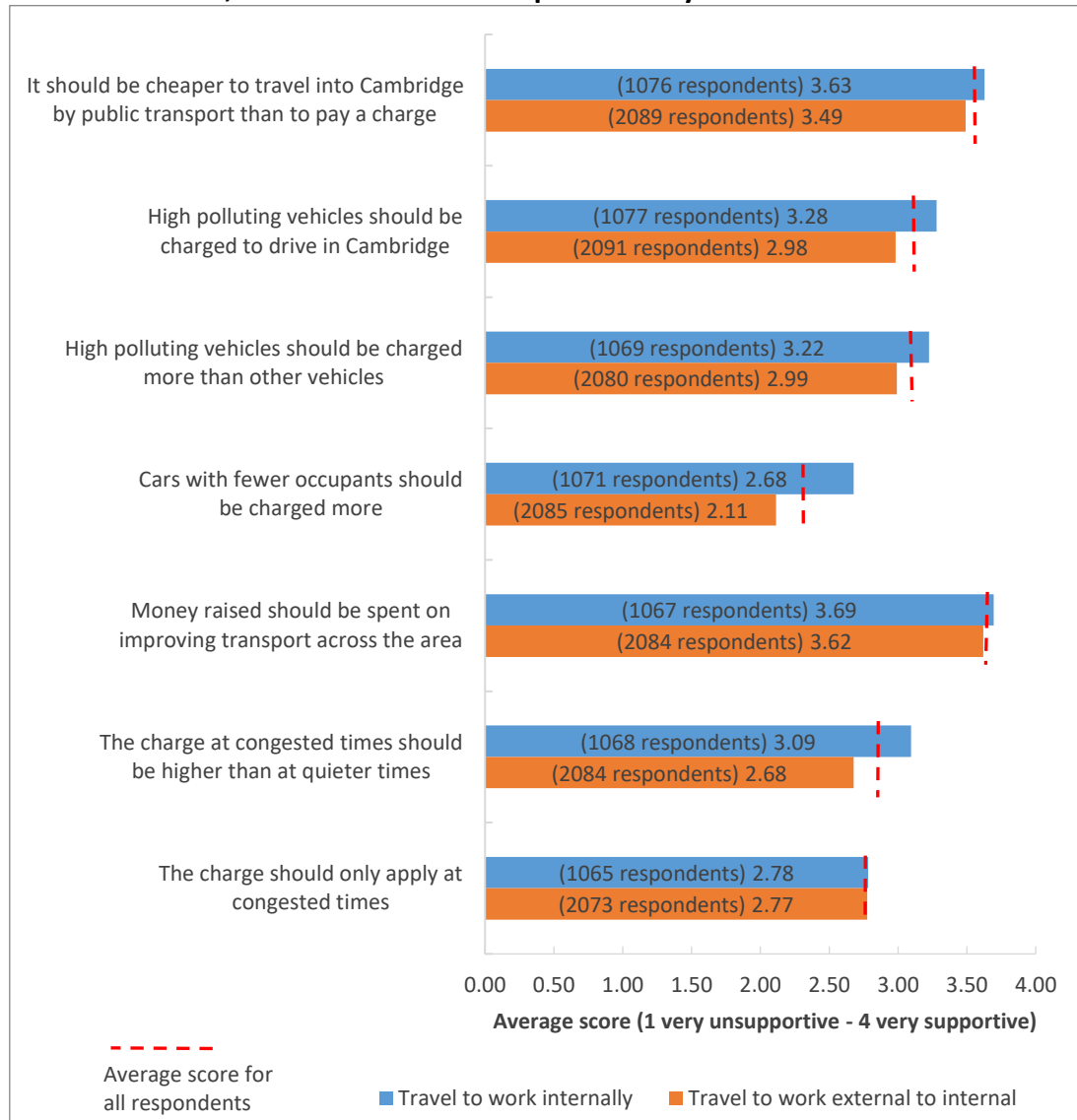


- The statements with the highest average score of support were:
  - 'Money raised should be spent on improving transport across the area' (3.65)
  - 'It should be cheaper to travel into Cambridge by public transport than to pay a charge' (3.56)
  - 'High polluting vehicles should be charged to drive in Cambridge' (3.10)
  - 'High polluting vehicles should be charged more than other vehicles' (3.09).

## Flexible or pollution charging – variation by key group

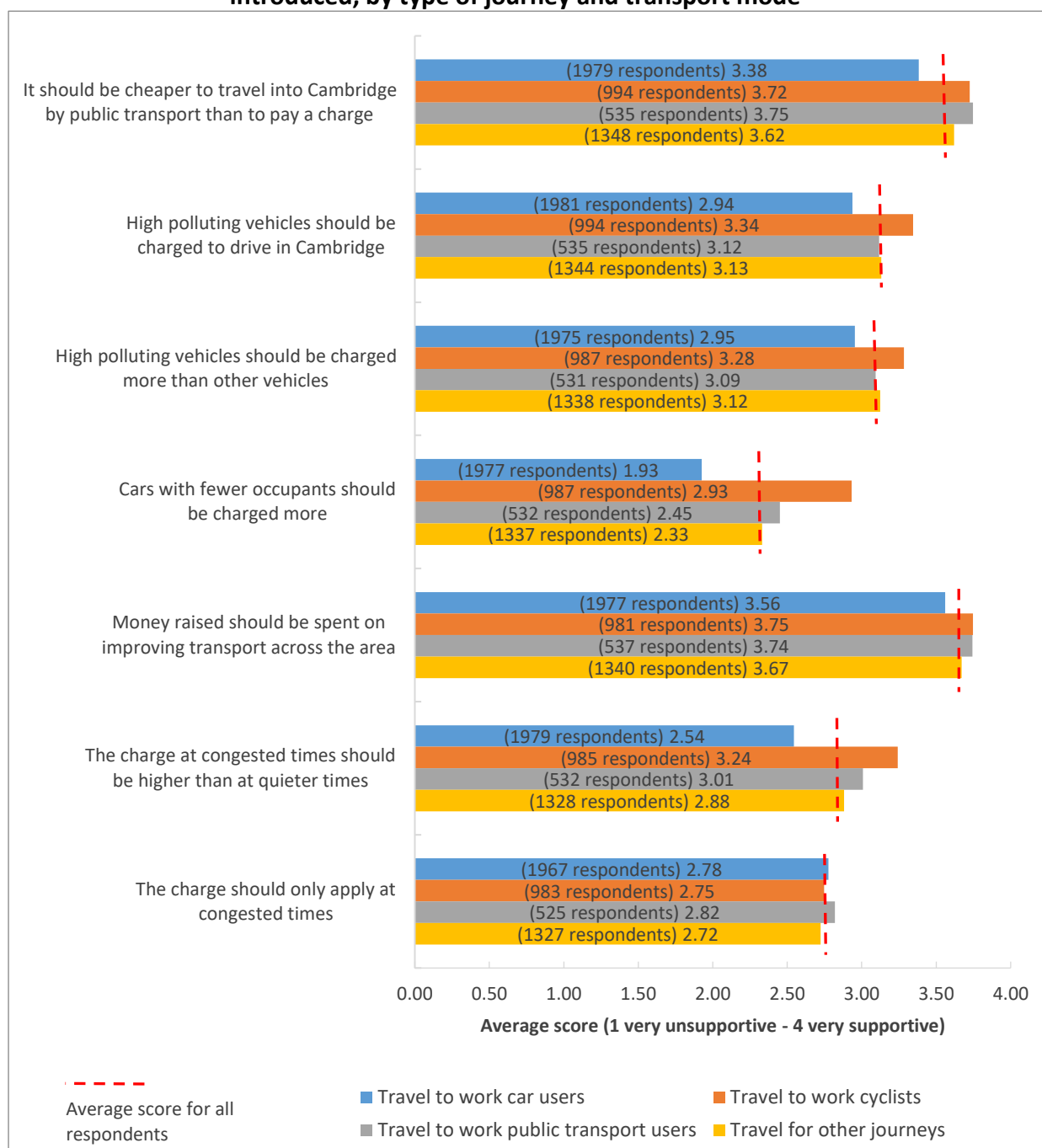
The average score of support was cross-tabulated by the six key groups, the results are presented in figure 30 and figure 31. The average score of support for all respondents is marked on the charts with a dashed red line to allow visual comparisons to be made.

**Figure 30: Average score of support for options if flexible or pollution charging was introduced, for ‘travel to work’ respondents by start and finish location**



- Compared to the overall response, respondents travelling within Cambridge were more supportive of the options that ‘cars with fewer occupants should be charged more’ (average support score of 2.68) and ‘the charge at congested times should be higher than at quieter times’ (average support score of 3.09).
- In contrast, respondents travelling into Cambridge were less supportive of these options, with an average score of 2.11 for ‘cars with few occupants should be charged more’ and 2.68 for ‘the charge at congested times should be higher than at quieter times’, both lower than levels of support for respondents as a whole.

**Figure 31: Average score of support for options if flexible or pollution charging was introduced, by type of journey and transport mode**



- Compared to the overall response, respondents travelling to work by bicycle were more supportive of the options that 'cars with few occupants should be charged more' (average support score of 2.93) and 'the charge at congested times should be higher than at quieter times' (average support score of 3.24).
- Respondents travelling to work by car had contrasting views about these options with an average score of 1.93 for 'cars with few occupants should be charged more' compared to 2.31 for all respondents and 2.54 for 'the charge at congested times should be higher than at quieter times' compared to 2.84 for all respondents.



Respondents were asked if they had any comments to make about flexible or pollution charging. A total of 1,292 respondents left comments on this question.

<b>Comment theme</b>	<b>Respondent comments</b>
<b>Improve public transport</b>	Respondents felt that improvements to public transport would need to be actioned before restrictions came into place, as alternatives were not currently felt to be viable. There was particular concern that without a reduction in the cost of public transport fares, those on low incomes would be adversely effected.
<b>Pollution charge concerns relating to fairness and potential efficacy in tackling congestion</b>	Respondents felt that pollution charging would not reduce congestion, particularly in the long term due to the introduction of greener vehicles. Respondents also felt that this option would have an adverse impact on those with low incomes, who wouldn't be able to afford lower emission vehicles.
<b>Impact on those with low incomes</b>	Respondents were concerned that these charges would have a negative impact on those with low incomes, particularly without more affordable forms of public transport availability.
<b>No charges</b>	Respondents felt that charges should not be introduced as alternatives to driving were not accessibly or viable enough.
<b>Issues with peak time/congestion charges</b>	Respondents felt that only charging during peak times/congestion would result in confusion, cause congestion issues at other times of day and adversely affect those who had no other option than travelling during those times due to childcare/inflexible working.

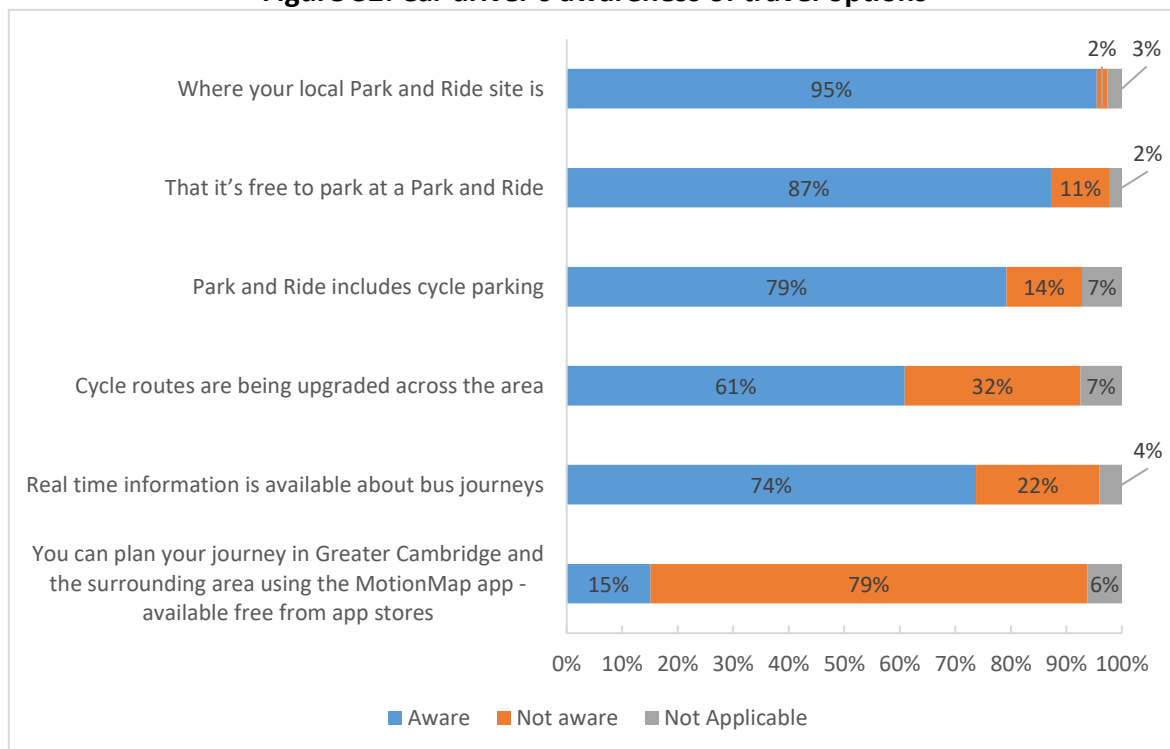
Cross tabulation of the qualitative themes by key group showed broadly similar patterns across all groups. **Pollution charge concerns** was the most discussed theme for respondents who travelled to work internally, travelled to work by bicycle or travelled for other journeys.

## JOURNEYS BY CAR

### Awareness of current 'other' travel options

2,618 car drivers answered the question about their awareness of other travel options.

**Figure 32: Car driver's awareness of travel options**

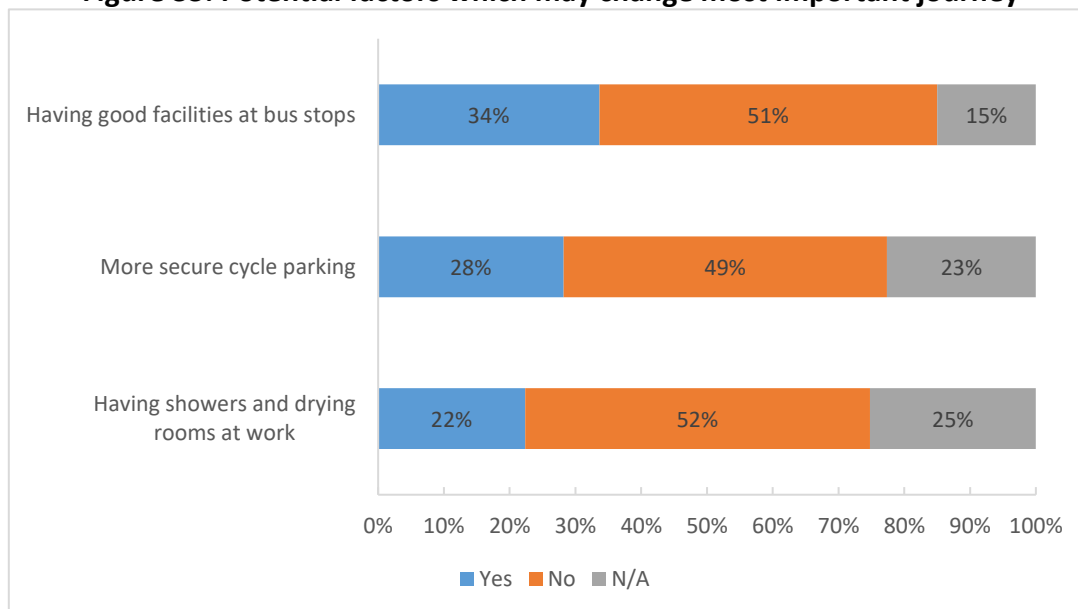


- The majority of respondents were **aware** of:
  - 'Where your local Park and Ride site is' (95%)
  - 'That it's free to park at a Park and Ride' (87%)
  - 'Park and Ride includes cycle parking' (79%)
  - 'Real time information is available about bus journeys' (74%)
  - 'Cycle routes are being upgraded across the area' (61%).
- The majority of respondents were **not aware** of:
  - 'You can plan your journey in Greater Cambridge and the surrounding area using the MotionMap app' (79%).

## Factors which may change respondent's most important journey

2,611 car drivers answered the question whether specific factors would change the way they made their most important journey.

**Figure 33: Potential factors which may change most important journey**



- Around half of respondents indicated that these factors **would not** change the way they made their journey:
  - 'Having showers and drying rooms at work' (52%)
  - 'Having good facilities at bus stops' (51%)
  - 'More secure cycle parking' (49%).
- 'Having good facilities at bus stops' was the factor most likely to influence travel, with just over a third (34%) of respondents indicating that it would change the way they made their journey.

Car Drivers were subsequently asked whether any other measures would help them to make their journey another way. A total of 2,120 respondents left comments on this question, with the most common themes in responses being public transport provision, cycling infrastructure and facilities, and the cost and reliability of public transport.

<b>Comment theme</b>	<b>Respondent comments</b>
<b>Increased public transport provision</b>	Respondents primarily felt that public transport provision needed to be enhanced with more frequent services, wider operating hours, connections to currently unserved locations, more direct services (avoiding the need to make changes), faster more reliable journey times.
<b>Improved cycling infrastructure</b>	Respondents discussed improved cycling infrastructure as a factor that could change journeys. Respondents felt that more safe cycle routes with suitable segregation from cars should be developed, including to locations outside of Cambridge. Respondents also felt some existing routes should be upgraded.
<b>Cheaper public transport</b>	Respondents felt that public transport fares needed to be reduced to make them more accessible. Some respondents felt that public transport needed to be cheaper than driving the equivalent.
<b>Public transport reliability</b>	Respondents felt that public transport needed to run to more reliable timetables.
<b>Improved cycle facilities</b>	Respondents felt that more changing rooms, shower facilities, rental locations and cycle parking should be available at key locations including workplaces.

All respondents were asked what they like, or might like, about making journeys without driving a car. A total of 3,271 respondents left comments on this question, with the top themes including leisure, environment, exercise or health benefits, alongside traffic avoidance and predictability of journey.

<b>Rank by number of comments</b>	<b>Car Drivers</b>	<b>Non-Car drivers</b>
<b>1</b>	<p><b>Leisure or work</b> Respondents discussed being able to use commute time productively for working, studying or leisure activity such as reading and also the benefit of being more relaxing than driving.</p> <p>Respondents also discussed how non car journeys could facilitate post work leisure activities including drinking alcohol.</p>	<p><b>Predictability of journey</b> Respondents discussed quicker and more predictable journeys, particularly for cycling.</p>
<b>2</b>	<p><b>Predictability of journey</b> Respondents discussed quicker and more predictable journeys due to not being stuck in traffic.</p>	<p><b>Exercise/improvements to health</b> Respondents discussed the health benefits of getting exercise by walking/cycling instead of driving.</p>
<b>3</b>	<p><b>Avoiding navigating traffic</b> Respondents discussed the benefits of avoiding traffic related issues such as congestion and parking.</p>	<p><b>Avoiding navigating traffic</b> Respondents discussed the benefits of avoiding traffic related issues such as congestion and parking.</p>
<b>4</b>	<p><b>Wellbeing</b> Respondents felt that non-car journeys would be less stressful. Some respondents commented on the benefits of being outside and getting fresh air.</p>	<p><b>Wellbeing</b> Respondents mostly commented on the lower stress levels associated with non-car journeys.</p>
<b>5</b>	<p><b>Exercise/improvements to health</b> Respondents discussed the health benefits of getting exercise by walking/cycling instead of driving.</p>	<p><b>Environmental</b> Respondents discussed the environmental benefits non-car journeys, particularly reducing pollution.</p>

## SOCIAL MEDIA AND EVENTS

Responses were received regarding the engagement from 106 individuals through email, phone, social media platforms such as Facebook and Twitter, and letters. Summarised comments received during events which were held as part of the engagement have also been included in this analysis.

<b>Comment theme</b>	<b>Respondent comments</b>
<b>Improve public transport</b>	Respondents felt that public transport needed to be improved to encourage usage. Suggested areas of improvement included: cheaper fares, increased capacity, improved reliability, an increase in services (including more Park & Ride provision), more connections between services and more green public transport solutions.
<b>Funding</b>	Mixed views were expressed in relation to congestion/pollution charging with some respondents supporting the idea whilst others felt that charges were punitive without necessarily solving the issues.
<b>Cycling infrastructure</b>	Respondents suggested that more safe cycleways would be helpful.
<b>Air quality</b>	Respondents raised concerns about current air quality in Cambridge and the impact on health.
<b>Village connections</b>	Respondents discussed the need for public transport solutions to link outer villages to the Cambridge transport network.

## STAKEHOLDERS

Responses were received on behalf of 13 different groups and organisations.

Huntingdonshire District Council	Coulson Building Group
Cambridge Dancers Club	Cambridge Area Bus Users
Motorcycle Action Group	Cambridge Electric Transport Ltd
Trumpington's Residents' Association	ChYpPs (Children and Young People's Participation Service)
Harston Residents	Environment & Planning Sub-Committee
University of Cambridge	of the Colleges' Bursars' Committee
Imperial War Museum Duxford	
Clarendon Street Veterinary Surgery	

The following is a very brief summary of the common themes expressed through this correspondence; it should be noted that stakeholder responses can contradict each other therefore we've made no reference to the relative merit or otherwise of the information received. Full content of submissions will made be available to the GPC Board.

Comment theme	Respondent comments
<b>Improvements to public transport</b>	Stakeholders expressed support for the idea of improving public transport, particularly making it more reliable, more affordable and introducing new services including links to outer villages to provide connections between homes and work.
<b>Air quality</b>	Stakeholders raised concerns about current air quality and expressed support for measures to improve the situation.
<b>Parking controls</b>	Most stakeholders supported the idea of reducing the number of free or cheap parking spaces, as long as there were sufficient alternative transport options in place.
<b>Cycling infrastructure</b>	Stakeholders indicated support for the enhancements of cycling infrastructure in Cambridge through more cycleways and secure cycle parking.
<b>Single ticketing</b>	Stakeholders felt that there was a need for a single ticketing system for all transport options throughout the Cambridge area.
<b>Physical restrictions</b>	Most stakeholders raised concerns about access and the displacement of congestion that may occur as a result of physical restrictions being introduction.

## APPENDIX 1

Respondent type		Number of respondents	% of total respondents
<b>Total respondents:</b>		5144	100.00%
<b>Gender:</b>			
	Male	2348	45.65%
	Female	2488	48.37%
	Other	22	0.43%
	Prefer not to say	205	3.99%
	<b>Total</b>	<b>5063</b>	
<b>Age range:</b>			
	Under 18	63	1.24%
	18-24	297	5.83%
	25-34	1010	19.82%
	35-44	1177	23.09%
	45-54	1127	22.11%
	55-64	765	15.01%
	65-74	399	7.83%
	75 and above	97	1.90%
	Prefer not to say	162	3.18%
	<b>Total</b>	<b>5097</b>	
<b>Employment status:</b>			
	Working full-time	3630	70.57%
	Working part-time	634	12.33%
	Unemployed/seeking work	14	0.27%
	Retired	403	7.83%
	In education/student	216	4.20%
	A stay at home parent, carer or similar	58	1.13%
	Prefer not to say	93	1.81%
	Other	50	0.97%
	<b>Total</b>	<b>5098</b>	
<b>Disability that influences travel decisions:</b>			
	Yes	346	6.73%
	No	4497	87.42%
	Prefer not to say	226	4.39%
	<b>Total</b>	<b>5069</b>	



Postcode District	Number of respondents	% of total respondents
CB1	684	13.30%
CB4	503	9.78%
CB24	455	8.85%
CB23	387	7.52%
CB22	298	5.79%
CB2	276	5.37%
CB3	247	4.80%
CB6	237	4.61%
CB21	180	3.50%
CB25	162	3.15%
CB7	157	3.05%
SG8	132	2.57%
CB5	127	2.47%
CB9	114	2.22%
CB8	100	1.94%
PE28	90	1.75%
PE19	85	1.65%
PE27	78	1.52%
PE16	39	0.76%
PE29	37	0.72%
IP28	34	0.66%
CB10	30	0.58%
SG19	27	0.52%
PE38	22	0.43%
IP33	21	0.41%
CM23	20	0.39%
CB11	20	0.39%
PE15	20	0.39%
PE7	11	0.21%
SG6	11	0.21%
PE30	10	0.19%
SG7	9	0.17%
CO10	9	0.17%
IP32	9	0.17%
IP24	9	0.17%
SG4	8	0.16%
IP29	8	0.16%
IP30	7	0.14%
MK41	7	0.14%
PE26	7	0.14%
IP14	7	0.14%

SG18	7	0.14%
IP31	6	0.12%
IP27	5	0.10%
NR17	5	0.10%
CM22	5	0.10%
PE33	5	0.10%
SG5	4	0.08%
MK45	4	0.08%
SG1	4	0.08%
SG2	4	0.08%
CM7	4	0.08%
CM6	4	0.08%
PE13	4	0.08%
IP26	4	0.08%
SG9	4	0.08%
MK43	3	0.06%
PE4	3	0.06%
CO9	3	0.06%
MK42	3	0.06%
CM2	3	0.06%
IP6	3	0.06%
PE14	3	0.06%
NN10	3	0.06%
CM24	3	0.06%
NN9	3	0.06%
MK40	3	0.06%
AL6	2	0.04%
NR13	2	0.04%
CM3	2	0.04%
CM16	2	0.04%
NR18	2	0.04%
CM1	2	0.04%
CM20	2	0.04%
PE2	2	0.04%
NR9	2	0.04%
WD17	2	0.04%
MK44	2	0.04%
AL3	2	0.04%
PE8	2	0.04%
EN8	2	0.04%
PE12	2	0.04%
PE3	2	0.04%
SG15	2	0.04%

SG12	2	0.04%
IP1	2	0.04%
PE9	2	0.04%
IP21	2	0.04%
NR1	2	0.04%
PE32	2	0.04%
IP23	2	0.04%
CM17	2	0.04%
NR7	2	0.04%
PE34	1	0.02%
SW20	1	0.02%
NR19	1	0.02%
OX11	1	0.02%
SE16	1	0.02%
PE31	1	0.02%
SW18	1	0.02%
OX13	1	0.02%
TF2	1	0.02%
NG23	1	0.02%
W10	1	0.02%
N15	1	0.02%
N79	1	0.02%
E35	1	0.02%
AL9	1	0.02%
NR21	1	0.02%
CO4	1	0.02%
BA14	1	0.02%
RM12	1	0.02%
SN25	1	0.02%
SE1	1	0.02%
AL8	1	0.02%
CO3	1	0.02%
N19	1	0.02%
LU3	1	0.02%
NG2	1	0.02%
IG7	1	0.02%
E17	1	0.02%

E15	1	0.02%
TN12	1	0.02%
NR4	1	0.02%
SW6	1	0.02%
NW1	1	0.02%
SL2	1	0.02%
LU5	1	0.02%
IG10	1	0.02%
NR25	1	0.02%
SW13	1	0.02%
NN16	1	0.02%
LU6	1	0.02%
NW4	1	0.02%
SG14	1	0.02%
CM21	1	0.02%
CM5	1	0.02%
B61	1	0.02%
IP22	1	0.02%
EN3	1	0.02%
NR2	1	0.02%
LU7	1	0.02%
E11	1	0.02%
SW12	1	0.02%
MK7	1	0.02%
DE22	1	0.02%
PE6	1	0.02%
CM19	1	0.02%
EN10	1	0.02%
SW8	1	0.02%
AL1	1	0.02%
AL7	1	0.02%
LU2	1	0.02%
SS6	1	0.02%
CO7	1	0.02%
No postcode district	234	4.55%

### Journey type

Response	Number of respondents	% of total respondents
Travel to work	3757	73%
Travel to school	286	6%
Driving for work	133	3%
Travel to go shopping	704	14%
Travel to hospital	74	1%
Other	177	3%

### Combining journey

Response	Number of respondents	% of total respondents
No	2514	49%
Tacking children to school	678	13%
Onward travel for work	605	12%
Travel to go shopping	1436	28%
Travel to hospital	562	11%
Other	220	4%

### Journey start and end point

Coded journey start and end point	Number of respondents	% of respondents who answered
Internally within Cambridge	1566	32%
Internally to externally	228	5%
Externally to internally	2678	55%
Externally to externally	382	8%

### Outward journey time

Response	Number of respondents	% of total respondents
Before 7am	473	9%
7am-8am	1517	29%
8am-9am	1746	34%
9am-10am	719	14%
10am - 12 Midday	401	8%
12 Midday- 3pm	115	2%
3pm-4pm	34	1%
4pm-5pm	16	0%
5pm-6pm	31	1%
After 6pm	47	1%

### Inward journey time

Response	Number of respondents	% of total respondents
Before 7am	8	0%
7am-8am	5	0%
8am-9am	21	0%
9am-10am	14	0%
10am - 12 Midday	87	2%
12 Midday- 3pm	370	7%
3pm-4pm	516	10%
4pm-5pm	1084	21%
5pm-6pm	1874	36%
After 6pm	1040	20%

### Flexibility in journey time

Response	Number of respondents	% of total respondents
Yes, I can leave earlier	2148	42%
Yes, I can leave later	1783	35%
Yes, I have the option to work from home	1020	20%
No, I always have to travel at this time	2113	41%
Other	400	8%

### Mode of transport

Response	Number of respondents	% of total respondents
Car (as a lone driver)	2042	40%
Car (shared with other people)	587	11%
Guided bus	124	2%
Local bus service	332	6%
Park & Ride (bus)	105	2%
Park & Ride (cycle)	19	0%
Bicycle	1246	24%
Cargo bike	27	1%
Walking	186	4%
Train	315	6%
Motorbike	41	1%
Other motor vehicle	16	0%
Other	70	1%

### Combination with other modes of transport

<b>Combined mode</b>	<b>Number of respondents</b>	<b>% of total respondents</b>
No other modes	3137	61%
Car (as a lone driver)	420	8%
Car (shared with other people)	245	5%
Motorbike	22	0%
Other motor vehicle	7	0%
Walking	552	11%
Bicycle	360	7%
Cargo bike	15	0%
Park & Ride (bus)	283	6%
Park & Ride (cycle)	97	2%
Guided bus	131	3%
Local bus service	238	5%
Train	204	4%
Other	90	2%

### Q10: Importance of public transport network elements

<b>Element</b>	<b>Average score (1 not important - 10 very important)</b>	<b>Number of respondents</b>
A reliable service	9.7	5098
A faster service	8.5	5050
Accessible for all users	8.2	4997
A comfortable journey	7.5	5013
Cheaper fares	8.3	5008
Getting on and off close to home and work	8.6	5063
Using the same ticket across the public transport network	7.8	5036
Services have longer operating hours, including at weekends	8.1	5033
A frequent service	9.3	5048
Service uses low or zero emission vehicles	7.5	5032
Having accurate live information on vehicle arrivals and departures	8.7	5068

Q11: Extent to which supportive of the vision to improve public transport

	Very supportive		Supportive		Not sure		Unsupportive		Very Unsupportive		Total
<b>Total</b>	2483	48.8%	1674	32.9%	308	6.1%	287	5.6%	334	6.6%	5087
<b>Travel to work internally</b>	594	55.2%	314	29.2%	59	5.5%	53	4.9%	56	5.2%	1077
<b>Travel to work external to internal</b>	874	41.6%	758	36.1%	154	7.3%	141	6.7%	173	8.2%	2101
<b>Travel to work car users</b>	714	35.9%	745	37.4%	159	8.0%	166	8.3%	206	10.4%	1991
<b>Travel to work cyclists</b>	627	63.0%	269	27.0%	46	4.6%	31	3.1%	22	2.2%	996
<b>Travel to work public transport users</b>	301	56.2%	176	32.8%	28	5.2%	18	3.4%	13	2.4%	537
<b>Travel for other journeys</b>	751	55.1%	413	30.3%	64	4.7%	56	4.1%	79	5.8%	1364

Q12: Ranking of funding ideas

Ranking	Introducing a workplace parking levy (WPL)	Introducing a flexible charge to drive at the busiest times	Introducing a pollution charge	Increasing parking charges	Introducing physical restrictions	Other – please specify below
<b>First</b>	767	870	1094	388	756	982
	14.9%	16.9%	21.3%	7.5%	14.7%	19.1%
<b>Second</b>	701	1005	1155	639	897	196
	13.6%	19.5%	22.5%	12.4%	17.4%	3.8%
<b>Third</b>	752	833	992	954	828	157
	14.6%	16.2%	19.3%	18.5%	16.1%	3.1%
<b>Fourth</b>	807	817	788	1049	838	130
	15.7%	15.9%	15.3%	20.4%	16.3%	2.5%
<b>Fifth</b>	953	729	389	1061	878	161
	18.5%	14.2%	7.6%	20.6%	17.1%	3.1%
<b>Sixth</b>	501	189	87	284	194	585
	9.7%	3.7%	1.7%	5.5%	3.8%	11.4%
<b>Did not rank</b>	663	701	639	769	753	2933
	12.9%	13.6%	12.4%	14.9%	14.6%	57.0%
<b>Total</b>	5144	5144	5144	5144	5144	5144

Q12: Ranking of funding ideas – Travel to work internally respondents

Ranking	Introducing a workplace parking levy (WPL)	Introducing a flexible charge to drive at the busiest times	Introducing a pollution charge	Increasing parking charges	Introducing physical restrictions	Other – please specify below
<b>First</b>	150	218	271	75	174	159
	13.8%	20.1%	24.9%	6.9%	16.0%	14.6%
<b>Second</b>	151	227	278	127	174	44
	13.9%	20.9%	25.6%	11.7%	16.0%	4.0%
<b>Third</b>	182	191	199	208	172	35
	16.7%	17.6%	18.3%	19.1%	15.8%	3.2%
<b>Fourth</b>	222	154	143	241	188	22
	20.4%	14.2%	13.2%	22.2%	17.3%	2.0%
<b>Fifth</b>	198	135	84	265	205	34
	18.2%	12.4%	7.7%	24.4%	18.9%	3.1%
<b>Sixth</b>	73	40	17	45	59	154
	6.7%	3.7%	1.6%	4.1%	5.4%	14.2%
<b>Did not rank</b>	111	122	95	126	115	639
	10.2%	11.2%	8.7%	11.6%	10.6%	58.8%
<b>Total</b>	604	451	339	678	567	849

Q12: Ranking of funding ideas – Travel to work external to internal respondents

Ranking	Introducing a workplace parking levy (WPL)	Introducing a flexible charge to drive at the busiest times	Introducing a pollution charge	Increasing parking charges	Introducing physical restrictions	Other – please specify below
<b>First</b>	276	323	400	179	330	484
	13.0%	15.2%	18.8%	8.4%	15.5%	22.8%
<b>Second</b>	264	365	477	286	411	78
	12.4%	17.2%	22.4%	13.5%	19.3%	3.7%
<b>Third</b>	266	337	421	415	349	63
	12.5%	15.9%	19.8%	19.5%	16.4%	3.0%
<b>Fourth</b>	302	376	376	400	316	50
	14.2%	17.7%	17.7%	18.8%	14.9%	2.4%
<b>Fifth</b>	455	349	147	394	324	66
	21.4%	16.4%	6.9%	18.5%	15.2%	3.1%
<b>Sixth</b>	277	77	29	126	68	212
	13.0%	3.6%	1.4%	5.9%	3.2%	10.0%
<b>Did not rank</b>	285	298	275	325	327	1172
	13.4%	14.0%	12.9%	15.3%	15.4%	55.2%
<b>Total</b>	2126	2126	2126	2126	2126	2125



#### Q12: Ranking of funding ideas – Travel to work car drivers

	Introducing a workplace parking levy (WPL)	Introducing a flexible charge to drive at the busiest times	Introducing a pollution charge	Increasing parking charges	Introducing physical restrictions	Other – please specify below
First	236	262	357	210	300	515
	11.7%	13.0%	17.7%	10.4%	14.9%	25.6%
Second	225	316	409	316	399	89
	11.2%	15.7%	20.3%	15.7%	19.8%	4.4%
Third	241	306	403	395	319	61
	12.0%	15.2%	20.0%	19.6%	15.8%	3.0%
Fourth	272	374	375	346	280	50
	13.5%	18.6%	18.6%	17.2%	13.9%	2.5%
Fifth	450	367	139	314	284	49
	22.3%	18.2%	6.9%	15.6%	14.1%	2.4%
Sixth	290	78	35	101	83	158
	14.4%	3.9%	1.7%	5.0%	4.1%	7.8%
Did not rank	301	312	297	333	350	1093
	14.9%	15.5%	14.7%	16.5%	17.4%	54.2%

#### Q12: Ranking of funding ideas – Travel to work cyclists

	Introducing a workplace parking levy (WPL)	Introducing a flexible charge to drive at the busiest times	Introducing a pollution charge	Increasing parking charges	Introducing physical restrictions	Other – please specify below
First	130	218	271	48	190	121
	13.0%	21.8%	27.0%	4.8%	19.0%	12.1%
Second	169	232	266	103	148	33
	16.9%	23.2%	26.5%	10.3%	14.8%	3.3%
Third	173	198	189	191	153	34
	17.3%	19.8%	18.9%	19.1%	15.3%	3.4%
Fourth	218	132	124	246	181	22
	21.8%	13.2%	12.4%	24.6%	18.1%	2.2%
Fifth	178	119	76	272	202	30
	17.8%	11.9%	7.6%	27.1%	20.2%	3.0%
Sixth	62	22	17	46	52	171
	6.2%	2.2%	1.7%	4.6%	5.2%	17.1%
Did not rank	72	81	59	96	76	591
	7.2%	8.1%	5.9%	9.6%	7.6%	59.0%

Q12: Ranking of funding ideas – Travel to work public transport

	Introducing a workplace parking levy (WPL)	Introducing a flexible charge to drive at the busiest times	Introducing a pollution charge	Increasing parking charges	Introducing physical restrictions	Other – please specify below
First	96	115	121	36	73	75
	17.7%	21.2%	22.3%	6.6%	13.5%	13.8%
Second	68	121	147	46	95	14
	12.5%	22.3%	27.1%	8.5%	17.5%	2.6%
Third	92	80	92	106	99	16
	17.0%	14.8%	17.0%	19.6%	18.3%	3.0%
Fourth	91	87	82	120	87	12
	16.8%	16.1%	15.1%	22.1%	16.1%	2.2%
Fifth	100	59	40	131	115	22
	18.5%	10.9%	7.4%	24.2%	21.2%	4.1%
Sixth	35	23	7	36	11	81
	6.5%	4.2%	1.3%	6.6%	2.0%	14.9%
Did not rank	60	57	53	67	62	322
	11.1%	10.5%	9.8%	12.4%	11.4%	59.4%

Q12: Ranking of funding ideas – Travel for other journeys

	Introducing a workplace parking levy (WPL)	Introducing a flexible charge to drive at the busiest times	Introducing a pollution charge	Increasing parking charges	Introducing physical restrictions	Other – please specify below
First	269	246	293	79	168	240
	19.6%	17.9%	21.3%	5.7%	12.2%	17.5%
Second	218	300	294	139	212	50
	15.9%	21.8%	21.4%	10.1%	15.4%	3.6%
Third	216	221	263	228	220	40
	15.7%	16.1%	19.1%	16.6%	16.0%	2.9%
Fourth	195	187	180	305	250	40
	14.2%	13.6%	13.1%	22.2%	18.2%	2.9%
Fifth	192	153	117	297	249	52
	14.0%	11.1%	8.5%	21.6%	18.1%	3.8%
Sixth	89	56	27	88	47	155
	6.5%	4.1%	2.0%	6.4%	3.4%	11.3%
Did not rank	195	211	200	238	228	797
	14.2%	15.4%	14.6%	17.3%	16.6%	58.0%

Q13: Average scores of support if increases were made to parking charges

	<b>It should be cheaper to travel into Cambridge by public transport than to drive in and park</b>	<b>Parking should be cheaper for low or zero emission vehicles</b>	<b>Businesses should be charged for providing car parking for staff (a WPL)</b>	<b>All additional money raised should be spent on improving transport across the area</b>
<b>Overall response</b>	3.55	2.78	2.38	3.62
(Number of respondents)	5094	5080	5071	5073
<b>Travel to work internally</b>	3.65	2.82	2.57	3.64
(Number of respondents)	1077	1074	1079	1075
<b>Travel to work external to internal</b>	3.48	2.75	2.11	3.59
(Number of respondents)	2113	2105	2104	2106
<b>Travel to work car users</b>	3.37	2.73	1.98	3.52
(Number of respondents)	2004	1996	1998	1995
<b>Travel to work cyclists</b>	3.75	2.81	2.75	3.69
(Number of respondents)	997	994	994	993
<b>Travel to work public transport users</b>	3.75	2.88	2.47	3.73
(Number of respondents)	539	538	538	540
<b>Travel for other journeys</b>	3.56	2.81	2.67	3.67
(Number of respondents)	1353	1351	1340	1344

Q14: Average scores of support if changes were made to vehicle access

	<b>Restrictions should just apply to private vehicles at busy times</b>	<b>Restrictions should apply to private vehicles at all times to prioritise other users</b>	<b>Essential private vehicle access to residential properties should be maintained</b>	<b>Restrictions should only apply to high polluting vehicles</b>
<b>Overall response</b>	2.65	2.35	3.41	2.51
(Number of respondents)	5043	5035	5058	5048
<b>Travel to work internally</b>	2.78	2.58	3.48	2.40
(Number of respondents)	1068	1067	1074	1070
<b>Travel to work external to internal</b>	2.59	2.19	3.35	2.58
(Number of respondents)	2101	2087	2097	2095
<b>Travel to work car users</b>	2.47	2.02	3.36	2.66
(Number of respondents)	1992	1983	1988	1990
<b>Travel to work cyclists</b>	2.84	2.79	3.41	2.31
(Number of respondents)	986	983	992	985
<b>Travel to work public transport users</b>	2.99	2.60	3.47	2.43
(Number of respondents)	535	531	533	533
<b>Travel for other journeys</b>	2.64	2.39	3.45	2.45
(Number of respondents)	1330	1336	1343	1338

Q15: Average scores support if flexible/pollution charging was introduced

	It should be cheaper to travel into Cambridge by public transport than to pay a charge	High polluting vehicles should be charged to drive in Cambridge	High polluting vehicles should be charged more than other vehicles	Cars with fewer occupants should be charged more	Money raised should be spent on improving transport across the area	The charge at congested times should be higher than at quieter times	The charge should only apply at congested times
<b>Overall response</b>	3.56	3.10	3.09	2.31	3.65	2.84	2.76
(Number of respondents)	5055	5055	5031	5031	5034	5024	5002
<b>Travel to work internally</b>	3.63	3.28	3.22	2.68	3.69	3.09	2.78
(Number of respondents)	1076	1077	1069	1071	1067	1068	1065
<b>Travel to work external to internal</b>	3.49	2.98	2.99	2.11	3.62	2.68	2.77
(Number of respondents)	2089	2091	2080	2085	2084	2084	2073
<b>Travel to work car users</b>	3.38	2.94	2.95	1.93	3.56	2.54	2.78
(Number of respondents)	1979	1981	1975	1977	1977	1979	1967
<b>Travel to work cyclists</b>	3.72	3.34	3.28	2.93	3.75	3.24	2.75
(Number of respondents)	994	994	987	987	981	985	983
<b>Travel to work public transport users</b>	3.75	3.12	3.09	2.45	3.74	3.01	2.82
(Number of respondents)	535	535	531	532	537	532	525
<b>Travel for other journeys</b>	3.62	3.13	3.12	2.33	3.67	2.88	2.72
(Number of respondents)	1348	1344	1338	1337	1340	1328	1327

#### Q16: Awareness of 'other' transport options amongst car drivers

	Aware		Not aware		Not Applicable		Total
Where your local Park and Ride site is	2499	95.5%	50	1.9%	69	2.6%	2618
That it's free to park at a Park and Ride	2276	87.2%	277	10.6%	57	2.2%	2610
Park and Ride includes cycle parking	2062	79.2%	355	13.6%	187	7.2%	2604
Cycle routes are being upgraded across the area	1590	60.9%	826	31.6%	195	7.5%	2611
Real time information is available about bus journeys	1915	73.7%	578	22.2%	105	4.0%	2598
You can plan your journey in Greater Cambridge and the surrounding area using the MotionMap app - available free from app stores	393	15.1%	2050	78.7%	161	6.2%	2604

#### Q17: Factors which may change the way car drivers make their journey

	Yes		No		N/A		Total
Having showers and drying rooms at work	578	22.4%	1355	52.4%	652	25.2%	2585
More secure cycle parking	731	28.2%	1275	49.2%	587	22.6%	2593
Having good facilities at bus stops	871	33.7%	1329	51.4%	388	15.0%	2588

# The Greater Cambridge Partnership: Choices for Better Journeys

Findings from quantitative  
research

March-April 2019



SYSTRA

# Choices for Better Journeys

## QUANTITATIVE RESEARCH

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Version	Name		Position	Date	Modifications
1	Author	Emma Salter Marianne Woodyard	Consultant Assistant Consultant	09/05/2019	
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# 1. INTRODUCTION

## 1.1 Research Background

- 1.1.1 The Greater Cambridge Partnership (GCP) is made up of councils, business and the University of Cambridge. They work together to maintain and boost the economic growth of Greater Cambridge through better, greener transport, harnessing new technology, speeding up the delivery of new homes, inspiring and developing Cambridge's workforce and creating additional apprenticeships. They are funded by central Government through a City Deal.
- 1.1.2 The GCP state that public transport into and within Cambridge needs to offer better alternatives to the car, so thousands more people can use quicker and more reliable public transport services every day. Unless this is addressed now, challenges such as congestion and poor air quality will continue to affect more people:
- Car drivers currently spend about a quarter of their commute in traffic jams;
  - Figures from 2016 show that 106 deaths were attributed to poor air quality in Greater Cambridge; and
  - Public transport often gets stuck in traffic, creating slower and less reliable journeys. This is especially the case because Cambridge is a historic city with limited space available for people to move around.
- 1.1.3 The GCP have looked at how they can significantly improve public transport across the area, alongside continued improvements to walking and cycling provision, to give people better choices for travelling. Their vision is for:
- New public transport infrastructure, with fast, segregated routes into Cambridge;
  - Faster, more frequent, more reliable services;
  - Better feeder services in rural areas;
  - Extended operating hours and a single ticketing system;
  - Improved cycling and walking routes, and more encouragement for people to cycle, car share or use Park&Ride; and
  - A system that works for everyone: whether using public transport, driving a car, walking or cycling, you can get to where you need to go more quickly.
- 1.1.4 Through the City Deal, various transport schemes are already underway. The next focus is to consider how to obtain long-term funding and a reduction in car journeys, both of which will guarantee fast and reliable public transport services over time. The GCP estimate that an investment of more than £20 million per year and a reduction in the number of car journeys into Cambridge by around a quarter, by 2031, will be needed.
- 1.1.5 Previous research undertaken by SYSTRA in 2017, as part of 'Our Big Conversation', provided evidence that over half of car/van users would like to make more of their journeys without their vehicle. While the research showed that people were most likely to consider modal shift if improvements to sustainable transport modes were made, there was also some support for financial initiatives such as road and pollution charging.
- 1.1.6 Building on these findings, potential measures put forward by the GCP in order to raise revenue and reduce congestion, include: increases to parking charges; workplace parking levies; road restrictions; flexible charging; and pollution charging (see Appendix A for a detailed description of each measure). Implementing a package of these initiatives, alongside public transport improvements, could effectively provide self-funding for the

future and, ultimately, both types of initiative aim to encourage modal shift towards sustainable transport modes.

- 1.1.7 To complement their own engagement work and provide a baseline understanding, the GCP commissioned SYSTRA to undertake research with specific groups of interest to understand priorities for an improved public transport system and the level of acceptability around the measures proposed, including the impact of the proposals on these groups.

## 1.2 Research Objectives

- 1.2.1 The specific objectives of the research are to gain an understanding of:

- The views on measures to reduce congestion, tackle air pollution and improve and fund future public transport in Cambridge from people who travel into Cambridge at least once a week during the morning peak period; and
- Enable broader participation amongst those who may not usually respond to GCP engagement.

## 2. METHODOLOGY

### 2.1 Overview

- 2.1.1 The research took two separate approaches: A quantitative 'Computer Aided Telephone Interview' (CATI) survey with people who travel into Cambridge during the morning peak period (weekdays 7-10am), for any purpose, at least once a week; and, focus groups with young people and those on a low income.
- 2.1.2 This report addresses the findings from the quantitative CATI survey.

### 2.2 Data collection

- 2.2.1 The population of interest for this survey was residents in the Cambridge Travel to Work area who travel into Cambridge during the morning peak period (weekdays 7-10am), for any purpose, at least once a week.
- 2.2.2 The survey was designed to capture information on demographics; current travel behaviour in and around Cambridge; priorities for future public transport in Cambridge; and views toward measures aimed at reducing congestion and funding future public transport in Cambridge. A copy of the questionnaire can be found in Appendix B.
- 2.2.3 The survey was administered using 'Computer Aided Telephone Interviews' (CATI) and ran between 11<sup>th</sup> March 2019 and 2nd April 2019, with a total of 501 interviews completed.
- 2.2.4 Landline and mobile phone numbers were obtained for households/people living in the Cambridge Travel to Work area; numbers were dialed at random; and, after introducing the survey, the first questions profiled respondents to check that they travelled into Cambridge in the morning peak at least once a week. Interviews were carried out across a range of days and times of day to help avoid potential bias to particular demographics. Each number was tried at least three times - to cover day time, evening and Saturdays – and could be tried up to five times, after which the number was deemed 'dormant'. Residents were incentivised to take part in the survey by offering them the chance to be entered into a prize draw, for one of three chances to win £100 worth of high street shopping vouchers.
- 2.2.5 A random sampling approach was chosen as no profile information was available for the area of interest. SYSTRA carefully monitored the completed CATI surveys in order to better understand the types of people taking part. However, it should be noted that a random sampling approach is subject to 'opt-in' or 'self-selection' bias and therefore the data may not be representative of those living in the Cambridge Travel to Work Area.
- 2.2.6 During the early stages of the study it became apparent that it would be difficult to reach the target sample of 500 due to the length of time the telephone interviews were taking. Therefore a number of changes were agreed with the Greater Cambridge Partnership (GCP), part way through the fieldwork period. These included:
- Removing Q8 and making changes to Q9;
  - Creating an online version of the survey to email to anyone who was unable to spare the time to answer the survey by phone; and
  - Randomising sections on 'Changes to parking', 'Physical restrictions', and 'Flexible or pollution charging' so that respondents only answered two of the three sections. This means the base sizes vary for these questions.



The changes are identified in the copy of the questionnaire in Appendix B.

## **2.3 Data analysis and reporting**

- 2.3.1 All data cleaning and analysis has been undertaken in SPSS. Frequencies are reported for the closed question variables in the data, and also for the open-ended questions, as responses have been coded against a coding frame.
- 2.3.2 In addition to frequencies, segmentation analysis was undertaken, to investigate whether there were variations in survey answers by different respondent types (e.g. respondents of different ages, genders and working status). Only statistically significant variations between different respondent types have been reported.
- 2.3.3 Data tables, graphs or charts are presented to illustrate the key findings.
- 2.3.4 It should be noted that respondents could refuse to answer questions if they wished and therefore the response base for each question is provided. Please note that where percentages do not total 100%, this is due either to rounding or the multiple response nature of the question.

### 3. RESPONDENT PROFILE

#### 3.1 Introduction

3.1.1 This chapter outlines the profile of respondents completing the quantitative survey.

3.1.2 In total, 501 respondents completed the survey.

#### 3.2 Profile

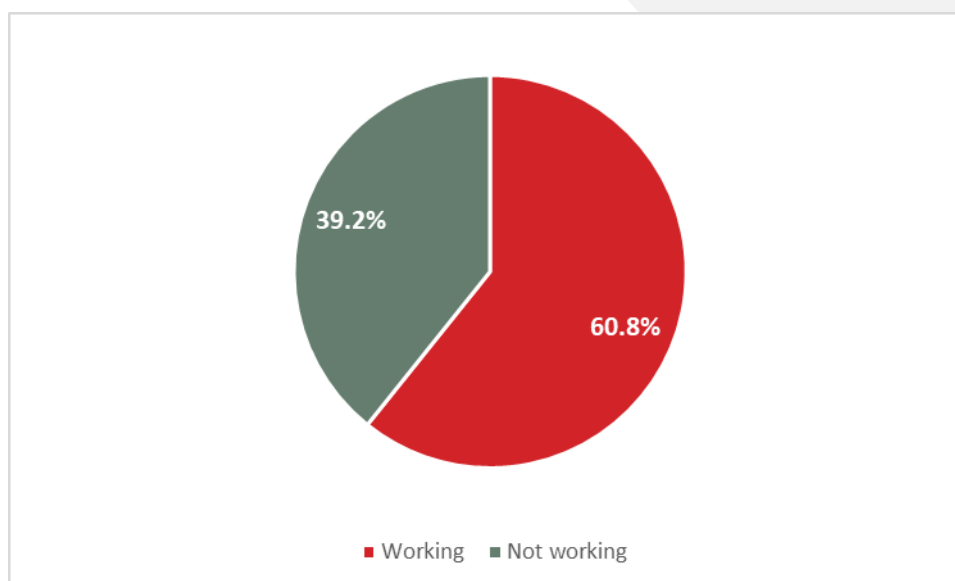
3.2.1 Four hundred and ninety three respondents provided both their age and gender. Table 1 provides a breakdown of respondent age and gender.

**Table 1. Age and Gender of Respondents**

Age	Male	Female	Total
16 - 34	3.0%	6.3%	9.3%
35 - 64	26.8%	31.2%	58.0%
65+	15.2%	17.4%	32.7%
<b>Total</b>	<b>45.0%</b>	<b>55.0%</b>	<b>493</b>

3.2.2 In terms of working status, almost two-thirds (60.8%) were working either full-time or part-time. The remaining 39.2% were not working, including students and respondents who were retired.

**Figure 1. Working status of respondents**

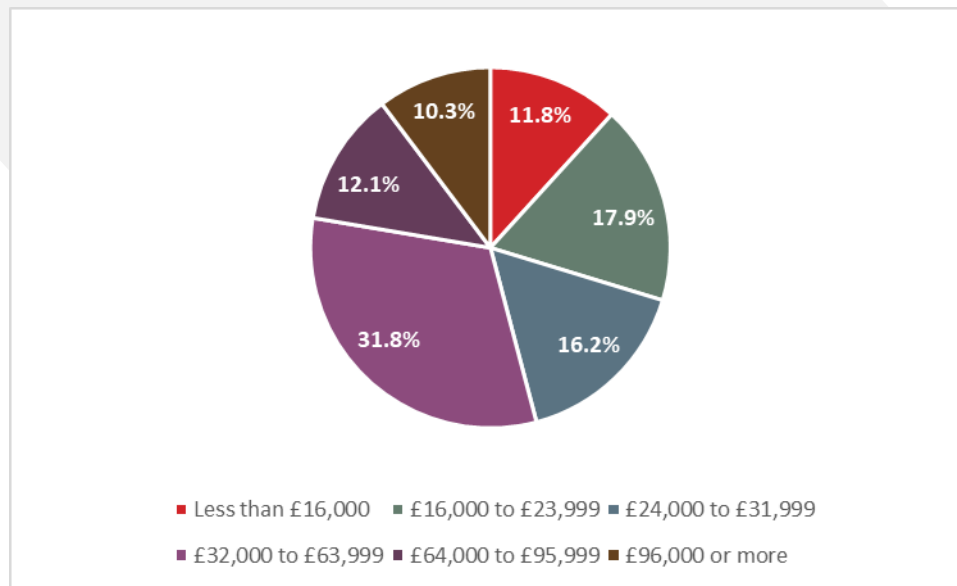


Base: 497

## 3.2.3

Of the 340 respondents who provided their income, almost a third (31.8%) had an annual household income before tax between £32,000 to £63,999. A full breakdown of household income can be found in Figure 2.

**Figure 2. Household income, before tax, of respondents**

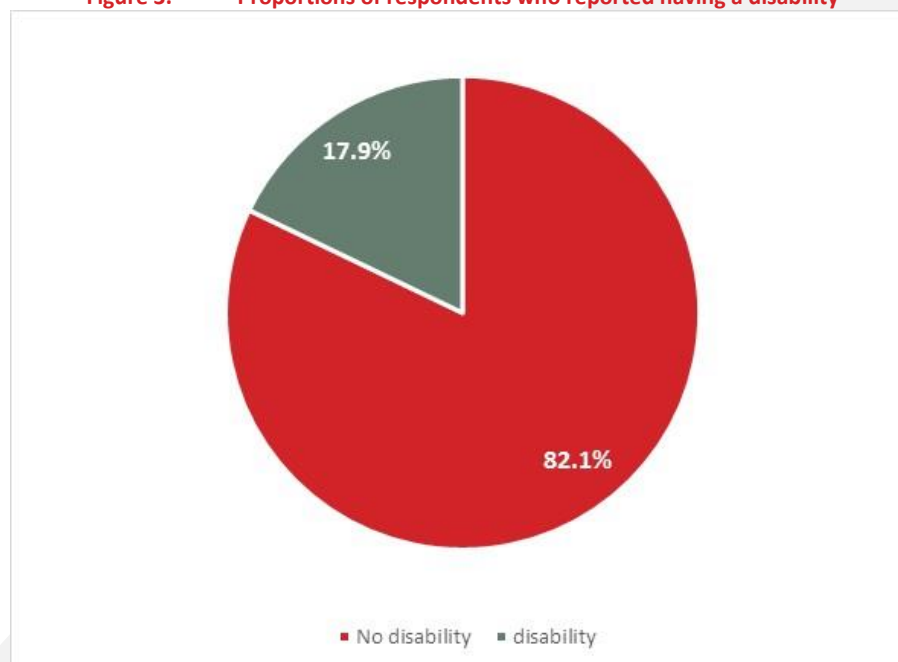


Base: 340

## 3.2.4

Of the 487 respondents who answered the question regarding whether they have any disabilities, 17.9% of the sample reported having a disability. The majority of those who said they had a disability indicated that they had a mobility impairment. Additionally, around half of those who reported having a disability were over 65 (48.5%).

**Figure 3. Proportions of respondents who reported having a disability**



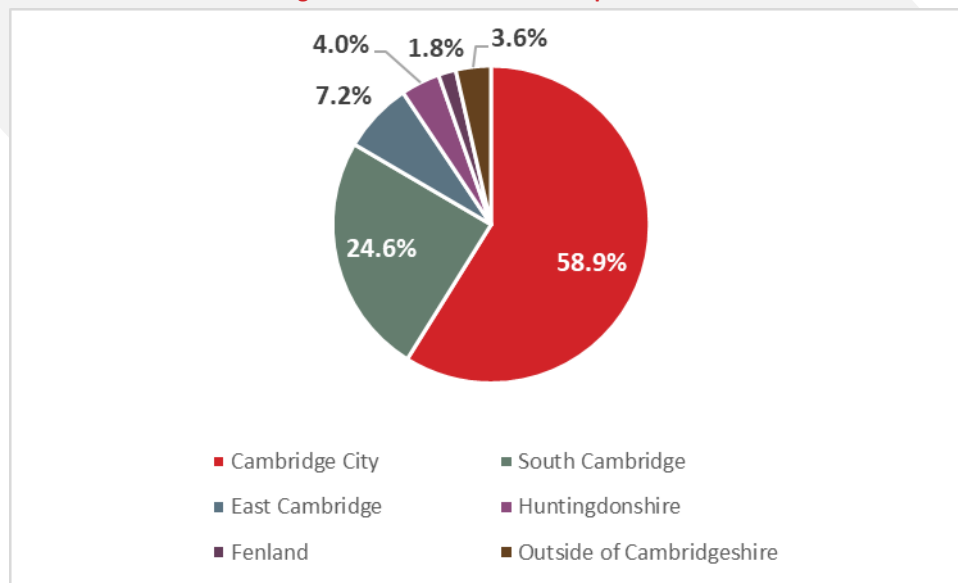
Base: 487



3.2.5

When respondents were asked which area they reside in, just over half (58.9%) of the sample reported living in Cambridge City, while almost a quarter (24.6%) reported living in South Cambridge.

**Figure 4. Residence of respondents**

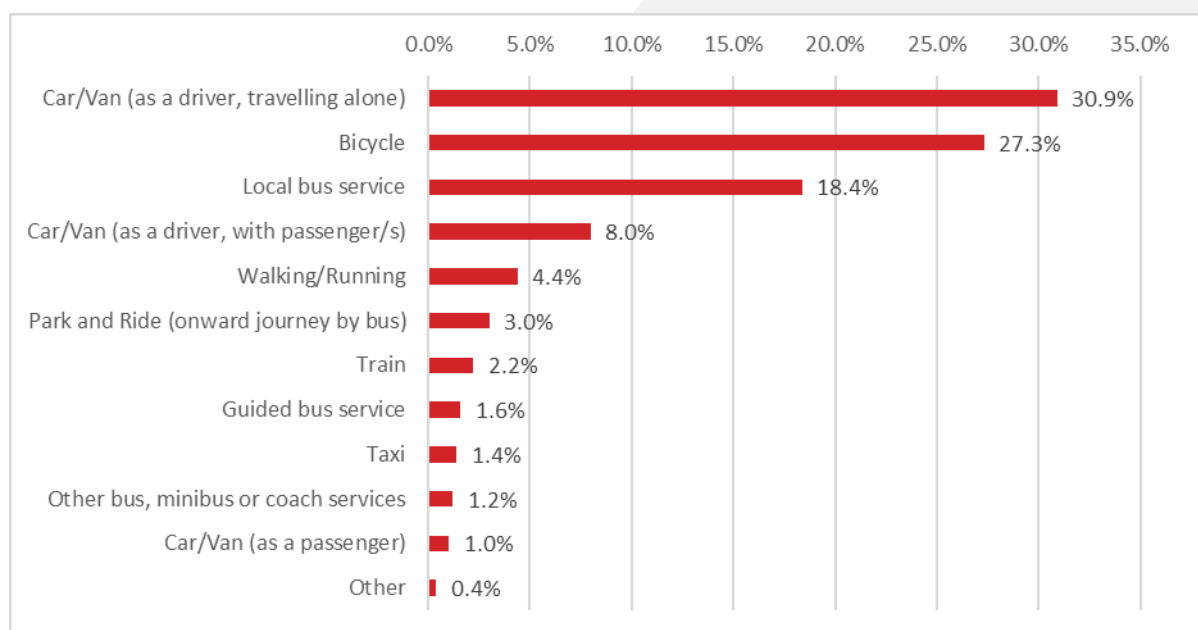


Base: 501

3.2.6

Respondents were asked about the main mode of transport they used to travel in and around Cambridge during the morning peak: Almost a third of respondents (30.9%) said they used a car/van (as a driver, travelling alone); a further 27.3% said they cycled; and, 18.4% said they used their local bus service. A full breakdown of the main mode used can be seen in Figure 5.

**Figure 5. Main Modes of Transport**



Base: 501

- 3.2.7 Respondents were asked to state their main reason for travelling into or within Cambridge in the morning peak. The most frequently cited reason was commuting to/from work (43.7%), followed by leisure activities (29.9%). A full breakdown is provided in Table 2.

**Table 2. Reasons for Travel**

Reason for Travel	Percentage
Commuting to/from work	43.7%
Leisure activities	29.9%
Personal business	15.8%
Employer's business	4.6%
School drop off/pick up	3.0%
Commuting to/from education	2.2%
Other	0.2%
Don't know/prefer not to say	0.6%
<b>Base</b>	<b>501</b>

## 4. INITIAL VIEWS AND PRIORITIES FOR THE PUBLIC TRANSPORT SYSTEM

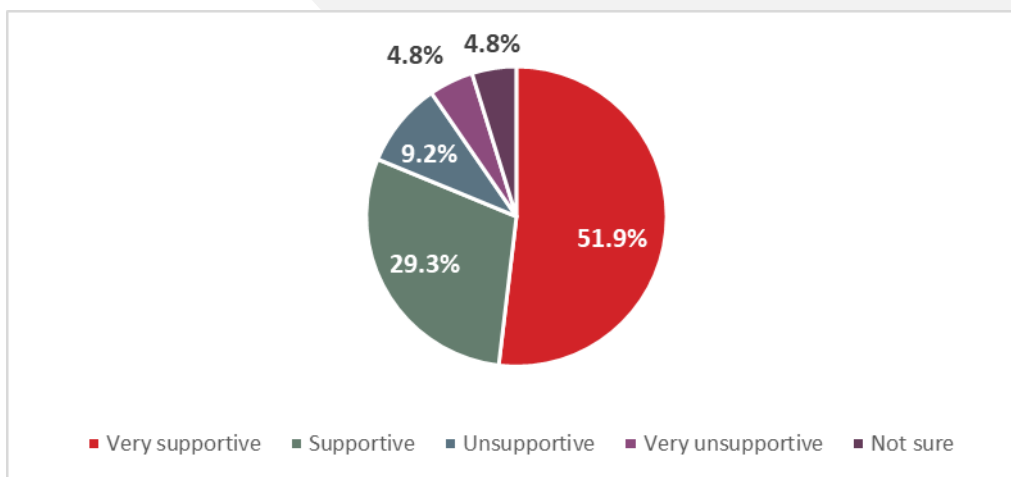
### 4.1 Introduction

4.1.1 This chapter discusses participants' views and priorities for a transformed public transport system in Cambridge.

### 4.2 Initial thoughts on transforming public transport in Cambridge

4.2.1 When asked about the extent to which they were supportive of the vision for significantly improving public transport in Cambridge, 81.2% of respondents to the quantitative survey were either 'supportive' or 'very supportive', the majority of which were 'very supportive'. Figure 5 provides a full breakdown.

Figure 6. Level of support for improving public transport



Base: 501

4.2.2 The extent to which respondents were supportive of improving public transport varied significantly by the following respondent characteristics:

- Age; and
- Reason for travel.

4.2.3 Key points of interest include:

- 93.2% of respondents aged 16 to 34 were supportive of the vision for improving public transport, compared to 84.6% of those aged over 34 years; and
- 86.7% of those travelling for commuting, personal business and leisure purposes were supportive of the vision, compared to 60% of those who said their main journey purpose was employer's business<sup>1</sup>.

### 4.3 Priorities for the transformed public transport system in Cambridge

4.3.1 After a description of the Greater Cambridge Partnership's vision for a transformed public transport system, 100 respondents to the quantitative survey were asked about how important or unimportant a variety of service factors were to them. A reliable service and

<sup>1</sup> Journeys made for employer's business are any journey in which an individual is travelling for work rather than to work.

a frequent service were rated as the most important, whereas cheaper fares and a faster service were considered less important. Please see Table 4 for a full breakdown.

**Table 3. What is important in a transformed public transport network**

Service improvement	Important	Neither important nor unimportant	Not important	Base
A reliable service	95%	2%	3%	100
A frequent service	93%	4%	3%	100
Getting on and off close to home and work	86%	10%	4%	100
Accessible for all users	85%	10%	5%	100
Services have longer operating hours, including at weekends	82%	9%	9%	100
Having accurate live information on vehicle arrivals and departures	80%	13%	7%	100
Service uses low or zero emission vehicles	75%	18%	7%	100
A comfortable journey	75%	16%	9%	100
Using the same ticket across the public transport network	74%	17%	9%	100
A faster service	73%	16%	11%	100
Cheaper fares	70%	18%	12%	100

4.3.2 The extent to which respondents rated the different service improvements as important or unimportant varied significantly by the following respondent characteristic:

- Working status.

4.3.3 Key points of interest include:

- 88.1% of non-working respondents rated a comfortable journey as important compared to 64.9% of working respondents; and
- 82.5% of working respondents rated a faster service as important compared to 59.5% of non-working respondents.

4.3.4 The same 100 respondents were asked whether there was anything else, regarding an improved public transport network, that was important to them. Forty-two additional factors were provided. A full breakdown is provided in Table 5.

**Table 4. What else is important in a transformed public transport network**

Suggested important improvements	Percentage of responses
More routes	45.2%
Reduce congestion	23.8%
Increase routes and cycle infrastructure	14.3%
Improvements without detriment to environment	4.8%
More investment in public transport	2.4%
Other	9.5%
<b>Total</b>	<b>42</b>

4.3.5 Rather than being asked to rate the importance of a variety of service improvements, and then being asked whether there was anything else that was important to them, the remaining 401 respondents were asked, when thinking about a transformed public

transport network, is there anything that is particularly important to them. 310 of the 401 respondents provided a response, most of which were closely related to the factors that the other 100 respondents had been prompted on. However, there were some novel priorities proposed, including improving cycle routes and infrastructure and there being more bus routes in place. Please see Table 6.

**Table 5. What is important in a transformed public transport network (unprompted respondents)**

Suggested important improvements	Percentage of responses
Changes to fares	18.1%
A frequent service	17.1%
Improve cycle routes and infrastructure	14.5%
A reliable service	12.3%
More routes	12.3%
Reduced congestion	9.0%
A faster service	4.5%
Services have longer operating hours, including at weekends	3.5%
Service uses low or zero emission vehicles	3.5%
Accessible for all users	2.3%
Getting on and off close to home and work	1.9%
Parking considerations	1.6%
Having accurate live information on vehicle arrivals and departures	1.3%
A comfortable journey	1.3%
Improvements without detriment to environment	1.3%
Other	12.9%
<b>Base</b>	<b>310</b>

## 4.4 Initial thoughts on the measures for delivering a transformed public transport vision in Cambridge

4.4.1 Respondents to the quantitative survey were presented with five potential measures aimed at reducing congestion and raising revenue to fund future public transport, namely: changes to parking; introducing a Workplace Parking Levy; physical restrictions; pollution charging; and flexible charging. For a detailed description of each measure, as well as an outline of the proposed outcomes, please see Appendix A. Respondents were asked to identify the two most important measures for the Greater Cambridge Partnership to consider. The two most important initiatives were found to be:

- Introducing a pollution charge (34.3% of respondents chose this as the most important measure to be considered); and
- Introducing flexible charging for road use based on the busiest times (26.7% chose this as the most important measure for consideration).

A full breakdown can be found in Table 6.

Table 6. Support of measures

Measure	Most important for the GCP to consider	Next most important for the GCP to consider
Introducing a pollution charge	34.3%	26.3%
Introducing flexible charging for road use based on the busiest times	26.7%	21.8%
Introducing physical restrictions	17.2%	22.4%
Introducing a workplace parking levy	15.0%	16.4%
Increasing parking charges	6.8%	13.2%
<b>Base</b>	<b>501</b>	<b>501</b>

- 4.4.2 Respondents were asked if they thought there was anything else the Greater Cambridge Partnership should consider to help fund and deliver improved public transport. Around half of respondents provided suggestions, most of which were closely related to the five measures already discussed, however some additional ideas were proposed.
- 4.4.3 The majority of comments were related to improvements to transport, of which many made reference to:
- Changes to fares;
  - Changes to car parking;
  - Providing more transport routes;
  - Improving rail services;
  - Increasing cycling infrastructure;
  - Improving road infrastructure;
  - Reducing congestion.
- 4.4.4 Additionally, many comments were related to the way in which an improved public transport network could be funded, with the following suggestions made:
- Funding through increases in council and road tax, however, a few had concerns over such increases;
  - Funding through Central Government grants;
  - Businesses and the University of Cambridge making funding contributions; and
  - Funding through the measures proposed.
- 4.4.5 Respondents felt that such suggestions were more important for the Greater Cambridge Partnership to consider than any of the proposed measures.

## 5. CHANGES TO PARKING

### 5.1 Introduction

5.1.1 This chapter discusses, in more detail, views toward two possible actions to **change car parking** in Cambridge: Parking controls and a Workplace Parking Levy (WPL).

5.1.2 **Parking controls** could reduce the availability of parking or increase parking charges. If the price of parking was increased by £5 per use, the Greater Cambridge Partnership might expect:

- A 4% reduction in congestion, which will not meet the required level of reduction;
- £16million revenue raised per year. However, this could reduce in the long-term if people later decide not to park;
- Greater use of public transport, walking and cycling;
- A freeing up of road space for other uses; and
- Shorter queues for car parks.

5.1.3 **A Workplace Parking Levy** would mean businesses or their staff pay a yearly fee for staff car parking places. For a charge of £1,000 per parking space, the Greater Cambridge Partnership might expect:

- A 2% reduction in congestion as there are low levels of employee parking in many parts of the city. This will not meet the required level of reduction;
- £13million revenue raised per year;
- Businesses to support employees to use sustainable travel options and/or release parking;
- Greater use of public transport, walking and cycling, by commuters who's employers pass on the charge to employees; and
- A freeing up of road space for other uses.

The impact of a Workplace Parking Levy is dependent on business response and whether the charge for the levy is passed on to employees.

### 5.2 Findings

5.2.1 When the respondents were asked about the extent to which they support changes to parking, respondents were most supportive of travel into Cambridge being cheaper by public transport than by driving in and parking and all additional money raised through parking charges being spent on improving transport across the area. Businesses being charged for providing car parking for staff (a workplace parking levy) received the least support. Please see Table 7 for a full breakdown.

Table 7. Support of measures in relation to parking charges

Proposed Measure	Very supportive	Supportive	Unsupportive	Very unsupportive	Not Sure	Base
Travel into Cambridge being cheaper by public transport than by driving in and parking	56.9%	31.3%	4.3%	4.1%	3.3%	418
Parking being cheaper for low or zero emission vehicles	34.9%	35.4%	15.6%	7.4%	6.7%	418
Businesses being charged for providing car parking for staff (a workplace parking levy)	22.0%	27.0%	25.1%	14.4%	11.5%	418
All additional money raised through parking charges being spent on improving transport across the area	47.1%	36.8%	4.3%	6.9%	4.8%	418

5.2.2 The extent to which respondents were supportive of changes to parking varied significantly by the following characteristics:

- Gender; and
- Main reason for travel into or within Cambridge.

5.2.3 Key points of interest include:

- 95.8% of women were supportive of travel into Cambridge being cheaper by public transport than by driving in and parking, compared to 85.9% of men;
- 93.0% of those travelling for employers business and 92.9% travelling on personal business, were supportive of travel into Cambridge being cheaper by public transport than by driving in and parking. This compared to 84.7% of those who were commuting;
- 91.6% of women compared to 83.9% of men were supportive of all additional money raised through parking charges being spent on improving public transport across the area.

5.2.4 Respondents were asked if they had any other comments on the possible changes to parking. Most respondents did not have anything to add (59.6%). However, the most common themes to emerge from those who did provide an answer were:

- for both parking and public transport charges to be reduced;
- for there to be no workplace parking levy; and,
- that there should be improved parking facilities.



## 6. PHYSICAL RESTRICTIONS

### 6.1 Introduction

6.1.1 This chapter discusses views toward **physical restrictions** on Cambridge's roads.

6.1.2 Cambridge is a historic city with limited road space. The Greater Cambridge Partnership state that **changing car access to parts of the city centre** would reduce congestion by up to 24% (dependent on the area), create space for other uses and improve air quality. However, physical restrictions would not help to fund public transport improvements and may displace traffic to other areas, increasing congestion elsewhere. This would mean that the GCP would need to look at other options to raise revenue alongside this measure.

### 6.2 Findings

6.2.1 When asked about the extent to which they support physical restrictions, respondents were most supportive of maintaining essential private vehicle access to residential properties, and least supportive of restrictions applying to private vehicles at all times to prioritise other uses. Please see Table 8 for a full breakdown.

**Table 8. Support of measures in relation to physical restrictions**

Proposed Measure	Very supportive	Supportive	Unsupportive	Very unsupportive	Not Sure	Base
Restrictions only applying to private vehicles at busy times	18.8%	37.3%	25.0%	10.8%	8.2%	501
Restrictions applying to private vehicles at all times to prioritise other uses	14.8%	31.3%	29.3%	15.0%	9.6%	501
Maintaining essential private vehicle access to residential properties	44.3%	40.3%	8.6%	2.0%	4.8%	501
Restrictions only applying to high polluting vehicles	29.7%	37.9%	18.8%	7.0%	6.6%	501

6.2.2 There was just one significant difference by respondent type to note:

- The extent to which respondents were supportive of restrictions only applying to high polluting vehicles varied significantly by gender, with 76.4% of women supporting the measure compared to 68.2% of men.

6.2.3 Respondents were asked if they had any other comments on the possible physical restrictions. The majority of respondents did not have any other comments (69.5%). However, of the suggestions made, the most common responses were:

- concern over fair access;
- concern over adverse financial impacts;
- the need for public transport improvements; and,
- the consideration of pedestrians and cyclists.

## 7. FLEXIBLE OR POLLUTION CHARGING

### 7.1 Introduction

7.1.1 This chapter discusses views toward two possible actions to **charge vehicles to use roads** in Cambridge: Pollution charging; and Flexible charging.

7.1.2 The GCP state that charging vehicles to come into and move around Cambridge is likely to be most effective in reducing congestion and raising money for improvements to public transport, walking and cycling.

7.1.3 **Flexible Charging** would charge motor vehicles to drive into and around Cambridge at the busiest times. The Greater Cambridge Partnership expect that this option would be the most effective in reducing traffic and providing long-term funding, in particular they believe this option could:

- Reduce congestion by 15% or more;
- Raise at least £40million in revenue per year, dependent on the scheme definition, which could provide even greater benefits such as reductions in public transport fares;
- Encourage use of public transport, walking and cycling; and
- Work alongside other measures, such as a pollution charge.

7.1.4 **Toxicity or Pollution Charging** would charge polluting vehicles to travel into and around Cambridge. The Greater Cambridge Partnership expect that this option could:

- Reduce congestion by up to 15% initially, followed by a decrease in this effect as drivers and businesses are encouraged to move to less polluting vehicles;
- Raise £25million in revenue per year initially, again followed by a decrease as drivers and businesses are encouraged to move to less polluting vehicles;
- Create improvements in air quality;
- Encourage use of public transport, walking and cycling; and
- Potentially cause displacement effects, with cars, and associated congestion and pollution, moving elsewhere.

### 7.2 Findings

7.2.1 When asked about the extent to which they support flexible or pollution charging, respondents were most supportive of money raised from charging being spent on improving transport across the area and it being cheaper to travel into Cambridge by public transport than to pay a charge. Cars with fewer occupants being charged more, received the least support. Please see Table 9 for a full breakdown.

Table 9. Support of the following measures in relation to flexible or pollution charging

Proposed Measure	Very supportive	Supportive	Unsupportive	Very unsupportive	Not Sure	Base
It being cheaper to travel into Cambridge by public transport than to pay a charge	51.1%	36.1%	5.9%	3.4%	3.4%	438
High polluting vehicles being charged to drive in Cambridge	40.2%	36.5%	13.9%	6.6%	2.7%	438
High polluting vehicles being charged more than other vehicles	41.3%	34.2%	13.2%	7.8%	3.4%	438
Cars with fewer occupants being charged more	16.7%	24.0%	29.7%	23.7%	5.9%	438
Money raised from charging being spent on improving transport across the area	55.3%	31.5%	7.8%	3.0%	2.5%	438
The charge at congested times being higher than at quieter times	28.8%	37.9%	18.0%	10.0%	5.3%	438
The charge only applying at congested times	25.6%	39.5%	20.3%	10.0%	4.6%	438

7.2.2 There was just one significant difference by respondent type to note:

- The extent to which respondents were supportive of it being cheaper to travel into Cambridge by public transport than to pay a charge varied significantly by gender, with 94.1% of women supporting the measure compared to 86% of men.

7.2.3 Respondents were asked if they had any other comments on the possible flexible or pollution charging. The majority of respondents did not have any other comments (70.1%). However, the most common emerging themes for those who did provide comment were:

- many respondents were largely supportive of possible flexible or pollution road charging, but were so with caveats;
- many had concerns over the practicalities of the measure being successfully implemented;
- some had concerns over the financial aspects of the measure.

## 8. CONCLUSIONS

### 8.1 Initial views and priorities for the public transport system

- 8.1.1 The majority (81.2%) of respondents to the quantitative survey were either 'supportive' or 'very supportive' of the vision for significantly improving public transport in Cambridge, the majority of which were 'very supportive'. Those aged 16-34 were more likely to be supportive than those aged over 34.
- 8.1.2 A reliable and frequent service was considered by almost everyone to be particularly important for a transformed public transport network.
- 8.1.3 Respondents were asked their opinions on five potential measures aimed at reducing congestion and raising revenue to fund future public transport:
- Changes to parking;
  - Introducing a Workplace Parking Levy;
  - Physical restrictions;
  - Pollution charging; and
  - Flexible charging.
- 8.1.4 The two measures preferred by respondents were the introduction of a **pollution charge** and the introduction of **flexible charging** for road use based on the busiest times.

### 8.2 Changes to parking

- 8.2.1 Participants were mostly supportive of travel by public transport being cheaper than driving into Cambridge and parking and all additional money raised through parking charges being invested in improvements to public transport.
- 8.2.2 Less support was shown for parking being cheaper for low or zero emission vehicles and businesses being charged for providing car parking for staff (a workplace parking levy).

### 8.3 Physical restrictions

- 8.3.1 Respondents offered low levels of support for physical restrictions, however, the majority felt that if physical restrictions were implemented, essential private vehicle access should be maintained for residential properties.

### 8.4 Flexible or pollution charging

- 8.4.1 Respondents offered high levels of support for most of the variations on flexible and pollution charging, save cars with fewer occupants being charged more.

### 8.5 Overall

- 8.5.1 Overall, the three measures receiving the highest levels of support were:
- Changes to Parking: Travel into Cambridge should be cheaper by public transport than by driving in and parking;
  - Flexible/Pollution Charging: It being cheaper to travel into Cambridge by public transport than to pay a charge; and

- Flexible/Pollution Charging: Money raised from charging being spent on improving transport across the area.

## 8.5.2

The three measure variations receiving the lowest levels of support were:

- Changes to Parking: Businesses being charged for providing car parking for staff (a workplace parking levy);
- Physical Restrictions: Restrictions applying to private vehicles at all times to prioritise other uses; and
- Flexible/Pollution Charging: Cars with fewer occupants being charged more.

### PARKING CONTROLS

Changes to car parking in Cambridge, by reducing parking availability or increasing charges.



#### Estimated Congestion Reduction

↓ **4%** for an increased charge of £5 per use (illustrative example).

#### Potential Revenue Raised Per Year

£ **£16 million** for an increased charge by £5 per use (illustrative example).



- Encourages some use of public transport, walking and cycling.
- Could free up space for other uses.
- May lead to shorter queues for car parks.



- Required reduction in congestion won't be met by this method alone.
- Revenue from parking charges will be reduced if fewer people choose to park.

### WORKPLACE PARKING LEVY (WPL)

A yearly fee is charged for staff car parking.



#### Estimated Congestion Reduction

↓ **2%** for charging £1000 a year per parking space at business premises (illustrative example).

Whilst some employers may choose to pay the charge, others will pass the charge onto employees.

#### Potential Revenue Raised Per Year

£ **£13 million** for charging £1000 per parking space at business premises.



- Encourages businesses to support employees to use sustainable travel options and/or release parking.
- Can encourage commuters to use public transport, walk or cycle, if businesses pass on the charge to their employees.
- Could free up space for other uses.



- Very limited impact on congestion as low levels of employee parking in many parts of the city.
- Impact dependent on business response and whether charge is passed on.

### PHYSICAL MEASURES

Restricted access for cars to specific roads or areas at busy times.



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#### Estimated Congestion Reduction

↓ **Up to 24%** depending on area, but traffic may be displaced to other areas.

#### Potential Revenue Raised Per Year

£ **None directly** would need to consider revenue sources alongside.



- Cleaner air in areas without motor traffic.
- More welcoming environment for pedestrians and cyclists.
- Could help to reduce congestion and enable faster, more reliable public transport journeys in areas with targeted closures.



- Risk of traffic being displaced to other roads, causing congestion in other areas.
- Does not raise revenue to reinvest in public transport.



## FLEXIBLE CHARGE

Charging motor vehicles to drive into and around Cambridge at the busiest times.



### Estimated Congestion Reduction

↓ **15%** various charging options available to meet required congestion reduction.

### Potential Revenue Raised Per Year

£ **£40 million+** depending on scheme definition.



- Could deliver the required reduction in traffic.
- Potential to provide further funding for cheaper fares, and walking and cycling enhancements.
- Provides long-term funding for public transport.
- Flexibility would enable scheme to tackle busiest times and to evolve over time.
- Could work alongside a pollution charge.



- Risk that cars avoid the area, leading to greater congestion elsewhere.
- The scheme could be perceived as unfairly penalising those who live outside Cambridge, but evidence shows that 50% of journeys are within the city.

## POLLUTION CHARGE

Charging polluting vehicles to drive into and around Cambridge.



### Estimated Congestion Reduction

↓ **Up to 15%** initially but could decrease as vehicles become cleaner.

### Potential Revenue Raised Per Year

£ **£25 million** depending on scheme definition, but could decrease as vehicles become cleaner.



- Cleaner air and fewer deaths and illnesses related to air pollution.
- Encourages drivers to move to less polluting vehicles.
- Incentivises businesses to upgrade their fleets.
- Effective (in the short term) in encouraging use of public transport, walking and cycling.



- As vehicles become cleaner, fewer will be affected by the charge and congestion may rise again, and revenues for public transport would fall.
- Risk that drivers avoid the area, leading to greater congestion and pollution elsewhere.

## 1.1 Survey with Question 8 included:

### INTRODUCTION

Good [\[morning/afternoon/evening\]](#), my name is .... from Protel Fieldwork, and I am currently speaking to people in the area about travel to and within Cambridge. We're working with SYSTRA Ltd, on behalf of the Greater Cambridge Partnership who want to improve public transport in Cambridge.

The Greater Cambridge Partnership have identified the biggest transport challenges in Cambridge as congestion, inadequate public transport and air quality.

We are undertaking a short survey, related to this, that will take no more than 15 minutes of your time. As a 'thank you' for your time, you can be entered into a prize draw for one of three chances to win £100 worth of high street shopping vouchers.

The survey includes some questions about you, including about your health and for your name and contact details (for quality assurance and prize draw purposes). Results from the survey will be reported anonymously. The research complies with the Market Research Society Professional Code of Conduct and General Data Protection Regulation (GDPR). You can refuse to answer specific questions and you can withdraw from the research at any time. You have lots of rights in relation to how we treat your personal data, including accessing any data we hold on you; if you would like more information on this you can access this online using the following link: <PRIVACY STATEMENT LINK>.

Do you agree to take part in this survey?

[If yes – continue](#)

[If no – thank and close](#)

First, I need to ask some questions about you, to check that you are eligible for the survey, as we need to make sure that we speak to a wide range of people.

### SCREENER QUESTIONS

Q1.	Which of the following age groups do you fall under?	
	a	Under 16 <a href="#">(Thank &amp; close)</a>
	b	16-24
	c	25-34
	d	35-44
	e	45-54
	f	55-64
	g	65-74
	h	75 or over
	i	Prefer not to say <a href="#">[Do NOT read out]</a>



<b>Q2.</b>	<b>Which of the following districts are you a resident in?</b>	
	a	Cambridge City
	b	South Cambridge
	c	East Cambridge
	d	Huntingdonshire
	e	Fenland
	f	St Edmundsbury
	g	Breckland
	h	Kings Lynn & West Norfolk
	j	Uttlesford
	j	North Hertfordshire
	k	East Hertfordshire
	l	Braintree
	n	Peterborough
	o	None of the above <i>(Thank &amp; close)</i>
	p	Don't know/prefer not to say [Do NOT read out] <i>(Thank &amp; close)</i>

<b>Q3.</b>	<b>Do you ever travel into or within Cambridge?</b>	
	a	Yes
	b	No <i>(Thank &amp; close)</i>
	c	Don't know/prefer not to say [Do NOT read out] <i>(Thank &amp; close)</i>

<b>Q4.</b>	<b>What time of day do you travel into or within Cambridge? (Multiple choice)</b>	
	a	Weekdays from 4am and before 7am
	b	Weekdays from 7am and before 10am
	c	Weekdays from 10am and before 4pm
	d	Weekdays from 4pm and before 7pm
	e	Weekdays from 7pm and before 4am
	f	Saturdays
	g	Sundays
	h	Don't know/prefer not to say [Do NOT read out]

*[If Q4 ≠ b thank and close]*

<b>Q5.</b>	<b>You said you travel into or within Cambridge on weekdays from 7am and before 10 am. How often do you usually travel into or within Cambridge during this morning peak period?</b>	
	a	Five or more times a week
	b	Two to four times a week
	c	Once a week
	d	Less than once a week but at least once a month <i>(Thank &amp; close)</i>
	e	Less than once a month <i>(Thank &amp; close)</i>
	f	Don't know/prefer not to say [Do NOT read out] <i>(Thank &amp; close)</i>

<b>Q6.</b>	<b>What is the <u>main</u> reason for your travel into or within Cambridge during the morning peak?</b>	
	a	Commuting to/from work
	b	Commuting to/from education
	c	School drop off/pick up
	d	Employer's business
	e	Personal business
	f	Leisure activities
	g	Other (please specify)
	h	Don't know/prefer not to say <a href="#">[Do NOT read out]</a>

<b>Q7.</b>	<b>What is the <u>main</u> mode of transport you use to travel into or within Cambridge during the morning peak?</b>	
	a	Car/Van (as a driver, travelling alone)
	b	Car/Van (as a driver, with passenger/s)
	c	Car/Van (as a passenger)
	d	Taxi
	e	Train
	f	Park and Ride (onward journey by bus)
	g	Park and Ride (onward journey by bicycle)
	h	Guided bus service
	i	Local bus service
	j	Other bus, minibus or coach services
	k	Motorcycle/Moped/Scooter
	l	Bicycle
	m	Walking/Running
	n	Other, please specify
	o	Don't know/prefer not to say <a href="#">[Do NOT read out]</a>

## TRANSFORMING PUBLIC TRANSPORT

Thank you. The next set of questions are about the Greater Cambridge Partnership's future Public Transport vision.

The Greater Cambridge Partnership state that public transport into and within Cambridge needs to offer **better alternatives to the car**, and unless this is addressed now, challenges such as congestion and poor air quality will continue to affect more people every day.

The Greater Cambridge Partnership have looked at how they can significantly improve public transport across the area, alongside continued improvements to walking and cycling provision, to give people better choices for travelling. Their vision is for:

- New public transport infrastructure, with fast, segregated routes into Cambridge;
- Faster, more frequent, more reliable services;
- Better feeder services in rural areas;
- Extended operating hours and a single ticketing system;

- Improved cycling and walking routes, and more encouragement for people to cycle, car share or use Park&Ride; and
- A system that works for everyone: whether using public transport, driving a car, walking or cycling, you can get to where you need to go more quickly.

To guarantee fast and reliable transport, an investment of more than £20 million per year and around a 25% reduction in the number of car journeys into Cambridge, will be needed.

Q8.	When thinking about a transformed public transport network, on a scale of 1 to 10, where 1 is not important and 10 is very important, how important or unimportant would you rate each of the following: <a href="#">[Randomise order presented]</a>										
A	Having accurate live information on vehicle arrivals and departures	10 Very important	9	8	7	6	5	4	3	2	1 Not important
B	A frequent service	10 Very important	9	8	7	6	5	4	3	2	1 Not important
C	Getting on and off close to home and work	10 Very important	9	8	7	6	5	4	3	2	1 Not important
D	Cheaper fares	10 Very important	9	8	7	6	5	4	3	2	1 Not important
E	Accessible for all users	10 Very important	9	8	7	6	5	4	3	2	1 Not important
F	Services have longer operating hours, including at weekends	10 Very important	9	8	7	6	5	4	3	2	1 Not important
G	Using the same ticket across the public transport network	10 Very important	9	8	7	6	5	4	3	2	1 Not important
H	Service uses low or zero emission vehicles	10 Very important	9	8	7	6	5	4	3	2	1 Not important
I	A comfortable journey	10 Very important	9	8	7	6	5	4	3	2	1 Not important
J	A reliable service	10 Very important	9	8	7	6	5	4	3	2	1 Not important
K	A faster service	10 Very important	9	8	7	6	5	4	3	2	1 Not important

Q9.	When thinking about a transformed public transport network, is there anything else that is important to you?										
a	Yes (please specify) <a href="#">[Do NOT read out]</a>										
b	No/Don't know <a href="#">[Do NOT read out]</a>										

## DELIVERING TRANSFORMED PUBLIC TRANSPORT

Thank you. The next set of questions are about the delivery of the Greater Cambridge Partnership's future Public Transport vision.

In order to create a world class public transport system, the Greater Cambridge Partnership need to consider some key challenges:

- How to **reduce congestion**.
- How to **pay** for improved public transport, cycling and walking networks over the longer term.
- How to **improve air quality**.

Several measures could be considered to address these challenges, including:

- Increases to **parking charges**;

- Introducing a **workplace parking levy** which would mean businesses pay a yearly fee for staff car parking places and this fee could be passed on to employees;
- Introducing **physical restrictions** to roads;
- Introducing **flexible charging** which would mean motor vehicles driving into and around Cambridge at the busiest times pay a fee; and
- Introducing a **pollution charge** which would mean polluting vehicles travelling into and around Cambridge pay a fee.

Before introducing any of these changes, better public transport would need to be in place so people have an attractive alternative to the car. The Greater Cambridge Partnership has access to funding to make the initial improvements, but a longer term way of raising money is needed for the future.

<b>Q10.</b>	<b>Are you [read out options] of the vision for significantly improving public transport?</b>
a	Very supportive
b	Supportive
c	Unsupportive
d	Very unsupportive
e	Not sure [Do NOT read out]

<b>Q11a.</b>	<b>Which of the following ideas do you think is <u>most</u> important for the Greater Cambridge Partnership to consider, in terms of funding significant improvements to public transport in the long term? (You will have a chance to comment on each in more detail later on) [Randomise order presented]</b>
a	Increasing parking charges
b	Introducing a workplace parking levy
c	Introducing physical restrictions
d	Introducing flexible charging for road use based on the busiest times
e	Introducing a pollution charge

<b>Q11b.</b>	<b>And which of these ideas do you think is next most important for the Greater Cambridge Partnership to consider? [Present in the same order as Q11a, excluding option already selected at Q11a]</b>
a	Increasing parking charges
b	Introducing a workplace parking levy
c	Introducing physical restrictions
d	Introducing flexible charging for road use based on the busiest times
e	Introducing a pollution charge

<b>Q12a.</b>	<b>Do you think the Greater Cambridge Partnership should consider any other ideas to help fund and deliver improved public transport?</b>
a	Yes (please specify) [Do NOT read out]
b	No/Don't know [Do NOT read out]

<b>Q12b.</b>	<b>[If Q12a=a] Do you think this is more or less important for them to consider than [insert answer to Q11a] and [insert answer to Q11b]?</b>	
	a	More important than both
	b	Less important than [answer selected at Q11a] but more important than [answer selected at Q11b]
	c	Less important than both
	d	Don't know [Do NOT read out]

## Changes to parking

There are two possible ways to change parking in Cambridge: Car parking controls and a Workplace Parking Levy. Both of these could lead to greater use of public transport, walking and cycling, and potentially free up road space for these transport options.

Parking controls could reduce the availability of parking or increase parking charges. If the price of parking was increased by £5 per use, the Greater Cambridge Partnership might expect:

- A 4% reduction in congestion, which will not meet the required level of reduction;
- £16million revenue raised per year. However, this could reduce in the long-term if people later decide not to park; and
- Shorter queues for car parks.

A Workplace Parking Levy would mean a yearly fee is charged for staff parking (either to the business or passed on to the employee). For a charge of £1,000 per parking space, the Greater Cambridge Partnership might expect:

- A 2% reduction in congestion, which will not meet the required level of reduction; and
- £13million revenue raised per year.

<b>Q13.</b>	<b>If increases were made to parking charges, would you be very supportive, supportive, unsupportive or very unsupportive of the following: [Randomise order presented]</b>					
A	Travel into Cambridge being cheaper by public transport than by driving in and parking	Very Supportive	Supportive	Unsupportive	Very Unsupportive	Not sure [Do NOT read out]
B	Parking being cheaper for low or zero emission vehicles	Very Supportive	Supportive	Unsupportive	Very Unsupportive	Not sure [Do NOT read out]
C	Businesses being charged for providing car parking for staff (a workplace parking levy)	Very Supportive	Supportive	Unsupportive	Very Unsupportive	Not sure [Do NOT read out]

D	All additional money raised through parking charges being spent on improving transport across the area	Very Supportive	Supportive	Unsupportive	Very Unsupportive	Not sure [Do NOT read out]
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<b>Q14.</b>	<b>Do you have any other comments on the possible changes to parking?</b>					
	a	Yes (please specify) [Do NOT read out]				
	b	No/Don't know [Do NOT read out]				

## Physical restrictions

Cambridge is a historic city with limited road space. Changing car access to parts of the city centre would reduce congestion by up to 24% (dependent on the area), create space for other transport options and improve air quality. However, physical restrictions would not help to fund public transport improvements and may displace traffic to other areas, increasing congestion elsewhere. This would mean that the Greater Cambridge Partnership would need to look at other options to raise revenue alongside this measure.

<b>Q15.</b>	<b>If changes were to be made to vehicle access to some roads, would you be very supportive, supportive, unsupportive or very unsupportive of the following: [Randomise order presented]</b>					
A	Restrictions only applying to private vehicles at busy times	Very Supportive	Supportive	Unsupportive	Very Unsupportive	Not sure [Do NOT read out]
B	Restrictions applying to private vehicles at all times to prioritise other uses	Very Supportive	Supportive	Unsupportive	Very Unsupportive	Not sure [Do NOT read out]
C	Maintaining essential private vehicle access to residential properties	Very Supportive	Supportive	Unsupportive	Very Unsupportive	Not sure [Do NOT read out]
D	Restrictions only applying to high polluting vehicles	Very Supportive	Supportive	Unsupportive	Very Unsupportive	Not sure [Do NOT read out]

<b>Q16.</b>	<b>Do you have any other comments on the possible changes to road access?</b>					
	a	Yes (please specify) [Do NOT read out]				
	b	No/Don't know [Do NOT read out]				

## Flexible or pollution charging

There are two possible ways that a charging system could be designed: Flexible charging and Toxicity or Pollution Charging. Both of these could lead to greater use of public transport, walking and cycling, and are likely to be most effective in raising money for improvements to these transport options, as well as reducing congestion.

Flexible Charging would charge motor vehicles a fee to drive into and around Cambridge at the busiest times. The Greater Cambridge Partnership expect that this option could:

- Reduce congestion by 15% or more;
- Raise £40-90million in revenue per year, dependent on the scheme definition, which could provide even greater benefits such as reductions in public transport fares; and
- Work alongside other measures, such as a pollution charge.

Toxicity or Pollution Charging would charge polluting vehicles a fee to travel into and around Cambridge. The Greater Cambridge Partnership expect that this option could:

- Initially reduce congestion by up to 15% ;
- Initially raise £25million in revenue per year;
- Create improvements in air quality;
- However, these effects may not be long-term as drivers and businesses will be encouraged to move to less polluting vehicles. Additionally, there is potential for congestion and pollution to move elsewhere.

Q17. If a system of flexible or pollution charging was introduced, would you be very supportive, supportive, unsupportive or very unsupportive of the following: <a href="#">[Randomise order presented]</a>						
A	It being cheaper to travel into Cambridge by public transport than to pay a charge	Very Supportive	Supportive	Unsupportive	Very Unsupportive	Not sure <a href="#">[Do NOT read out]</a>
B	High polluting vehicles being charged to drive in Cambridge	Very Supportive	Supportive	Unsupportive	Very Unsupportive	Not sure <a href="#">[Do NOT read out]</a>
C	High polluting vehicles being charged more than other vehicles	Very Supportive	Supportive	Unsupportive	Very Unsupportive	Not sure <a href="#">[Do NOT read out]</a>
D	Cars with fewer occupants being charged more	Very Supportive	Supportive	Unsupportive	Very Unsupportive	Not sure <a href="#">[Do NOT read out]</a>

E	Money raised from charging being spent on improving transport across the area	Very Supportive	Supportive	Unsupportive	Very Unsupportive	Not sure [Do NOT read out]
F	The charge at congested times being higher than at quieter times	Very Supportive	Supportive	Unsupportive	Very Unsupportive	Not sure [Do NOT read out]
G	The charge only applying at congested times	Very Supportive	Supportive	Unsupportive	Very Unsupportive	Not sure [Do NOT read out]

<b>Q18.</b>	<b>Do you have any other comments on the possible flexible or pollution road charging?</b>					
	a	Yes (please specify) [Do NOT read out]				
	b	No/Don't know [Do NOT read out]				

## DEMOGRAPHICS

Thank you. The next and final questions are about you.

<b>Q19.</b>	<b>How do you describe your gender?</b>					
	a	Male				
	b	Female				
	c	Prefer not to say [Do NOT read out]				
	d	Other [please specify:_____]				

<b>Q20.</b>	<b>Which of the following best describes your current situation?</b>					
	a	Working full-time (30+ hours a week)				
	b	Working part-time (less than 30 hours a week)				
	c	Unemployed / Seeking work				
	d	Retired				
	e	In education / student (full or part-time)				
	f	Stay at home parent / carer or similar				
	g	Prefer not to say [Do NOT read out]				
	h	Other [please specify:_____]				



<b>Q21.</b>	<b>Approximately, what is your annual <u>household</u> income before tax?</b>
a	Less than £16,000
b	£16,000 to £23,999
c	£24,000 to £31,999
d	£32,000 to £63,999
e	£64,000 to £95,999
f	£96,000 or more
g	Prefer not to say <a href="#">[Do NOT read out]</a>

<b>Q22.</b>	<b>Do you have a long-term illness or disability that affects the way you travel? <a href="#">[Multiple response]</a></b>
a	No <a href="#">[Single response]</a>
b	Yes - Visual impairment
c	Yes - Mobility impairment
d	Yes - Hearing impairment
e	Yes - Mental health illness
f	Yes - Learning difficulty
g	Yes - Other, please specify
h	Prefer not to say <a href="#">[Do NOT read out]</a>

## PRIZE DRAW

<b>Q23.</b>	<b>Would you like to be entered into a prize draw for one of three chances to win £100 worth of high street shopping vouchers? The prize draw will be administered by SYSTRA Ltd, with the winners drawn at random by 23<sup>rd</sup> April 2019.</b>
a	Yes
b	No

<b>Q24a.</b>	<b>Finally, please may I take your contact details? We ask all participants for their contact details for our own quality assurance purposes. However, we'll also need them if you indicated that you would like to be entered into the prize draw. Your contact details will be treated in confidence and used only for the purposes for which you have agreed.</b>
a	Yes <a href="#">(Continue)</a>
b	No <a href="#">(Thank &amp; close)</a>
<b>Q24b.</b>	Name _____
<b>Q24c.</b>	Telephone Number _____
<b>Q24d.</b>	Email Address _____

**SYSTRA**

## 1.2 Survey with removal of Question 8 and change to Question 9:

### INTRODUCTION

Good [\[morning/afternoon/evening\]](#), my name is .... from Protel Fieldwork, and I am currently speaking to people in the area about travel to and within Cambridge. We're working with SYSTRA Ltd, on behalf of the Greater Cambridge Partnership who want to improve public transport in Cambridge.

The Greater Cambridge Partnership have identified the biggest transport challenges in Cambridge as congestion, inadequate public transport and air quality.

We are undertaking a short survey, related to this, that will take no more than 15 minutes of your time. As a 'thank you' for your time, you can be entered into a prize draw for one of three chances to win £100 worth of high street shopping vouchers.

The survey includes some questions about you, including about your health and for your name and contact details (for quality assurance and prize draw purposes). Results from the survey will be reported anonymously. The research complies with the Market Research Society Professional Code of Conduct and General Data Protection Regulation (GDPR). You can refuse to answer specific questions and you can withdraw from the research at any time. You have lots of rights in relation to how we treat your personal data, including accessing any data we hold on you; if you would like more information on this you can access this online using the following link: [<PRIVACY STATEMENT LINK>](#).

Do you agree to take part in this survey?

[If yes – continue](#)

[If no – thank and close](#)

First, I need to ask some questions about you, to check that you are eligible for the survey, as we need to make sure that we speak to a wide range of people.

### SCREENER QUESTIONS

Q1.	Which of the following age groups do you fall under?
a	Under 16 <a href="#">(Thank &amp; close)</a>
b	16-24
c	25-34
d	35-44
e	45-54
f	55-64
g	65-74
h	75 or over
i	Prefer not to say <a href="#">[Do NOT read out]</a>

<b>Q2.</b>	<b>Which of the following districts are you a resident in?</b>	
	a	Cambridge City
	b	South Cambridge
	c	East Cambridge
	d	Huntingdonshire
	e	Fenland
	f	St Edmundsbury
	g	Breckland
	h	Kings Lynn & West Norfolk
	j	Uttlesford
	j	North Hertfordshire
	k	East Hertfordshire
	l	Braintree
	n	Peterborough
	o	None of the above <i>(Thank &amp; close)</i>
	p	Don't know/prefer not to say <i>[Do NOT read out] (Thank &amp; close)</i>

<b>Q3.</b>	<b>Do you ever travel into or within Cambridge?</b>	
	a	Yes
	b	No <i>(Thank &amp; close)</i>
	c	Don't know/prefer not to say <i>[Do NOT read out] (Thank &amp; close)</i>

<b>Q4.</b>	<b>What time of day do you travel into or within Cambridge? (Multiple choice)</b>	
	a	Weekdays from 4am and before 7am
	b	Weekdays from 7am and before 10am
	c	Weekdays from 10am and before 4pm
	d	Weekdays from 4pm and before 7pm
	e	Weekdays from 7pm and before 4am
	f	Saturdays
	g	Sundays
	h	Don't know/prefer not to say <i>[Do NOT read out]</i>

*[If Q4 ≠ b thank and close]*

<b>Q5.</b>	<b>You said you travel into or within Cambridge on weekdays from 7am and before 10 am. How often do you usually travel into or within Cambridge during this morning peak period?</b>	
	a	Five or more times a week
	b	Two to four times a week
	c	Once a week
	d	Less than once a week but at least once a month <i>(Thank &amp; close)</i>
	e	Less than once a month <i>(Thank &amp; close)</i>
	f	Don't know/prefer not to say <i>[Do NOT read out] (Thank &amp; close)</i>

<b>Q6.</b>	<b>What is the <u>main</u> reason for your travel into or within Cambridge during the morning peak?</b>	
	a	Commuting to/from work
	b	Commuting to/from education
	c	School drop off/pick up
	d	Employer's business
	e	Personal business
	f	Leisure activities
	g	Other (please specify)
	h	Don't know/prefer not to say <a href="#">[Do NOT read out]</a>

<b>Q7.</b>	<b>What is the <u>main</u> mode of transport you use to travel into or within Cambridge during the morning peak?</b>	
	a	Car/Van (as a driver, travelling alone)
	b	Car/Van (as a driver, with passenger/s)
	c	Car/Van (as a passenger)
	d	Taxi
	e	Train
	f	Park and Ride (onward journey by bus)
	g	Park and Ride (onward journey by bicycle)
	h	Guided bus service
	i	Local bus service
	j	Other bus, minibus or coach services
	k	Motorcycle/Moped/Scooter
	l	Bicycle
	m	Walking/Running
	n	Other, please specify
	o	Don't know/prefer not to say <a href="#">[Do NOT read out]</a>

## TRANSFORMING PUBLIC TRANSPORT

Thank you. To tackle congestion and poor air quality the Greater Cambridge Partnership state that public transport, walking and cycling into and within Cambridge needs to offer **better alternatives to the car**. Their vision is for:

- Segregated public transport routes into Cambridge;
- Faster, more frequent, more reliable services;
- Better feeder services in rural areas;
- Extended operating hours and a single ticketing system;
- Improved cycling and walking routes, and more encouragement for people to cycle, car share or use Park&Ride; and
- A system that works for everyone: whether using public transport, driving a car, walking or cycling, you can get to where you need to go more quickly.

To guarantee fast and reliable transport, an investment of more than £20 million per year and around a 25% reduction in the number of car journeys into Cambridge, will be needed.

<b>Q9.</b>	<b>When thinking about a transformed public transport network, is there anything that is particularly important to you?</b>	
	a	Yes (please specify) <a href="#">[Do NOT read out]</a>
	b	No/Don't know <a href="#">[Do NOT read out]</a>

## DELIVERING TRANSFORMED PUBLIC TRANSPORT

Thank you. The next set of questions are about the delivery of the Greater Cambridge Partnership's future Public Transport vision.

In order to create a world class public transport system, the Greater Cambridge Partnership need to consider some key challenges:

- How to **reduce congestion**.
- How to **pay** for improved public transport, cycling and walking networks over the longer term.
- How to **improve air quality**.

Several measures could be considered to address these challenges, including:

- Increases to **parking charges**;
- Introducing a **workplace parking levy** which would mean businesses pay a yearly fee for staff car parking places and this fee could be passed on to employees;
- Introducing **physical restrictions** to roads;
- Introducing **flexible charging** which would mean motor vehicles driving into and around Cambridge at the busiest times pay a fee; and
- Introducing a **pollution charge** which would mean polluting vehicles travelling into and around Cambridge pay a fee.

Before introducing any of these changes, better public transport would need to be in place so people have an attractive alternative to the car. The Greater Cambridge Partnership has access to funding to make the initial improvements, but a longer term way of raising money is needed for the future.

<b>Q10.</b>	<b>Are you <a href="#">[read out options]</a> of the vision for significantly improving public transport?</b>	
	a	Very supportive
	b	Supportive
	c	Unsupportive
	d	Very unsupportive
	e	Not sure <a href="#">[Do NOT read out]</a>

<b>Q11a.</b>	<b>Which of the following ideas do you think is <u>most</u> important for the Greater Cambridge Partnership to consider, in terms of funding significant improvements to public transport in the long term? (You will have a chance to comment on each in more detail later on) <a href="#">[Randomise order presented]</a></b>	
	a	Increasing parking charges
	b	Introducing a workplace parking levy
	c	Introducing physical restrictions
	d	Introducing flexible charging for road use based on the busiest times
	e	Introducing a pollution charge

<b>Q11b.</b>	<b>And which of these ideas do you think is next most important for the Greater Cambridge Partnership to consider? <a href="#">[Present in the same order as Q11a, excluding option already selected at Q11a]</a></b>	
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	a	Increasing parking charges
	b	Introducing a workplace parking levy
	c	Introducing physical restrictions
	d	Introducing flexible charging for road use based on the busiest times
	e	Introducing a pollution charge

<b>Q12a.</b>	<b>Do you think the Greater Cambridge Partnership should consider any other ideas to help fund and deliver improved public transport?</b>	
	a	Yes (please specify) <a href="#">[Do NOT read out]</a>
	b	No/Don't know <a href="#">[Do NOT read out]</a>

<b>Q12b.</b>	<b><a href="#">[If Q12a=a]</a> Do you think this is more or less important for them to consider than <a href="#">[insert answer to Q11a]</a> and <a href="#">[insert answer to Q11b]</a>?</b>	
	a	More important than both
	b	Less important than <a href="#">[answer selected at Q11a]</a> but more important than <a href="#">[answer selected at Q11b]</a>
	c	Less important than both
	d	Don't know <a href="#">[Do NOT read out]</a>

## Changes to parking

There are two possible ways to change parking in Cambridge: Car parking controls and a Workplace Parking Levy. Both of these could lead to greater use of public transport, walking and cycling, and potentially free up road space for these transport options.

Parking controls could reduce the availability of parking or increase parking charges. If the price of parking was increased by £5 per use, the Greater Cambridge Partnership might expect:

- A 4% reduction in congestion, which will not meet the required level of reduction;
- £16million revenue raised per year. However, this could reduce in the long-term if people later decide not to park; and
- Shorter queues for car parks.

A Workplace Parking Levy would mean a yearly fee is charged for staff parking (either to the business or passed on to the employee). For a charge of £1,000 per parking space, the Greater Cambridge Partnership might expect:

- A 2% reduction in congestion, which will not meet the required level of reduction; and
- £13million revenue raised per year.

<b>Q13.</b>	<b>If increases were made to parking charges, would you be very supportive, supportive, unsupportive or very unsupportive of the following: <a href="#">[Randomise order presented]</a></b>					
A	Travel into Cambridge being cheaper by public transport than by driving in and parking	Very Supportive	Supportive	Unsupportive	Very Unsupportive	Not sure <a href="#">[Do NOT read out]</a>

B	Parking being cheaper for low or zero emission vehicles	Very Supportive	Supportive	Unsupportive	Very Unsupportive	Not sure [Do NOT read out]
C	Businesses being charged for providing car parking for staff (a workplace parking levy)	Very Supportive	Supportive	Unsupportive	Very Unsupportive	Not sure [Do NOT read out]
D	All additional money raised through parking charges being spent on improving transport across the area	Very Supportive	Supportive	Unsupportive	Very Unsupportive	Not sure [Do NOT read out]

<b>Q14.</b>	<b>Do you have any other comments on the possible changes to parking?</b>					
	a	Yes (please specify) [Do NOT read out]				
	b	No/Don't know [Do NOT read out]				

## Physical restrictions

Cambridge is a historic city with limited road space. Changing car access to parts of the city centre would reduce congestion by up to 24% (dependent on the area), create space for other transport options and improve air quality. However, physical restrictions would not help to fund public transport improvements and may displace traffic to other areas, increasing congestion elsewhere. This would mean that the Greater Cambridge Partnership would need to look at other options to raise revenue alongside this measure.

<b>Q15.</b>	<b>If changes were to be made to vehicle access to some roads, would you be very supportive, supportive, unsupportive or very unsupportive of the following: [Randomise order presented]</b>					
A	Restrictions only applying to private vehicles at busy times	Very Supportive	Supportive	Unsupportive	Very Unsupportive	Not sure [Do NOT read out]
B	Restrictions applying to private vehicles at all times to prioritise other uses	Very Supportive	Supportive	Unsupportive	Very Unsupportive	Not sure [Do NOT read out]
C	Maintaining essential private vehicle access to residential properties	Very Supportive	Supportive	Unsupportive	Very Unsupportive	Not sure [Do NOT read out]

D	Restrictions only applying to high polluting vehicles	Very Supportive	Supportive	Unsupportive	Very Unsupportive	Not sure [Do NOT read out]
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Q16.	Do you have any other comments on the possible changes to road access?					
	a	Yes (please specify) [Do NOT read out]				
	b	No/Don't know [Do NOT read out]				

## Flexible or pollution charging

There are two possible ways that a charging system could be designed: Flexible charging and Toxicity or Pollution Charging. Both of these could lead to greater use of public transport, walking and cycling, and are likely to be most effective in raising money for improvements to these transport options, as well as reducing congestion.

Flexible Charging would charge motor vehicles a fee to drive into and around Cambridge at the busiest times. The Greater Cambridge Partnership expect that this option could:

- Reduce congestion by 15% or more;
- Raise £40-90million in revenue per year, dependent on the scheme definition, which could provide even greater benefits such as reductions in public transport fares; and
- Work alongside other measures, such as a pollution charge.

Toxicity or Pollution Charging would charge polluting vehicles a fee to travel into and around Cambridge. The Greater Cambridge Partnership expect that this option could:

- Initially reduce congestion by up to 15% ;
- Initially raise £25million in revenue per year;
- Create improvements in air quality;
- However, these effects may not be long-term as drivers and businesses will be encouraged to move to less polluting vehicles. Additionally, there is potential for congestion and pollution to move elsewhere.

Q17.	If a system of flexible or pollution charging was introduced, would you be very supportive, supportive, unsupportive or very unsupportive of the following: [Randomise order presented]					
A	It being cheaper to travel into Cambridge by public transport than to pay a charge	Very Supportive	Supportive	Unsupportive	Very Unsupportive	Not sure [Do NOT read out]
B	High polluting vehicles being charged to drive in Cambridge	Very Supportive	Supportive	Unsupportive	Very Unsupportive	Not sure [Do NOT read out]



C	High polluting vehicles being charged more than other vehicles	Very Supportive	Supportive	Unsupportive	Very Unsupportive	Not sure [Do NOT read out]
D	Cars with fewer occupants being charged more	Very Supportive	Supportive	Unsupportive	Very Unsupportive	Not sure [Do NOT read out]
E	Money raised from charging being spent on improving transport across the area	Very Supportive	Supportive	Unsupportive	Very Unsupportive	Not sure [Do NOT read out]
F	The charge at congested times being higher than at quieter times	Very Supportive	Supportive	Unsupportive	Very Unsupportive	Not sure [Do NOT read out]
G	The charge only applying at congested times	Very Supportive	Supportive	Unsupportive	Very Unsupportive	Not sure [Do NOT read out]

<b>Q18.</b>	<b>Do you have any other comments on the possible flexible or pollution road charging?</b>	
	a	Yes (please specify) [Do NOT read out]
	b	No/Don't know [Do NOT read out]

## DEMOGRAPHICS

Thank you. The next and final questions are about you.

<b>Q19.</b>	<b>How do you describe your gender?</b>	
	a	Male
	b	Female
	c	Prefer not to say [Do NOT read out]
	d	Other [please specify: _____]

<b>Q20.</b>	<b>Which of the following best describes your current situation?</b>	
	a	Working full-time (30+ hours a week)
	b	Working part-time (less than 30 hours a week)
	c	Unemployed / Seeking work
	d	Retired

e	In education / student (full or part-time)
f	Stay at home parent / carer or similar
g	Prefer not to say [Do NOT read out]
h	Other [please specify:_____]

<b>Q21.</b>	<b>Approximately, what is your annual <u>household</u> income before tax?</b>
a	Less than £16,000
b	£16,000 to £23,999
c	£24,000 to £31,999
d	£32,000 to £63,999
e	£64,000 to £95,999
f	£96,000 or more
g	Prefer not to say [Do NOT read out]

<b>Q22.</b>	<b>Do you have a long-term illness or disability that affects the way you travel? [Multiple response]</b>
a	No [Single response]
b	Yes - Visual impairment
c	Yes - Mobility impairment
d	Yes - Hearing impairment
e	Yes - Mental health illness
f	Yes - Learning difficulty
g	Yes - Other, please specify
h	Prefer not to say [Do NOT read out]

## PRIZE DRAW

<b>Q23.</b>	<b>Would you like to be entered into a prize draw for one of three chances to win £100 worth of high street shopping vouchers? The prize draw will be administered by SYSTRA Ltd, with the winners drawn at random by 23<sup>rd</sup> April 2019.</b>
a	Yes
b	No

<b>Q24a.</b>	<b>Finally, please may I take your contact details? We ask all participants for their contact details for our own quality assurance purposes. However, we'll also need them if you indicated that you would like to be entered into the prize draw. Your contact details will be treated in confidence and used only for the purposes for which you have agreed.</b>
a	Yes ( <i>Continue</i> )
b	No ( <i>Thank &amp; close</i> )
<b>Q24b.</b>	Name _____
<b>Q24c.</b>	Telephone Number _____
<b>Q24d.</b>	Email Address _____

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## Appendix 5: Preliminary equalities screening of City Access public transport and demand management strategy (reviewed)

Protected characteristic / target group	Preliminary impact screening
<b>Age</b>	<ul style="list-style-type: none"> <li>Both young and old people are less likely to own and drive cars, and more likely to be reliant on public transport.</li> <li>Measures that provide a revenue stream to support better public transport services and/or facilitate the reallocation of road space that improves public transport or walking/cycling provision are likely to positively promote equality for the young and old.</li> <li>The negative health impacts arising from air pollution due to vehicle emissions are disproportionately damaging for children and older people.</li> </ul>
<b>Sex</b>	<ul style="list-style-type: none"> <li>No anticipated equalities impact of demand management mechanisms.</li> </ul>
<b>Gender identity</b>	<ul style="list-style-type: none"> <li>No anticipated equalities impact of demand management mechanisms.</li> </ul>
<b>Race</b>	<ul style="list-style-type: none"> <li>No anticipated equalities impact of demand management mechanisms.</li> </ul>
<b>Religion</b>	<ul style="list-style-type: none"> <li>No anticipated equalities impact of demand management mechanisms.</li> </ul>
<b>Sexual orientation</b>	<ul style="list-style-type: none"> <li>No anticipated equalities impact of demand management mechanisms.</li> </ul>
<b>Marital status</b>	<ul style="list-style-type: none"> <li>No anticipated equalities impact of demand management mechanisms.</li> </ul>
<b>Pregnancy &amp; maternity</b>	<ul style="list-style-type: none"> <li>Potential for both minor positive and minor negative impacts.</li> <li>People travelling babies are more likely to be encumbered when travelling and may prefer to use a car where possible.</li> <li>For those without access to a car, more and better public transport is likely to make use of public transport with a small baby easier and more accessible.</li> </ul>
<b>Disability</b>	<ul style="list-style-type: none"> <li>Likely to have mixed impacts.</li> <li>Exempting blue badge holders from road pricing mechanisms would minimise the scope for negative equalities impacts.</li> <li>Physical demand management may have negative equalities impacts if disabled people are prevented from using cars to access parts of the city.</li> <li>Those with disabilities that do not qualify for a blue badge (for example, those with autism) may nevertheless find use of public transport challenging. Measures that increase the cost or difficulty of car use for these groups may have adverse equalities impacts.</li> <li>On the other hand, for those disabled people that are reliant on public transport (including but not limited to those with visual impairments) demand management measures that improve public transport have the potential to positively promote equality.</li> </ul>
<b>Low income</b>	<ul style="list-style-type: none"> <li>Likely to have mixed impacts.</li> <li>In many places there is a link between deprivation and exposure to poor air quality. This can be masked when looking at formal deprivation data which looks at neighbourhood level because, in general, pollution levels are worse along main roads and in many neighbourhoods, this may be where the cheapest housing is located.</li> <li>Nationally, the poorest groups in society are much less likely to have access to a car and much more likely to be solely reliant on public transport or to make more PT journeys.</li> <li>Demand management measures that improve the provision of high quality public transport therefore have the potential for positive equalities impacts.</li> <li>Air quality measures can have a greater impact upon people with older cars</li> <li>Shift workers and commuters travelling outside of normal hours can be more heavily reliant upon the private car given limited public transport options.</li> </ul>

**Report To:** Greater Cambridge Partnership Joint Assembly

6<sup>th</sup> June 2019

**Lead Officer:** Peter Blake – GCP Director of Transport

**WEST OF CAMBRIDGE PACKAGE - CAMBRIDGE SOUTH WEST TRAVEL HUB**

**1. Purpose**

- 1.1. This report provides an update on progress with the West of Cambridge package.
- 1.2. The West of Cambridge area is one of the key routes in to Cambridge. It suffers from considerable congestion, particularly at the Cambridge end and the junction with the M11. There are some large development sites on this corridor and it provides a key access route to the Cambridge Biomedical Campus (CBC). Cambridge South West Travel Hub (CSWTH) proposals support the Greater Cambridge Partnership's (GCP's) transport vision of creating better, greener transport networks, connecting people to homes, jobs and study, and supporting economic growth.
- 1.3. The purpose of this report is to present the results of the public consultation and conclusion of the 'Outline Business Case' (OBC) undertaken on the Travel Hub capacity options at J11 of the M11 and associated public transport/ vehicular priority measures.

**2. Background**

- 2.1 Between 2011 and 2031 there are a planned additional 15,500 new homes and 20,000 new jobs in development locations to the west and south of Cambridge, at CBC, Cambridge Northern Fringe, Cambridge North West, Cambridge Southern Fringe, West Cambridge, Cambourne and Bourn. It is to be expected that a significant proportion of new residents and new workers will need to make orbital trips between the north, west and south of Cambridge and interventions are required that will support them to make those trips in a way that minimises pressure on key radial routes.
- 2.2 The West of Cambridge area is one of the key routes into Cambridge. The Southern Fringe, including the CBC, is experiencing a high level of employment growth. A range of existing and future transport problems, which have the potential to constrain economic growth to the south and west of Cambridge have been identified:
  - Congestion on the A1309, between M11 Junction 11 and the CBC and city centre. Peak period average speeds are less than 10mph on multiple sections of the road.
  - Congestion at M11 Junction 11, including the A10 approach from the south-west which experiences delays of approximately 16 minutes during the morning peak hour.
  - Higher private car mode share for journeys from the south and south-west.
  - Insufficient parking capacity at the existing Trumpington Travel Hub.
  - Congestion currently affecting Travel Hub bus services along the A1309.

- 2.3 The predicted traffic growth rates are significant, as outlined in the recent report on transport impacts of future CBC development. At the present time 34,000 vehicles per day are using J11 from A10, M11 North and South and Cambridge between 0700 and 1900. In those 12 hours 13,600 were travelling from J11 towards Cambridge. The division of movements is as shown in **Figure 1** below:

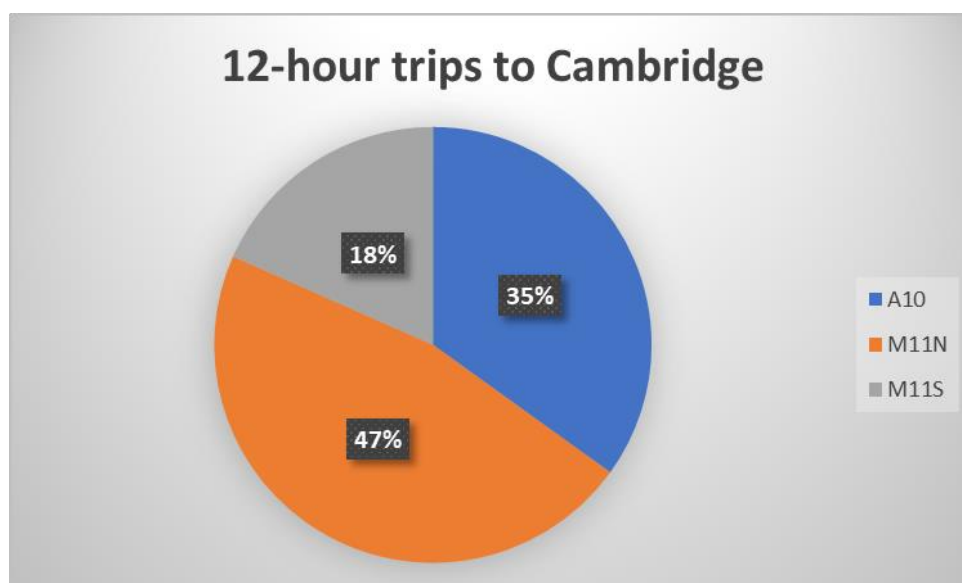


Figure 1: Traffic Movements at Junction 11 of M11

- 2.4 Traffic using the current Travel Hub was 11% of overall 12-hour trips along this corridor towards Cambridge. The current site is to be expanded to 1690 spaces, which are forecast to fill up almost as soon as they can be built. The traffic growth to 2031 with Local Plan developments requires more Travel Hub spaces to mitigate the impact on the local network. Transport modelling demonstrates a potential increase in traffic using J11 by 2031 of 23% (AM peak), with the greatest increase coming from the south (M11S).
- 2.5 If the AM peak increases are repeated across 12 hours, the number of vehicles using J11 in 2031 would increase to 41,800. With no extra capacity at J11 this location would be at a standstill causing hard shoulder running and significant network issues.
- 2.6 A review of the demand for a Travel Hub to the West of Cambridge has been undertaken to update the earlier estimates reported to the GCP Executive Board in November 2017. Table 1 below outlines the significant increase in park and ride capacity required at Junction 11.

Growth Scenario	Total number of Travel Hub spaces needed at J11		
	2021	2026	2031
Medium (committed developments)	1825	2049	2274
High (committed developments)	2194	3034	3874

Table 1: Potential Demand for Travel Hub at J11

### 3. Strategic Case

- 3.1 The CSWTH supports the GCP transport vision of delivering a world class transport network that makes it easy to get into, out of, and around Cambridge in ways that enhance the environment and retain the beauty of the city. Transport infrastructure is essential in supporting the delivery of sustained growth, prosperity and quality of life for the people of Greater Cambridge. The project is part of the GCP programme using devolved City Deal funding. This is a comprehensive package of

measures which aim to tackle congestion within Cambridge with the creation of a world class transport system, to achieve a reduction in peak-time traffic levels in Cambridge by 10-15% by 2031 on 2011 baseline.

- 3.2 Between 2011 and 2031 there are significant planned additional new homes and jobs in development locations to the west and south of Cambridge, including CBC, Cambridge Southern Fringe and West Cambridge.
- 3.3 The CSWTH project therefore forms an important part of the overall GCP aim to develop a sustainable transport network for Greater Cambridge that keeps people, business and ideas connected, as the area continues to grow; to make it easy to get into, out of, and around Cambridge by High Quality Public Transport (HQPT), by bike and on foot.
- 3.4 The GCP delivery programme is based on the policy framework established by the local planning and transport authorities. These include the recently agreed Local Plans for Cambridge and South Cambridgeshire and emergent transport policy of the Cambridgeshire and Peterborough Combined Authority (CPCA) and in particular the compatibility of the project with the proposed Cambridge Autonomous Metro (CAM) - a mass rapid transit scheme.
- 3.5 The Transport Strategy for Cambridgeshire and South Cambridgeshire (TSCSC) prepared in parallel with the recently adopted Local Plans was agreed in March 2014. The strategy provides a plan to manage the rising population and increasing demand on the travel network by shifting people from cars to other means of travel including public transport, walking and cycling. Policy within the TSCSC requires a range of infrastructure interventions on the corridor as a key part of the integrated land use and transport strategy responding to levels of planned growth.

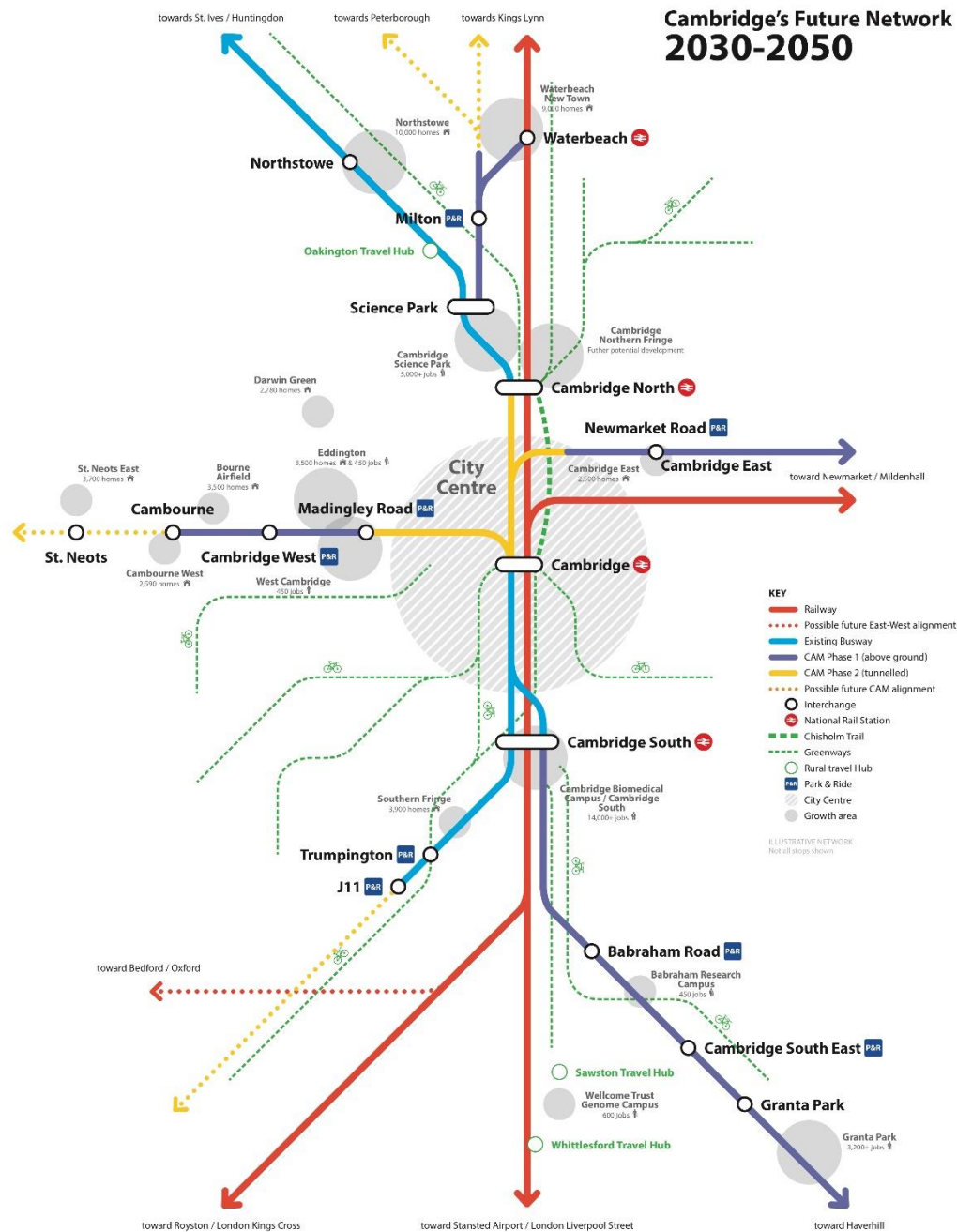


Figure 2— Potential GCP HQPT network

- 3.6 As set out in Figure 2 the Cambridge South West scheme, as part of the wider HQPT network including the CAM network, will provide a step change in public transport accessibility, as well as safe and segregated cycling and pedestrian routes into key destinations in and around Cambridge. By reducing growth in congestion, offering environmental mitigation and enhancement and providing a realistic alternative for many car journeys, the scheme will result in a public benefit for new and existing residents.



## CPCA

- 3.7 The CPCA was established in March 2017 and is led by an elected Mayor and Board comprising of the constituent local authorities. The key ambitions for the CPCA include:
- Doubling the size of the local economy;
  - Accelerating house building rates to meet local and UK need; and
  - Delivering outstanding and much needed connectivity in terms of transport and digital links.
- 3.8 The CPCA is responsible for transport infrastructure improvement and the Local Transport Plan. The existing Local Transport Plan 2011 to 2026 remains the existing key transport policy framework at this time which emphasises the need for new developments to be supported by sustainable transport measures such as HQTP.
- 3.9 In December 2017 Steer Davies Gleave delivered an options appraisal report jointly funded by the Combined Authority and the GCP on the possibility of developing a rapid mass transport network. This favoured a mass transit system in Greater Cambridge based on innovative rubber tyred tram like vehicles utilising autonomous technology as the preferred solution – described as CAM.
- 3.10 On 30 January 2018 the Combined Authority agreed to fund further development of the proposed CAM, a mass rapid transit network to Strategic OBC. The CAM proposal was formally accepted by GCP on 8 February 2018.
- 3.11 The potential CAM network is set out in **Figure 3** and includes an alignment with a key Travel Hub along the Cambridge South West corridor.



Figure 3– Potential CAM network

- 3.12 The CPCA has subsequently undertaken a review of alignment between the CSWTH scheme and the emerging CAM. The CPCA review, undertaken by consultants Arup, concluded the following key findings:
- The process undertaken to date to determine the route is robust and identified the optimal solution for the corridor;
  - The route should be reclassified a CAM route;
  - The vehicle operating along the route should comply with the principles of the CAM being a rubber tyred, electrically powered vehicle;

- The route must continue to be designed to align with the overarching CAM network; and
- The route is connected into a tunnelled CAM network thereby providing a high frequency, pollution free public transport option into and across Cambridge centre and the entire CAM network.

3.13 In ensuring consistency with the CAM it is considered that the scheme developed by GCP will need to deliver:

- A HQPT system using rapid transit technology.
- High frequency, reliable services delivering maximum connectivity.
- Continued modal shift away from car usage to public transport.
- Capacity provided for growth, supporting transit-oriented development.
- State of the art environmental technology, with easily accessible, environmentally friendly low emission vehicles such as electric/hybrids or similar.
- Fully integrated solution, including ticketing and linkages with the wider public transport network to maximise travel opportunities.

#### **4. Public Consultation and Scheme Progress**

4.1 The purpose of consultation within the business case process was to gather public views on options and identify further issues and constraints in order to present a full outline business case to the GCP Executive Board. The consultation focussed on the further details of the Travel Hub; the principle of a Travel Hub expansion at J11 (previously consulted on in 2016) of the M11 given that more detail can now be provided on the specific need and location of a site and potential further expansion of the existing site.

##### Site Selection

- Extension of the existing Trumpington Park and Ride site car parking capacity.
- The specific site of a Travel Hub proposed to the NW of J11 of the M11 as set out in Figures 7 and 8.

##### Vehicular Access

- Potential access options for each site.

4.2 The full report on the public consultation is available here: [Consultation Summary](#)

4.3 Between 05 November and 21 December 2018 the GCP consulted on a scheme to improve Park and Ride capacity and accessibility in the South West of Cambridge. 1569 complete responses were recorded in total with responses received on behalf of 20 different groups or organisations. Independent analysis (by the Cambridge Research Group) of the geographical spread and the breadth of responses from different groups demonstrates that the GCP has delivered a sufficiently robust consultation.

4.4 The three principle questions proposed by the public consultation were:

- Principle location of additional Park and Ride capacity: new site or existing site.
- Public Vehicle Access: new bridge or exiting bridge.
- Private Vehicle Access: do less, do medium or do most.

- 4.5 92% of respondents felt there was a need to improve bus, cycling and walking journeys to the South West of Cambridge to help ease congestion in and out of the city centre and CBC. 71% (almost exactly the same as recorded in 2016) of respondents supported the option of a new Park and Ride site West of M11 Junction 1

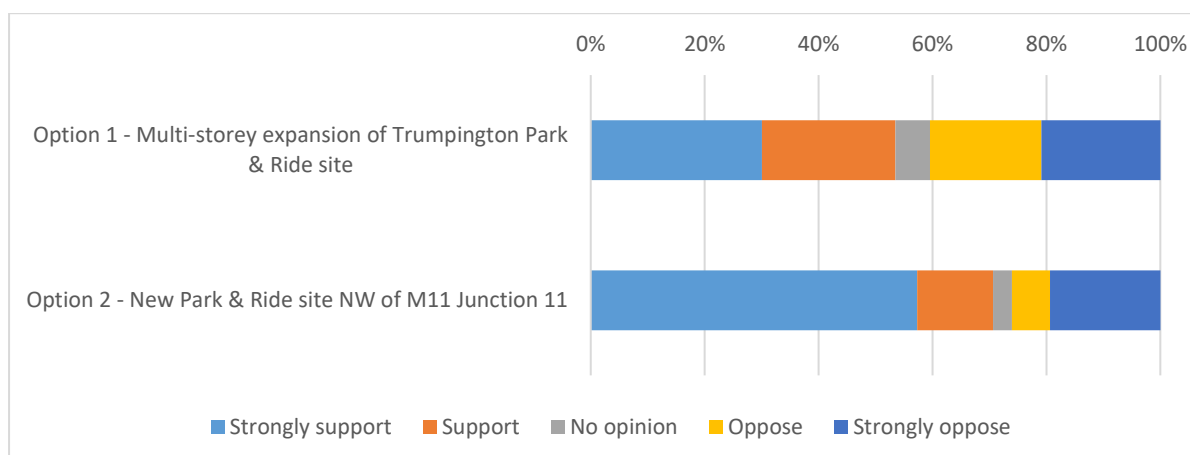


Figure 4: Support for increased Park and Ride capacity options

- 4.6 The majority (67%) of respondents supported 'public transport access using the existing bridge, whereas less than half (44%) of respondents supported 'public transport access requiring a new bridge structure.

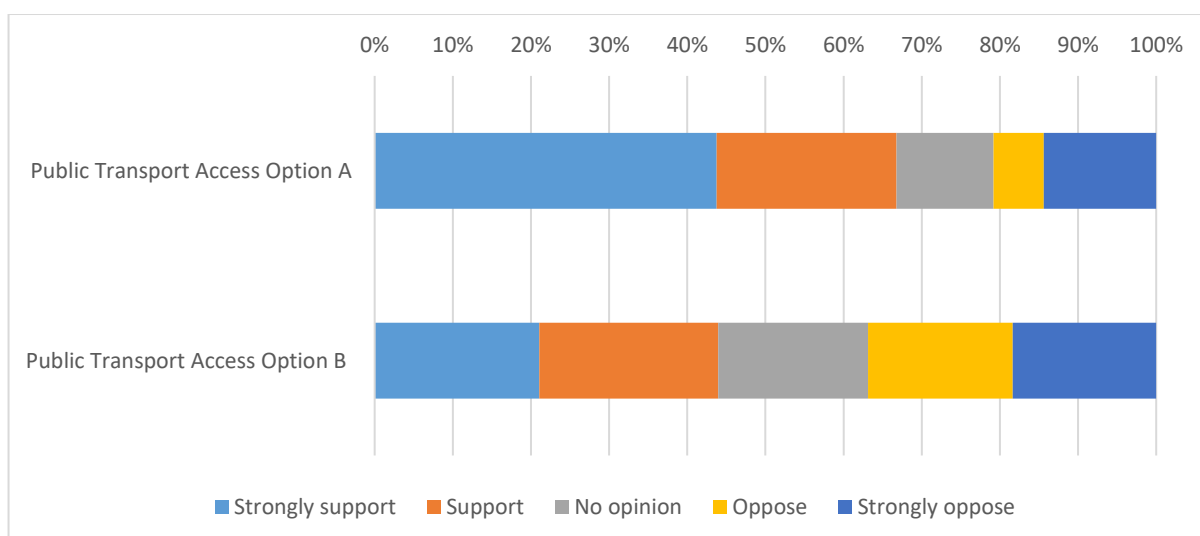


Figure 5: Support for public transport access proposals

- 4.7 Over half of respondents supported the more significant access arrangements to provide vehicle access to the site with an even greater level of support recorded for enhancing slip lane and dedicated access to the existing site (59% and 58% respectively).

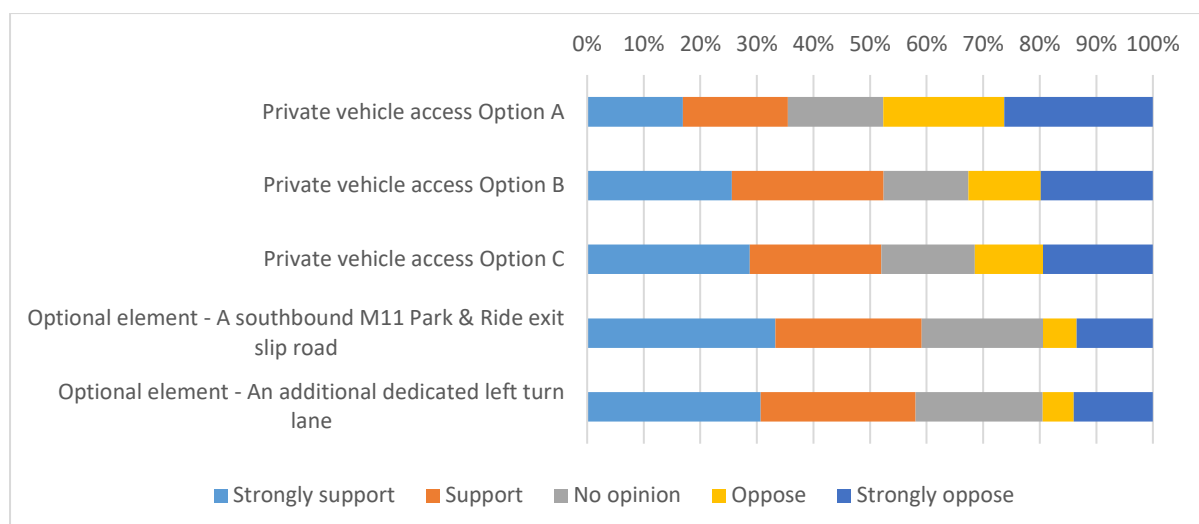


Figure 6: Support for proposed private vehicle access arrangements

- 4.8 Whilst there was significant support for the scheme, some of the local communities expressed concerns at some of the impacts of developing the Travel Hub. It is important these concerns are addressed in the detailed design phase to mitigate any impact on local communities, for example through the phased delivery of the scheme, secure local environmental enhancements where possible including visual and amenity value and ensure that local communities benefit including delivering walking and cycle links to the travel hub. Working with local communities on these design features will be an important part of the next stage of scheme development.

## 5. Scheme Progress

- 5.1 The full OBC is to expand upon the findings noted in the previous Strategic OBC, update the evidence base and need for intervention and, through an appropriate appraisal process, present a preferred solution. The development of the OBC requires consultation with the public and as such factors in the results as part of its development. The OBC captures all the quantitative and qualitative and strategic policy inputs in combination to provide a clear rationale for any proposal. It must be based on a clear presentation of problems and challenges that establish the 'need' for a project.
- 5.2 The OBC reports that the best performing option constitutes a new Travel Hub site with general traffic and bus access/egress from one or potentially two new junctions on the A10. A dedicated left turn lane will operate from the A10 at Hauxton into the Travel Hub site. There will also be additional free flow left turn lanes from both motorways and off slips. Buses will cross the motorway using the existing accommodation bridge to the north and will then route alongside the southbound off slip.
- 5.3 **Figure 7** below shows the access of private vehicle, public transport, cyclists and equestrians. **Figure 8** shows an indicative 'landscape led' layout design of the site. The new Travel Hub will include the provision of new cycle and walking routes that will be provided to connect to existing networks, including the wider Rights of Way network, to strengthen connections between villages, the wider countryside and the city centre. There will be the provision of secure, accessible, covered and convenient cycle parking in accordance with South Cambridgeshire District Council's Design Guide Supplementary Planning Document (SPD). The site will be designed to encourage people to make sustainable travel choices, such as car clubs, car sharing, infrastructure / facilities for electric charging plug-in points and other ultra-low emissions vehicles, provision of cycle lanes and parking. The option of the new site is able to accommodate infrastructure to allow the effective running of electric public transport from within the site itself and onwards into the City Centre.

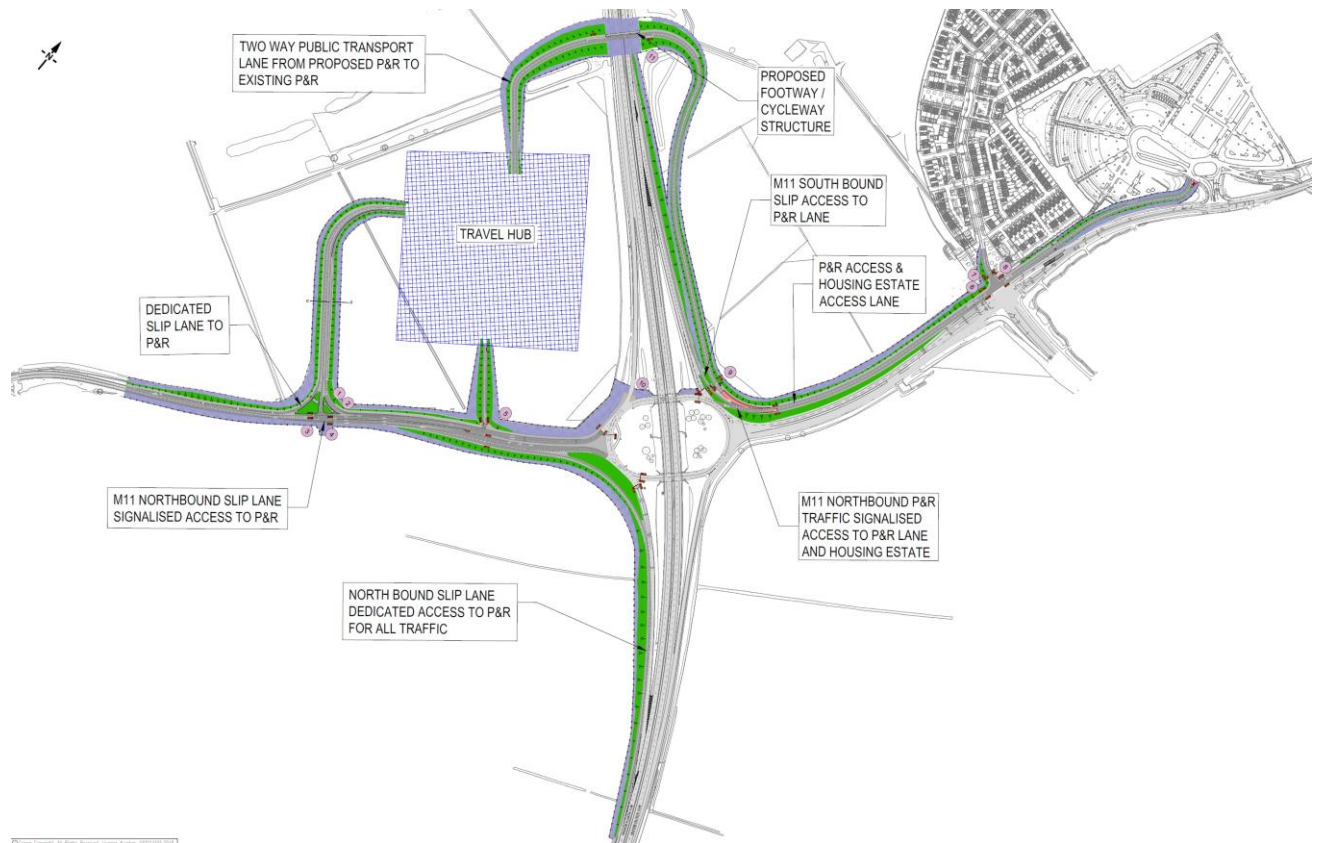


Figure 7: Best Performing Option



Figure 8: Indicative 'Landscape Led' Layout Design.

## 6 Budget Estimates

- 6.1 The current budget estimate for the Travel Hub and associated programme of works is £30m. This figure will be further refined and value engineered as part of the next stage of the development process.

## 7 Next Steps and Milestones

- 7.1 The programme of works shows the further development of the preferred option working with statutory stakeholders such as Highways England and the Local Planning Authority towards submitting a planning application in late 2019:

Activity	Target completion date <i>*Subject to statutory permissions</i>
Final Option recommendation to GCP Executive Board	Summer 2019
Detailed design and other preparatory tasks for planning process	2019 - 2020
Apply for relevant planning powers to construct*	December 2019
Scheme completion*	2021

Table 2: Key Milestones

Report to: Greater Cambridge Partnership Joint Assembly

6<sup>th</sup> June 2019

Lead Officer: Peter Blake – GCP Director of Transport

### **CAMBRIDGE SOUTH EAST TRANSPORT SCHEME**

#### **1. Purpose**

- 1.1. The A1307 Haverhill to Cambridge corridor is one of the key radial routes into Cambridge. It suffers considerably from congestion during peak times, particularly at the Cambridge end, at the junction with the A11 and around Linton, the largest settlement on the corridor. There are also a number of large employment sites in this corridor including the Babraham Research Campus (BRC), Granta Park, and Cambridge Biomedical Campus (CBC). The A1307 east of the A11 also has a poor accident record, particularly on the stretch around Linton and eastwards towards Horseheath.
- 1.2. Modelling for the Greater Cambridge Partnership (GCP) has demonstrated that the corridor has seen significant increases in traffic and that such increases will continue associated with further development in the locality. The key current conditions on the route include; long delays on the northbound 1307, and; significant journey time variability along the corridor, particularly in the morning peak and evening peak.
- 1.3. The corridor has been identified by the GCP Executive Board, as a priority project for the GCP.
- 1.4. The Joint Assembly is asked to note progress on Phase 1, the results of further work on the Phase 2 off-highway public transport route and emerging recommendations.

#### **2. Key Issues and Considerations**

- 2.1. The Executive Board in October 2018:
  - AGREED the adoption of Strategy 1, the off-road strategy, as the preferred strategy for the A1307 corridor and requested that officers developed detailed proposals for delivery of the scheme, including detailed route alignment, travel hub and review of environmental impact; and
  - REQUESTED that officers draw up landscaping and ecological design proposals which could add enhancements to the area, maximising the potential of the off-road option including considering the possibility of a linear park alongside the development of the off-line solution.
- 2.2. In March 2018 the Cambridgeshire and Peterborough Combined Authority (CPCA) published the Strategic Outline Business Case (SOBC) for the Cambridgeshire Autonomous Metro (CAM). The business case was adopted by the Combined Authority with a recommendation that the project move forward to Outline Business Case.
- 2.3. A review of alignment between the Combined Authority and GCP major projects concluded that the Cambridge South East Transport Scheme is aligned with Combined Authority transport objectives. On 25 July 2018 the Combined Authority Board accepted the recommendation - *“A1307– full support; subject to the changes proposed on park and ride”*. The modelling for the CAM shows that 50% of CAM riders will come



from Park and Ride. The Park and Ride proposals for Cambridge South East will be developed as sustainable sites with a reduced environmental footprint that are flexible and adaptable to changing demand.

### **3. Strategic Case**

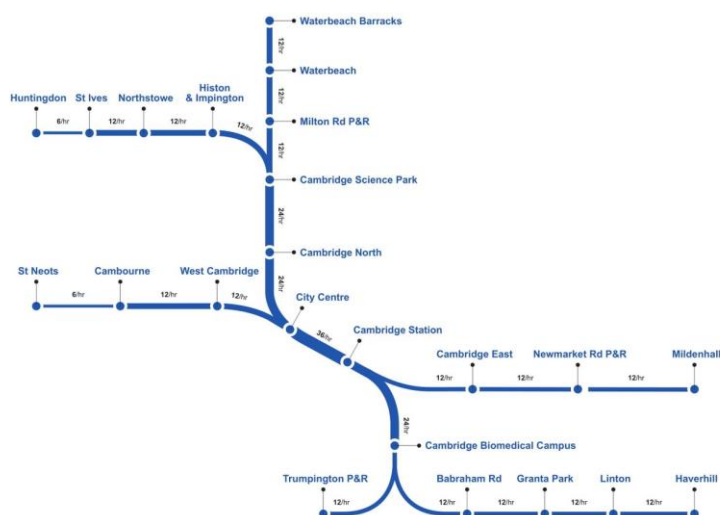
- 3.1. The Cambridge South East Transport Scheme supports the GCP transport vision of delivering a world class transport network that makes it easy to get into, out of, and around Cambridge in ways that enhance the environment and retain the beauty of the city. Transport infrastructure is essential in supporting the delivery of sustained growth, prosperity and quality of life for the people of Greater Cambridge. Earlier work identified a strong policy and strategic basis for delivering a High Quality Public Transport (HQPT) scheme along the corridor. The project is part of the GCP programme using devolved City Deal funding. This is a comprehensive package of measures which aim to tackle congestion within Cambridge with the creation of a world class transport system, to achieve a reduction in peak-time traffic levels in Cambridge by 10-15% by 2031 on 2011 baseline.
- 3.2. Between 2011 and 2031 there are significant planned additional new homes jobs in development locations to the west and south of Cambridge, including CBC, Cambridge Southern Fringe and West Cambridge.
- 3.3. The Cambridge South East project therefore forms an important part of the overall GCP aim to develop a sustainable transport network for Greater Cambridge that keeps people, business and ideas connected, as the area continues to grow; to make it easy to get into, out of, and around Cambridge by high quality public transport, by bike and on foot.
- 3.4. The GCP delivery programme is based on the policy framework established by the local planning and transport authorities. These include the recently agreed Local Plans for Cambridge and South Cambridgeshire and emergent transport policy of the CPCA and in particular the compatibility of the project with the proposed CAM - a mass rapid transit scheme.
- 3.5. The Transport Strategy for Cambridgeshire and South Cambridgeshire (TSCSC) prepared in parallel with the recently adopted Local Plans was agreed in March 2014. The strategy provides a plan to manage the rising population and increasing demand on the travel network by shifting people from cars to other means of travel including public transport, walking and cycling. Policy within the TSCSC requires a range of infrastructure interventions on the corridor as a key part of the integrated land use and transport strategy responding to levels of planned growth.





- Delivering outstanding and much needed connectivity in terms of transport and digital links.

- 3.8. The CPCA is responsible for transport infrastructure improvement and the Local Transport Plan. The existing Local Transport Plan 2011 to 2026 remains the existing key transport policy framework at this time which emphasises the need for new developments to be supported by sustainable transport measures such as HQTP.
- 3.9. In December 2017 Steer Davies Gleave delivered an options appraisal report jointly funded by the Combined Authority and the GCP on the possibility of developing a rapid mass transport network. This favoured a mass transit system in Greater Cambridge based on innovative rubber tyred tram like vehicles utilising autonomous technology as the preferred solution – described as CAM.
- 3.10. On 30 January 2018 the Combined Authority agreed to fund further development of the proposed CAM, a mass rapid transit network to SOBC. The CAM proposal was formally accepted by the GCP on 8 February 2018.
- 3.11. The potential CAM network is set out in **Figure 2** and includes an alignment along the Cambridge South East corridor.



**Figure 2– Potential CAM network**

- 3.12. The CPCA has subsequently undertaken a review of alignment between the Cambridge South East scheme and the emerging CAM. The CPCA review, undertaken by consultants Arup, concluded the following key findings:
- The process undertaken to date to determine the route is robust and identified the optimal solution for the corridor;
  - The route should be reclassified a CAM route;
  - The vehicle operating along the route should comply with the principles of the CAM being a rubber tyred, electrically powered vehicle;
  - The route must continue to be designed to align with the overarching CAM network; and
  - The route is connected into a tunnelled CAM network thereby providing a high frequency, pollution free public transport option into and across Cambridge centre and the entire CAM network.

- 3.13. In ensuring consistency with the CAM it is considered that the scheme developed by GCP will need to deliver:
- A HQPT system using rapid transit technology.
  - High frequency, reliable services delivering maximum connectivity.
  - Continued modal shift away from car usage to public transport.
  - Capacity provided for growth, supporting transit-oriented development.
  - State of the art environmental technology, with easily accessible, environmentally friendly low emission vehicles such as electric/hybrids or similar.
  - Fully integrated solution, including ticketing and linkages with the wider public transport network to maximise travel opportunities.

#### **4. Update on Short Term Developments**

##### **Phase 1 Progress**

- 4.1. Safety improvement works at Dalehead Foods near Linton were completed in January 2019.
- 4.2. Upgrade of Linton Village College signals completed in March 2019.
- 4.3. Installation of additional cycle lockers and cycle racks at Babraham Road Park and Ride (travel hub) commenced March 2019 with lockers to be installed in May 2019.
- 4.4. Construction of eastbound bus lane at Linton will commence in July 2019. A Traffic Regulation Order for the bus lane was obtained without objection.
- 4.5. A successful workshop was held with local representatives on cycleway upgrade proposals between Babraham Park and Ride and Addenbrookes with a new shared use path up to 4m wide proposed. Construction is planned for Q1 2020.
- 4.6. A planning application for the major parts of Phase 1 will be submitted in summer 2019. These works are planned for construction in the 2020/21 financial year, subject to planning and land acquisition. This will cover the roundabout, westbound bus lane, and travel hub at Linton, the Haverhill Road/Gog Magog Farm Shop improvement and subway. Land negotiations have commenced, and drafting of a compulsory purchase order if required.
- 4.7. Average speed cameras between Linton and Horseheath were included in the renewal of the County Speed Camera contract, extending from a point east of Linton to the existing fixed camera site east of Horseheath.
- 4.8. Other works planned for 2019/20 include improving Granhams Road, Toucan/Pegasus crossing at BRC, eastbound bus lane at the A11, Hildersham High Street Improvement, Linton High Street signalisation. Public engagement is planned over works to improve the flow of buses through Linton and safety improvements at Babraham High Street. These measures, not included in the 2018 consultation, will be brought back to a future Joint Assembly and Executive Board.

##### **5. Phase 2 – Options for Consultation**

- 5.1. The most strongly supported Strategy in the 2018 consultation was Strategy 1 – off highway via Sawston, Stapleford and Great Shelford. It generates a higher economic benefit, although alternative strategies have a greater benefit cost ratio. Strategy 1 was supported by 64% of respondents.
- 5.2. Strategy 1 has the greatest synergy with the transport objectives of the Combined Authority, and the proposed CAM. It offers the greatest degree of future proofing, the other strategies are likely to require further intervention. Mass transit for Cambridge optimally requires a segregated route, which is only provided by Strategy 1. It is however also the most costly option and the one with the greatest environmental impact and the Executive Board have previously agreed to develop landscaping and ecological design proposals which could add enhancements to the area as part of the scheme.

### **Further Development of Strategy 1**

- 5.3 Detailed work on potential route alignments and park and ride locations in accordance with the Department for Transport's major scheme development process has been undertaken and resulted in a shortlist of routes and travel hubs (enhanced park and ride sites) to be the subject to further public consultation.
- 5.4 The initial focus was to develop alternative route alignments. To assist with this, the area between the A11 and the CBC was divided into six segments with a number of alignment options developed for each segment. These were then subject to a high level sift against a number of appraisal criteria<sup>2</sup> under the following headings:
- Transport user benefits;
  - Environment;
  - Deliverability; and
  - Social impacts.
- 5.5 These route combinations were combined with a potential 11 park and ride site locations to generate a total of 231 sub-options. These sub-options were appraised and sifted down to a shortlist in accordance with major scheme appraisal guidance.
- 5.6 The 231 combinations resulting were subject to the following gateway criteria to form a revised longlist of options:
- Insufficient travel hub (Park and Ride) site capacity; less than 1,000 spaces could be provided;
  - The option would require land take of specialist/unique land that could not be adequately compensated; or
  - Unnecessary loss of residential property.
- 5.7 As a result, 36 combinations were excluded on the basis of available Park and Ride capacity. A total of 18 combinations were removed as this would have a significant impact on an organic farming business which could not be relocated, and this site (4) has been previously excluded by the Executive Board on that basis.
- 5.8 A further 51 combinations were removed as they would result in the loss of residential property and 36 were removed as a result of a combination of the gateway criteria being met.
- 5.9 A total of 141 combinations were therefore excluded, to give a revised longlist of 90 combinations.
- 5.10 The remaining 90 combinations were subject to a fuller assessment in order to sift the longlist to a shortlist of options. A review of the themed assessment criteria was undertaken to include additional themes and criteria to enable a more robust assessment than at the initial sift.
- 5.11 Additional appraisal themes were therefore added as follows:
- Wider economic impacts;
  - Alignment with objectives; and
  - Policy alignment.
- 5.12 All shortlisted options would form a new offline route between the A11 and CBC. Options featuring an online alignment along the A1307 were included in the longlist but did not perform as strongly against the assessment criteria, specifically in relation to transport user benefits, wider economic benefits, alignment with objectives and policy compliance.
- 5.13 At the northern end, all shortlisted options would connect to the existing guided busway via a westerly route through the CBC. This would require a widening of Francis Crick Avenue in order to provide a dedicated alignment for public transport vehicles. Alternative options with more central alignments through the CBC did not perform as well in the assessment with reasons including the constrained nature of existing roads

which would therefore limit the possibility of providing a dedicated public transport route and detract from journey reliability.

- 5.14 Travel Hub (enhanced Park and Ride) site locations considered, including sites previously considered, but rejected are:



- 5.15 Locations further east for a park and ride were discounted following the strategic appraisal given the importance of a site close to the A11; 50% of traffic on the A1307 at Babraham having come from the A11. Locations were further constrained by a high pressure gas pipeline.
- 5.16 The shortlisted park and ride site locations after further appraisal are outlined below and in Appendix B;  
Park and Ride Options – Option 5 (Figure 4 - Site C)
- 5.17 Site 5 is arable farmland located on the A1307 (east of the A11) and would have a planned parking capacity for 2,000 cars, with potential for up to 3,000 upon expansion. It is envisaged that the existing junction of the A1307 and Newmarket Road could be modified to create a four-arm roundabout in order to provide general traffic access into the site. As noted above, were the public transport route to be connected to the western side of the A11 via a dedicated alignment, a separate signalised crossing of the A1307 would be required.
- 5.18 The site is relatively well located for vehicles travelling from the west; however, those travelling on the A11 would need to deviate from their desire line into Cambridge and the site location would not be visible to traffic on the A11 meaning it is less likely to attract passing drivers.

- 5.19 The site is the only one of those included in the shortlisted options to be located outside of designated Greenbelt.

Travel Hub (enhanced Park and Ride) Options – Option 7 (Figure 3 - Site B)

- 5.20 Site 7 is located west of the A11 and in a location which would be passed by all drivers travelling west on the A1307 towards Cambridge; therefore, avoiding route deviation and being visible which would maximise future use.

- 5.21 The site has a planned parking capacity of 2,000 and the potential to expand to 2,500; however, it is subject to a number of constraints. It is located within the greenbelt, part of the site is situated in flood zones 2 and 3 and it is located adjacent to a high-pressure gas pipeline. In addition, a public footpath runs through the site, connecting with the existing footbridge over the A11. All would need careful consideration and mitigation in developing the layout of the site.

Travel Hub (enhanced Park and Ride) Options – Option 9 (Figure 2 - Site A)

- 5.22 Site 9 is located to the west of the A11/A505 junction. The site is set back from the A505 and an access road would need to be implemented for access. The site has potential to provide between 2,000 and 3,000 spaces.

- 5.23 Public access to this site would require the improvement of the existing A505/A11 junction or potentially a new junction further south on the A505.

- 5.24 As with Site 7, the site is located on greenbelt land which is currently being used for arable farming. The site is located close to the high-pressure gas main and the impact of this would be dependent on the access location.

- 5.25 The location would require a diversion for those using the A1307 from the A11 (Fourwentways) junction due to no northbound exit from the A11 at the A505 and would be less visible to the majority of potential users.

Local Liaison Forum

- 5.26 A workshop with the Local Liaison Forum (LLF) was held on 7<sup>th</sup> May 2019 to consider emerging route and travel hub proposals. Delegates discussed the proposals and indicated their preference for the various options.

**Travel hub Locations (number of responses by preference)**

	Site A	B	C
<b>Most preferred</b>	2	3	8
<b>2<sup>nd</sup> Preference</b>	2	3	3
<b>Least preferred</b>	10	8	4
<b>No preference stated</b>	4	4	3

**Route Options (number of responses by preference)**

Route	Green	Brown	Pink	Black	Blue
<b>Most Preferred</b>	2	0	4	5	1
<b>2<sup>nd</sup> Preference</b>	1	0	0	0	2
<b>3<sup>rd</sup> Preference</b>	1	1	0	0	0
<b>4<sup>th</sup> Preference</b>	0	0	1	4	0
<b>Least Preferred</b>	10	12	10	5	10
<b>No preference stated</b>	4	5	3	4	5

- 5.27 The LLF indicated a strong preference for Travel Hub Site C with Site A being the least preferred.
- 5.28 In terms of routes, the Black route, Site C with a route following the A505 and A11 was the most favoured. The Brown route, Site B with a direct route was the least favoured.

- 5.29 An objective of the workshop with the LLF was to consider if any options could be withdrawn from further consultation. Although a clear preference emerged for Site C among the park and ride options, the preference between Sites A and B was marginal. Although Site A was the least preferred, it does form part of the Green Route option which was considered more favourably. Consequently, Site A should be consulted upon further.
- 5.30 In terms of routes, the Brown Route was not favoured by any delegate as their most preferred. This route may be withdrawn in final recommendations to the Executive Board, but will be subject to further discussion with the LLF on 4<sup>th</sup> June.

#### Alternative Routes

- 5.31 A request has been made to consider an alternative route following the disused railway to Great Shelford Station. This route was considered at high level before the public consultation in 2018, and rejected on the basis of lack of space beside the main line railway, the cost of alterations to overhead line electrification, the cost of and space required for a high containment barrier as exists at Cambridge Station between the busway and railway, and constraints on a route onward from Great Shelford Station.
- 5.32 Officers have agreed to provide a full written response outlining the reasons for previously discounting this option.

### **6 Proposed Recommendations to the Executive Board**

- 6.1 Take the shortlisted route options and travel hub locations to Public Consultation in September 2019.

### **7 Next steps and milestones**

- 7.1 Programme dates can be found in Appendix C.

### **8 List of Appendices**

<b>Appendix A</b>	Figures
<b>Appendix B</b>	Programme

### **9 Background Papers**

<b>Executive Board Report</b>	<a href="http://scambs.moderngov.co.uk/ieListDocuments.aspx?CId=1074&amp;MIId=7195&amp;Ver=4">http://scambs.moderngov.co.uk/ieListDocuments.aspx?CId=1074&amp;MIId=7195&amp;Ver=4</a>
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## Appendix A – Figures

Figure 1 - Phase 2 - Strategy 1 Route Consulted Upon in 2018

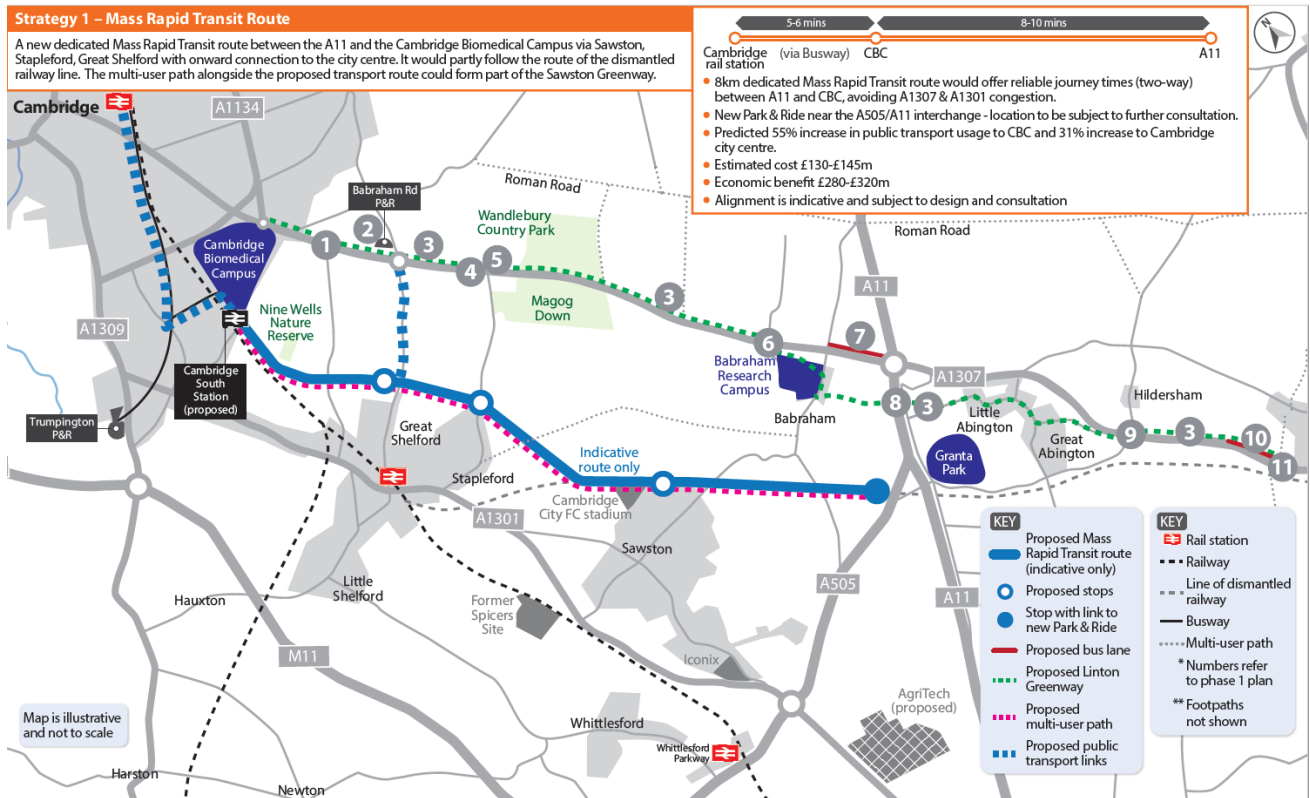




Figure 2 – Travel Hub Site A



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Figure 3 – Travel Hub Site B



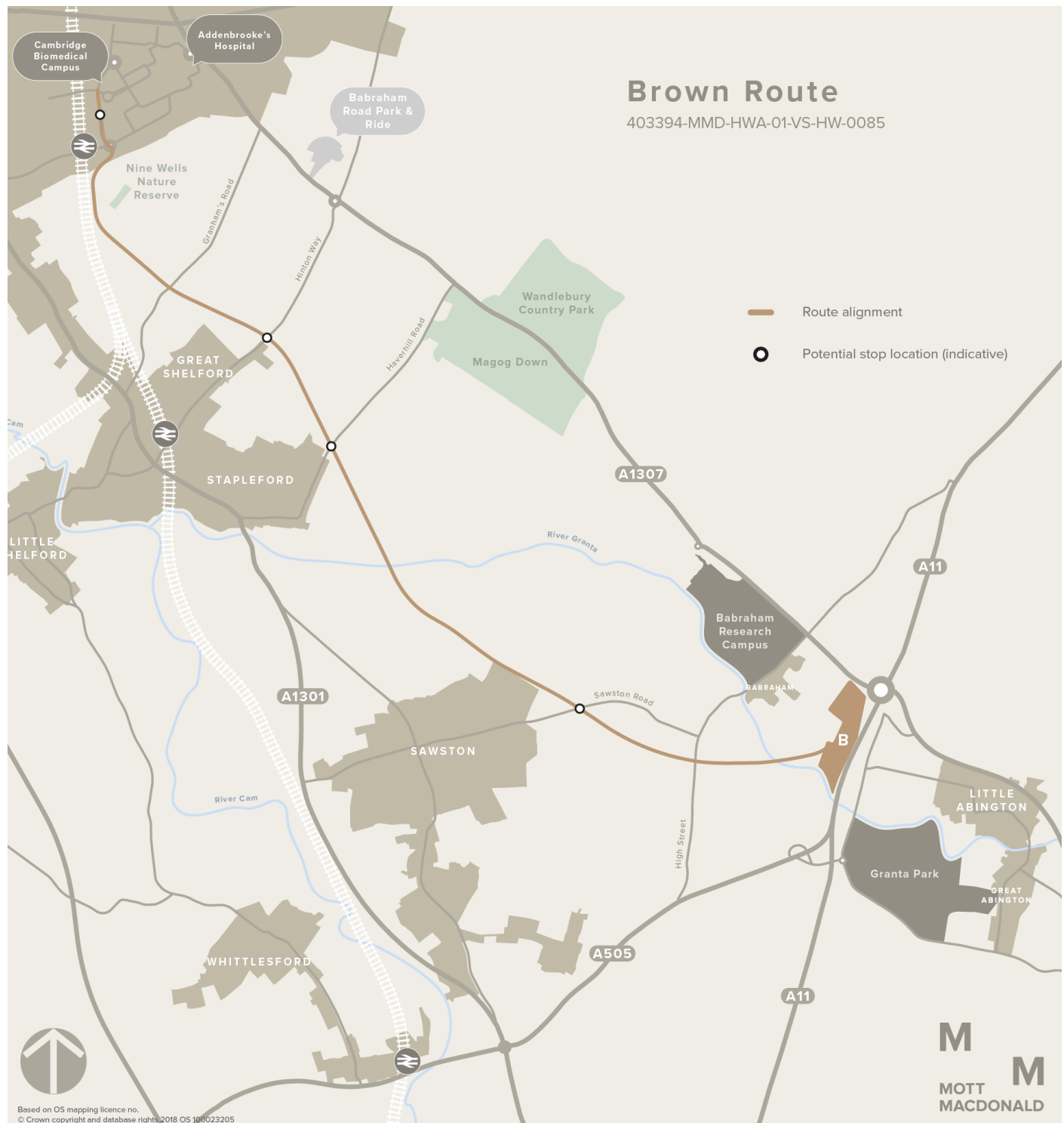
Source: Mott MacDonald. Contains OS data © Copyright and database rights 2018 OS 100023205

Figure 4 – Travel Hub Site C



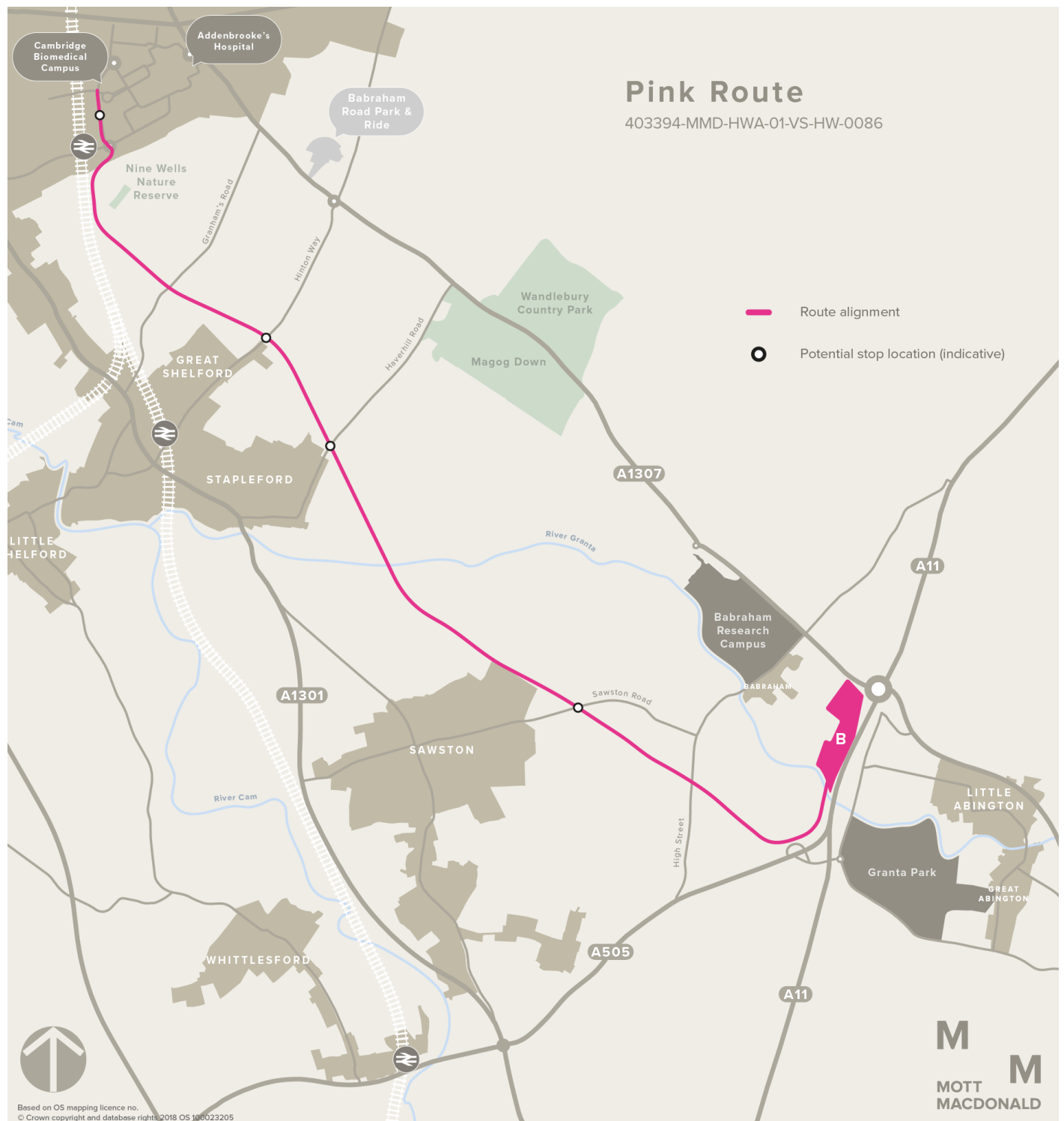
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**Figure 5 – Brown Route**



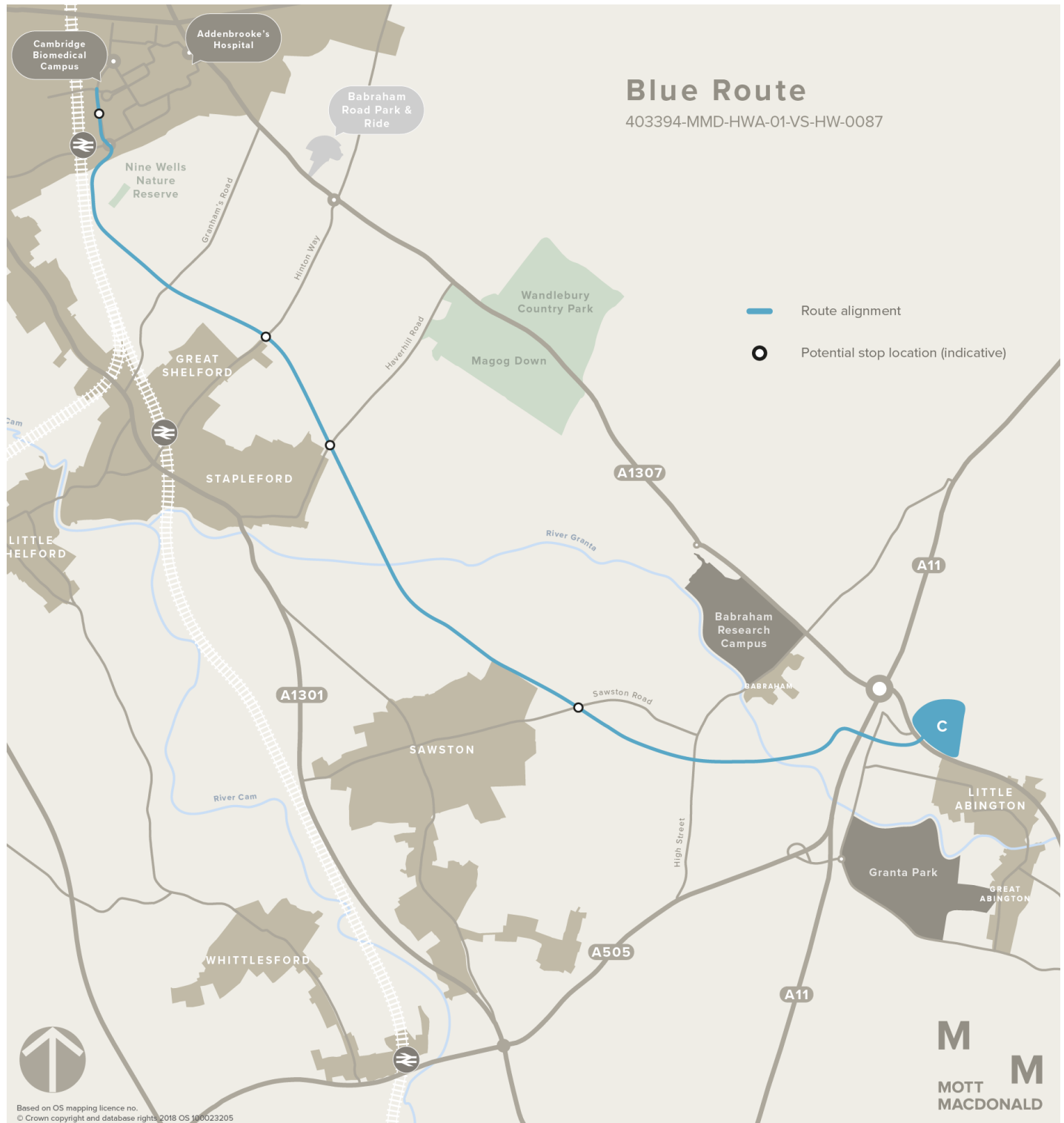
Source: Mott MacDonald. Contains OS data © Copyright and database rights 2018 OS 100023205

Figure 6 – Pink Route



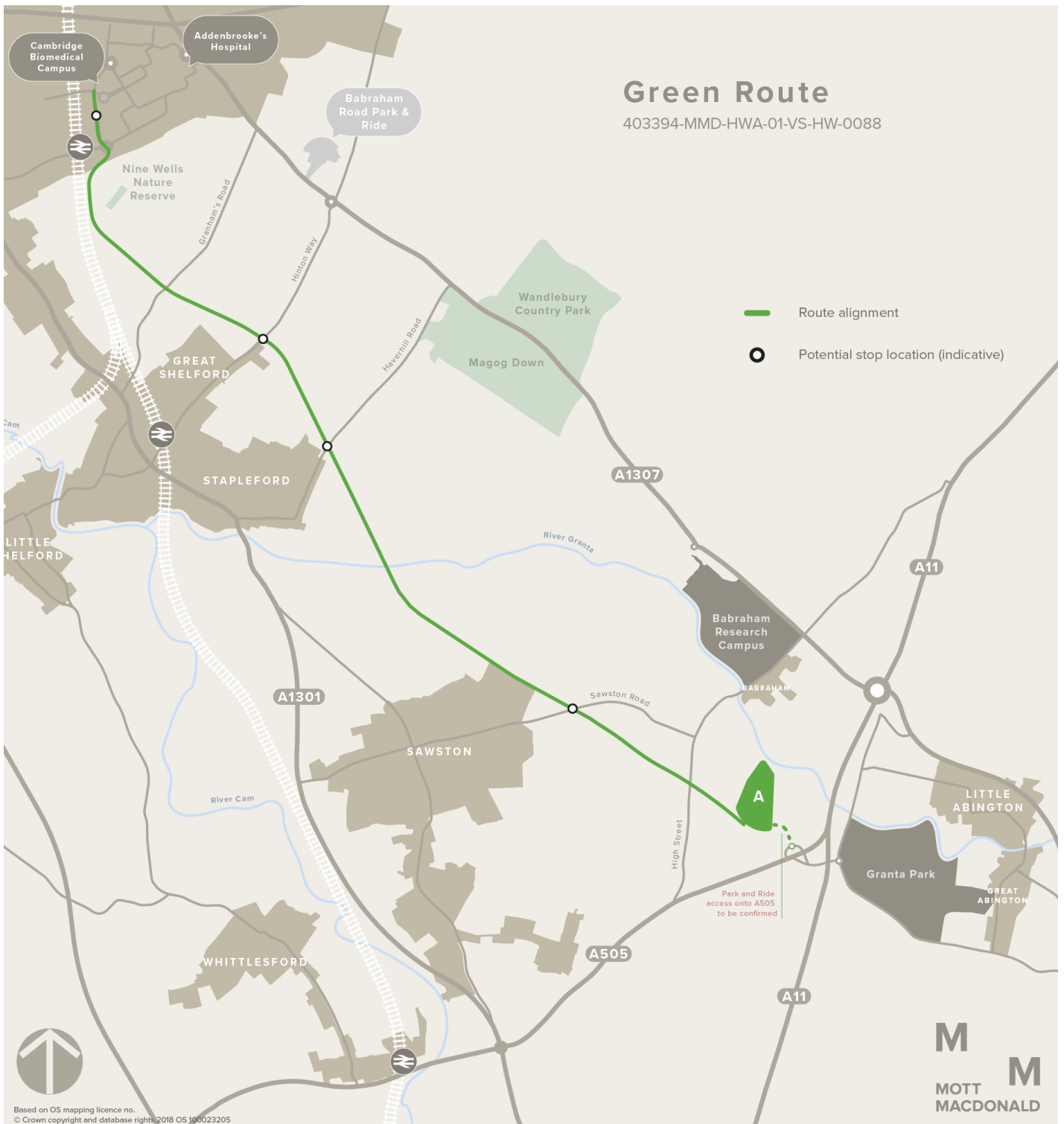
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Figure 7 – Blue Route



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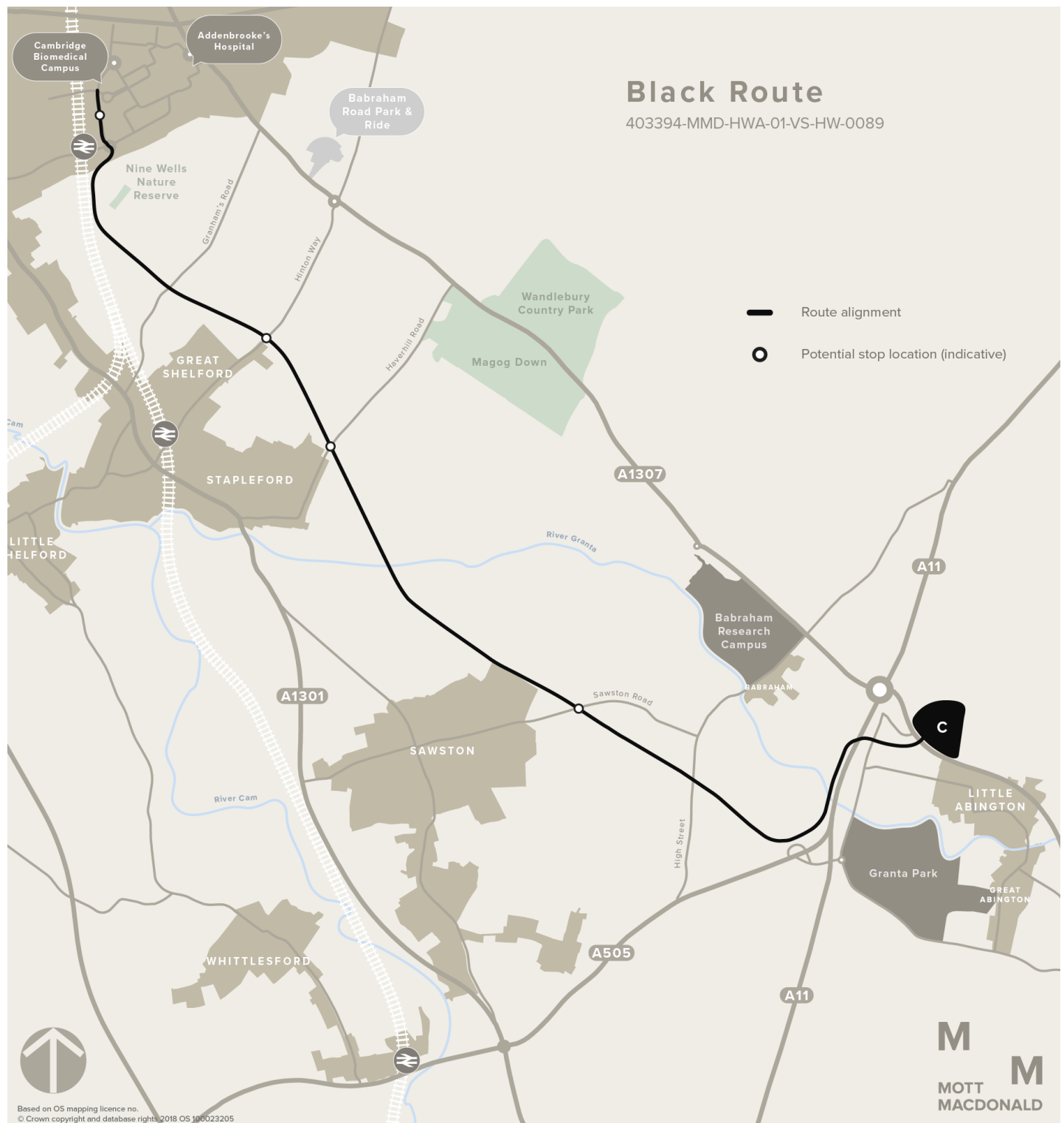
Figure 8 – Green Route



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Figure 9 – Black Route



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## **Appendix B - Programme**

The outline programme is:

- September 2019 – Public Consultation
- Early 2020 – Outline Business Case
- Late 2020 – Publish Transport and Works Act Order
- 2022 – Start Construction
- 2024 – Complete Construction

Report to: Greater Cambridge Partnership Joint Assembly

6<sup>th</sup> June 2019

Lead Officer: Peter Blake – GCP Director of Transport

### **CAMBRIDGESHIRE RAIL CORRIDOR STUDY**

#### **1. Purpose**

- 1.1. The Cambridgeshire Corridor Rail Study (CCS) seeks to assess the forecast growth across the local rail network over the next 10 – 25 years and identifies a series of service and infrastructure improvements required to help support this growth. The study will form the basis of Network Rail’s planned development of the local rail network over the medium term.
- 1.2. Improvements to the local rail network have been identified by the Greater Cambridge Partnership’s Executive Board, as a priority for the Greater Cambridge Partnership.
- 1.3. The Joint Assembly is asked to consider the report.

#### **2. Background**

- 2.1. The CCS assesses forecast housing and economic growth in 2033 and 2043, and considers the rail infrastructure and services that will be needed to provide for the demand of that growth on rail routes into and around Cambridge.
- 2.2. The CCS forms part of Network Rail’s strategic planning process and has been funded by the Department for Transport (50%), with the other 50% split equally between the Greater Cambridge Partnership, the Cambridgeshire and Peterborough Combined Authority and Cambridgeshire County Council.
- 2.3. In May 2020 there will be 15 trains per hour in the busiest peak hour into and out of Cambridge station. In practical terms, almost all available platform capacity at Cambridge station will be in use, and the four platforms that cater for through services (platforms 1, 4, 7 and 8) will have no spare capacity.
- 2.4. The study looks at services into Cambridge, which is in Network Rail’s Anglia Route area. It does not consider the East Coast Main Line, services to Huntingdon and St Neots, or a new station at Alconbury, as these are in Network Rail’s East Coast Route area.

#### **3. Study Methodology and Outputs**

- 3.1. The CCS assumes Cambridge South Station and four tracking between Cambridge Station and the Shepreth Branch junction will be in place.
- 3.2. The CCS does not specifically consider the infrastructure needed for the East West Rail (EWR) Central Section between Cambridge and the Bedford area. It does however assume that the EWR Central Section will permit additional and longer trains to run into the Cambridge area.

3.3. The CCS considers two growth scenarios:

- Scenario 1: A baseline growth scenario that is consistent with Treasury Green Book guidance.
- Scenario 2: A higher growth scenario consistent with levels of housing and economic growth seen over the past decade in Greater Cambridge and the surrounding area.

3.4. Having looked at the growth assumptions, the CCS then considers:

- the additional train services that would be needed to cater for that growth;
- the infrastructure required to cater for those additional services; and
- the stabling that would be needed to house the additional trains.

3.5. The CCS concludes with recommendations for future development work.

Service requirements in the baseline growth scenario (Scenario 1)

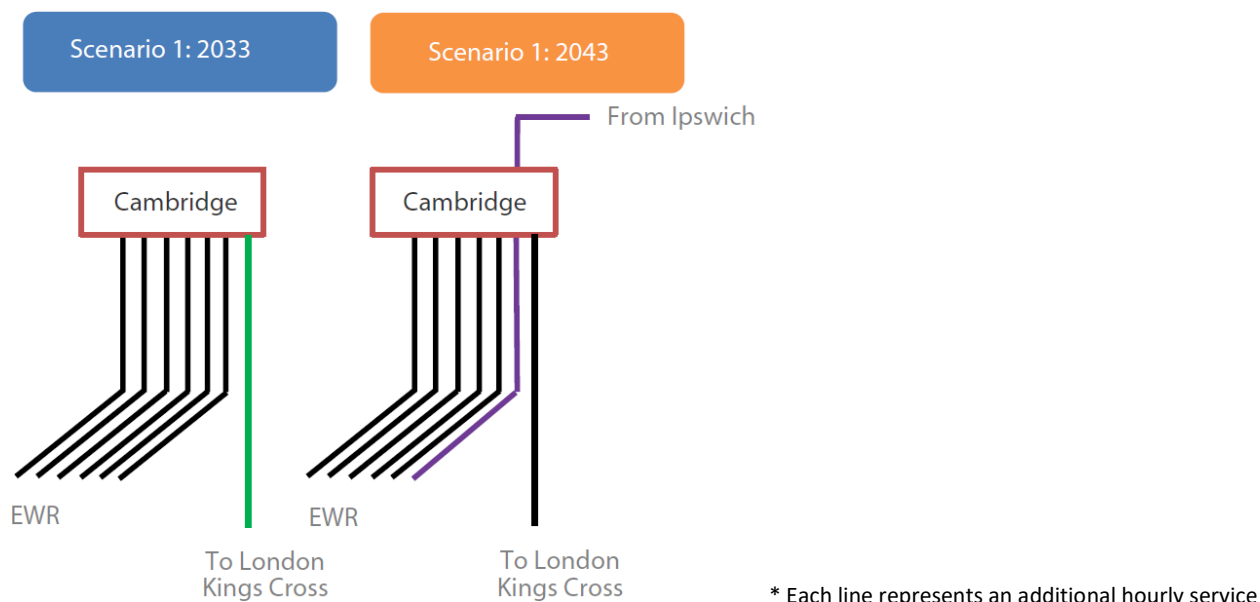
3.6. For baseline growth scenario in 2033, the following additional services (from 2020 levels) will be needed in the peak hour:

- 6 services from the EWR Central Section into Cambridge.
- 1 additional service to London Kings Cross (starting at Cambridge).

3.7. In 2043, an additional service will also be required towards Ipswich, which the study assumes would be an extended EWR service.

3.8. The additional peak hour trains needed in Scenario 1 are shown in Figure 1.

Figure 1: Additional services\* required into Cambridge to cater for demand in 2033 and 2043 in growth Scenario 1



Service requirements in the higher growth scenario (Scenario 2)

3.9. For higher growth scenario in 2033, the following additional services (from 2020 levels) will be needed in the peak hour:

- 6 services from the EWR Central Section into Cambridge.
- 1 additional service between Cambridge and London Kings Cross.

- 2 additional services between Ipswich and Cambridge.

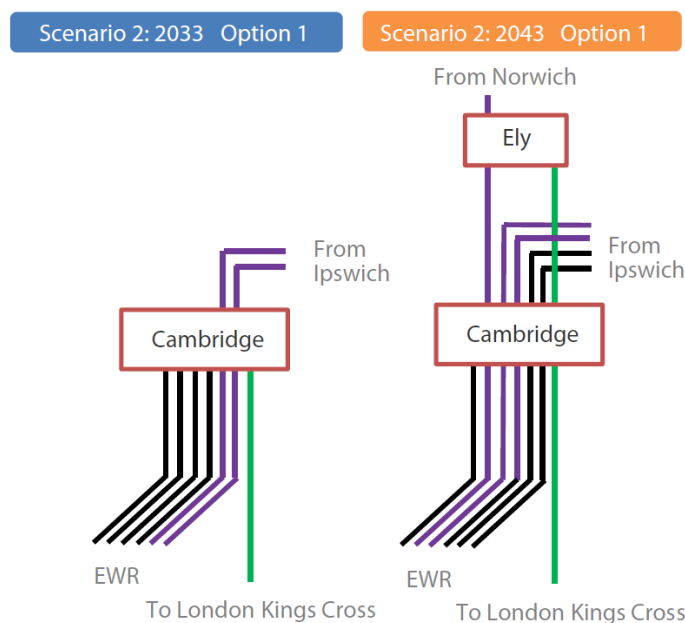
3.10. In 2043, the following additional services would be needed:

- The 2033 Cambridge to Kings Cross service noted in paragraph 3.9 above lengthened and to start at Ely rather than Cambridge.
- 2 further additional services towards Ipswich.
- 1 additional service between Cambridge and Ipswich.

3.11. The services to Ipswich and Norwich noted in paragraphs 3.9 and 3.10 are assumed to be extended services from EWR rather than separate services.

3.12. The additional trains needed in Scenario 2 are shown in Figure 2.

*Figure 2: Additional services\* required into Cambridge to cater for demand in 2033 and 2043 in growth Scenario 2*



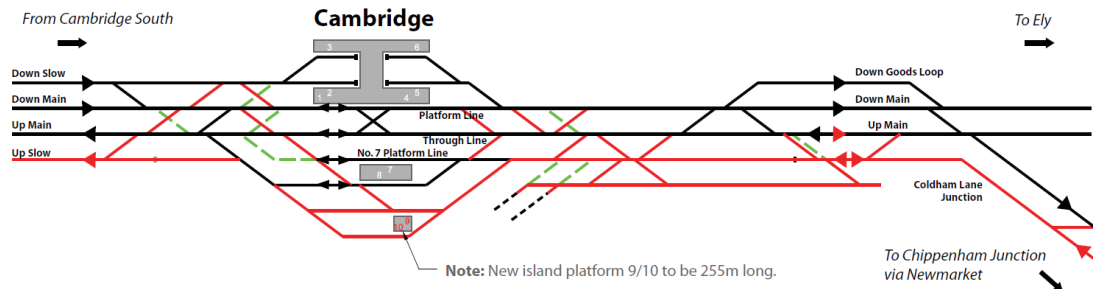
\* Each line represents an additional hourly service

#### Infrastructure Requirements

3.13. Figures 3 and 4 show the layout needed in the Cambridge Station area and on the line to Newmarket respectively to cater for the services detailed above. Over and above the improvements south of Cambridge Station needed for EWR, there is a need for:

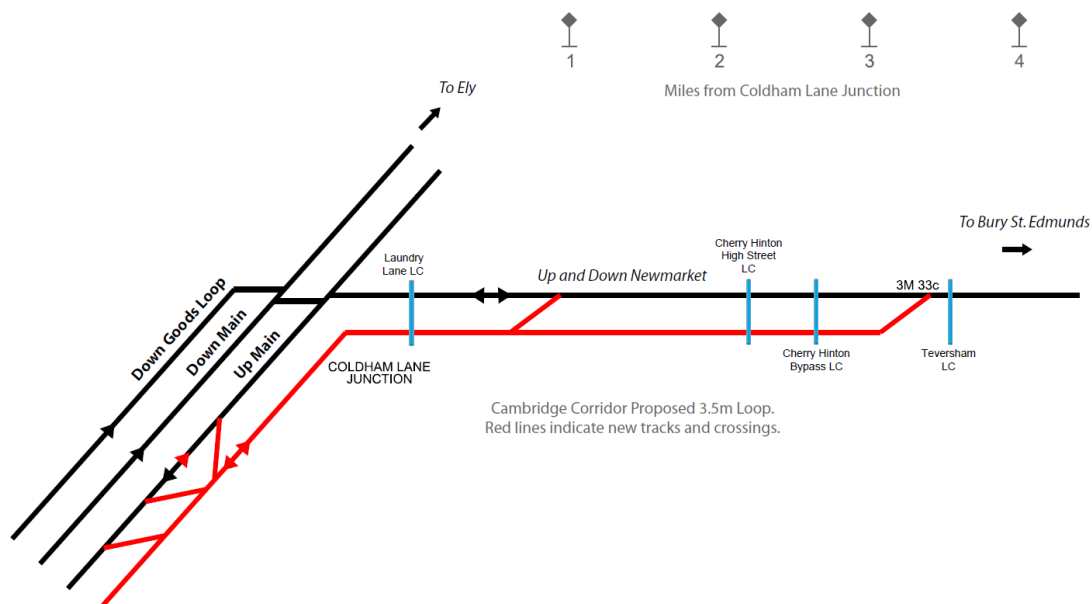
- Two additional 12 carriage through platforms (Platforms 9 and 10).
- A third bi-directional running line between Cambridge Station and the Coldhams Lane junction between the Ely and Newmarket lines.
- Track doubling for three and a half miles from the Coldhams Lane junction towards Newmarket.
- A turn-back loop at Newmarket to allow trains to be terminated there without blocking the running line.

**Figure 3: Additional track and platform capacity needed in the Cambridge Station area for Scenario 1**



- 3.14. In the Cambridge Station area, the additional track capacity shown in Figure 3 will largely cater for the additional services in growth Scenario 2. However, it is likely that further capacity will be needed on the line to Newmarket to provide for the five services an hour in each direction in Scenario 2.

**Figure 4: Additional track capacity needed on the line to Newmarket and Ipswich for Scenario 1**



### Cost Estimates

- 3.15. The indicative costs of the infrastructure noted above (excluding stabling) are shown in Figure 6.

**Figure 6: 'Order of Magnitude' scheme costs**

Infrastructure	Cost
Cambridge Station to achieve 2033 and 2043 passenger service requirements (see Figure 3)	£191M to £220M
Newmarket Single Doubling to achieve 2043 train service requirement (see Figure 4)	£131M to £151M
Newmarket turn-back option	£4.5M to £5M

## **4 Cambridge South Station**

- 4.1 The study made the assumption that Cambridge South Station and associated four tracking between Cambridge Station and the Shepreth Branch junction will be delivered during the period. This is not yet certain given the costs associated with delivering the project and the ongoing work developing the scheme.
- 4.2 Cambridge South Station is the single most important rail enhancement scheme in the Greater Cambridge area. The benefit to the Biomedical Campus and wider geography was evidenced in the recent Cambridge Biomedical Campus study report and reflected in the current £10m partnership investment in developing the scheme. The focus of Greater Cambridge Partnership rail activity is the delivery of the Cambridge South scheme as soon as practicable and this will be the subject of a future Joint Assembly and Executive Board report.

## **5 Proposed Next Steps**

- 5.1 The study recommends further scheme development work in priority order. It also highlights the need for these workstreams to be integrated with work on Cambridge South and East West Rail.
- 5.2 The Joint Assembly is requested to consider the report.

## **6 Background Papers**

- 6.1 Full details of the Cambridgeshire Rail Corridor report can be found at; <https://cdn.networkrail.co.uk/wp-content/uploads/2019/04/Cambridgeshire-Corridor-Study-2019.pdf>

## QUARTERLY PROGRESS REPORT

**Report To:** Greater Cambridge Partnership Joint Assembly 6<sup>th</sup> June 2019

**Lead Officer:** Niamh Matthews – Head of Strategy and Programme

### 1 Purpose

1.1 To update Joint Assembly members on progress across the Greater Cambridge Partnership (GCP) programme, including:

- Mill Road Bridge Closure: Traffic Flow and Air Quality Monitoring – Section 11.
- An update on Cambridgeshire Autonomous Metro (CAM) - Section 15.
- Potential investment into Project Spring – Section 18.

### 2 Programme Finance Overview

2.1 The table below gives an overview of spend for the 2018/19 financial year.

Funding Type	2018/19 Budget (£000)	Expenditure to Year End (£000)	Forecast Outturn (£000)	Actual Variance (£000)	Status*		
					Previous <sup>1</sup>	Current	Change
Infrastructure Programme	25,953	17,888	-	-8,065			
Operations Budget	3,790	1,676	-	-2,114			↔

\* Please note: RAG explanations are at the end of this report.

2.2 The table overleaf gives an overview of the 2019/20 budget, as agreed at the March 2019 Executive Board.

2.3 Due to the early stage of the financial year, there are no substantive updates available for the 2019/20 spend (see table below). An update will be available in time for the June Executive Board.

<sup>1</sup> Throughout this report references to “previous status” relates to the progress report last considered by the Joint Assembly and Executive Board

Funding Type	2019/20 Budget (£000)	Expenditure to Date (£000)	Forecast Outturn (£000)	**Forecast Variance (£000)	Status*		
					Previous <sup>2</sup>	Current	Change
Infrastructure Programme	29,714	TBC	29,714	-	-	-	-
Operations Budget	3,247	TBC	3,247	-	-	-	-

\* Please note: RAG explanations are at the end of this report.

\*\* Forecast variance against the 2019/20 budget.

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<sup>2</sup> Throughout this report references to “previous status” relates to the progress report last considered by the Joint Assembly and Executive Board



## Housing and Strategic Planning

### “Accelerating housing delivery and homes for all”

Indicator	Target	Timing	Progress/ Forecast	Status		
				Previous	Current	Change
Housing Development Agency (HDA) – new homes completed	250	2016 -	301			↔
Delivering 1,000 additional affordable homes**	1,000	2011-2031	853			↔

\*\* Based on housing commitments as at 30 April 2019 on rural exception sites, on sites not allocated for development in the Local Plans and outside of a defined settlement boundary.

### 3 Breakdown of Housing Development Agency Completion Locations and Tenure Types

Scheme Name	Local Authority	Ward/Area	Actual Affordable Completions				Tenure Breakdown**
			2016/17	2017/18	2018/19	2019/20	
Colville Road	City Council	Cherry Hinton	25	0	Scheme Complete		25 AR
Water Lane	City Council	Chesterton	0	14	Scheme Complete		14 AR
Aylesborough Close	City Council	Arbury	20	0	Scheme Complete		20 AR
Clay Farm	City Council	Trumpington	0	104	Scheme Complete		78 AR & 26 SO
Homerton	City Council	Queen Edith's	39	0	Scheme Complete		29 AR & 10 SO
Fen Drayton Road	SCDC	Swavesey	20	0	0	0	20 AR
Horseheath Road	SCDC	Linton	4	0	0	0	4 AR
Hill Farm	SCDC	Foxton	15	0	0	0	15 AR
Ekin Road	City Council	Abbey	0	6	Scheme Complete		6 AR
Hawkins Road	City Council	Kings Hedges	0	9	Scheme Complete		9 AR
Fulbourn Road	City Council	Cherry Hinton	0	8	Scheme Complete		8 AR
Uphall Road	City Council	Romsey	0	2	Scheme Complete		2 AR
Bannold Road	SCDC	Waterbeach	0	11	0	0	11 AR
Cambridge City Housing Company	City Council	Arbury & Chesterton	0	24	Scheme Complete		24 AR
<b>Total New Homes</b>			<b>123</b>	<b>178</b>	<b>0</b>	<b>0</b>	

\*\* AR – Affordable Rent; SO – Shared Ownership

#### **4 Delivering 1,000 Additional Affordable Homes**

- 4.1 The methodology, agreed by the Executive Board for monitoring the 1,000 additional homes, means that only once housing delivery exceeds the level needed to meet the Cambridge and South Cambridgeshire Local Plan requirements (33,500 homes between 2011 and 2031) can any affordable homes on eligible sites be counted towards the 1,000 additional new homes.
- 4.2 The Greater Cambridge housing trajectory published in December 2017 (in both the South Cambridgeshire and Cambridge Annual Monitoring Reports 2016-2017) shows that it is not anticipated that there will be a surplus, in terms of delivery over and above that required to meet the housing requirements in the Local Plans, until 2020/2021. Until 2020/2021, affordable homes that are being completed on eligible sites are contributing towards delivering the Greater Cambridge housing requirement of 33,500 dwellings. The date at which a surplus against the annualised housing requirement is anticipated will be reviewed and updated when the new Greater Cambridge housing trajectory is published in 2019.
- 4.3 The table in the Housing and Strategic Planning section above shows that on the basis of known sites of 10 or more dwellings with planning permission or planning applications with a resolution to grant planning permission by South Cambridgeshire District Council's Planning Committee, 853 affordable homes on eligible sites are anticipated to be delivered between 2020 and 2031 towards the target of 1,000 by 2031. In practice this means that we already expect to be able to deliver 85% of the target on the basis of currently known sites.
- 4.4 In May 2018, South Cambridgeshire District Council published an update on its five year housing land supply that demonstrated that for the first time since June 2014 it could deliver a five year housing land supply. In September and October 2018, South Cambridgeshire District Council and Cambridge City Council adopted their Local Plans, and the Councils can now demonstrate a five year housing land supply. As a result 'five year supply' sites are no longer being permitted by South Cambridgeshire District Council and a number of planning appeals on 'five year supply' sites have been dismissed by the Planning Inspectorate or withdrawn by the applicant. This change in circumstances in South Cambridgeshire in relation to five year housing land supply means that future contributions towards delivering the target will be solely from affordable housing on rural exception sites or planning permissions granted as a departure from the adopted development plan.
- 4.5 The latest housing trajectory (published in December 2017) shows that 38,080 dwellings are anticipated in Greater Cambridge between 2011 and 2031, which is 4,580 dwellings more than the housing requirement of 33,500 dwellings. There are still a further 12 years until 2031 during which affordable homes on other eligible sites will continue to come forward as part of the additional supply, providing additional affordable homes that will count towards this target. With the adoption of the Local Plans and confirmation that the Councils have established a five year housing land supply, it is anticipated that rural exception sites will start to come forward again. However, due to the nature of rural exception sites and windfall sites, these cannot be robustly forecast up to 2031. Historically there is good evidence of rural exception sites being delivered (around 50 dwellings per year), and therefore we can be confident that the target will be achieved.

## Skills

“Inspiring and developing our future workforce, so that businesses can grow”

Indicator	Target (to March 2021)	Progress	Status		
			Previous	Current	Change
Number of people starting an apprenticeship as a result of an Apprenticeship Service intervention.	420	-			↔
Number of new employers agreeing to support an apprenticeship scheme.	320	-			↔
Number of schools supporting new, enhanced apprenticeship activity.	18	9			↔
Number of students connected with employers.	7,500	1,460			↔

Please note: the above indicators have been updated in May 2019, based on new Form the Future KPIs.

### 5 Update on the GCP Apprenticeship Service

- 5.1 Following the new GCP Apprenticeship Service contract, signed with Form the Future in March 2019, the indicators in the table above have been updated to reflect the new Key Performance Indicators (KPIs) agreed with Form the Future.
- 5.2 Progress figures are not provided for the first two KPIs as it would be ineffective to assess progress against these indicators at this stage of the contract, which has only been active for eight weeks.
- 5.3 Form the Future has indicated that they do not expect to see significant apprenticeship starts until the end of the second and beginning of the third quarter of the financial year due to:
  - The lead time for businesses to sign off on a new role;
  - Primary targets for apprenticeships (students in Years 11 and 13) focusing on exams; and
  - The lead time between identifying young people and securing them an apprenticeship.
- 5.4 Whilst it is too soon to give progress data on the number of new employers agreeing to support an apprenticeship scheme, Form the Future has reported meeting with 48 companies who have the ability to create multiple apprenticeships, over the course of March and April 2019.
- 5.5 It is noted that 1460 students have taken part in apprenticeship activities, involving 54 employers at 9 different events in this period. From these events, 36 people have registered with the service for ongoing support (plus six further people registering via other channels).

## Smart Places

“Harnessing and developing smart technology, to support transport, housing and skills”

Project	Target Completion Date	Forecast Completion Date	Status		
			Previous	Current	Change
T-CABS (CCA3 Autonomous Vehicle Project)	Dec 2020	Dec 2020			↔
Smart Panels – Phase 2 Extension	Jul 2019	Jul 2019			↔
MotionMap – Phase 2 (Enhancements)	Mar 2019	Mar 2019			↔
Digital WayFinding – Phase 2 (Development)	Dec 2019	Dec 2019			↔
ICP Development – Phase 2	Sep 2019	Sep 2019			↔
Mill Road Bridge Closure: Deploy and Start Baseline	May 2019	May 2019			↔
Update report on integrated ticketing opportunities	Dec 2018	May 2019			↑
Data Visualisation	Mar 2020	Mar 2020			↔

### 6 T-CABS (C-CAV3 Autonomous Vehicle Project)

- 6.1 The project to trial autonomous shuttles on the Southern Section of the Busway continues on schedule. Stabling for the shuttles has been agreed at Trumpington Park and Ride, the early prototypes of the vehicle are being developed in Coventry and the specification for the app that will be used to call the shuttles has been initiated. A communications plan continues to be developed, including engagement with residents and businesses later this year.

### 7 Smart Panels – Phase 2 Extension

- 7.1 In addition to the follow up discussions with organisations who have shown interest in the Smart Panels, a Pocket Smart Panel prototype has been developed. This web based version of the smart panel can be downloaded via a QR code and customised by the user to show real time information about the bus stop nearest to them. This is being trialled at the West Cambridge site and at Shire Hall bus stops.

### 8 MotionMap – Phase 2 (Enhancements)

- 8.1 Downloads of MotionMap have increased to nearly 1300. Further to the enhancements based on the two changes most requested by users which were deployed in January, a change to put the app into other countries’ app stores is being progressed to enable foreign visitors to download the app.

### 9 Digital Wayfinding – Phase 2 (Development)

- 9.1 An improved journey planner has been deployed. However the device at the station has experienced another fault which has now been rectified.

- 9.2 An evaluation of the current solution is ongoing and consideration is being given as to whether there are more cost effective ways to deliver the information provided by the current digital wayfinding devices.

## **10 ICP Development – Phase 2**

- 10.1 Work continues on the platform, with improvements to bus time prediction data and efforts to make the data more widely available through new channels. Reporting has provided improved insights into bus transit times.

## **11 Mill Road Bridge Closure – Traffic Flow and Air Quality Monitoring**

- 11.1 Traffic sensors have been installed on Mill Road, and Air Quality sensors are expected to be installed during May. They will monitor road usage, traffic flow and air quality over the coming months before, during and after the temporary bridge closure.
- 11.2 Data will be collated to provide a detailed picture of road usage and air quality. This can then be used to inform future transport decisions within the GCP portfolio. More details are provided in Annex 1.

## **12 Update report on integrated ticketing opportunities**

- 12.1 The final draft of the report has been delivered. Final comments have been made and sign-off is expected in early June 2019. The report will be made publicly available on the Smart Cambridge website and will be used to inform the strategy for integrated ticketing in Greater Cambridge. Major points have already been extracted and used in the expression of interest for the Future of Mobility Zone call, which must be submitted by 24<sup>th</sup> May.

## **13 Data Visualisation**

- 13.1 Work with a local data analytics company (Geospock) is providing very useful insight and visualisations of our data including the ANPR data collected in 2017. The platform offers significant potential for the analysis and visualisation of other large, complex datasets that have been collected. Smart continue to define work packages that will offer insights relevant to current portfolio projects.

## Transport

“Creating better and greener transport networks, connecting people to homes, jobs, study and opportunity”

### 14 Transport Delivery Overview

					Status		
Project		Delivery Stage	Target Completion Date	Forecast Completion Date	Previous	Current	Change
Tranche 1							
Ely to Cambridge Transport Study		Completed					
A10 cycle route (Shepreth to Melbourn)		Completed					
Cambridge Southeast Transport Study (formerly A1307)		Design	2025	2024			↔
Cambourne to Cambridge / A428 Corridor		Design	2024	2024			↔
Milton Road		Design	2021	2020			↔
City Centre Access Project		Design	2020	2020			↔
Chisholm Trail Cycle Links	Phase 1	Construction	2020	2020			↔
	Phase 2	Design	2022	2022			↔
Cross-City Cycle Improvements	Fulbourn / Cherry Hinton Eastern Access	Construction	2019	2019			↔
	Hills Road / Addenbrooke’s corridor	Completed					
	Links to East Cambridge & NCN11/ Fen Ditton	Construction	2018	2019			↔
	Arbury Road corridor	Construction	2018	2019			↔
	Links to Cambridge North Station & Science Park	Construction	2018	2019			↔
Histon Road Bus Priority		Design	2022	2020			↔
West of Cambridge Package		Design	2021	2021			↔
Greenways Quick Wins		Construction	2020	2020			↔
Ely to Cambridge Transport Study		Design	2019	2019			↔
Cambridge South Station Baseline Study		Completed					

Residents Parking Implementation	Project Initiation	2021	2021			↔
Greenways Development	Design	2019	2019			↔
Rural Travel Hubs	Project Initiation	2021	2021			↔
Travel Audit – South Station and biomedical campus	Baseline Study	2018	2019			↔

## 15 Update on CAM

- 15.1 The CAM is one of twelve priority projects identified by the Cambridgeshire and Peterborough Combined Authority (CPCA) as required to significantly contribute to the area's future economic development.
- 15.2 GCP, working with the CPCA, is ensuring its public transport schemes are brought forward as an integrated part of the proposed CAM network, and will therefore be funding a significant part of the final scheme costs.
- 15.3 Following the approval of the Strategic Business Case for the CAM project at the CPCA's March Board meeting, £1m was allocated to develop an Outline Business Case (OBC) for the CAM by March 2020.
- 15.4 The estimated costs of the OBC are currently £2m - £3m, and the GCP has been asked by the Combined Authority if it will make a financial contribution towards the remaining costs. The GCP and Cambridgeshire County Council are supporting the development of the overall project with officer representation on the CAM Programme Board. However, all final decisions on CAM are taken by the Combined Authority.
- 15.5 The Joint Assembly is asked to comment on the principle of making a contribution to the CAM OBC to inform the Executive Board's decision.

## 16 Transport Finance Overview 2018/19 (reporting to March 2019)

- 16.1 The below update refers to the 2018/19 financial year. It reports up to the end of March 2019, the most recent available project-level data. There will be minor changes to the final outturn for 2018/19 when the full closedown figures for the 2018/19 financial year are reported on; this table will be updated accordingly and in time for the June 2019 Executive Board.

Project	Original Approved Total Budget (£'000)	Revised Total Budget (£'000)	Change (£'000)	2018-19 Budget £'000	2018-19 Outturn £'000 (forecast Mar 19)	2018-19 Variance £'000 (forecast Mar 19)	2018-19 budget status		
							Previous	Current	Change
Cambridge Southeast Transport Study (formerly A1307)	141,082	140,735	-347	1,397	2,152	+755			↔
Cambourne to Cambridge / A428 corridor	59,040	157,000	97,960	2,900	1,588	-1,312			↔
Milton Road bus priority	23,040	23,040	0	800	267	-533			↔
City Centre Access Project	9,638	9,888	250	4,170	1,500	-2,670			↔

Chisholm Trail	9,269	14,269	5,000	5,320	1,497	-3,823			↔
Cross-City Cycle Improvements	8,934	8,934	0	4,500	4,521	+21			↑
Histon Road Bus Priority	4,280	7,000	2,720	224	503	+279			↔
West of Cambridge package (formerly Western Orbital)	5,900	42,000	36,100	600	1,483	+883			↔
Greenways Quick Wins	0	4,650	4,650	3,000	2,000	-1,000			↔
Programme Management & Early Scheme Development	3,200	3,200	0	800	600	-200			↔
Ely to Cambridge Transport Study	2,600	2,600	0	892	3	-889			↔
Cambridge South Station	1,750	1,750	0	925	0	-925			↔
Residents Parking Implementation	1,191	1,191	0	219	172	-47			↔
Rural Travel Hubs	700	700	0	75	51	-24			↔
Greenways Development	500	536	36	244	229	-15			↔
Travel Audit – South Station and biomedical campus	150	180	30	92	107	+15			↔
<b>Total</b>	<b>271,274</b>	<b>417,673</b>	<b>146,399</b>	<b>26,158</b>	<b>16,673</b>	<b>-9,485</b>			↔

16.2 The explanation for any variances is set out in the following paragraphs.

#### **Cambridge Southeast Transport Study (formerly A1307)**

16.3 There is likely to be an overspend of £755k, due to revised cost forecasts for Phase 2 development work and additional surveys. The total budget has been revised in line with the higher cost option agreed by the GCP Board in the March 2018 Budget Setting Report.

#### **Cambourne to Cambridge / A428 Corridor**

16.4 An underspend of £1.3m has been incurred due to project delays in the first half of the financial year, and post consultation analysis which will now be spent in 2019/20.

#### **Milton Road Bus Priority**

16.5 Spend on the preliminary design stage has been slightly lower than previously anticipated, so the forecast outturn spend has been decreased to £267k, £533k less than originally forecast. Detailed design costs will be moving into 2019/20 with detailed design planned to commence in Spring 2019.



### **City Centre Access Project**

- 16.6 An underspend of £2.67m is forecast for 2018/19, as several City Access programme workstreams have been put back to allow for other work to be completed.

### **Chisholm Trail**

- 16.7 An underspend of £3.82m is in place for 2018/19 against the original spend profile due to delays in discharging pre-commencement planning conditions and finalising land deals.

### **Cross-City Cycle Improvements**

- 16.8 All of the schemes are nearing completion. The budget for 2018/19 has been spent and is currently £21k more than originally forecast, due to having to provide additional temporary traffic management including pedestrian crossings on several sites. Though some money is expected back from utility companies, there will be additional funding required in 2019/20 to complete the works.

### **Histon Road Bus Priority**

- 16.9 Although the current expenditure is £301k, it is forecast that all of the reserved creditors will go through and the final spend will be £503k. Therefore, the outturn spend will be £279k more than originally forecast. This is due to advancing the detailed design phase and bringing forward costs, positively impacting potential outturn spend.

### **West of Cambridge Package (formerly Western Orbital)**

- 16.10 The overspend of £883k reflects the requirement to complete the Trumpington Extension works faster than originally anticipated.

### **Greenways Quick Wins**

- 16.11 An underspend of £1m for 2018/19 was identified some time ago, as scheme estimates have proved to be higher than the actual costs required. Although the current expenditure is just over £1.1m, many of the Quick Wins started in January and February, therefore the 2018/19 year-end spend is likely to be approximately £2m and therefore £1m underspent.

### **Programme Management and Early Scheme Development**

- 16.12 Spend will come in at approximately £600k, which is £200k under budget. Due to the fluctuation in a number of the projects within this budget, the communications, project and consultancy support required has not been as substantial as initially projected. As projects increase in pace, spend is likely to come back in to line with projections.

### **Ely to Cambridge Transport Study**

- 16.13 The study is now complete and all technical reports received. This project has an underspend of £889k and no further consultant costs are anticipated. The Combined Authority now has the responsibility of taking forward the recommendations.

### **Cambridge South Station**

- 16.14 As previously reported, no spend has been incurred to date. The Feasibility study has commenced with DfT overseeing the contract. DfT are leading the project and are unlikely to call upon the GCP's contribution until 2021/22. Therefore, no spend is likely to be incurred until 2021/22.

### **Residents Parking Implementation**

- 16.15 An underspend of £47k is forecast as the new cashless pay and display machines have been ordered but delivery has been delayed.

### **Rural Travel Hubs**

- 16.16 There is likely to be an underspend of £24k for 2018/19 due to project delays. Following consultation, the Joint Assembly and Executive Board were asked, during the previous meeting cycle, to consider a Rural Travel Hub in Oakington. The Executive Board decided that additional information was required before a decision could be taken. The additional information will be provided to the Joint Assembly and Executive Board during the next meeting cycle.

### **Greenways Development**

- 16.17 As previously reported, the remaining budget of £244,000 for development of the 12 routes, will be largely spent during the 2018/19 financial year. A delay with some of the consultations, due to other higher profile consultations taking precedent, means that there is an underspend of £15k which will roll into 2019/20.

### **Travel Audit – South Station and Biomedical Campus**

- 16.18 An overspend of £15k has been incurred as the Cambridge Biomedical Campus Study required some further work to carry out Part 3 of the study, following senior officer recommendation from Project Board. This work in turn also required some updating of the original Part 1 and 2 study, which needed to reflect the conclusions within the Part 3 work, hence some additional spend.

### **S106 Contributions to GCP Projects**

- 16.19 In the City Deal signed with Government the GCP committed to match fund Government grant agreed as part of that deal. Part of that contribution is likely to be made up of S106 developer contributions. To date, c£48m of S106 contributions have been allocated to GCP projects.
- 16.20 GCP officers continue to work closely with South Cambridgeshire and Cambridgeshire County Council officers to ensure the process for any S106 allocations towards GCP projects is being managed in a streamlined and effective way.

## Economy and Environment

### **17 Local Grid Constraints**

- 17.1 The Economy and Environment Working Group has been considering the constraints that the energy grid within Greater Cambridge may pose on sustainable economic growth in the future.
- 17.2 Given the GCP's role in facilitating further sustainable economic growth the Board agreed there may be a role that the GCP could play, potentially alongside other stakeholders, in alleviating these constraints on the Grid and unlocking business growth that may otherwise be stalled. As such, at the March Executive Board, a £40k contribution to further work was agreed.
- 17.3 Officers commissioned a report which found that the Grid is approaching full capacity and requires significant investment to enable further connections. Initial findings suggest that this capacity constraint has the potential to slow the delivery of housing and economic development unless action is taken to speed up the delivery of new Grid capacity.
- 17.4 The next phase of this work is to commission UK Power Networks to undertake an engineering study. The engineering study is expected to provide the GCP with a number of options to increase the capacity within the local network, as well as an outline construction programme and costings. The study is expected to take between 4-6 months at a cost of £40k (as above, agreed at the March Executive Board).
- 17.5 The results of the study will be presented to the Joint Assembly and Executive Board in December 2019, alongside a number of options and next steps.

### **18 Project Spring**

- 18.1 The GCP has been approached by a consortium, led by the University of Cambridge, to seek GCP support for Project Spring, an inward investment proposal currently being formed by the consortium.
- 18.2 Whilst in the early stages of development, Project Spring aims to create a formal and visible inward investment offer that will establish a clear entry point for potential investors in Cambridge. Crucially, this will contain an overview of the "Cambridge Story", which will be maintained in the longer term as part of the offer. It should co-ordinate the efforts of various key groups seeking to encourage investment in Greater Cambridge and the surrounding area, improving the support offer for potential and current investors.
- 18.3 In the first phase, Project Spring aims to achieve a range of outputs, including: outlining the "Cambridge Story", including a clear evidence base; the creation of a compelling brand; the creation of an interactive web portal; and, a robust business case seeking further investment to fully develop the offer.
- 18.4 There is an opportunity for the for the GCP to shape this work, in partnership with the Universities and business, to ensure a balanced narrative and the strongest possible offer for inward investment in the Greater Cambridge area is developed.

- 18.5 In order to have an impactful role in the development of this work officers suggest that the GCP invests £25k into Project Spring now, to support the first phase of work, including developing a compelling “Cambridge Story” and an evidence-led business case for further investment.
- 18.6 Officers will remain actively engaged in this work and continue to attend meetings and contribute to its development. Project progress will be continually reviewed and fed back to the Executive Board and Joint Assembly. If the project demonstrates clear value for money and the potential to deliver significant benefits in terms of inward investment into Greater Cambridge the Joint and Assembly and Executive Board may wish to consider further financial support towards the project.

## **Note to reader – RAG Explanations**

### **Finance Tables**

- **Green:** Projected to come in on or under budget
- **Amber:** Projected to come in over budget, but with measures proposed/in place to bring it in under budget
- **Red:** Projected to come in over budget, without clear measures currently proposed/in place

### **Indicator Tables**

- **Green:** Forecasting or realising achieving/exceeding target
- **Amber:** Forecasting or realising a slight underachievement of target
- **Red:** Forecasting or realising a significant underachievement of target

### **Project Delivery Tables**

- **Green:** Delivery projected on or before target date
- **Amber:** Delivery projected after target date, but with measures in place to meet the target date (this may include redefining the target date to respond to emerging issues/information)
- **Red:** Delivery projected after target date, without clear measures proposed/in place to meet the target date

**Mill Road Traffic Flow and Air Quality Monitoring**

**1. Project Summary**

This project aims to take advantage of Network Rail's closure of Mill Road Bridge, in order to:

- Monitor and measure changes to all forms of traffic (pedestrians, cyclists, vehicles) and air quality on Mill Road and the surrounding area, caused by the bridge closure
- Engage with commuters, businesses and other stakeholders, and share the information gathered with interested parties
- Use the learning to inform future City Access schemes
- Develop an effective approach to monitoring that can be used across all GCP schemes

Initial installation of traffic and air quality sensors is planned for May 2019 and a data 'baseline' will be established in June 2019, ahead of the bridge closure from the 1 July 2019 to 31 August 2019. They will be in place until 30 September 2020, in order to measure whether any changes to traffic or air quality levels are sustained once the bridge re-opens.

The project is a result of collaboration between Smart Cambridge, Cambridge City Council and the Centre for Diet and Activity Research (CEDAR) at the University of Cambridge.

**2. Outcomes, Outputs, Deliverables and Benefits**

- Providing data to create a detailed picture of how thousands of people use selected roads, without causing any additional interruption to residents, commuters and visitors
- Engagement with commuters to increase understanding of road usage and impact on route changes
- Continued monitoring will allow more specific comparison over longer periods of time, offering a more holistic view of the short and longer term changes of road usage
- Traffic and air quality data collected can be correlated with other data sources, to identify the impact of a range of scenarios on the road network e.g. knock-on effects from outside factors such as weather conditions and congestion, in other areas of the city
- Making data openly available via a secure data platform, for residents as well as innovative businesses who may be able to use the data to suggest solutions to challenges faced by the city
- Ability to have more informed discussions with local businesses on the impact of changes to road usage in the city
- Offer an insight into how any future works can be managed more efficiently across the city and the Greater Cambridge region, as well as guidance for transport initiatives in the GCP portfolio
- Trialling new low cost air quality sensors, which can be used more widely across the city if successful
- Sensors procured for this project can be redeployed at minimal cost to support future projects as required.

## **EXECUTIVE BOARD FORWARD PLAN OF KEY DECISIONS**

Notice is hereby given of:

- Decisions that that will be taken by the GCP Executive Board, including key decisions as identified in the table below.
- Confidential or exempt executive decisions that will be taken in a meeting from which the public will be excluded (for whole or part).

A 'key decision' is one that is likely:

- a) To result in the incurring of expenditure which is, or the making of savings which are, significant having regard to the budget for the service or function to which the decision relates; or
- b) To be significant in terms of its effects on communities living or working in the Greater Cambridge area.

<b>Executive Board: 27 June 2019</b>		<b>Reports for each item to be published: 17 June 2019</b>	<b>Report Author</b>	<b>Key Decision</b>	<b>Alignment with Combined Authority</b>
West of Cambridge Package (M11 J11 Park and Ride)	To consider the full outline business case for the proposed Park and Ride Expansion at Junction 11.		Peter Blake	Yes	CA LTP Passenger Transport / Interchange Strategy
City Access	To receive an update on progress to date and consider feedback from the public consultation exercise.		Peter Blake	No	CA LTP Passenger Transport / Interchange Strategy
Cambridge South East Transport Scheme (A1307)	To consider the strategic outline business case.		Peter Blake	No	CA LTP Passenger Transport / Interchange Strategy

Output of Rail Capacity Study	To receive an update and information on the output of the study.		Peter Blake	No	CA LTP Passenger Transport / Interchange Strategy
GCP Quarterly Progress Report	To monitor progress across the GCP workstreams, including financial monitoring information.		Niamh Matthews	No	N/A
Executive Board: 3 October 2019		Reports for each item to be published: 23 September 2019	Report Author	Key Decision	Alignment with Combined Authority
GCP Quarterly Progress Report	To monitor progress across the GCP workstreams, including financial monitoring information.		Niamh Matthews	No	N/A
Cambourne to Cambridge Better Public Transport Project	To consider the result of further work in response to the interim report and the final Outline Business Case.		Peter Blake	Yes	CA LTP Passenger Transport Strategy
Histon Road: Bus, Cycling and Walking Improvements	To consider and award the construction contract.		Peter Blake	Yes	CA LTP Passenger Transport Strategy
Executive Board: 12 December 2019		Reports for each item to be published: 2 December 2019	Report Author	Key Decision	Alignment with Combined Authority
West of Cambridge Package (M11 J11 Park and Ride)	To consider detailed design proposals prior to seeking consent to obtain planning powers.		Peter Blake	No	CA LTP Passenger Transport Strategy



A10 Waterbeach to Science Park	To receive an update on the project and, if necessary, provide a steer on next steps.	Peter Blake	No	CA LTP Passenger Transport / Interchange Strategy
East Cambridge Corridor	To receive an update on the project and, if necessary, provide a steer on next steps.	Peter Blake	No	CA LTP Passenger Transport / Interchange Strategy
City Access	To receive an update on the project and, if necessary, provide a steer on next steps.	Peter Blake	No	CA LTP Passenger Transport / Interchange Strategy
Greenways	To consider consultation results, preferred route options and prioritisation listing	Peter Blake	No	CA LTP Passenger Transport / Interchange Strategy
GCP Quarterly Progress Report	To monitor progress across the GCP workstreams, including financial monitoring information.	Niamh Matthews	No	N/A

### Corresponding meeting dates

Executive Board meeting	Reports for each item published	Joint Assembly meeting	Reports for each item published
27 June 2019	17 June 2019	6 June 2019	24 May 2019
3 October 2019	23 September 2019	12 September 2019	2 September 2019
12 December 2019	2 December 2019	21 November 2019	11 November 2019