



**GREATER  
CAMBRIDGE  
PARTNERSHIP**

Growing and sharing prosperity



# CHOICES FOR BETTER JOURNEYS

## Continuing our Big Conversation



Tell us your views on proposals for a future public transport network and ways to reduce congestion by 31 March 2019.

[#BetterGreaterCambridgeJourneys](#)

[www.greatercambridge.org.uk/  
choicesbetterjourneys2019](http://www.greatercambridge.org.uk/choicesbetterjourneys2019)



# INTRODUCTION

## The Greater Cambridge Partnership wants to find out your views on creating a world class transport system.

We want to create a world class public transport system that makes it easy to get into, out of, and around Cambridge. We need to significantly improve public transport across the area, alongside continued improvements to walking and cycling provision, to give people better choices for their journeys.

### We want your feedback on:

- Ideas for the new public transport network for Greater Cambridge and beyond.
- Ways to fund and deliver the public transport network.
- Reducing congestion and improving air quality.



## To create a world class transport network for Greater Cambridge, we need to consider some key challenges:



Reduce congestion to run faster, more frequent and reliable services: traffic needs to reduce by up to 15% on 2011 levels (that's up to 24% on today's levels).



Pay for improved public transport, cycling and walking networks over the longer term, which requires investment of around £20m per year.



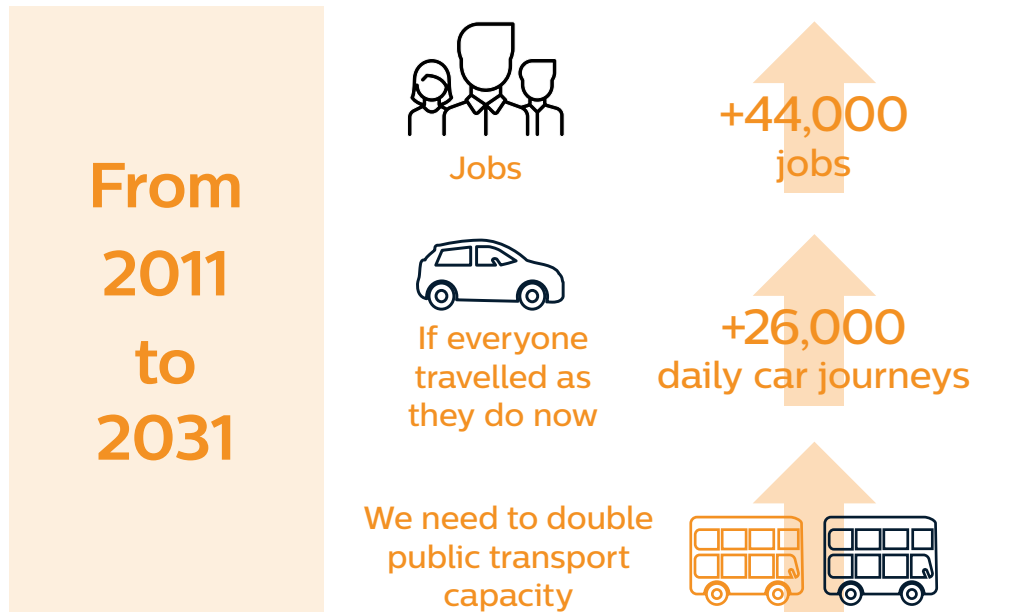
Improve air quality as we expand the public transport network. In Greater Cambridge, 106 deaths per year are attributed to poor air quality.

There are a number of ideas we could consider to address these challenges, including road charging, changes to parking and restricting vehicle access to roads. These solutions could be used independently or in combination and there's further information about these on pages 8-10.

# THE CHALLENGE

Traffic has increased dramatically in the last decade in Greater Cambridge, with almost a quarter of people's commuting time now spent in traffic jams. Congestion is affecting people's quality of life, the environment and productivity.

Rising employment will bring new jobs and opportunities for future generations – but growing congestion threatens Cambridge's future.



**We need to reduce traffic by 24% to create manageable levels.**



**We need to encourage more people to walk, cycle or use public transport, and we want to do so through improved services and better facilities for walking and cycling.**

## Our Big Conversation

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.

### Your main transport challenges



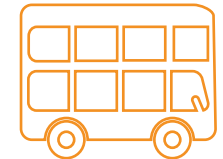
**64.6%**

Congestion



**42%**

Lack of adequate public transport



**42%**

Lack of reliable public transport

**So, we now want to continue the conversation with you, by asking for your views on:**

- proposals to transform public transport to offer a better alternative to the car,
- different options for tackling congestion, improving air quality and freeing-up road space,
- funding a future improved public transport system.

# A WORLD CLASS PUBLIC TRANSPORT SYSTEM FOR GREATER CAMBRIDGE

You told us that you would like to see a huge improvement in public transport to improve travel choices. To do this, we need to double the capacity to provide a real alternative to travelling by car.



## Bus services

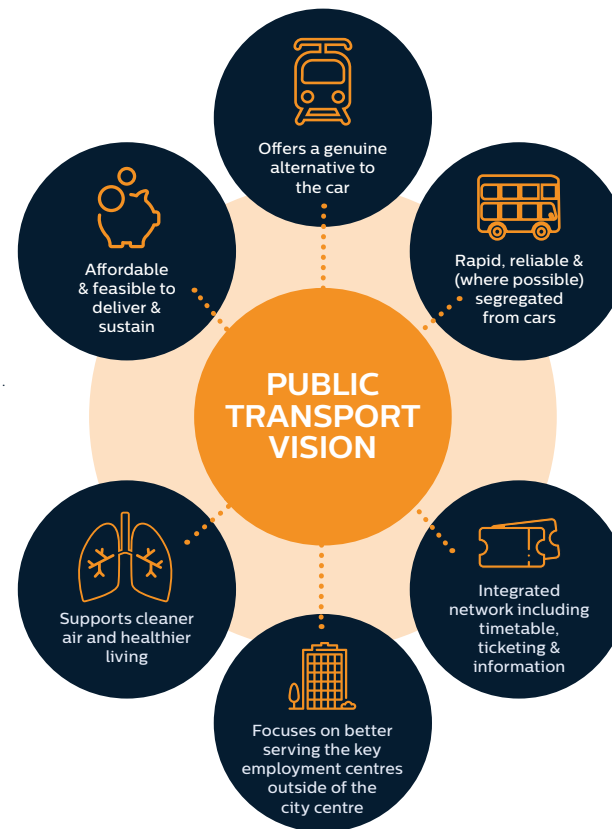
We need a better public transport system to ensure that most commuters have a quicker, more convenient and reliable journey than by car. We need to make more efficient use of road space and significantly increase the number of sustainable public transport vehicles on our network.

The GCP is putting in place new infrastructure to better connect communities and businesses. This includes new, segregated routes along key corridors, new Park & Rides and upgrades to Milton Road and Histon Road.



## Cycling and walking

The GCP will continue to invest in the cycle and walking network through the Greenways and Chisholm Trail projects. Through our Making Spaces for People project we are looking to design streets in the future for people, not vehicles. This could include more space for walking and cycling and new uses for public spaces.



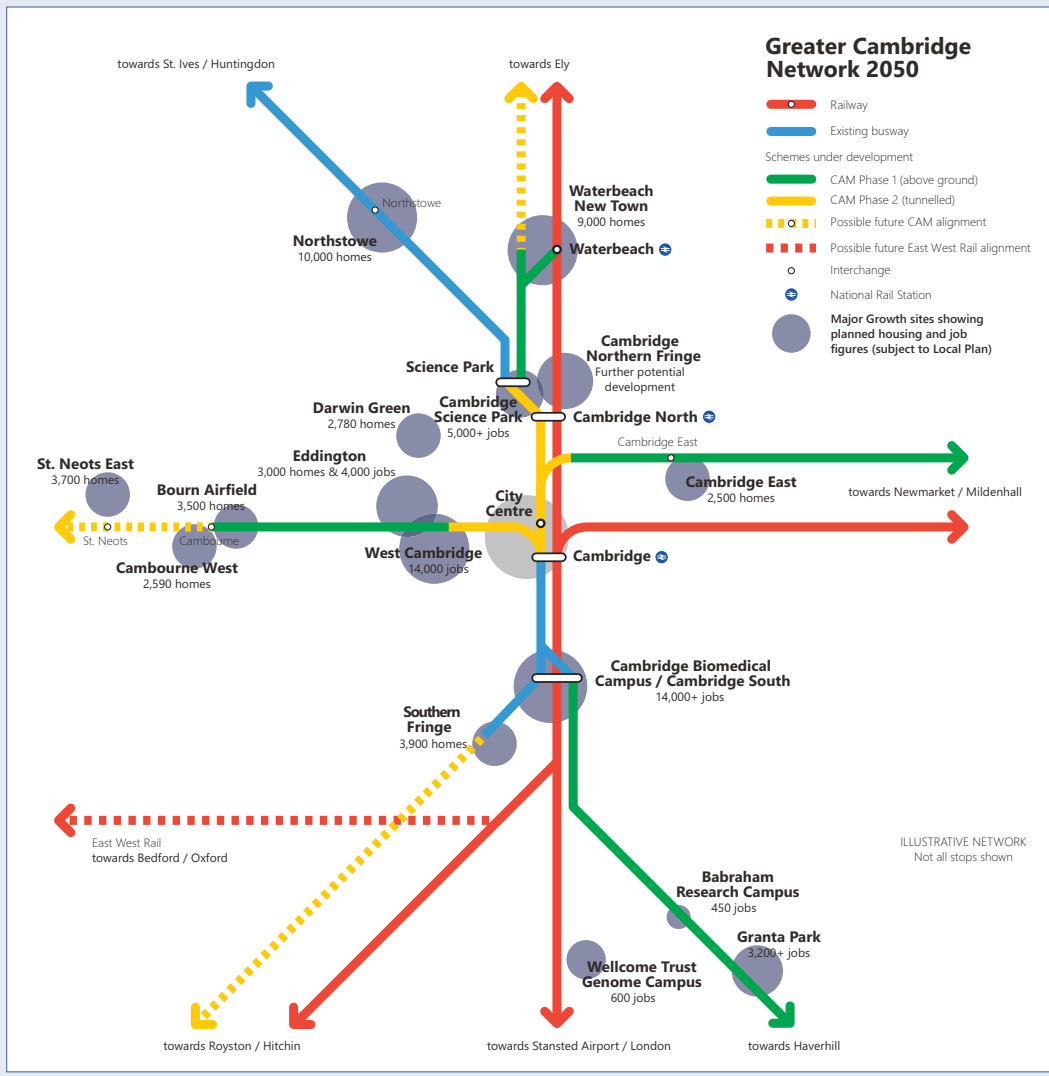
## Funding our public transport network

An efficient public transport network will encourage more people to take the bus and increase revenue from fares, but additional funding will be required to support bus services into the future. A viable, attractive public transport network for Greater Cambridge is estimated to cost at least £20million per year. With increasing pressure on local government and budgets, new funding will need to be found.



## Cambridgeshire Autonomous Metro (CAM)

Part of this vision is to develop a metro system for Greater Cambridge, enabling people to travel into and out of the city as quickly as possible, and links with other forms of transport, such as bus services and rail. We are working with the Mayor and Combined Authority of Cambridgeshire and Peterborough on proposals for the metro system and the Cambourne to Cambridge public transport scheme could form the first phase of the CAM network.



**The Greater Cambridge Future Network**

The world class public transport network for Greater Cambridge will provide vastly improved services with excellent links to road, rail, and walking and cycling networks to keep people moving.

**Improving Air Quality and Our Public Spaces**

There is increasing concern about the impact of air pollution on our health in Greater Cambridge. Emerging analysis shows that 106 deaths each year are attributed to poor air quality in Greater Cambridge – that’s 5% of all deaths.

The World Health Organisation (WHO) advises that there are no safe levels for the effect of Particulate Matter (PM) emissions on human health. Poor air quality is estimated to cost the UK £20 billion every year to our health services and businesses\*.

Our recent report looked into the feasibility of a Clean Air Zone to improve air quality in Cambridge. The report found that air quality in Cambridge will worsen in the future if there is no reduction in emissions from road traffic.

Many streets in Cambridge are congested with cars, restricting access for people.

We are currently working on a new Making Space for People strategy to ensure that we design our streets for people first, rather than vehicles.

**More information:**  
**Clean Air Zone:**  
[www.cambridge.gov.uk/clean-air-zone](http://www.cambridge.gov.uk/clean-air-zone)

**Making Space for People:**  
[www.cambridge.gov.uk/making-space-for-people-sp](http://www.cambridge.gov.uk/making-space-for-people-sp)

\*February 2016 - Royal College of Physicians and Royal College of Paediatrics and Child Health, *Every Breath We Take*



# USING PUBLIC TRANSPORT IN THE FUTURE

The future transport network will offer a quicker, more frequent and reliable service. Extended operating hours and a single ticketing system will provide more options and make it easier to get around.



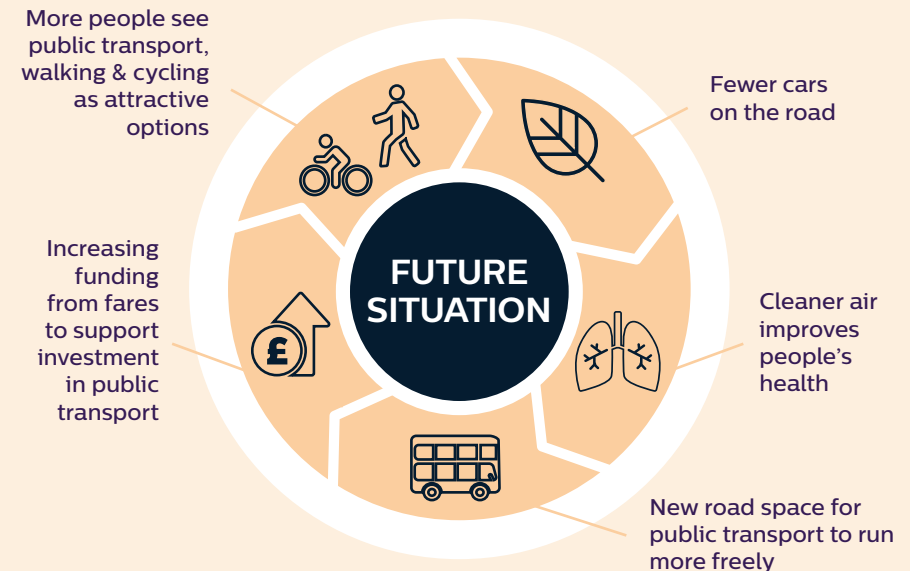
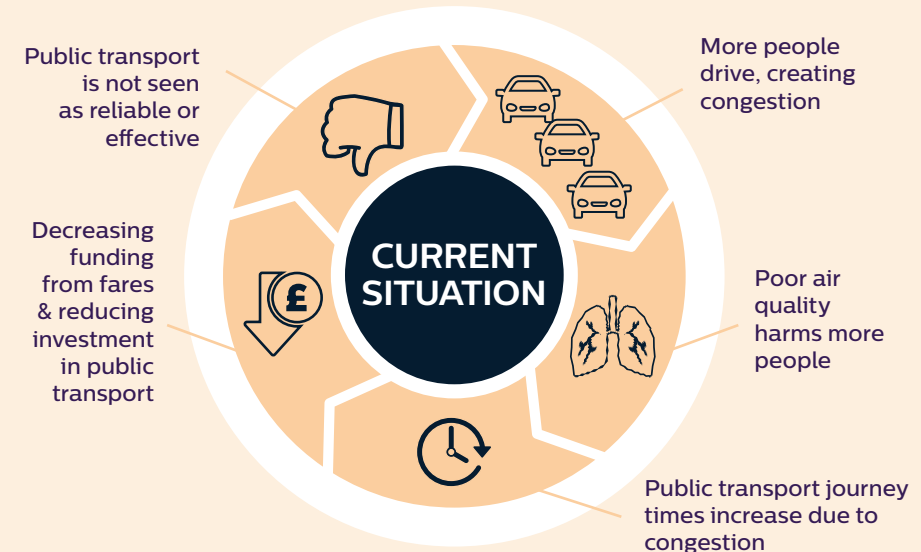
On the busiest routes, between the biggest residential and employment areas, **around three quarters of people will have a better journey by public transport than by car.** Villages will benefit from new services linking them into the network, speeding up journey times and offering simpler routes.

More cycling and walking facilities will open up new routes, offering more options for shorter journeys.

## Examples of future journey times


Journey	Timetabled journey time (now)	Actual journey time (now)	Journey time needed in the future
Waterbeach to Cambridge Biomedical Campus	>50 minutes	60-80 minutes	<25 minutes
Haverhill to West Cambridge	80 minutes	90-130 minutes	<50 minutes
Cambourne to Cambridge Science Park	>60 minutes	80-110 minutes	<30 minutes
Newmarket to Cambridge city centre	50 minutes	45-50 minutes	<30 minutes

## Public Transport that works for Greater Cambridge





# EXAMPLES OF FUTURE JOURNEYS

Here are a few examples of how people could use a future public transport network in 2030. These are for illustrative purposes – we want to hear from you about how your journey could change.




### Katerina

 **Occupation:** Full-time Care Assistant at Addenbrooke's Hospital


 **Home:** Harston


**Journey in 2030:** On-demand shuttle service to work from her local Park & Ride, guaranteeing a reliable journey time irrespective of the time of day.

**How her journey improved:** No longer does she get stuck in traffic or spend time circling the streets to find a parking space.




### James and Maggie

 **Occupations:** **James** - Administrator in a law firm  
**Maggie** - Marketing


 **Home:** Haverhill


**Journey in 2030:** After they've dropped off their children, the local travel hub allows them both to commute to different parts of Cambridge by CAM.

**How their journey improved:** Downsized to one car as they don't have to drive all the way into work anymore, saving them over £400 a month.




### Simon

 **Occupation:** Retired postal worker


 **Home:** Cherry Hinton, Cambridge


**Journey in 2030:** Uses the bus to go shopping and attend medical appointments.

**How his journey improved:** Doesn't need to walk long distances to the bus stop or pay for taxis.



### Victor

 **Occupation:** Sixth form student

 **Home:** Papworth

**Journey in 2030:** Catches a bus to Cambridge Regional College for studying or travelling to Trumpington Meadows for his apprenticeship.

**How his journey improved:** The bus service is direct to where he needs to go and is quick and reliable. Extended evening bus services means that he can spend more time with his friends after college.

# HOW CAN WE DELIVER BETTER PUBLIC TRANSPORT?

**Cambridge is a historic city with limited space available for people to move around. At the moment public transport often gets stuck in traffic, leading to slower, less reliable journeys.**

We need to reduce the number of cars on the road and create space for more sustainable transport. We also need to raise money to pay for a transformed public transport network that offers a more attractive journey than the car.

There are several ways we could do this, from physical measures such as limiting access to roads at certain times, to changing the availability and cost of parking, to charging vehicles to use roads at certain times. Not all measures will generate enough revenue or reduce congestion to provide better public transport, so could only be effective if used as part of a package.

**Before any of these options were introduced, it would be important that an improved public transport system was in place so people had alternative options. The City Deal money gives us a once in a generation opportunity to fund public transport improvements in the short term, rather than raising revenue before making changes.**

We want to hear your views on how the different options, alongside better public transport, would impact you and your community.

These ideas are for illustrative purposes only. The estimated reduction in congestion is compared to 2011 levels - we are looking to achieve a 15% reduction from this.

## 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.



## 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.

# HOW CAN WE DELIVER BETTER 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.

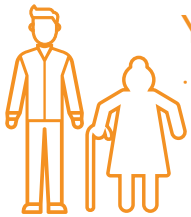


- As vehicles become cleaner, fewer will be affected by the charge and congestion may rise again, and revenues for public transport would fall.
- Risk that drivers avoid the area, leading to greater congestion and pollution elsewhere.

# WHAT WOULD THIS MEAN FOR MY COMMUNITY?

## We want the improvements to public transport to help everyone travel in, out and around Cambridge more easily and quickly.

We have carried out initial work, but we want to hear your views on how you and your community could be affected by the proposed public transport improvements, and the different options for reducing traffic.



### Younger and older people

- Options to improve public transport, alongside managing demand, should positively promote equality for the young and old, as they own and drive fewer cars and are more likely to be reliant on public transport.
- Air pollution disproportionately impacts the health of children and older people, so measures to reduce pollution will also have a positive impact on this group.



### Lower income

- The options could have a mixed impact for those on lower incomes.
- Those on lower incomes are less likely to own a car, and more likely to rely on public transport, so will benefit from better services\*.
- Modern cars are more expensive and usually less polluting. People with lower incomes may find it harder to buy modern cars due to their higher cost.



### Disability

- No decision has been made, but we will need to consider exemptions, such as Blue Badge holders.
- Greater investment in public transport offers the opportunity to make it more accessible for disabled users, and would positively impact those who rely on public transport.
- Physical measures, such as limiting access to certain roads at busy times, may have a negative impact on disabled users if they are unable to drive directly to their destination.
- Disabled people who do not qualify for a Blue Badge may find it difficult to use public transport.



### Parents

- The options could have a mixed impact on those travelling with small children or when pregnant.
- Travelling with a baby or small child can be easier by car.
- However, for parents without a car, options that improve public transport will help them travel with a baby or child.

We will be carrying out further detailed work to ensure that any proposal put forward will not unfairly impact one group over another.

# YOUR VIEWS AND NEXT STEPS

## Have your say

There are a number of ways to tell us your views:



Fill out the online survey:  
[www.greatercambridge.org.uk/  
choicesbetterjourneys2019](http://www.greatercambridge.org.uk/choicesbetterjourneys2019)



Complete the paper questionnaire and return  
by Freepost or at a public event



[consultations@greatercambridge.org.uk](mailto:consultations@greatercambridge.org.uk)



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#BetterGreaterCambridgeJourneys



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



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More information including detailed  
background documents can be found online at:  
[www.greatercambridge.org.uk/  
choicesbetterjourneys2019](http://www.greatercambridge.org.uk/choicesbetterjourneys2019)

If you would like a copy of this leaflet in large  
print, Braille, audio tape or in another language  
please call 01223 699906.

Find out more about the options by talking to us at the following events.  
A full list can be found on our website:

[www.greatercambridge.org.uk/choicesbetterjourneys2019](http://www.greatercambridge.org.uk/choicesbetterjourneys2019)

LOCATION	DATE	TIME	ADDRESS
Milton Park & Ride	27 February	7.30am - 10.00am	Cambridge, CB24 6DQ
Cambridge Train Station	01 March	7.00am - 9.00am	Station Road, Cambridge, CB1 2JW
Cambridge Market	02 March	9.30am - 1.30pm	Market Square, Cambridge, CB2 3QJ
Newmarket Road Park & Ride	05 March	7.30am - 10.00am	Cambridge, CB5 8AA
St Neots Charter Market	07 March	10.00am - 1.00pm	Market Square, St Neots, PE19 2AR
March Train Station	07 March	7.30am - 9.00am	4 Station Approach, March, PE15 8SJ
Queensgate Shopping Centre	09 March	10.00am - 2.00pm	Long Causeway, Peterborough, PE1 1NT
Abbey Stadium	12 March	6.30pm - 9.00pm	Newmarket Road, Cambridge, CB5 8LN
Babraham Park & Ride	14 March	7.30am - 10.00am	Babraham Road, Shelford Bottom, CB22 3AB
Haverhill Market	15 March	10.00am - 1.00pm	High Street/Market Square, Haverhill, IP33 1LY
Royston Market	16 March	10.00am - 1.00pm	Market Hill, Royston, SG8 9JS
Ely Train Station	18 March	7.30am - 9.00am	Station Road, Ely, Cambridgeshire, CB7 4BS
King's Lynn Market	19 March	9.30am - 11.30am	High Street/Purfleet Street, King's Lynn, PE30 1ER
Trumpington Park & Ride	20 March	7.30am - 10.00am	43 Hauxton Road, Cambridge, CB2 9FT
Whittlesford Parkway Train Station	21 March	7.00am - 8.30am	Station Road, Whittlesford, CB22 4NL
Cambridge Grand Arcade	23 March	10.30am - 2.30pm	St Andrew's Street, Cambridge, CB2 3BJ
Madingley Road Park & Ride	26 March	7.30am - 10.00am	Madingley Road, CB3 0EX