



**GREATER
CAMBRIDGE
PARTNERSHIP**

Growing and sharing prosperity

Delivering our City Deal

OUR BIG CONVERSATION - KEY FINDINGS

Summary report of the Greater Cambridge Partnership's public engagement and surveys September – November 2017

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Your feedback: next steps

Your feedback from Our Big Conversation will be used to help shape priorities for our Future Investment Strategy. The strategy will outline our future plans for transport, housing, skills and Smart and is our plan to government about what the £400M would deliver between 2020-2030 to unlock growth should we secure the next rounds of funding. These future plans, informed by your feedback, are set to be discussed and agreed at public meetings in February and March.

Introduction

‘Our Big Conversation’ in Autumn 2017 was a chance for the Greater Cambridge Partnership to talk and listen to your views on the Greater Cambridge growth story – the current challenges you face and your ideas for the future.

Cambridge and South Cambridgeshire together remains one of the fastest growing places in the UK, with Cambridge set to be the UK’s fastest growing city in 2018*.

To remain competitive in a post-Brexit economy – whilst continuing to offer a good quality of life for our local communities – it is vital we invest now for our future success.

To ensure a dynamic and thriving economy, Greater Cambridge needs to maintain the right balance of jobs, housing and a well-connected transport network.

The Greater Cambridge Partnership, the local delivery body for a city-based growth deal with central Government, is in a unique position to make a real difference. With access to funding of more than £500 million, the Partnership has the drive and determination to accelerate growth in a way that means more people can benefit from it across a wider area, as well as playing a vital role in the UK economy overall.

Our Big Conversation generated more than 10,000 individual responses and comments including at 38 public events from community pop-ups at supermarkets, workplaces and transport hubs, to business workshops and Councillor briefings.

Your wide-ranging feedback will now be used by our decision-makers to inform how the Greater Cambridge Partnership prioritises and invests future funding to ensure long-term benefits for existing and future generations.

Thank you for taking the time to share your views with us.

Rachel Stopard
**Chief Executive Officer
Greater Cambridge Partnership**



* Source: UK Powerhouse Report, Irwin Mitchell and CEBR

METHODOLOGY

Our Big Conversation was delivered as an integrated campaign between September 25 and November 20 2017*.

Objectives:

1. Generate a quantitative and qualitative evidence-base to help inform development of the Greater Cambridge Partnership’s Future Investment Strategy in 2018
2. Raise public awareness of the Greater Cambridge growth story and the role of GCP in supporting this
3. Generate dialogue and promote active involvement in the development of long-term solutions across the GCP work-streams of transport, housing, skills and Smart.

The campaign also served to provide wider context-setting for early GCP schemes and forthcoming consultations in 2017/18.

Quantitative and qualitative data

The campaign used three mechanisms for seeking and recording public feedback:

1. Our **Big Conversation** general dialogue, including individual comments, paper and online surveys, to capture views on challenges/potential solutions to growth, transport, housing, skills and technology (GCP Communications and Engagement Team) 484 survey responses/770 comments recorded.
2. Targeted Computer Aided Telephone Interview (CATI) travel survey of a representative sample of 1,021 Cambridge and South Cambridgeshire residents (**Systra**).
3. Self-selecting and targeted residents’ and commuter travel survey (**Travel for Cambridgeshire**). 7,635 survey responses/250 comments recorded.

**Feedback from two additional public events at Cambridge Guildhall and Papworth Hospital, held on December 6 and 7 respectively, are incorporated into the results.*



Audience & Channels

The campaign targeted the following key audiences:

- Residents
- Commuters
- Students
- Employers – Employees
- Elected members

Traditionally under-represented groups were targeted in the travel survey exercise to capture a broad and representative range of views from local residents.

CAMPAIGN IMPACT

Events



79,393

Opportunities to see +

2,912

interactions with members of the public at

38

face-to-face events

Print materials



75,161

Opportunities to see from

5,000

owned leaflets +

800

feedback forms distributed

69,361

travel surveys distributed leading to

9,140

survey responses

2,883

recorded comments

Social media



We posted over

100

times across social media platforms, generating more than

129,761

impressions

GCP website



2,384

unique page views from

37

web pages and news stories



3 videos watched

385 times

Media



675,661

Opportunities to see from

15

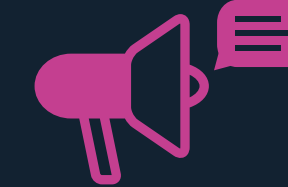
media mentions



1,863

individual comments submitted

Partner communications



505,812

Opportunities to see from

27

earned partner communications updates

Advertising



123,017

Opportunities to see from paid-for advertising

Channels

Our Big Conversation provided information and opportunity for engagement across the following channels:

PUBLIC EVENTS

Community pop-ups
Business workshops
Councillor briefings
Youth events

MARKETING MATERIALS

Our Big Conversation leaflets
Greater Cambridge Travel Surveys

DIGITAL & SOCIAL

GCP Website
E-mails
Twitter
Facebook
LinkedIn
YouTube

MEDIA REPORTS

Print
Broadcast

PARTNER UPDATES

E-mails
Newsletters

ADVERTISING

Newspapers
Residents' newsletters
Programmes

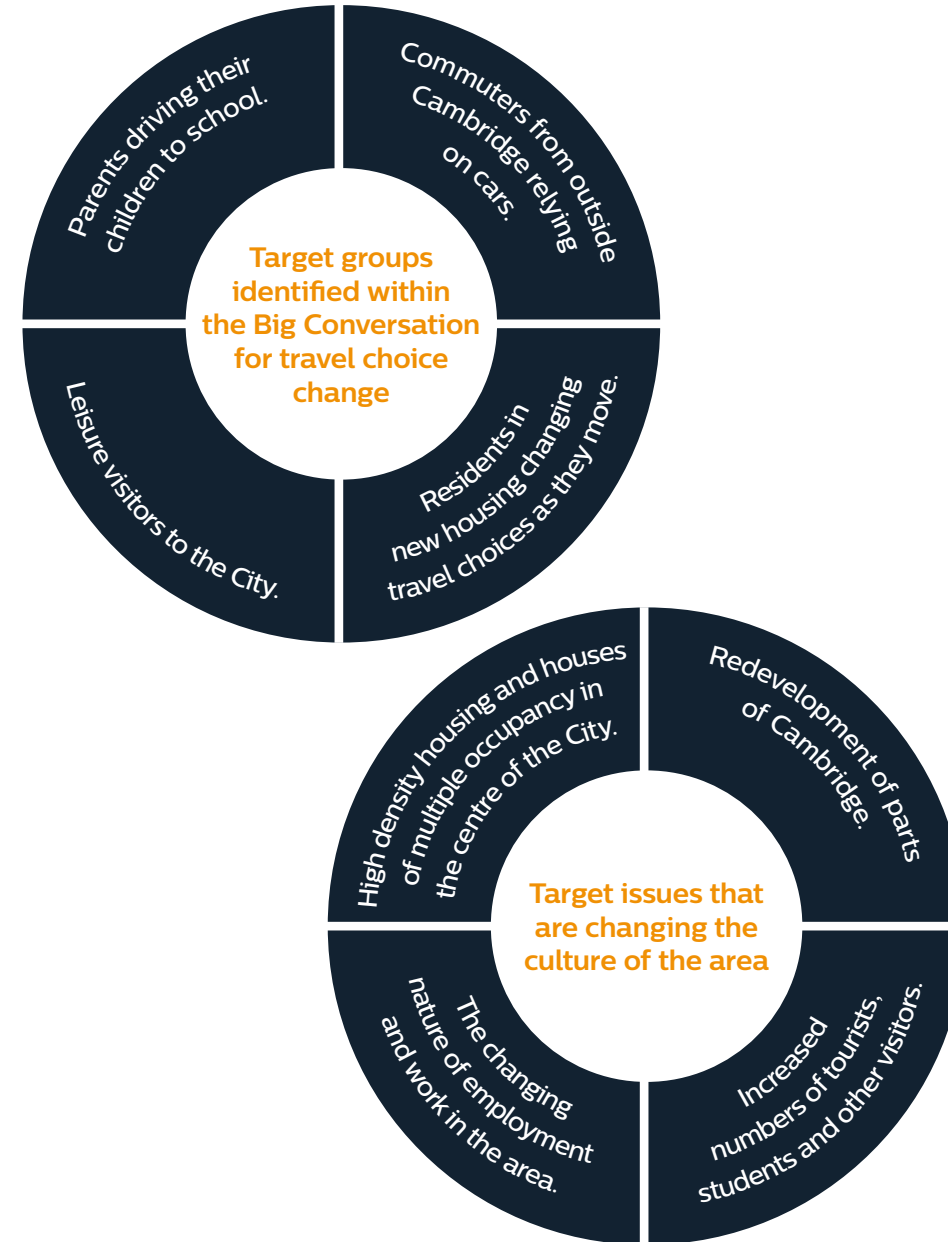
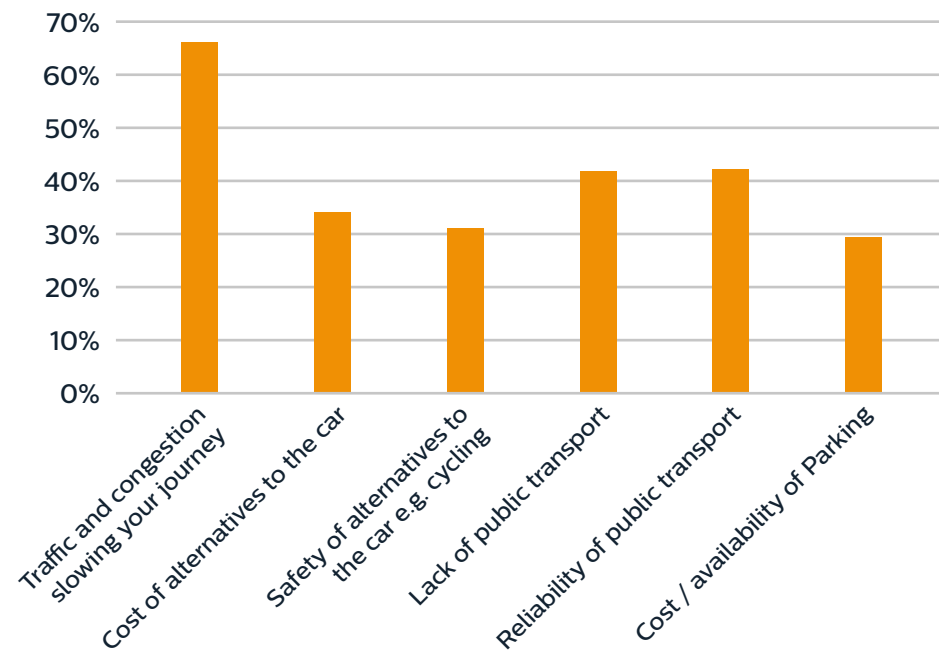
THEME 1 – WE ARE TRAFFIC!

People felt that as viable alternatives to the car were developed then there needed to be a focus on changing travel behaviours.

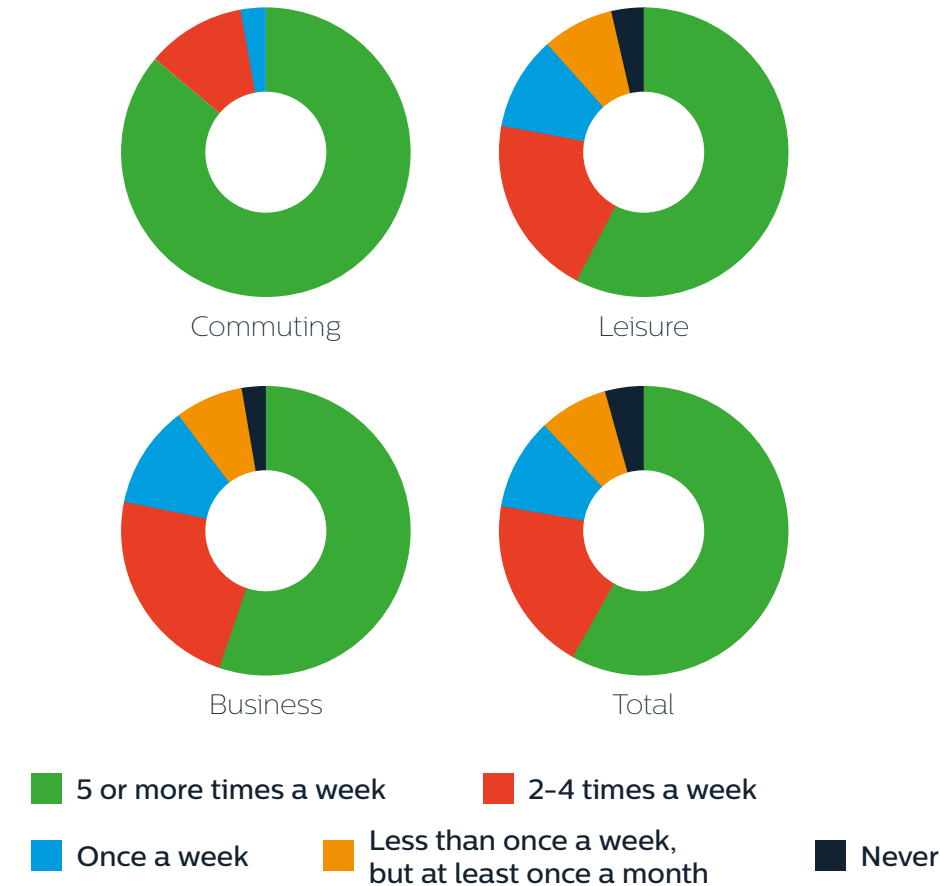
THEME 1 (DATA) – WE ARE TRAFFIC!

A significant number of those who took part in the Big Conversation acknowledged that traffic and congestion were a problem. The Systra Travel Survey identified that over 57% of people travel in and around Cambridge five or more times week and over 87% of people travelled around the area at least once a week; however, most people talked about the behaviour of others and how that needed to change rather than identifying what they could do differently. Respondents also identified significant cultural change as a result of the rate of growth.

What are the biggest challenges for you when travelling around the Cambridge area? Big Conversation 2017



Frequency of journey by journey purpose – Systra



Results show a significant difference in frequency of travel by journey purpose: 86.5% of commuters travel in and around Cambridge five or more times a week, significantly higher than both leisure travellers (57.7%) and those who travel on business/personal business (55.5%).

Alternative modes

Respondents who indicated that they use a car/van to make journeys in and around Cambridge were subsequently asked if they could make these journeys using any other mode. Whilst nearly a third (31.9%) of these respondents stated that bus, minibus or coach services were available to them, two in five respondents (39.0%) said they had no other modes of transport they could use.

ALTERNATIVE MODES AVAILABLE	PERCENTAGE
Other bus, minibus or coach services	31.9%
Bicycle	25.0%
Park & Ride bus services	11.7%
Taxi	10.8%
Walking/Running	6.8%
Train	6.4%
Motorcycle/Moped/Scooter	1.8%
Other	0.1%
None of the above	39.0%
Don't Know/ prefer not to say	0.6%
Base	681

Commuters were more likely than those travelling for other purposes to say they could make their car/van journeys by bicycle (34.8% compared to 27.7% of leisure travellers and 22.9% of those travelling for business/personal business); and, less likely to say they could do so by bus, minibus or coach services (26.1% compared to 35.3% of leisure travellers and 32.4% of those travelling for business/personal business).

THEME 2 – ROCK, PAPER, SCISSORS, (BIKE, BUS, TRAIN)

Residents didn't see any one form of transport as superior; rather they wanted to see an integrated network where people could move easily between different modes.

THEME 2 (DATA) – ROCK, PAPER, SCISSORS, (BIKE, BUS, TRAIN)

The majority of respondents to the qualitative question from the Big Conversation, "What would be the one thing that would improve travel in and around Greater Cambridge?", felt that their transport issues could be solved through some form of public transport improvements, either bus or train, or through improvements to the cycle network (59.63%).

Fewer respondents discussed cars or road-building in relation to solving transport problems (19.53%). According to the Systra survey, most residents travel alone by car/van (37.7%) followed by travel by bicycle (19.5%). There was notable differences between the primary mode of transport between Cambridge and South Cambridgeshire, with Cambridge more likely to use a bicycle (34.6% compared to 5.9%

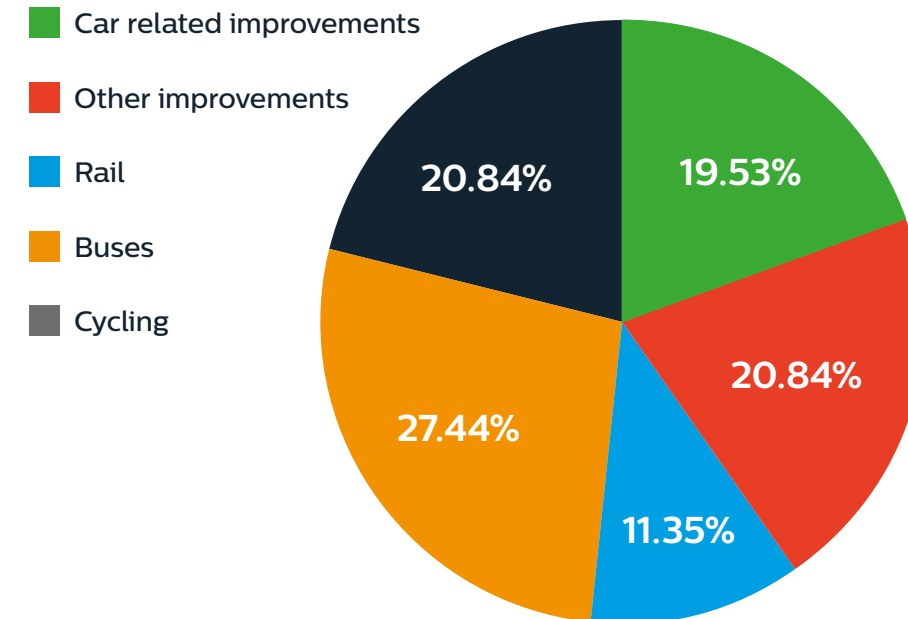
in South Cambridgeshire) and South Cambridgeshire more likely to be the driver of a car/van (49.7% compared to 24.5% in Cambridge).

There is also a difference in perception of modes of transport for those with different working statuses. Those with higher incomes are more likely to use a car or rail and those with lower incomes are more likely to use a bus. The use of bicycles is similar across income brackets. For respondents there was a cost/benefit towards transportation use based on travel time and cost, which currently favours personal vehicle use.

"A coherent, reliable, clean, low emission, aspirational, extensive, integrated public transport system combining rail, bus and rapid transit elements with cross ticketing. This needs to be subsidised to ensure sufficient rural coverage and low ticket prices by a work place parking levy or other road user charge."

"Get cars off the road especially in City Centre - improve Buses and trains to Cambridge not forgetting the smaller villages (even if you have smaller buses/mini buses that pick people up from villages and take them to the nearest Park & Rides it will dramatically reduce the number of cars, help people get to work / out and about. Villages always suffer with reduction in bus timetables and Villagers need these buses the most."

Percentages of Qualitative Responses to Travel Improvements



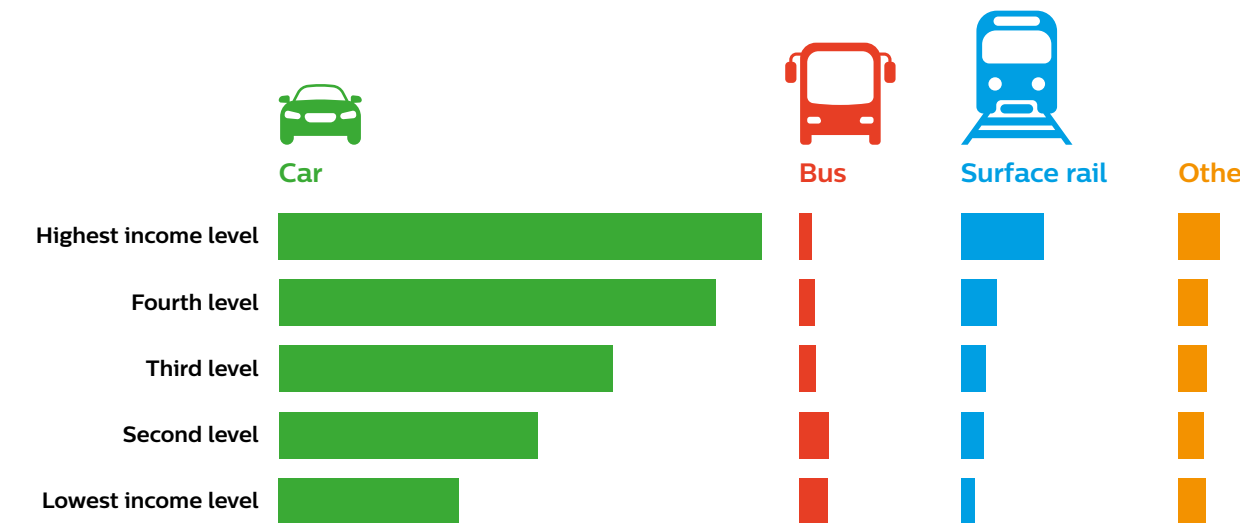
ALL MODES OF TRANSPORT	AB	C1C2	DE	ALL
Car/Van (as a driver, travelling alone)	58.6%	51.6%	40.0%	54.5%
Car/Van (as a driver, with passenger/s)	40.8%	42.9%	25.3%	40.1%
Bicycle	40.3%	27.2%	45.0%	36.1%
Other bus, minibus or coach services	23.5%	28.6%	27.4%	25.7%
Walking/Running	18.1%	21.4%	22.4%	19.7%
Park & Ride bus services	13.1%	10.8%	7.6%	11.8%
Taxi	5.1%	6.3%	11.3%	6.1%
Car/Van (as a passenger)	4.4%	6.3%	3.0%	4.9%
Train	6.0%	3.4%	1.1%	4.6%
Motorcycle/Moped/Scooter	2.2%	2.3%	0.0%	2.0%
Other	0.0%	0.3%	0.0%	0.1%
Base	498	315	81	893

AB: Higher & intermediate managerial, administrative, professional occupations.

C1C2: Supervisory, clerical & junior managerial, administrative, professional occupations or skilled manual occupations.

DE: Semi-skilled & unskilled manual occupations, unemployed and lowest grade occupations.

Table 4 from Systra survey



Average miles travelled, by household income quintile and mode: National Travel Survey: England, 2015 [NTS0705]

THEME 3 – COSTS AND BENEFITS

When considering alternatives to car use residents ranked reliability the highest. Businesses were prepared to support more punitive measures to persuade people to switch if viable alternatives were in place first.

A major theme for respondents to the Big Conversation was the relative costs and benefits of different transport choices. People discussed how the Greater Cambridge Partnership can improve the benefits of using public transport, cycling and walking and also implement disincentives for car travel. Suggested measures were about bringing about behaviour

change as well as adding in new infrastructure.

Respondents on behalf of business were clear that they wanted to see investment in developing viable travel alternatives prior to disincentives being introduced such as a workplace parking levy.

Improving Benefits

"Separation of cycling from motor traffic."
 "Segregated cycle infrastructure so that people of all ages feel safe cycling and choose it over the car."
 "Introduce free buses for transporting children to and from school, and ban parents from driving their children to within 500m of school unless they have mobility difficulties."
 "A coherent, reliable, clean, low emission, aspirational, extensive, integrated public transport system combining rail, bus and rapid transit elements with cross ticketing."
 "Get cars off the road especially in City Centre - improve Buses and trains to Cambridge."
 "Free Park and ride. Bring back the city centre shuttle bus. All public transport to be free and frequent."
 "Improving bus lanes to make it quicker than travelling by car. Currently with prices of park and ride and with busses often getting stuck in the same traffic cars are queuing it's understandable why people prefer to drive."

Increasing Costs

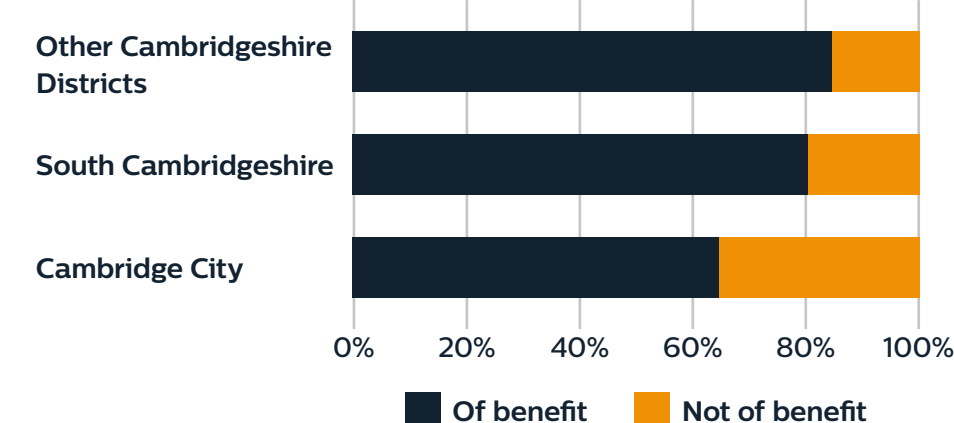
"Stop all motorised traffic from entering the Cambridge city centre."
 "Congestion charging under a cordon control system (charges on for entry to the city) using the tidal charge proposed some time ago would be a good possibility. However all the public transport alternatives need to be in place before you switch on the charge."
 "Business parking levy, which would provide revenue to invest in public transport improvements."
 "We need to change the mindset about vehicles, especially private cars."
 "Face up to it GCP - we need a road pricing system that reduces congestion and funds an effective, affordable bus service."

THEME 3 – COSTS AND BENEFITS

REASON FOR MODE CHOICE	PERCENTAGE
Reliability of journey	40.6%
Speed of journey	38.2%
Distance to destination	22.0%
Physical comfort	16.2%
Price of transport	16.0%
Health reasons	14.5%
Complexity of journey (e.g. number of connections)	13.7%
Frequency of service	11.1%
More environmentally friendly/ sustainable	9.1%
Work vehicle/ drive for job	6.2%
Price of parking	6.1%
Distance to station/ stop	6.1%
Availability of car parking	5.4%
Personal safety	4.9%
Availability of cycle facilities	3.1%
Ability to do other things while travelling (e.g. work/read/etc)	1.2%
Availability of 'Real Time Information'	0.3%
Availability of other forms of information	0.0%
Other	25.8%
Don't Know/ prefer not to say	0.6%
Base	1001

Looking at the results of the Travel Survey (Systra Autumn 2017) speed, reliability and comfort were placed above cost when considering transport choice for local journeys in and around Cambridge.

Of benefit to travel needs: Improving public transport: by location



Over half of existing users of the St Ives to Cambridge Busway said that they would have made their journey by car (suggesting significant mode shift from car on to the service). As well as reliability and speed, cost was a factor in the decision to switch (Source: Systra, Survey of Existing Guided Bus Users, 2017). Below shows a basic comparison of both cost and journey time for Car versus Bus for the trip on the Bus Way from St Ives to Cambridge using a basic formula and tools available to internet users.

ST IVES TO CAMBRIDGE

MEGA RIDER per month
£96

Cost per year
£1,152.00

Time
(Google maps)
39 minutes



Price per mile
£0.45

Cost per year
£3,320.55

Time
(Google maps)
49 minutes



THEME 4 – TICKET TO RIDE / UP ALL NIGHT

People wanted a travel system that reflects their individual needs. There is a frustration that current services are built around the 9-5 and focus on just getting people to Cambridge centre.

THEME 4 (DATA) TICKET TO RIDE / UP ALL NIGHT

Theme 4a – Up all Night

Many respondents focused on how the public transport system did not match their work pattern so they had to rely on personal transport to get to and from work. Reference was made to the operating hours for Park and Ride services ending early evening so not being suitable for those who worked as part of the night-time service economy in Cambridge. Similarly services didn't support those working shifts at major employers such as Addenbrookes Hospital.

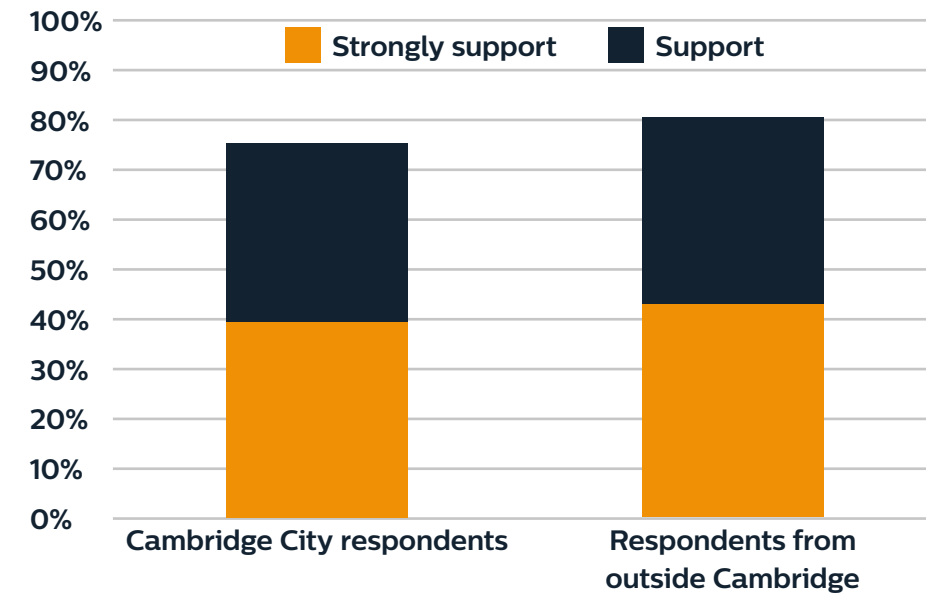
Theme 4b – Ticket to Ride

Respondents also focused on how the ticketing on public transport in the Cambridge area worked. Discounts on ticket costs were felt to be

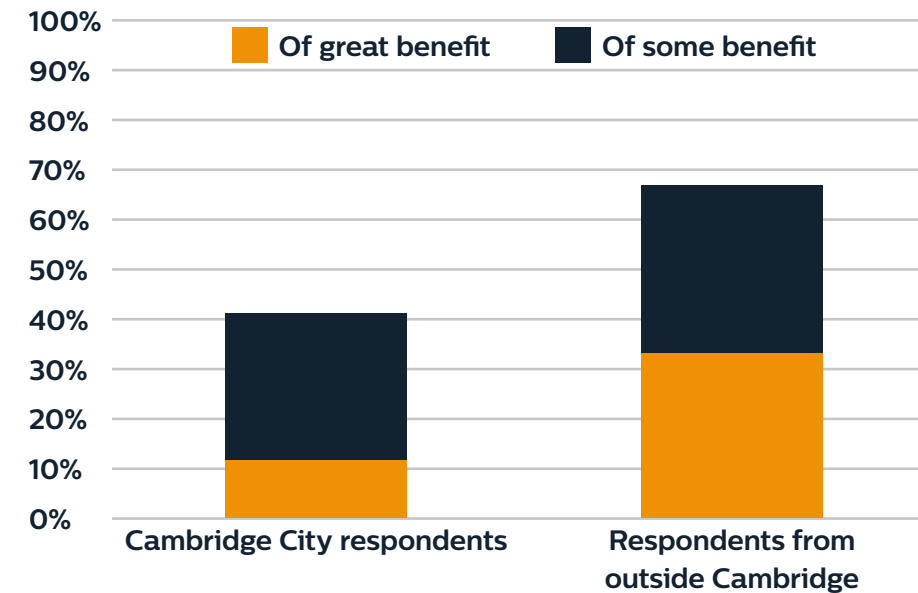
focused on those who commuted 5 days a week to the disadvantage of those worked from home some of the time or who worked part-time. There was strong demand for an 'Oyster' card style system where people could pay for their travel across different forms of public transport as well as demand for 'cross-ticketing' (the same ticket being valid for different types of public transport).

Across both themes people wanted a 'Smarter' design for the operation of the public transport system. This qualitative information provides very useful context to the contrast between people's support for the expansion of Park & Ride services (70% Strongly Support or Support) within the city compared to the proportion of people from outside Cambridge that say this would be of great benefit for them (33%).

How far do you support our strategy aims: Expand Park & Ride services, both in scale and use. Source: Big Conversation



Considering your travel needs, which of these would benefit you the most? To expand on Park & Ride services, both in scale and use. Source: Big Conversation

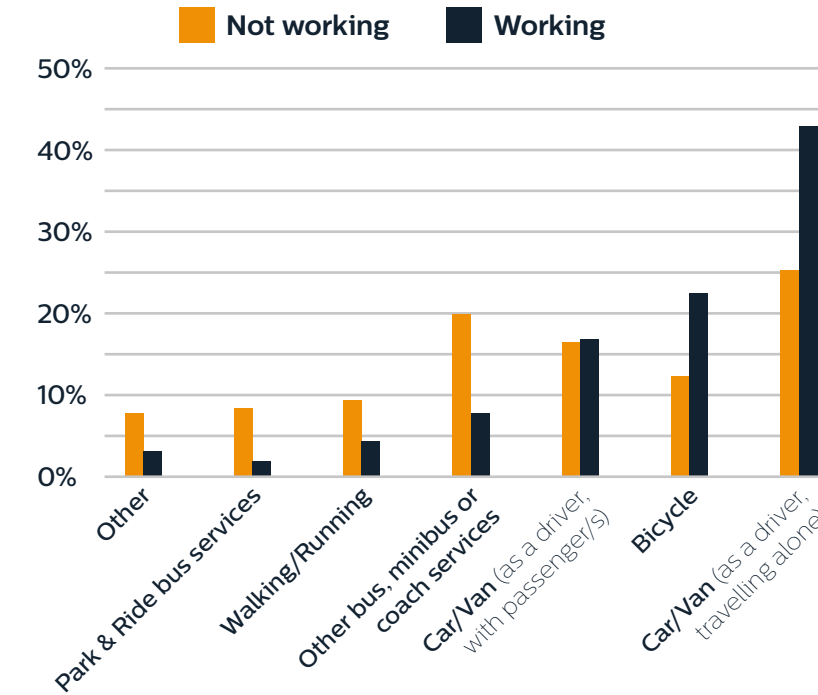


41% of people responding to the Systra survey said that longer operating hours would encourage them to switch to public transport.

The Systra survey also identifies interesting patterns of transport when comparing working status with non-working status. The use of more sustainable forms of transport (apart from the bicycle) is much more common amongst those who don't work (generally people aged 65+) compared to those who do.

Usual mode of transport by working status.

Source: Systra travel survey, Autumn 2017



Transport infrastructure investment needs to reflect the difference in travel needs for different groups within the population...

- Regular commuter from outside Cambridge coming into the City 5 times a week at peak time
- Regular commuter from within Cambridge crossing the City 5 times a week at peak-time
- Shift worker, travelling into the City outside of peak travel time
- Older person making a leisure journey into or around Cambridge
- Parent on the school run from South Cambridgeshire into Cambridge City
- Other travel personas based upon data from the Big Conversation...

THEME 5 – LOVE THE BUS

THEME 5 (DATA) – LOVE THE BUS

Overall 40% of people from Cambridge and 56% of people from South Cambridgeshire told us during the Big Conversation that 'significantly improving the public transport network in terms of availability, capacity, and reliability and, as far as possible, affordability' would be of great benefit to them.

When discussing bus transport people had a list of improvements that needed to be made to get them to transfer to bus transport or make use of buses more (as their main form of transport).

Improvements to Park & Ride sites

"I travel into Cambridge every day. The issue is not public transport but road links to the public transport - P&R sites. This does not get enough attention."

"I spend 90 minutes every day commuting. I use the P&R at Madingley, but this has been built in the wrong location, with traffic from the A428 to the P&R site meaning the journey takes at least 30 minutes in the morning."

"I know that one cannot get into the city centre until about 10:30 by Park and Ride or local service bus because the traffic between my home and the Park & Ride site is frequently seriously clogged up."

Removing Disincentives

"Our bus service (Girton to Cambridge) is unreliable, and the service has been reduced from 3 buses per hour to two, which is tiresome and inconvenient."

"The Park & Ride option is expensive and I object strongly to the decisions taken by the local authority to introduce a parking charge."

"We have a good bus route across town (the U) but journey times to station vary from 15-40 mins & impossible to plan."

Connectivity of the Bus Network

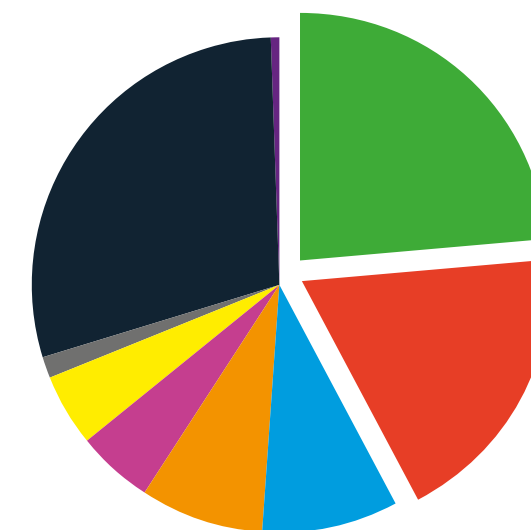
"There is a lack of cross county buses. Nearly all buses terminate in Cambridge so you have to catch another bus if you want to travel to the other side from where you live."

"I live in one of Cambridge's satellite villages where the only practical travel option is my car. It's too far to cycle in & out of Cambridge and public transport is not regular enough, run early enough in mornings or late enough in evenings/night."

"I live in a village with no effective public transport provision at all which is only 12 miles from Cambridge."

Self-reported alternative modes of transport available to car/van users.

Source: Systra travel survey, Autumn 2017



32% of car/van drivers say that existing buses do provide an alternative to their car use (note that people could choose more than one alternative).

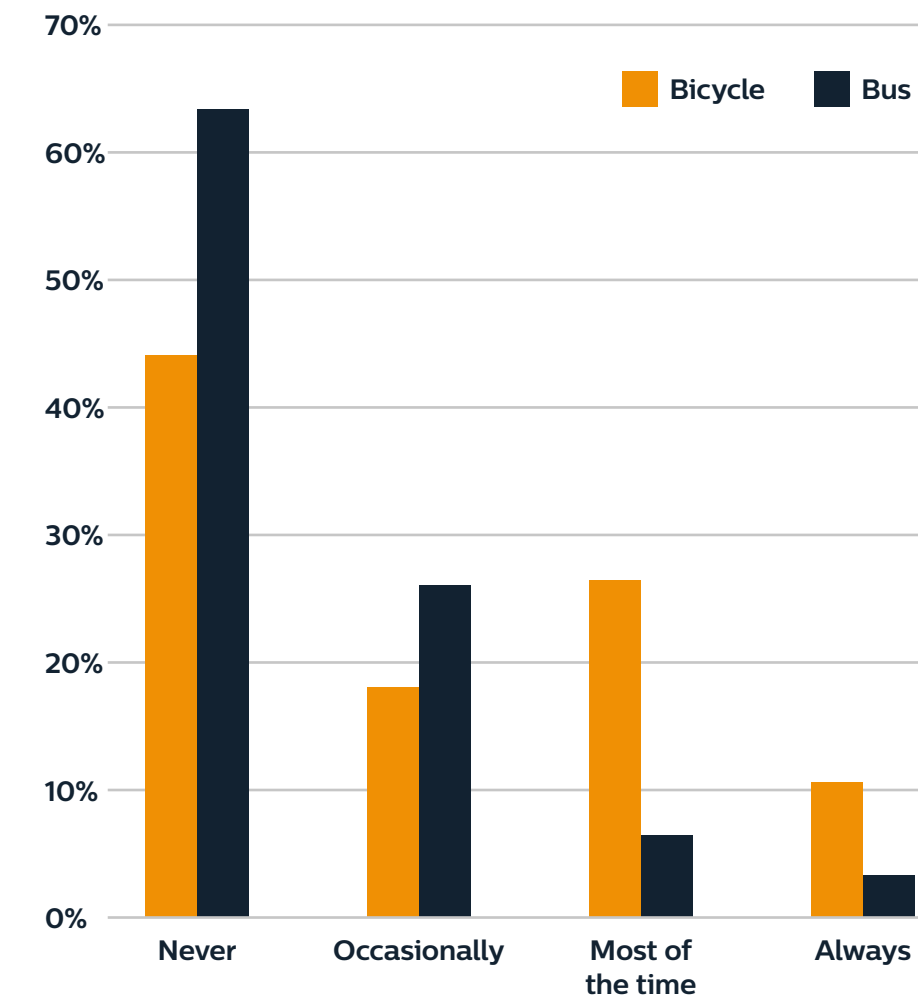
25% of car/van drivers say that cycling is an alternative to their car use (note that people could choose more than one alternative).

- Other bus, minibus or coach services
- Bicycle
- Park & Ride bus services
- Taxi
- Walking/Running
- Train
- Motorcycle/Moped/Scooter
- Other
- None of the above
- Don't know/ prefer not to say

The data from Systra demonstrates that there is potential to grow the numbers of people using buses within the region with 32% of people usually using car/van saying that buses provide a viable alternative. In answer to this question a further 39% of people said that there wasn't currently any viable alternative to their car use. These people represent the target audience for the introduction of new public transport infrastructure.

Mode of transport by frequency of use.

Source: Travel for Cambridgeshire Survey 2017



THEME 6 – LOVE THE BICYCLE

Overall 72% of people from Cambridge and 48% of people told us during the Big Conversation that significantly increasing access to safe cycle, walking and non-motorised routes would be 'of great benefit' to them.

When discussing cycling people had many ideas to further improve the network...

Segregation

"An extensive network of segregated cycle ways connecting most outlying villages/towns into Cambridge would greatly encourage more cycling and get people out of private cars."

"Extensive and continuous network of segregated cycling and walking infrastructure"

"Widen existing narrow cycle paths around the city, segregate pedestrians/cyclists/cars better"

"Proper segregated cycleways - not just little blue signs on existing footpaths or a metre wide strip of paint alongside busy, narrow roads"

Park & Cycle

"Provide edge of Cambridge parking with bike storage (not village hubs which are too far out to cycle or walk from). Vast numbers of drivers would transfer to foot or bicycle with guarantees of travel times"

"Park and cycle sites"

"Park & Ride/cycle in right places with reliable buses both in and out"

Wider Network

"Also keep improving cycling with clear routes marked well and make us feel safer and confident on where we can cycle and we will cycle more."

"I am looking forward to the Chisholm Trail and the new Chesterton cycle/pedestrian bridge, which I will use on a daily basis."

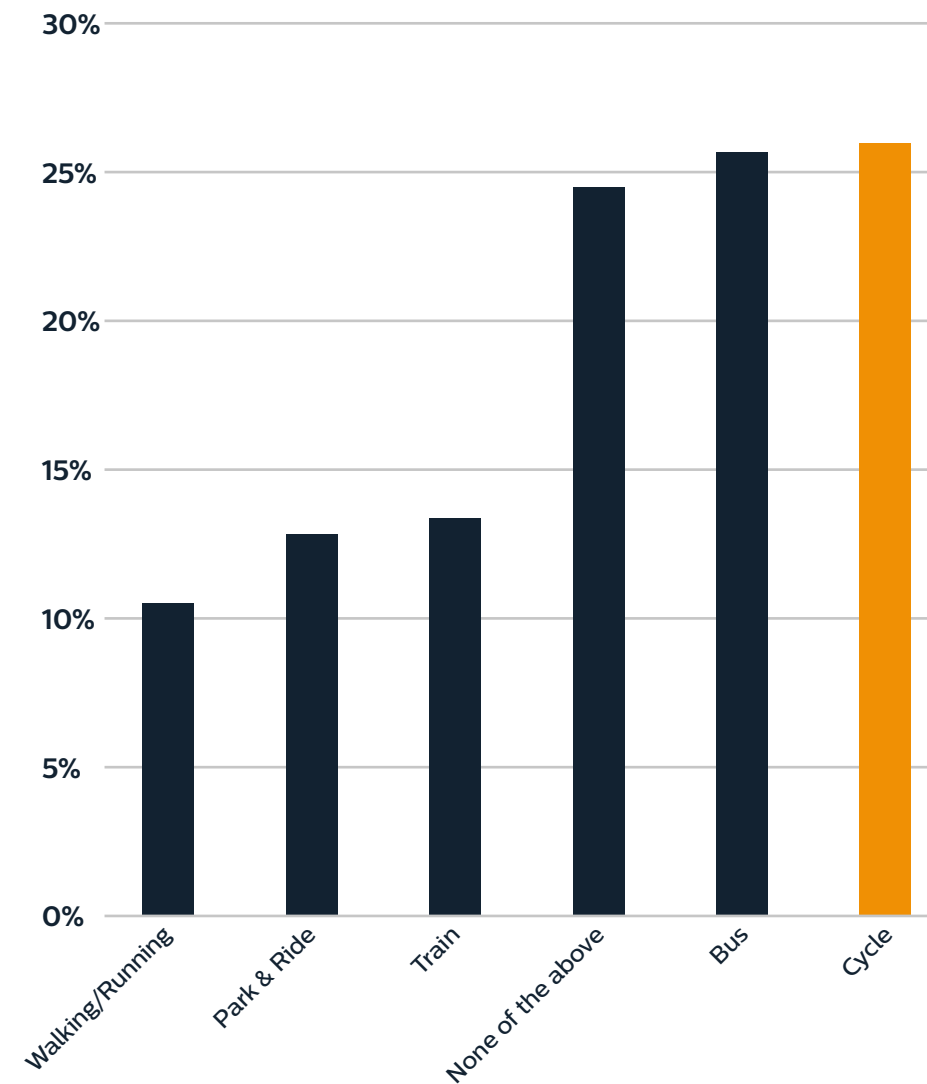
"To be able to support car-free living in Cambridge you need to properly cater for cyclists of all ages, including the use of cargo bikes."

"Expand cycle networks, widen existing narrow cycle paths around the city, segregate pedestrians/cyclists/cars better."

THEME 6 (DATA) LOVE THE BICYCLE

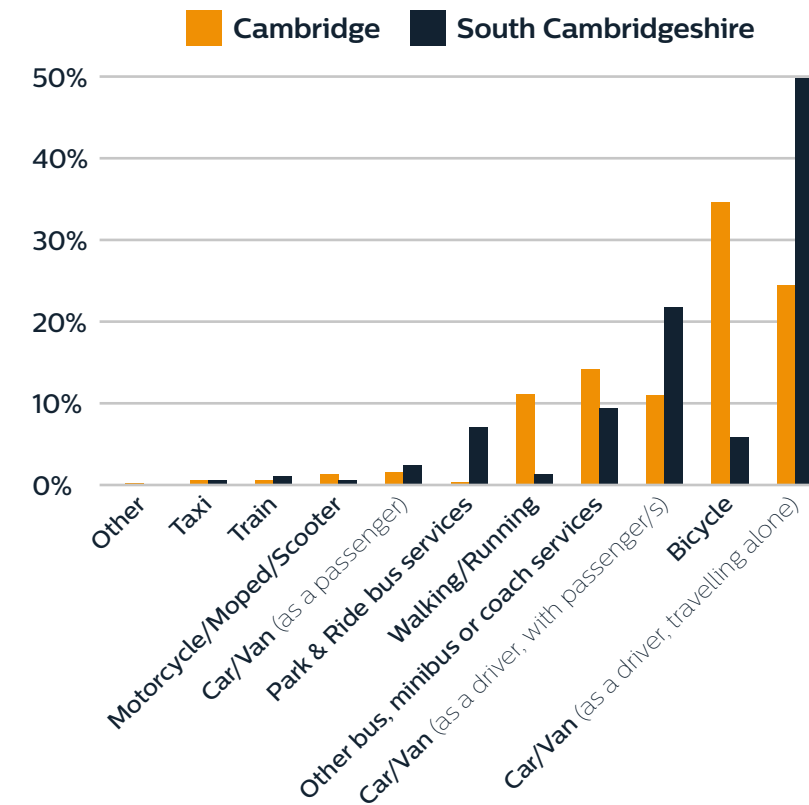
Alternative modes of transport available instead of current car use.

Source: Travel for Cambridgeshire Survey, 2017 (people could select more than one option)



Usual mode of transport used, by district.

Source: Systra travel survey, Autumn 2017



The data from Systra also demonstrates that there is further potential to grow the numbers of people cycling in the region with 25% of people usually using car / van saying that cycling is a viable alternative.

THEME 7 – ACCESS FOR ALL

People with disabilities are more dependent on public transport. They needed better design within the public realm to support them to travel with ease.

Respondents with protected characteristics discussed the difficulties they had accessing travel methods, which in turn was causing issues in using leisure facilities and finding employment. For those with disabilities public transport options were felt to be difficult to get on to, were not available in suitable locations or reliable enough to use, and some commented on being denied access. Older respondents also iterated these points. There were comments on an overreliance on cycle improvements which some respondents felt was ignoring residents who were not physically able to make use of them.

They also discussed how employment opportunities were not available to them. Some respondents felt their age or need for childcare options put them at a disadvantage in job applications and that training was not available to older residents.

Respondents also commented on their personal safety. For many who cycled there was the feeling of a need to improve on the safety of cycle facilities as they felt uncomfortable sharing the road with vehicles. Other respondents commented on the behaviours of cyclists and drivers, with pedestrians feeling unsafe at places such as crossings and on shared pathways.



“Need to consider elderly and disabled” - (Businesses meeting feedback)

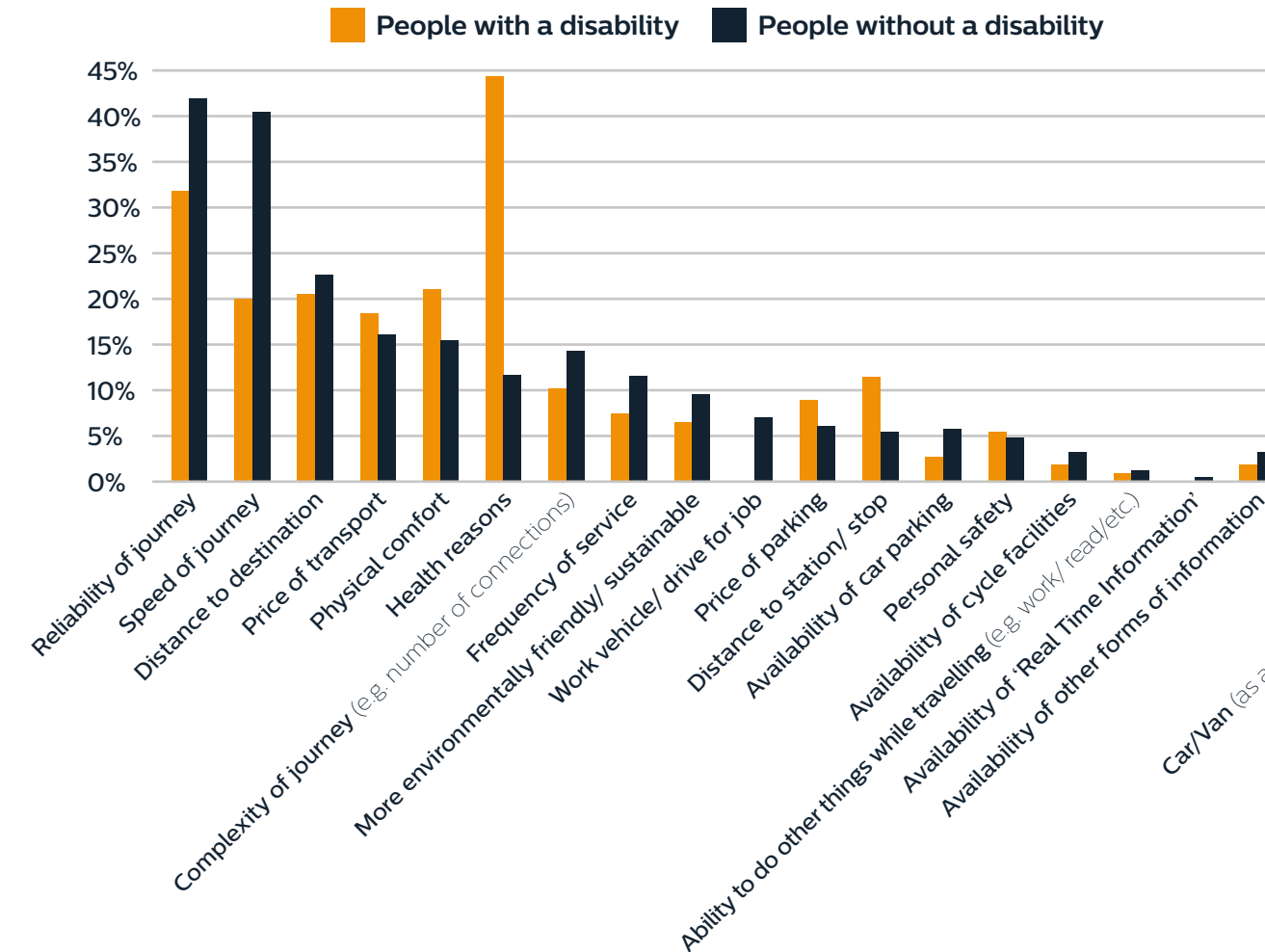
“Preferably trams or more buses ideal something separated from general traffic and cycles that do not cycle in cycle lanes and happily cross on road.”

“Lack of flexibility of employers eg part-time working, some working from home. Ageism.”

“Wherever one goes in Cambridge one is aware that vehicles, especially private cars and delivery vans, pose a threat to one’s safety and to efficient bus services.”

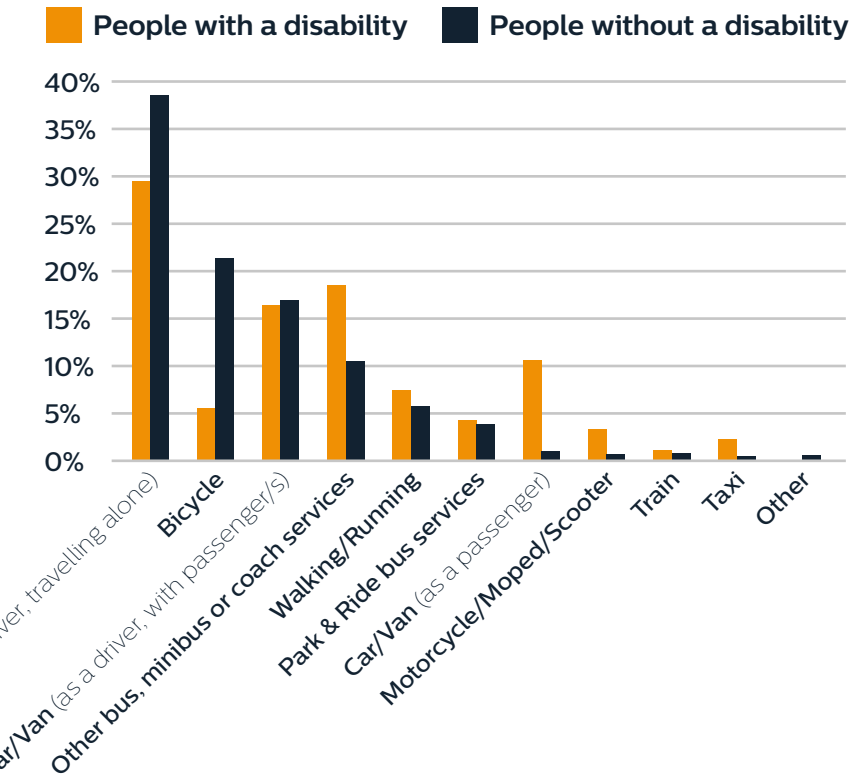
THEME 7 (DATA) ACCESS FOR ALL

How reasons for travel choice differ for people with a disability (systra travel survey 2017)



The research by Systra also shows that people with disabilities have a different set of priorities compared to those without disabilities. Travel choice is shaped by physical health, distance of stop/station from final destination as well as comfort. Price is also more important for those with a disability.

How travel choices differ for people with a disability (systra travel survey 2017)



The research by Systra shows that people with disabilities have a different set of travel choices that need to be recognised when designing public transport. Investment in cycle schemes have little benefit to this group however they are almost twice as likely to use the bus compared to people without a disability.

THEME 8 - THE TROUBLE WITH HOUSING

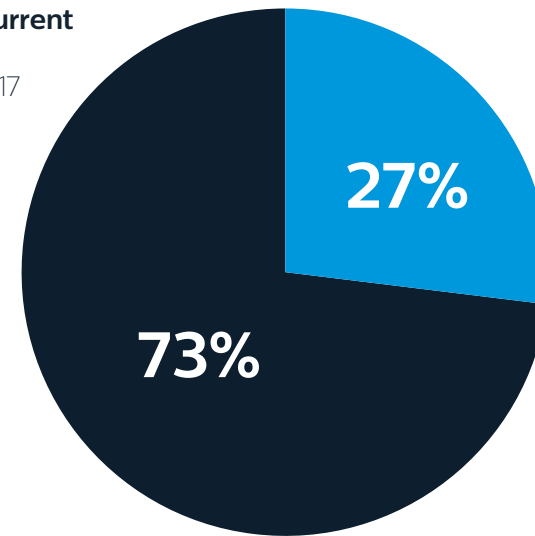
Significant numbers of people were unhappy with their housing situation. The Cambridge area has relatively high rents and locally house prices have risen at a rate similar to London. People were concerned about the impact this was having on commuting.

THEME 8 (DATA) THE TROUBLE WITH HOUSING

Almost three quarters of the people we spoke to as part of the Big Conversation were unhappy with their current housing situation. The main problem was the cost of housing (either to buy or to rent) but people were also concerned about how the pattern of development at places like Northstowe and Cambourne may increase in-commuting by car to Cambridge. Within Cambridge there was concern that the style of new development towards the centre of the City was changing the social structure and nature of the area.

Are you happy with your current housing situation?
Big Conversation Survey, 2017

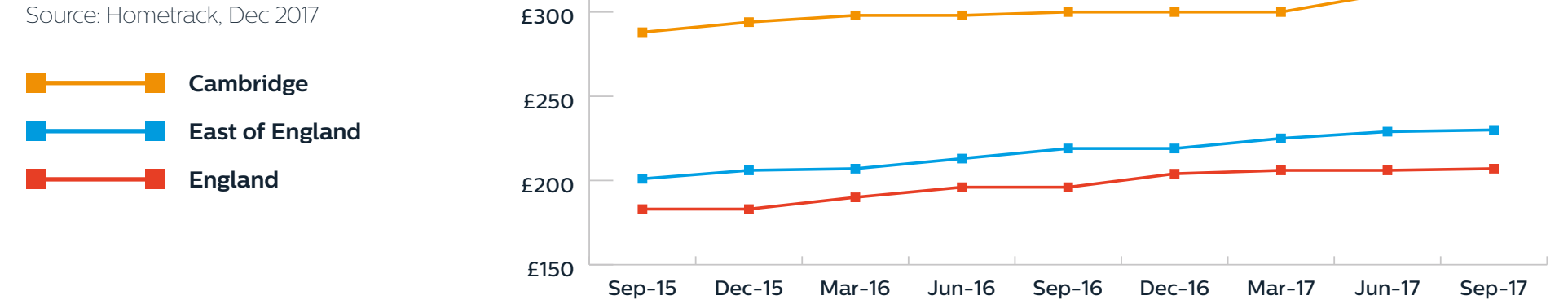
■ Yes ■ No



According to Hometrack Cambridge house prices have grown at a similar rate to those in London. Since 2007 house prices in both Cambridge and the Capital are 60% higher. The lower quartile house price (reflecting the cheapest 25% of the housing market) shows that the price of entry level

property in Cambridge is currently averaging £338,000 (Sept 2017). In terms of affordability, this price represents a ratio 15.6 times the average person's salary for the area. Recent data shows that Cambridge has the highest income to price ratio outside of London.

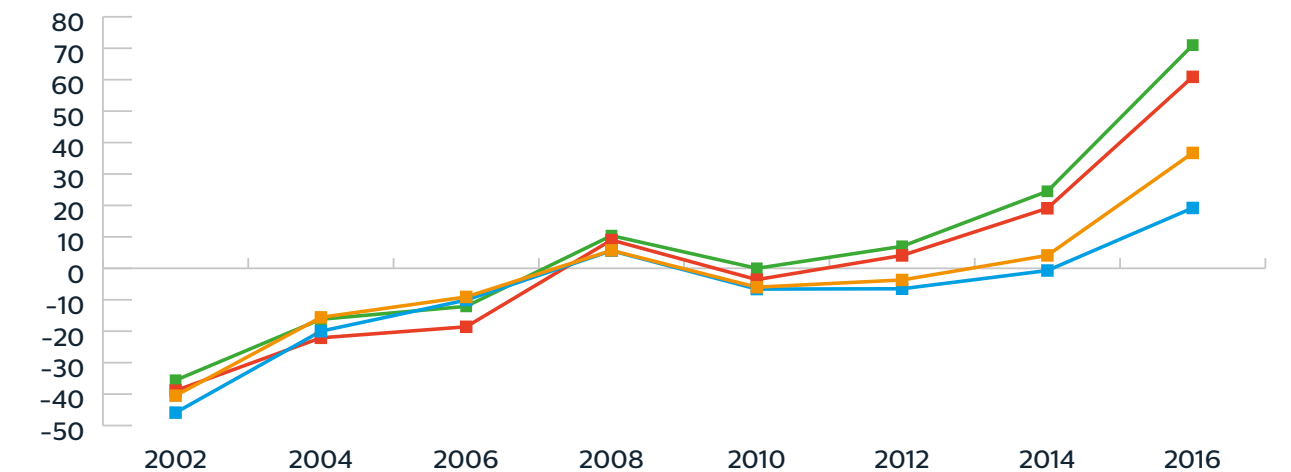
Median Weekly Rent for Cambridge (for a three bedroom property) compared to England and the East of England
Source: Hometrack, Dec 2017



Percentage change in Cambridge House Prices compared to London, Eastern Region and the UK

Change shown as a % of Jan 2007 prices
Source: HomeTrack (<https://www.hometrack.com/uk/insight/uk-cities-house-price-index/>)

■ London ■ Cambridge ■ East of England ■ UK



“Parish Councils or Local Authorities to build, own and manage properties for local people” - Councillor

“Think about facilities as well as just housing. How do we cope with no facilities such as shops, schools, doctors. Every initiative needs to be supported by infrastructure” – resident

“Housing is the key issue for travelling around Cambridge as everyone has to come in and out” - resident

“I want to relocate my warehouse nearer to Cambridge to avoid M11/A14 traffic but not sure where the most strategic location would be for freight and there is no suitable land or property to purchase” – business



THEME 9 – SKILLS AND LEARNING (WE WANT TO LEARN AND GROW)

People acknowledged a difficulty in developing the right skill sets in order to take advantage of the developing Cambridge economy. Matching skills with available opportunities was key.

THEME 9 (DATA) SKILLS AND LEARNING (WE WANT TO LEARN AND GROW)

A total of 84 organisations were represented across five business briefings. A key issue for those organisations was the improvement needed in the recruitment and retention of staff. The problem was felt to be particularly acute in retaining recent graduates in the face of high housing costs and finding and retaining suitable candidates for apprenticeships.

Some employers talked about a 'wages gap' across different parts of the economy with high value jobs pushing up the rental / housing market making it harder to find staff to fill service or administrative positions. The role of the Greater Cambridge Partnership in creating the transport links that connect employers in the area with a larger labour market was acknowledged. With businesses commenting that the ease / cost of travel was an important factor in recruitment and retention.

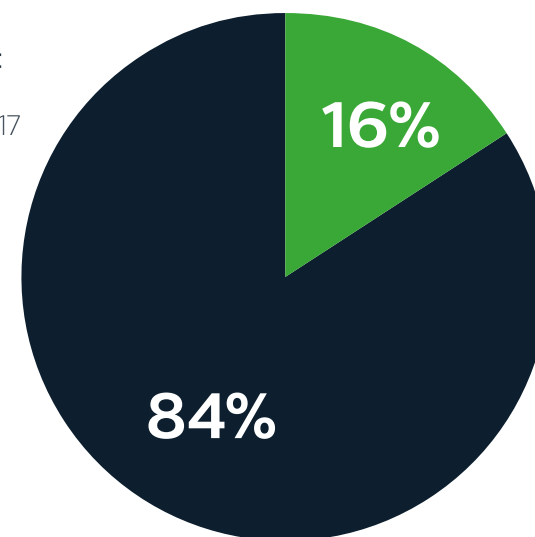
The main survey findings were:

- When asked, 16% of survey respondents said that they were currently looking for new training or seeking new or different employment.
- Some talked about the pace as which the area was changing and the challenge of maintaining the right skill set.
- Acknowledgement that improving public transport would be an enabling factor when searching for employment.
- Access to some training was also identified as limiting with many providers being London based.

Are you looking for access to training or new/different employment?

Big Conversation Survey, 2017

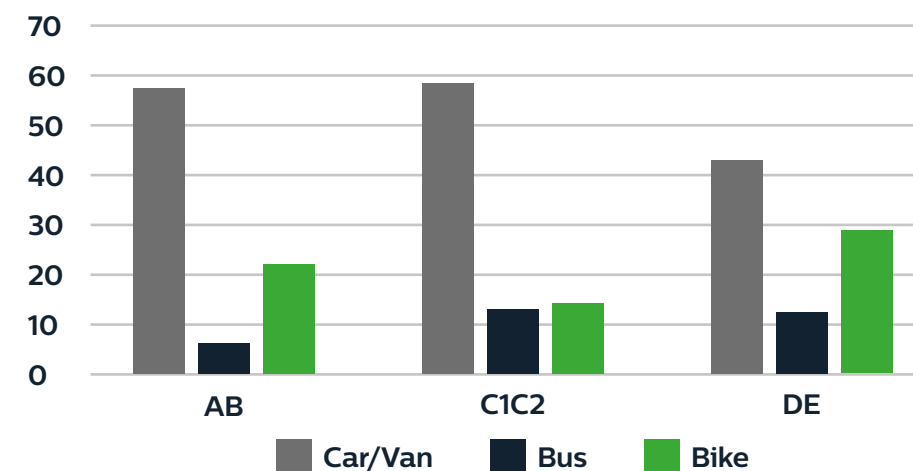
■ Yes ■ No



Understanding the role of transport in inclusive growth

Figure 1 shows the relationship between providing high quality transport (as well as housing and a high quality environment) and the labour market. Transport is seen 'as the most obvious factor' for building connectivity; linking potential workers with opportunities.

Differences in 'Usual Transport' choice by social classSource: Residents Survey, Systra, 2017



Locally our data (statistically representative resident's survey, Systra, 2017) shows that the use of bus transport by social class DE is double that of social class AB. Social class DE is also the highest percentage 'usual' user of bikes. This underlines the importance of transport in supporting people into employment.

Practical examples of changes to transport policy in this regard from around the world include the rerouting of transit routes to link areas of relative poverty to employment, temporal changes to time-tables to



link people to shift-work or to evening employment and schemes that reduce the cost of transport (and interchange) for regular users.

A number of people commented on the mismatch of skills compared to jobs in the labour market. The Inclusive Growth Commission (RSA 2016) have identified the "hollowing out" of traditional mid-skill jobs with those in work losing skills in relation to demand in the labour market. The possible solution being a stronger focus on vocational and in-work training to support the continual development in skills.

“Recently I had to turn down training in Huntingdon (which started at 9am) as I would have had to catch 2 buses and walk and I probably wouldn't have been able to get there until about 9.30am or later.”

YOU SAID...

On public transport...

"Missing part is the last mile - how I get from my village to the busway." – South Cambs resident

"I drive because the bus doesn't get me where I need to go and it would take me too long" – Histon resident

"Park and Ride an inconvenience, not a convenience! Why would you go out of your way to Park and Ride, to then be stuck in the same traffic as all other road users – you might as well just drive all way." – Shopper

"The solution is to get transit times consistent and reliable – to get from home, school, business in a known time. It requires reducing the number of vehicles on the road very dramatically" – Councillor

On cycling...

"I live on Mill Road and would like better cycling facilities and generally better public transport." – Cambridge resident

"One thing that would improve my travel is a cycleway from Barhill. The A14 is a nightmare!" – Barhill resident

"I like cycling around Cambridge but round the station is a nightmare." – commuter

On tackling congestion...

"Increase the cost of car parking in Cambridge so people use the park and ride." – Cambridge Utd supporter

"An eastern perimeter road should be put in and just put an underground in I know it will cost millions but just do it." – Cambridge resident

"Charge for driving - I would just pass it on to my customers..." – Tradesman

"Private schools should provide a shuttle bus for children – 30 mins knocked off my commute during school holidays" – Commuter

"We need a strategic approach to freight." – Business

"Charging must demonstrate value for money and benefit" – Business

On housing...

"I moved to Foxton recently and housing is a real problem. I'm lucky enough to privately rent a house that is managed by the council, but the rent is still high and I will be unable to save for a deposit to buy a house." – South Cambs resident

"There is far too much executive housing and nowhere near enough affordable and suitable housing for essential workers such as nurses, teachers and technicians, conveniently situated by employers."

"Far too much private sector rental housing in Cambridge and a broken ownership market skewed by overseas investors and buy to let, means housing costs in and around Cambridge are ridiculous and stifling the economy here. Public sector led social housing projects need to disrupt the market to ensure reasonably priced housing for those workers who service the growth economy here."

FURTHER INFORMATION

This brochure forms the findings of Our Big Conversation as of January 2 2018, based on:

- OBC surveys and feedback
- Systra Travel Survey report
- Interim Travel for Cambridgeshire Travel Survey report

Individual reports and appendices can be found at www.greatercambridge.org.uk/bigconversation and as published reports for the Joint Assembly (JA) and Executive Board (EB) meetings January to March.

The final report, based on complete analysis, will be published on 16 February 2018.

Get involved

Local views and opinions are vital to understanding the problem, discovering new ideas and working through potential solutions. We want to hear from you and below is a number of ways you can get involved with the work of the Greater Cambridge Partnership.

 contactus@greatercambridge.org.uk

 01223 715454

 @GreaterCambs

 [Facebook.com/GreaterCam](https://www.facebook.com/GreaterCam)

 Greater Cambridge Partnership

 Events www.greatercambridge.org.uk/events

 Local Liaison Forums
www.greatercambridge.org.uk/transport/local-liaison-forums

Timeline

2018	PUBLICATION
8 January	JA paper publication – interim OBC report
18 January	JA meeting – Systra presentation
29 January	EB paper publication – interim OBC report
8 February	EB meeting – OBC interim
16 February	JA paper publication – final OBC report
28 February	JA Assembly
9 March	EB paper publication – final OBC report
21 March	EB meeting

Business briefing poll: Use one word to describe your commute



Business briefing poll: what should money raised from a revenue stream pay for?



The background is a collage of three images: a person in a large white dog costume, a woman in a dark coat pointing at a table with an 'ofo' helmet, and a group of people in a public space. Three large, semi-transparent circular overlays are present: a red one on the left, a green one at the top center, and a yellow one on the right. The text 'www.greatercambridge.org.uk' is centered in white.

www.greatercambridge.org.uk