

GREATER CAMBRIDGE CITY DEAL

CAMBOURNE TO CAMBRIDGE: BETTER BUS JOURNEYS

CONSULTATION REPORT

Feb 2016

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CONTENTS

Executive Summary	5
Background.....	5
Online Public Consultation: Results	5
Introduction	7
Background.....	7
Methodology.....	8
Written Representations	9
Public Consultation Findings	12
Respondent Profile.....	12
Respondent Locations	14
Section 1: Journey Experience	15
Section 2: Proposed Options.....	18
Area 1 Central.....	220
Area 1 North	221
Area 1 South	222
Area 2 Central.....	223
Area 2 North	224
Area 2 South	225
Section 3: Associated Provision.....	27
Cycling and Walking.....	27
Park & Ride	27
Section 4: Further Comments	28
Appendices	33
Appendix 1: Area Options & Map	33
Appendix 2: Complete Online Survey	34

FIGURES

Figure 1: Route through which respondents was made aware of consultation	12
Figure 2: Respondent age breakdown	13
Figure 3: Respondent employment status.....	13
Figure 4: Respondent frequency of travel between Cambourne and Cambridge	15
Figure 5: Respondent time of travel between Cambourne and Cambridge	15
Figure 6: Respondent method of travel between Cambourne and Cambridge	16
Figure 7: Typical destination of travel	16
Figure 8: Traffic delays experienced by location	17
Figure 9: Suggested incentives to travel more by bus.....	18
Figure 10: Current use of existing Madingley Road Park & Ride.....	17
Figure 11: Degree of support for proposed schemes	18
Figure 12: Respondents' preferred location for new Park & Ride site	27

EXECUTIVE SUMMARY

BACKGROUND

The Greater Cambridge City Deal aims to enable a new wave of innovation-led growth by investing in the infrastructure, housing and skills to help facilitate the continued growth. The Cambourne to Cambridge Better Bus journeys scheme forms part of this overall programme of transport infrastructure improvements. In turn the public consultation forms part of ongoing assessment of the outline options and their feasibility within that corridor and towards recommendation for the City Deal Board in the autumn of 2016. The public consultation is part of the work that identifies the constraints and scope of investment requirements to inform an outline business case.

The Cambridge Research Group (CRG), part of Cambridgeshire County Council, works closely with many service groups to provide information and data on a variety of information in relation to the people and economy of Cambridgeshire. The CRG were asked by the Greater Cambridge City Deal partnership to provide a statistical and quantitative analysis report on the results of the Greater Cambridge City Deal Cambourne to Cambridge Better Bus journeys survey. A public consultation was undertaken in the autumn of 2015 that centred on six high-level options for bus infrastructure improvements along the Cambourne to Cambridge corridor. This was publicised across the county, and 13,000 leaflets were produced containing the survey. In total 2,193 residents responded to the consultation survey of which, 707 were received as paper copies and the remaining 1,486 submitted via the survey online.

The public consultation approach is consistent with the Department for Transport major scheme development methodology. Public Consultation is undertaken as part of wider stakeholder engagement in advance of any decisions on final options to consider and facilitate necessary input in the development of the proposed scheme.

PUBLIC CONSULTATION: RESULTS

In total 2,193 members of the public responded to this survey online or on paper.

- 70.3% of respondents agreed in principle to better bus journeys between Cambourne and Cambridge.
- Over 50% of respondents indicated that they were often in slow or stationary traffic between the Madingley Road Roundabout and the M11 junction.
- Just over a quarter (29.5%) indicated that they travelled between Cambourne and Cambridge on a daily basis.
- 77.2% of respondents indicated their usual mode of travel was by car as a driver
- 'Reliable journey times' was cited as being key to making bus travel a better alternative to the car by 50.7% of respondents. 44.3% cited a need for 'faster journey times' and 43.1% cited a need for 'more buses per hour'. When asked about current travel methods between Cambourne and Cambridge, 25.5% indicated they used the bus.
- 66.3% of respondents felt it was important or very important that cycling and pedestrian facilities are improved within this scheme

- Over 60% of those travelling during peak morning and evening times travelled to and from Cambridge daily. In contrast only 17.2% of the day time off peak travellers travelled daily.
- Almost half of those responding stated that they did not use the existing Madingley Road Park & Ride and only 9.0% of respondents indicated they used it regularly
- Options Area 1 Central and Area 2 Central received majority support (66.8% and 58.1% respectively).
- Options Area 1 South and Area 2 South received majority opposition (65.5% and 58.2% respectively) as did Option Area 1 North (57.8%). From comments and communications sent in separately to the survey, the most opposition was seen for Area 1 South.
- 176 responses gave direct additional comments to the six options supplied within this consultation (8.0%). Strong opinions against Area 1 South were expressed, due to the damaging effect it might have on Coton and the landscape of the area.
- The most frequently commented issue focused on the significance of green spaces and the landscape of the area – and the impact that each proposal might have on existing locations. 270 comments referred to this (12.3% of all survey respondents).
- 46.1% of respondents approved of a new Park & Ride site near the Madingley Mulch roundabout, with 28.3% against the suggestion. A high proportion had no preference about its specific location (45.8%).
- 221 comments included reference to the Park & Ride facilities (10.1% of all survey respondents), with some talking about existing services and others about the potential new developments. The need for a new Park & Ride positioned so closely to an existing one was questioned by a number of respondents, as were proposals to develop a new dedicated road specifically for its buses. It was felt by some that improved Park & Ride facilities would not ease congestion, and other possible issues – such as badly timed traffic lights, and a lack of bus stops in locations such as Coton – were mentioned.
- A higher proportion of respondents (43.4%) were aged between 35 and 54.
- Just over half of all respondents indicated that they were in employment – 53.9% of respondents.
- Just over 40% of respondents indicated they had heard about the public consultation via the leaflet.
- Reasons for travel were equally divided, with 39.4% of respondents indicating they travelled for leisure purposes and 37.9% for business. 22.7% indicated they travelled for both reasons.

INTRODUCTION

BACKGROUND

The Greater Cambridge City Deal aims to enable a new wave of innovation-led growth by investing in the infrastructure, housing and skills that will facilitate the continued growth. The Cambourne to Cambridge Better Bus journey's scheme forms part of this overall programme of transport infrastructure improvements. In turn the public consultation forms part of ongoing assessment of the outline options and their feasibility within that corridor and towards recommendation for the City Deal Board in the autumn of 2016. The public consultation is part of the work that identifies the constraints and scope of investment requirements to inform an outline business case.

The Cambridge Research Group (CRG), part of Cambridgeshire County Council, works closely with many service groups to provide information and data on a variety of information in relation to the people and economy of Cambridgeshire. The CRG were asked by the CCC MID Communications team to provide statistical a quantitative analysis report on the results of the Greater Cambridge City Deal Cambourne to Cambridge Better Bus journey's survey. A public consultation was undertaken in the autumn of 2015 that centred on six high-level options for bus infrastructure improvements along the Cambourne to Cambridge corridor. This was publicised across the county, and 13,000 leaflets were produced containing the survey.

The public consultation approach is consistent with the Department for Transport major scheme development methodology. Public Consultation is undertaken as part of wider stakeholder engagement in advance of any decisions on final options to consider and facilitate necessary input in the development of the scheme. The two main categories of stakeholders, although some may appear in more than one, are:

- **Community stakeholders:** This includes individuals or organisations that are interested because they live in the community the scheme may affect, for example interested parties, local businesses, bus operators, developers, landowners and local action groups.
- **Statutory consultees:** These include bodies which the Greater Cambridge City Deal partnership should consult in order to comply with requirements set out in planning legislation. This includes bodies such as government agencies and local authorities. For example district and parish councils, Environment Agency, Highways England and Natural England.

Proposals have been split into two locations: Area 1 and Area 2. Funding for Area 1 has been allocated from the first tranche of City Deal budget funding. The remainder of Area 2 will seek funding from the second or third tranches. This consultation seeks the public opinions for both areas. Appendix 1 shows a map outlining the location of each of the six options (three for each area) alongside a brief explanation of each.

METHODOLOGY

The public consultation on better bus journeys from Cambourne to Cambridge was specifically targeted at those residing, working and travelling along and beyond the route, but was publicised across the county, and 13,000 leaflets containing the survey and 30,000 postcards were produced. Over 8,000 leaflets and 20,000 postcards were delivered to those who lived along the A428 corridor, whilst the others were distributed at a variety of local outlets, as well as through informal exhibitions. Eleven events were held between Tuesday 27th October and Thursday 19th November, gathering a combined attendance of over 300 members of the public. These events were informal exhibitions where the public had the opportunity to discuss the scheme in greater detail with project officers. Some also chose to use this time to complete their paper version of the questionnaire, or to discuss alternatives beyond those options proposed in this consultation.

Information packs and materials were sent to all 27 Parish Councils along the corridor, as well as to community hubs and libraries. These packs included ten leaflets, a poster, and 15 postcards. The following Parish Councils or Town Councils were engaged with:

- Abbotsley,
- Barton,
- Bourn,
- Caldecote,
- Cambourne,
- Caxton,
- Croxton,
- Dry Drayton,
- Elsworth,
- Eltisley,
- Gamlingay,
- Gravely,
- Great Paxton,
- Hardwick,
- Kingston,
- Knapwell,
- Little Gransden,
- Little Paxton,
- Longstowe,
- Madingley,
- Offord Cluny & Offord Darcy,
- Papworth St Agnes,
- Papworth Everard,
- St Neots,
- Toft,
- Toseland,
- Waresley
- Yelling

In total, 1,486 responses to the consultation were received online. An additional 707 were received as paper copies and uploaded to the online survey, making a total of 2,193 responses. Appendix 2 provides a summary of all results to this survey. Seven letters were attached to leaflets posted back. A dedicated email address was provided, and in total 91 emails and 58 letters were received – these ranged from specific personal communications to group responses from local organisations. 35 written comments were submitted through the exhibitions, and two were supplied through social media (Facebook).

WRITTEN REPRESENTATIONS

In addition to responses received from the survey, a number of representations were made. These are provided in full as a compendium on the Greater Cambridge City Deal Cambourne to Cambridge website page.

Several respondents indicated opposition for option Area 1 South, with specific concerns raised regarding the busway route, cost and land ownership issues. Other responses commented that further detail was required to fully judge the option. Support for this proposal focused on the inclusion of cycling facilities.

Views around Area 1 Central were mixed, and requests were made for further detail to be provided to enable residents and organisations to give clearer feedback.

Area 1 North also raised significant concerns that it will have a negative environmental and ecological impacts. Concerns around the intrusion of the route into woodlands were given, with one noting potential issues with landscape constraints such as listed buildings which may make the route unviable.

Opposition for Area 2 South was given on account of the overlap into woodland, whilst support was given by others, with positive comments being made about cycleway options. It was commented that Area 2 South risks promoting an increase in public transport use since it does not provide improvement in journey times.

Area 2 Central did not garner significant comments, and as with Area 2 South it was commented that the unchanged journey times would promote public transport use. Likewise, Area 2 North was not commented on specifically.

Generally, there was a concern that the proposed options might not deliver on the City Deal objectives, and that the North and South routes particularly provide poor value for money.

It was expressed that city-wide congestion issues need to have been reviewed / addressed first, and that these longer-term issues are not being recognised, which may ultimately result in failure of City Deal. Cost effective solutions were supported, with a need to identify logical, viable and deliverable transport schemes, including measures to mitigate the impact of strategic development proposals. It was questioned whether the proposal to redevelop the bus route could be proven to be an appropriate expenditure of time and funds.

As with the wider consultation, concerns were raised within the organisational feedback about the impact of any proposal on the green spaces along the route, including green-belt land. Concern was raised that key considerations appear to be around economic and engineering criteria only, and it was requested that the Greater Cambridge City Deal partnership consult environmental guidance to Local Planning Authorities and developers in order to appropriately develop planning proposals.

Concern was raised regarding the wildlife sites (including woods) and listed buildings that would be impacted by proposals, the use of green-belt land, and the effect on nearby villages such as Coton and Madingley. One respondent stated that the consultation and the broader discussions with the City Deal executives had not given sufficient consideration to the environmental impact of decisions. Another requested that the City Deal Executive Board formally consider potential impacts on the natural environment before selecting route options for further investigation. Concern was expressed about the lack of early consideration of environmental and ecological impact of developments, and

that these changes might cause long-term damage to the environment in exchange for unsustainable short-term economic benefits.

With regards to consultation promotion, disappointment was expressed that Caxton village residents were not provided with leaflets to their homes. Concern was also raised that greater efforts may have been made engaging with Cambourne residents rather than those from Cambridge. (By examining the map of respondent location, provided later on in this report, we are able to see that proportional balances of respondents providing a postcode were resident in Cambridge as compared to the rest of the route).

It was reported by some that the lack of detail provided alongside each proposal made it difficult to provide clear judgement on each option. There was general support for the need of improvements, especially with regards to public transport, cycling and walking options. The development on existing roads was suggested, making better use of existing road capacity and providing more appealing public transport and cycling alternatives, whilst also reducing the environmental impact of improvements.

A need for improved public transport connectivity was acknowledged, especially with regards to the west of Cambridge. Improvements in connections between different public transport services would be helpful – for example between bus stops (and times) and train stations. Improvements such as the ones proposed could boost connectivity around the City, and transport could become more versatile as a result. An increase in bus stops was recommended, to ensure all residents along the route could make best use of any changes.

Support was expressed for a new alternative proposed Park & Ride north-east of the A428 dual carriageway at the Hardwick/Scotland Road junction. Concerns were, however, raised about the potential impact on Hardwick village. The development of a new Park & Ride at the Madingley Mulch roundabout was positively commented on; however land ownership issues were raised.

There was representation of a proposal of The Avenue in Madingley to be closed, citing concerns in regard to diversions and increased traffic being detrimental to the village.

The development of a high-quality cycle route was proposed - both radial out of the City, and lateral connecting villages. The upgrading of off-road cycling routes between villages and the City would boost cycling, but concerns were expressed about maintenance to keep these routes useable in the long term.

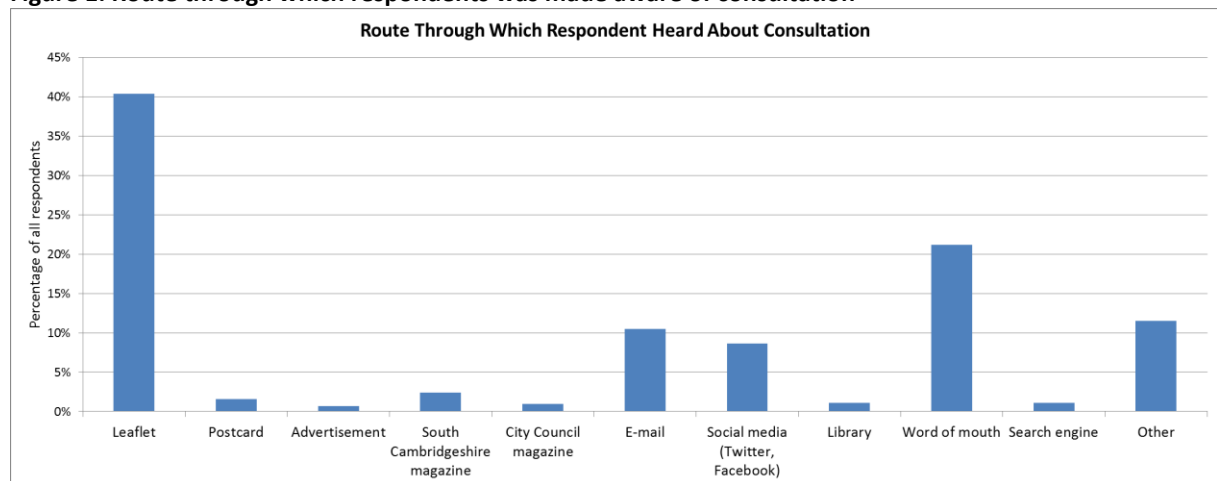
PUBLIC CONSULTATION FINDINGS

RESPONDENT PROFILE

In total, 2,193 members of the public responded to this survey. This public consultation was specifically targeted at those residing, working and travelling along the route. It was available to all residents of Cambridgeshire – a population of 635,100¹. Assuming all residents had an equal chance of responding, we can be 95% confident that if we surveyed all 635,100 people in Cambridgeshire that the results found in this consultation would be +/- 2.09% those findings.

Just over 40% of respondents indicated they had heard about the public consultation via the leaflet. A further 21% indicated they had heard by word of mouth. The following chart breaks down this question in full:

Figure 1: Route through which respondents was made aware of consultation

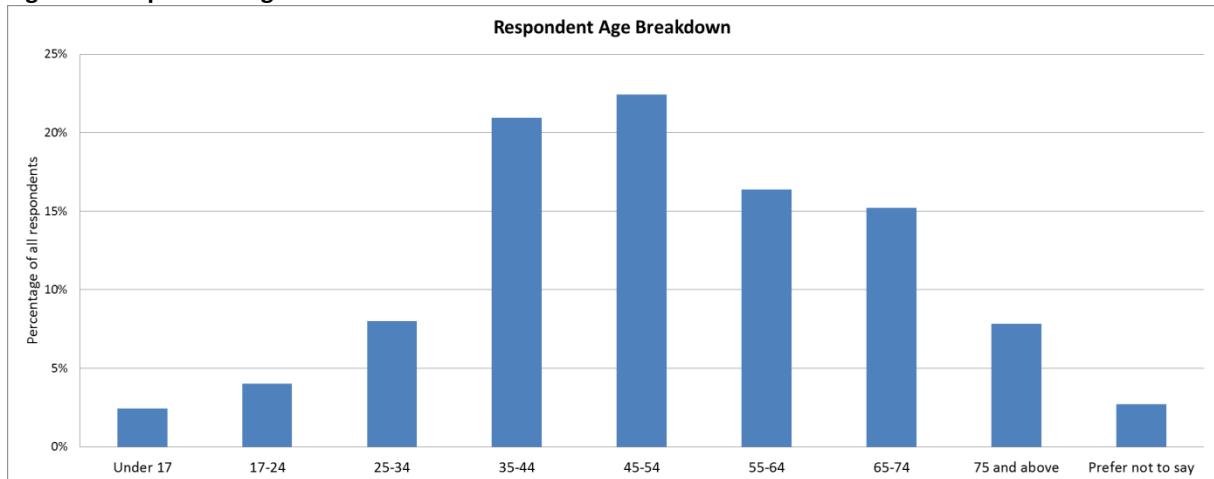


1,112 respondents left a contact email or address to remain updated with the progress of the scheme.

The highest proportion of respondents (43.4%) were aged between 35 and 54, with a slightly higher proportion aged between 45 and 54 (22.4%) than for any other age group. This is consistent with the general population of Cambridgeshire. The following chart breaks this down in full.

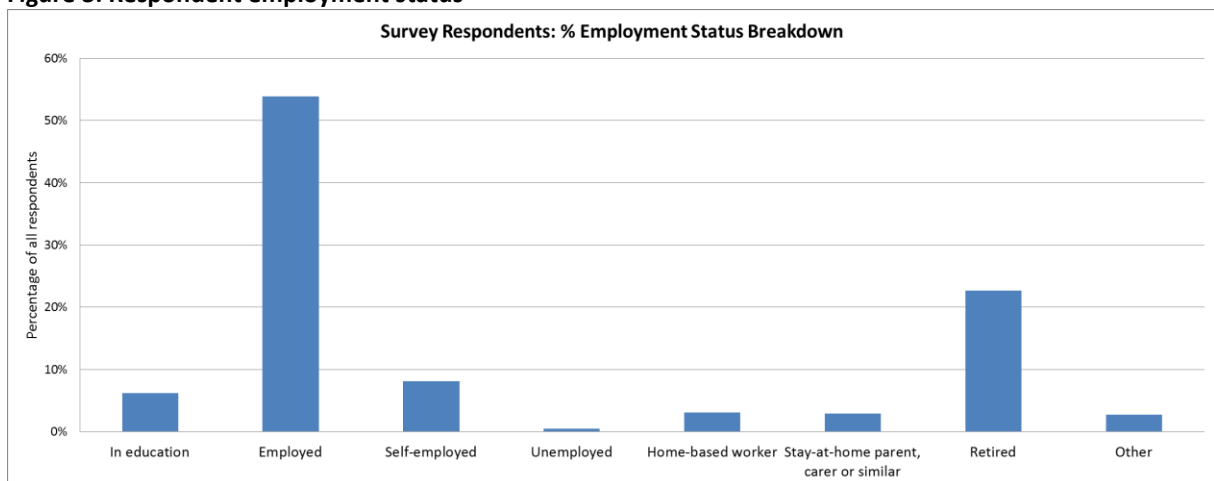
¹ Source: Cambridgeshire Research Group mid-2014 population estimates

Figure 2: Respondent age breakdown



A significant proportion of respondents indicated they were in employment – 53.9% of respondents. The next highest proportion of respondents indicated they were retired. The following graph outlines responses to this question.

Figure 3: Respondent employment status

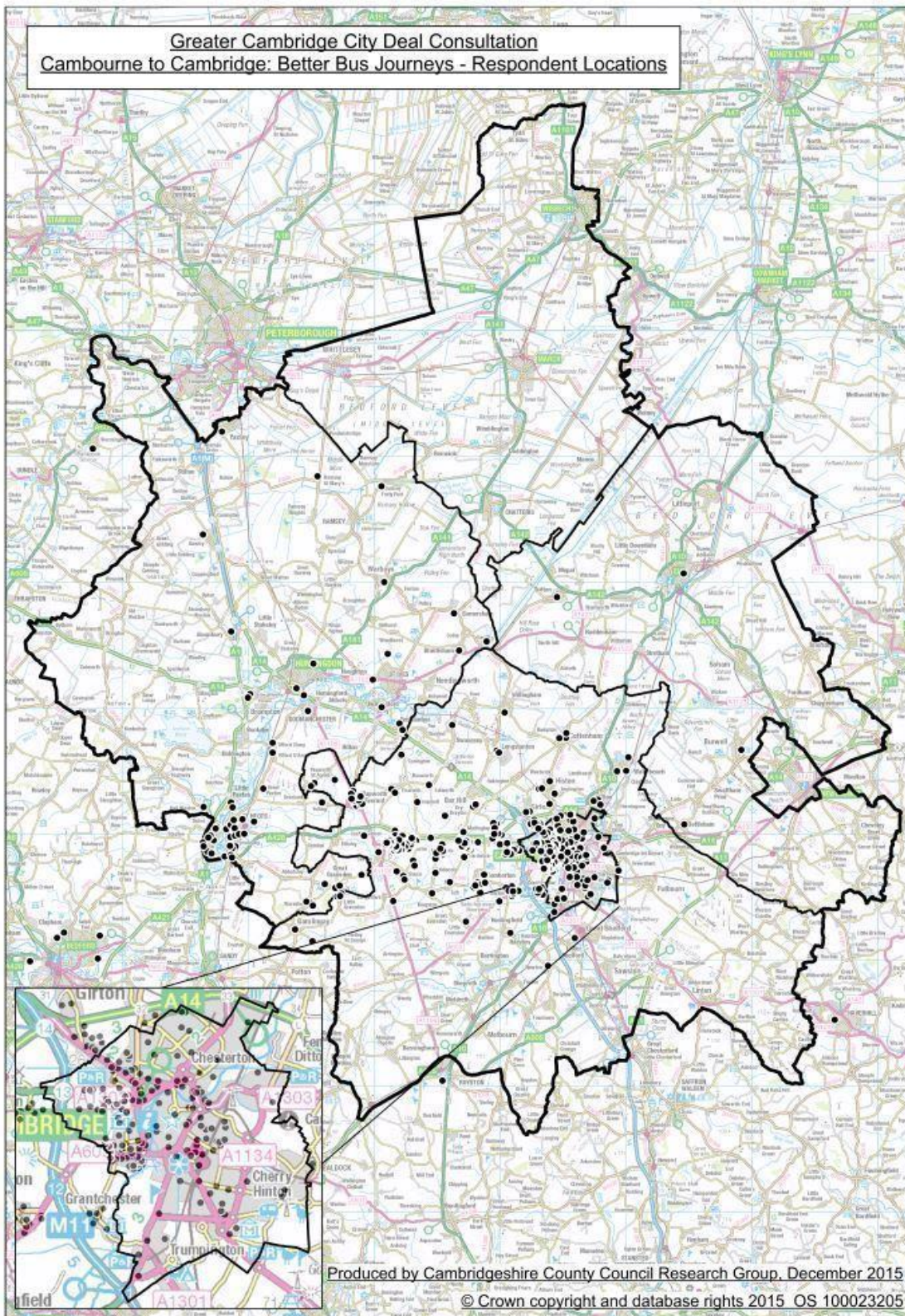


6.9% of respondents indicated they had a disability which influenced the way they travel. When asked whether there were any other reasons that influenced their method of travel, 891 left a response. Common reasons given included:

- Prohibitive costs of public transport
- Lack of car
- Transporting of young children and/or bulky goods
- Times and public transport availability
- Environmental concerns
- Enthusiasm to cycle and/or walk
- Congestion
- Convenience

RESPONDENT LOCATIONS

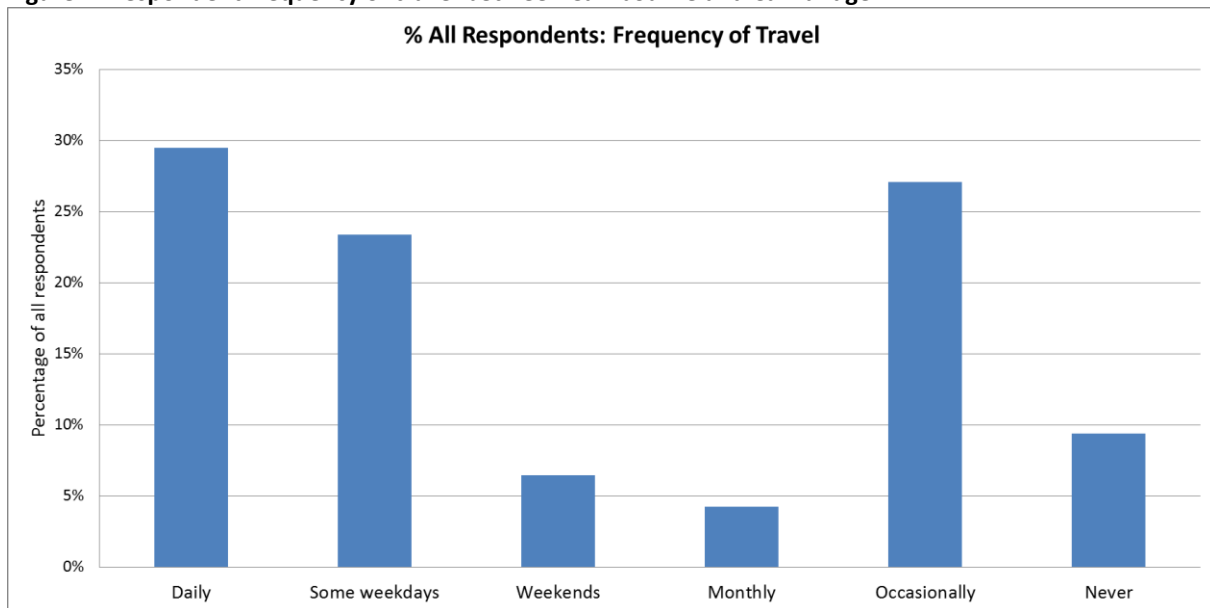
Of the 2,193 members of the public who responded to the survey, 1,729 left an identifiable postcode, and these are outlined on the following map. It should be noted that each point represents a postcode only – and each postcode might represent multiple respondents.



SECTION 1: JOURNEY EXPERIENCE

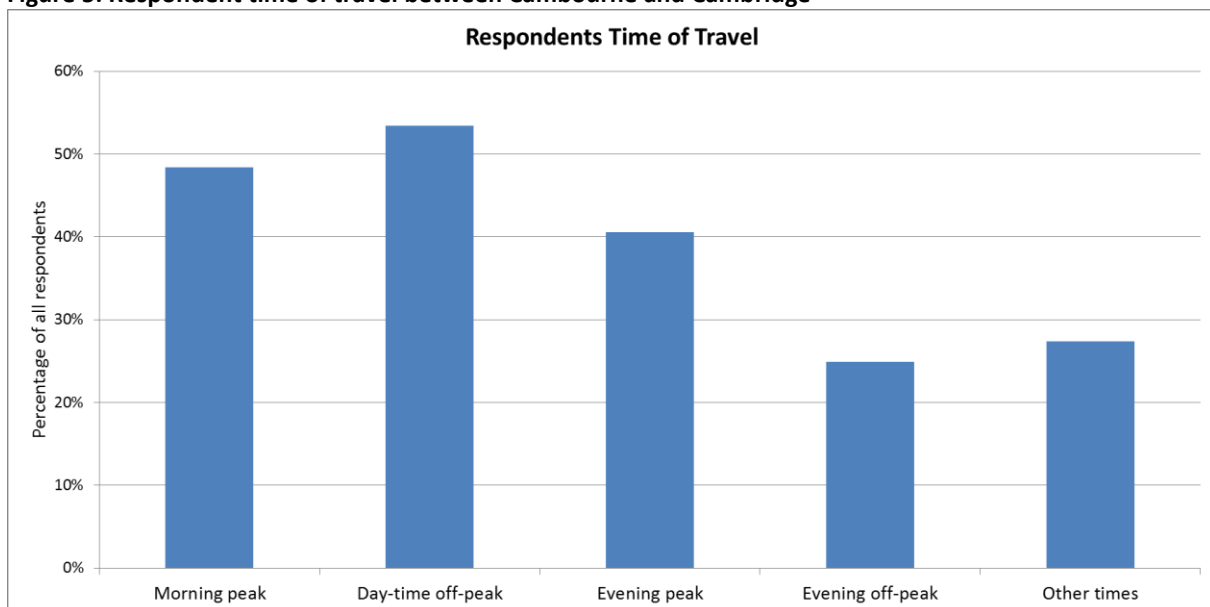
Respondents were asked a set of questions specifically examining their current methods of transport, and the issues they face on their journey. 65.9% of respondents indicated that they currently travel between Cambourne and Cambridge. Just over a quarter (29.5%) indicated they travelled at least daily along the route. 27.1% indicated they only travelled occasionally – when looking only at those who indicated they did not travel on the route at all, this percentage rose to 42%.

Figure 4: Respondent frequency of travel between Cambourne and Cambridge



Just under half (48.4%) of respondents indicated that they travelled during morning peak hours, whilst 40.5% indicated they travelled during evening peak times. 53.4% of respondents indicated they typically travelled during daytime off-peak hours. The following chart breaks down responses to this question. For this question respondents were invited to select more than one option.

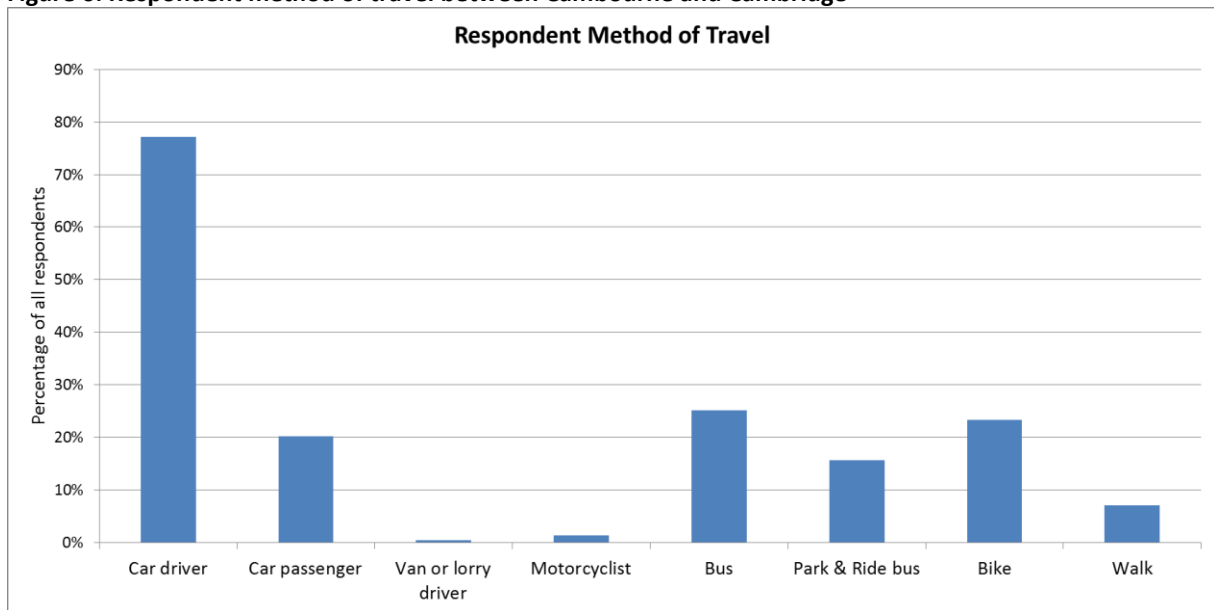
Figure 5: Respondent time of travel between Cambourne and Cambridge



When examining times of travel against frequency of travel, those who travelled daily were much more likely to travel during peak morning and evening times. Those who travelled less frequently were more likely to travel during day-time off-peak hours.

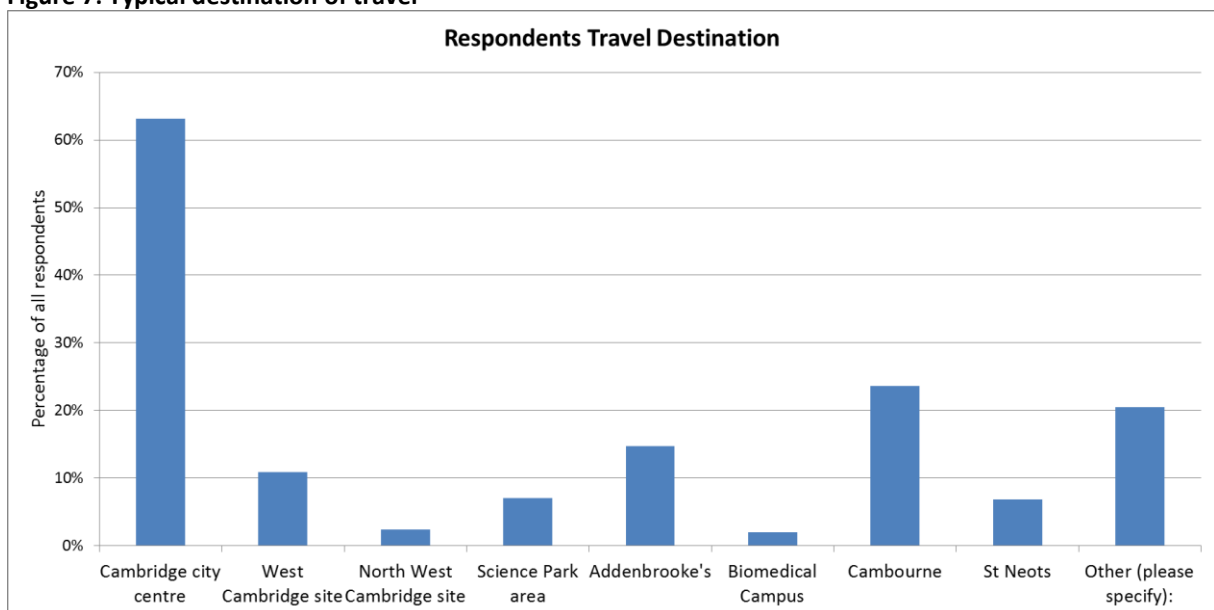
Over three quarters of respondents (77.2%) indicated their usual mode of travel was by car as a driver. A quarter (25.2%) indicated they travel by bus, similar to the percentage indicating they would cycle (23.4%). The following chart breaks down responses. For this question respondents were invited to select more than one option.

Figure 6: Respondent method of travel between Cambourne and Cambridge



Cambridge city centre was the most common destination, with 63.1% indicating this location. 23.6% indicated Cambourne was a common destination, and 14.7% indicated Addenbrooke's. For this question respondents were invited to select more than one option. The following chart breaks down responses:

Figure 7: Typical destination of travel

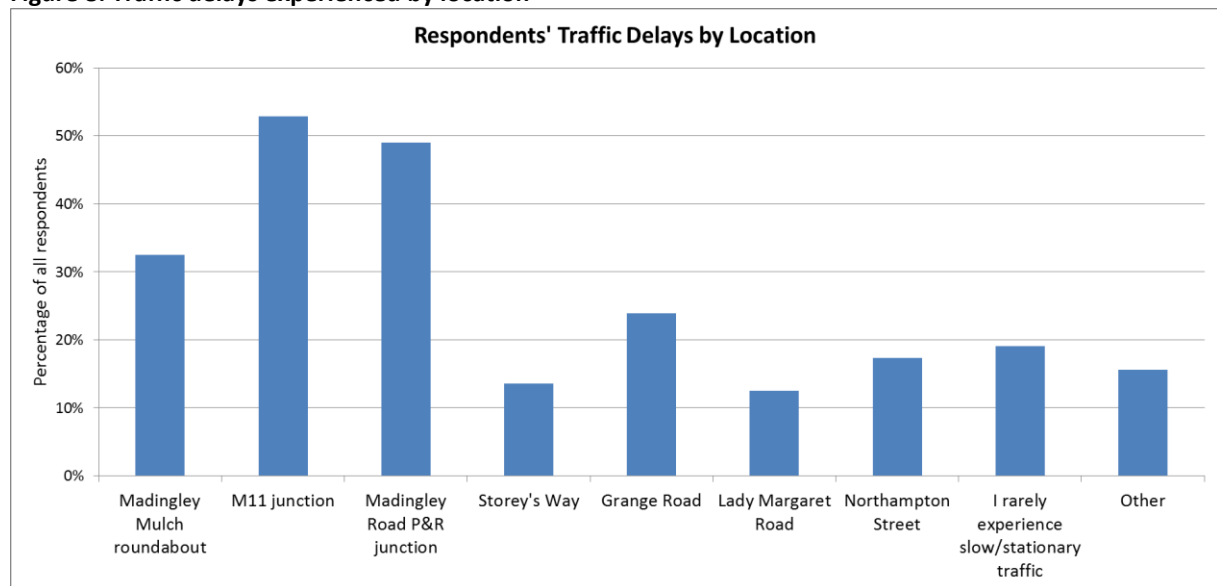


394 respondents left other examples of their usual destination, which included using Cambridge as a conduit to another city or town, shopping locations such as the Grafton Centre or the Beehive, schools such as local 6th form colleges, and the West Road site, and others.

Reasons for travel were equally divided, with 39.4% of respondents indicating they travelled for leisure purposes and 37.9% for business. 22.7% indicated they travelled for both reasons.

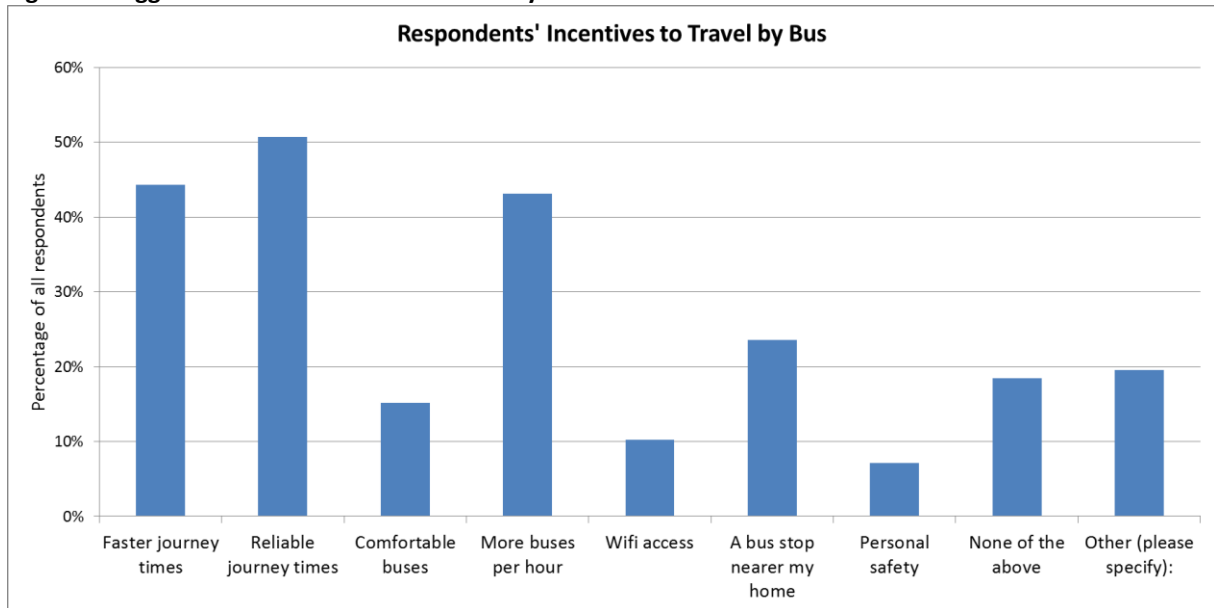
Over 50% of respondents indicated that they were often in slow or stationary traffic at the M11 junction. 49.0% highlighted having issues along the Madingley Road Park & Ride junction, with 32.5% having issues at Madingley Mulch roundabout. For this question respondents were invited to select more than one option. A number of respondents commented on the significant delays caused by the current roadworks taking place on Madingley Road.

Figure 8: Traffic delays experienced by location



Reliable journey times were cited as key to making bus travel a better alternative by 50.7% of respondents. 44.3% cited a need for faster journey times, with 43.1% citing a need for more buses per hour. The following table summarises responses to this question.

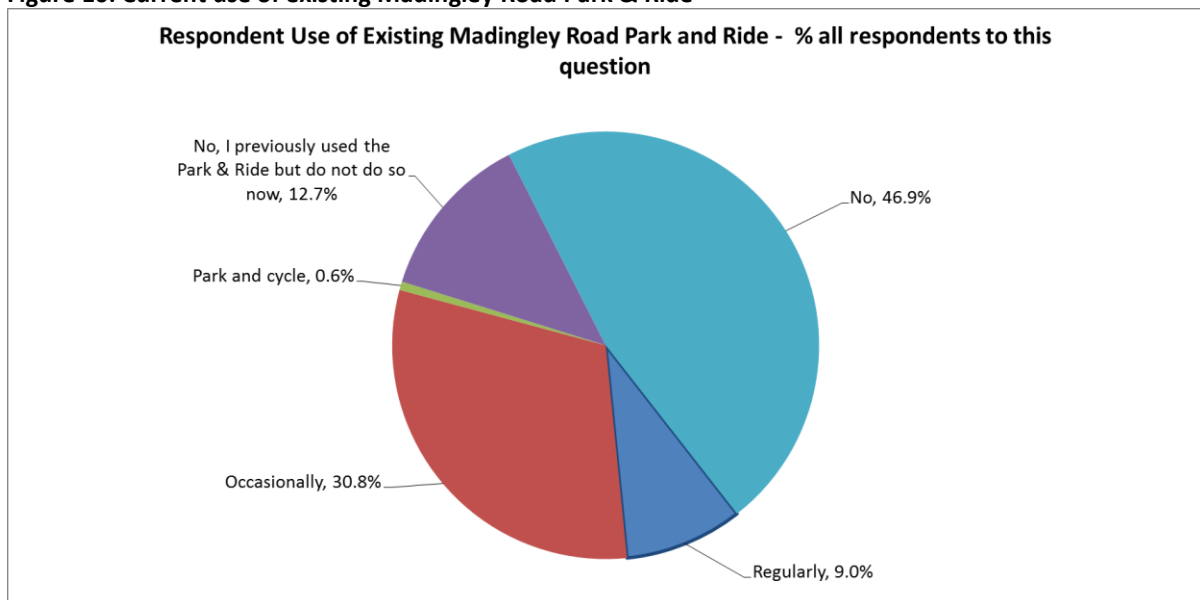
Figure 9: Suggested incentives to travel more by bus



378 respondents (19.6%) highlighted other factors that could make bus travel more attractive. High fares were reported by many as being a deterrent to taking the bus, as was the comparative convenience of personal transport. More direct bus routes were also suggested, with others pushing for extended bus times – running either earlier in the morning or later into the evening.

Almost half of those responding stated that they did not use the existing Madingley Road Park & Ride. Only 9.0% of respondents indicated they used it regularly, as shown in the pie chart below:

Figure 10: Current use of existing Madingley Road Park & Ride



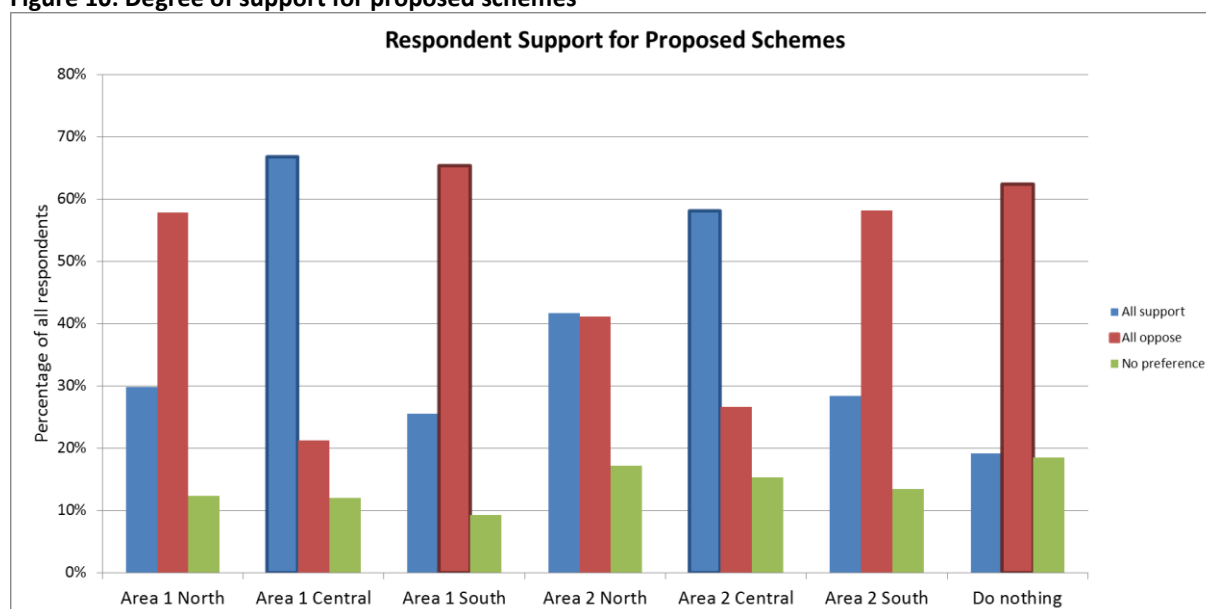
SECTION 2: PROPOSED OPTIONS

70.3% of respondents agreed in principle to better bus journeys between Cambourne and Cambridge. Respondents were then provided with six options, as summarised in Appendix 1, and were then asked to identify how far they supported or opposed each options, on a 4-point scale, with a fifth option for those with no preference

- 66.8% supported or strongly supported Area 1 Central
- 58.1% supported or strongly supported Area 2 Central
- 41.7% supported or strongly supported Area 2 North
- 29.8% supported or strongly supported Area 1 North.
- 28.4% supported or strongly supported Area 2 South
- 25.5% supported or strongly supported Area 1 South

Only 19.1% supported or strongly supported doing nothing.²

Figure 10: Degree of support for proposed schemes



57.6% of respondents strongly opposed and 7.7% opposed the option for Area 1 South. This option had the highest cost associated with it, at £67m.

33.6% strongly supported and 33.2% supported the proposal for Area 1 Central. An alternative proposal; the development of a bus lane into Cambridge from the Madingley Mulch roundabout along Madingley Rise and Madingley Road with no improvements to outboard routes was suggested by a few.

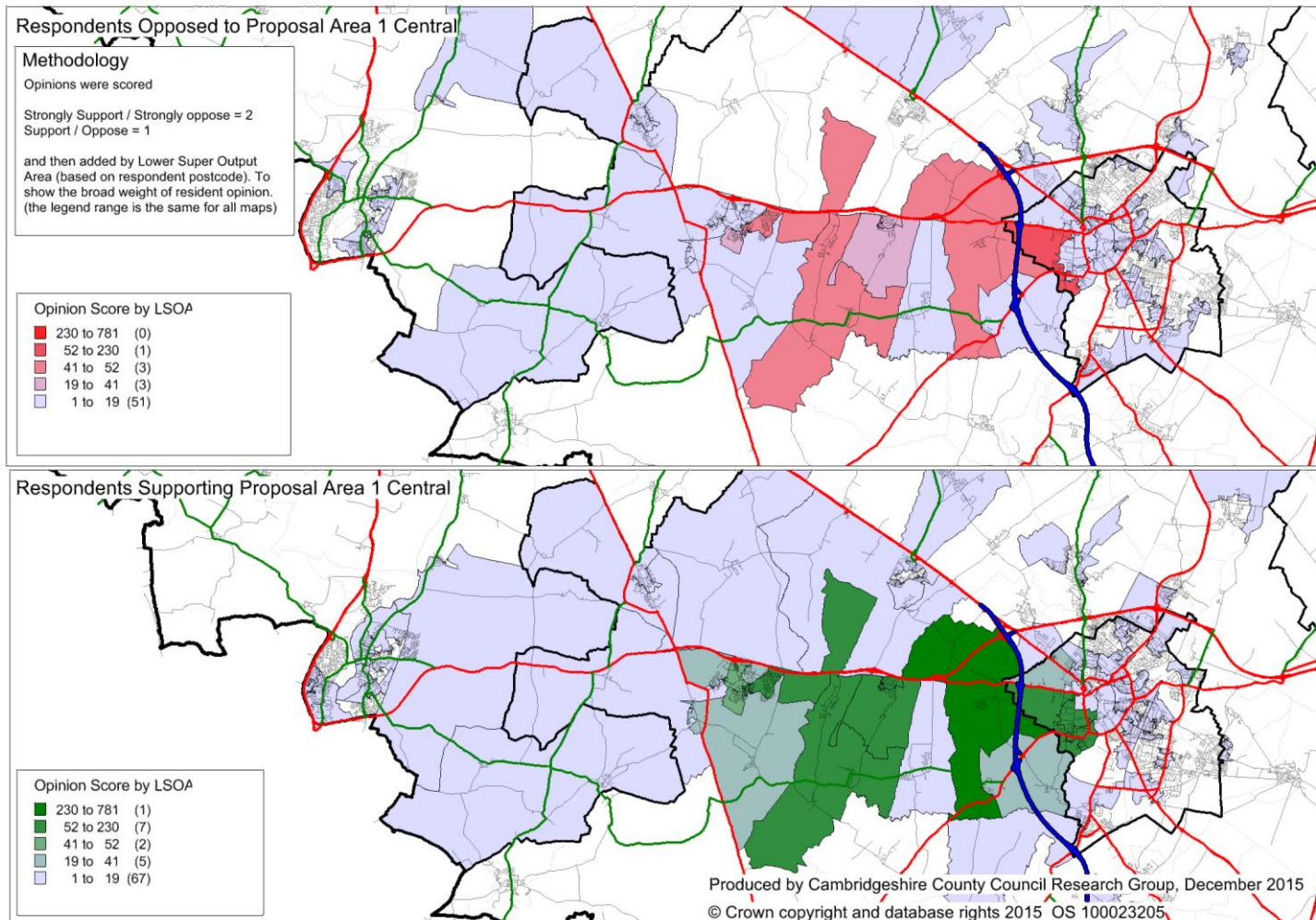
For those respondents who left an identifiable postcode, analysis was conducted to identify whether differences in support/opposition for each of the six proposals were related to resident location.

² During the early stages of the consultation it was identified that the online survey was slightly inconsistent with that published in leaflet form with the option of 'do nothing' being missing for the first three days of the consultation with approximately 150 respondents not being able to select this option. In retrospect this did not affect the overall outcome of the survey question as significantly fewer people selected 'doing nothing' as an option during the remainder of the consultation period (after the mistake was rectified compared to the other options).

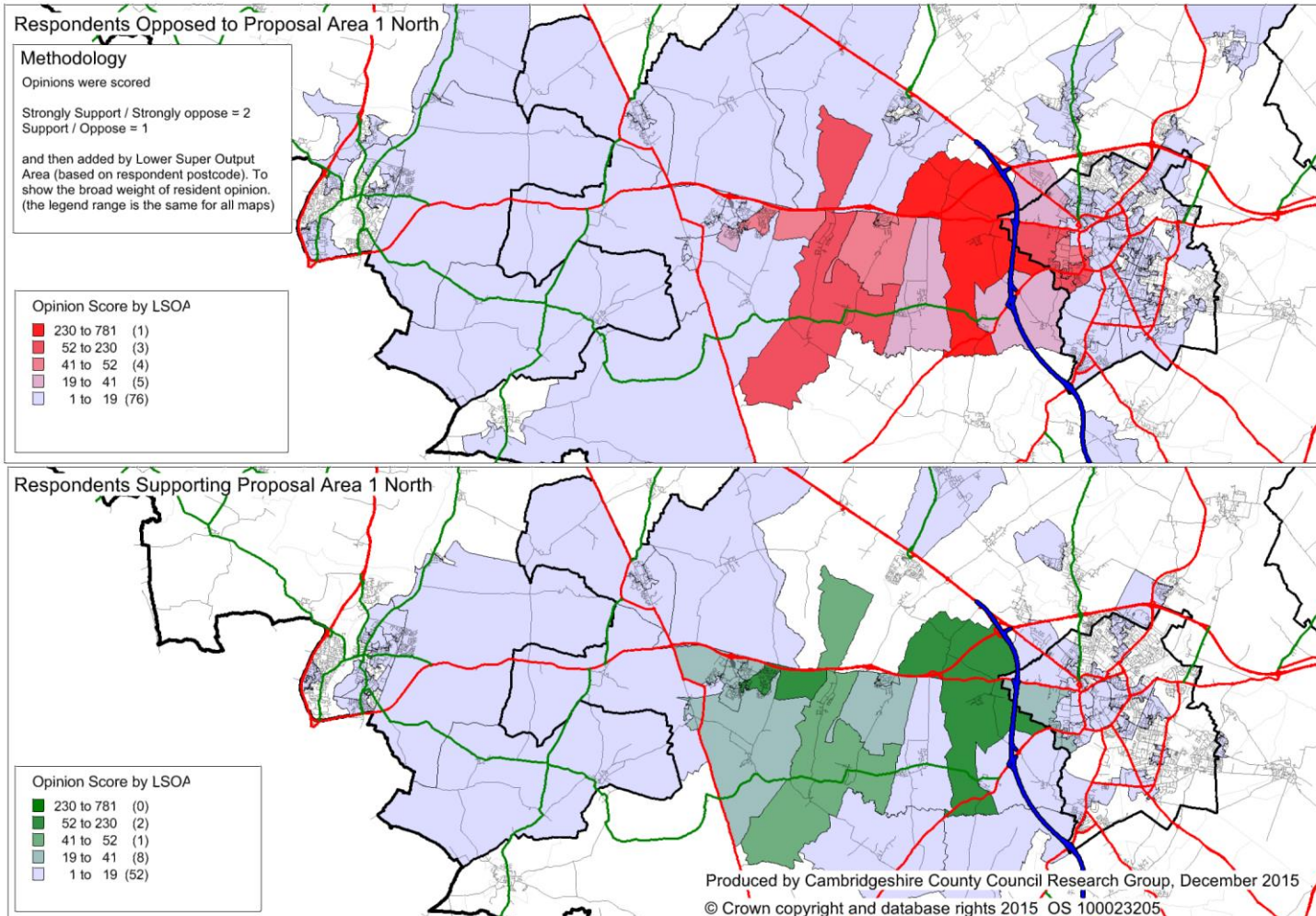
The following six maps outline the strength of support and opposition for each proposal by Lower Super Output Area³. Those respondents indicating 'support' or 'strong support' have been grouped together, as have those who 'oppose' or 'strongly oppose'.

³ <http://www.ons.gov.uk/ons/guide-method/geography/beginner-s-guide/census/super-output-areas--soas-/index.html>

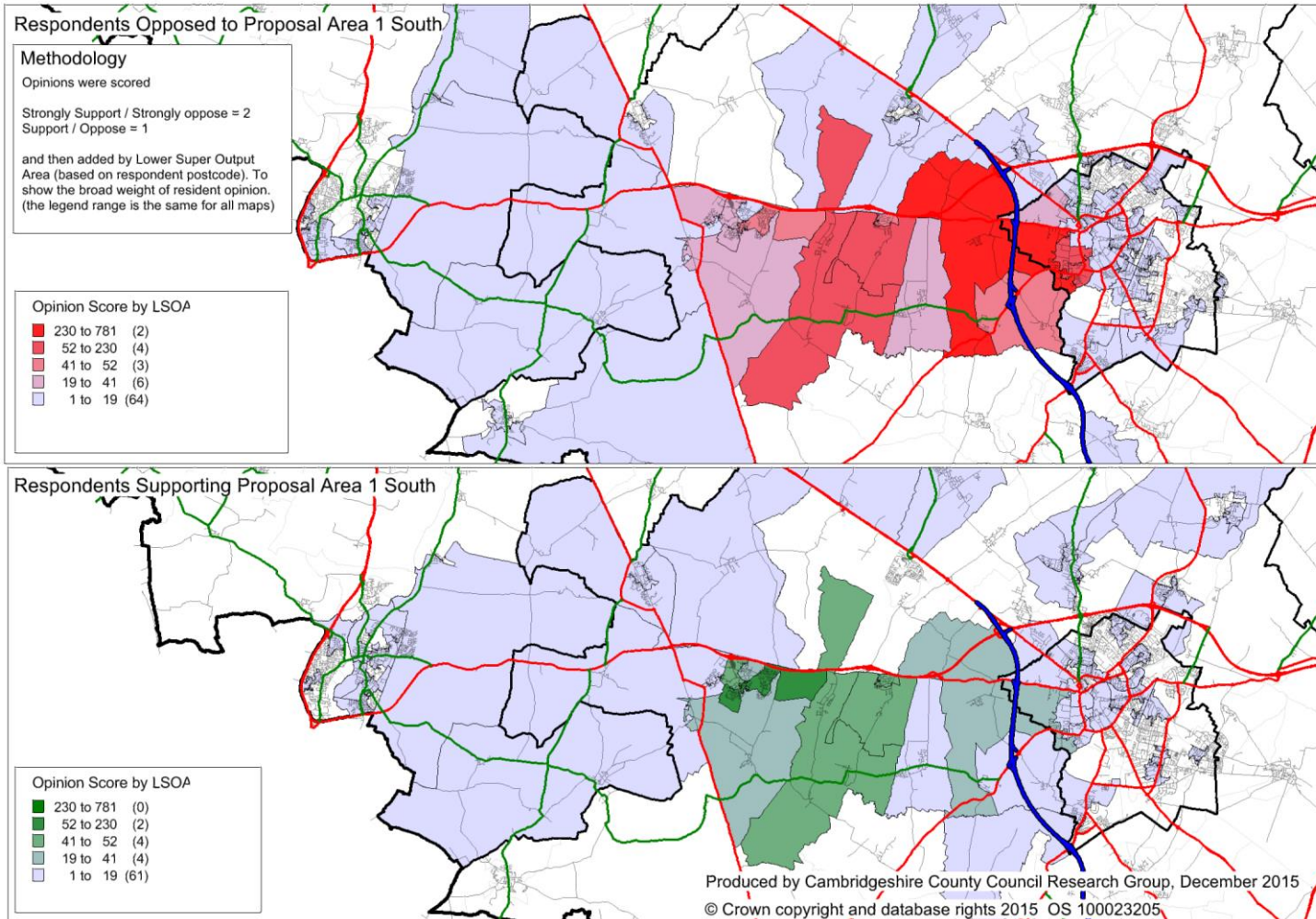
AREA 1 CENTRAL



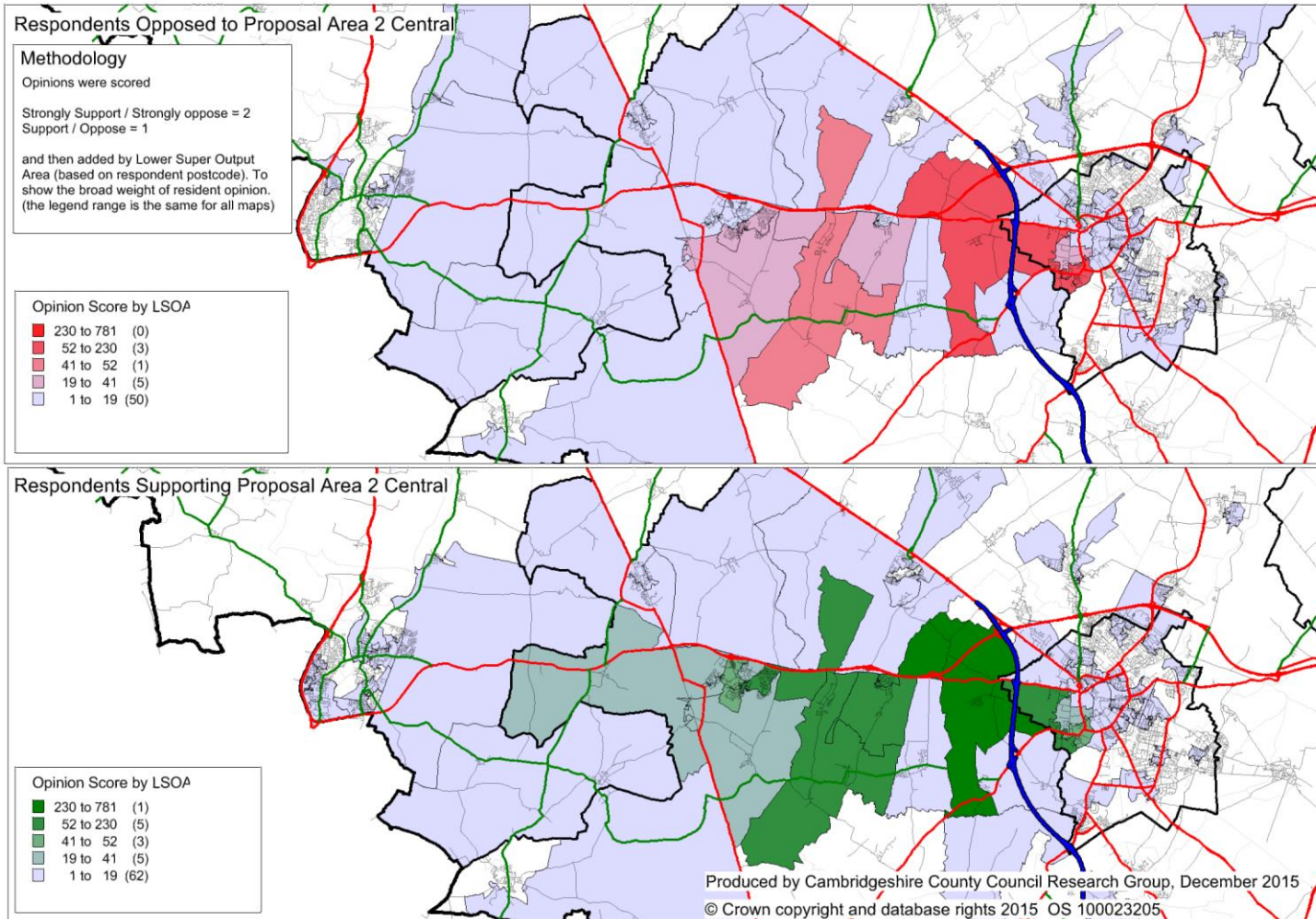
AREA 1 NORTH



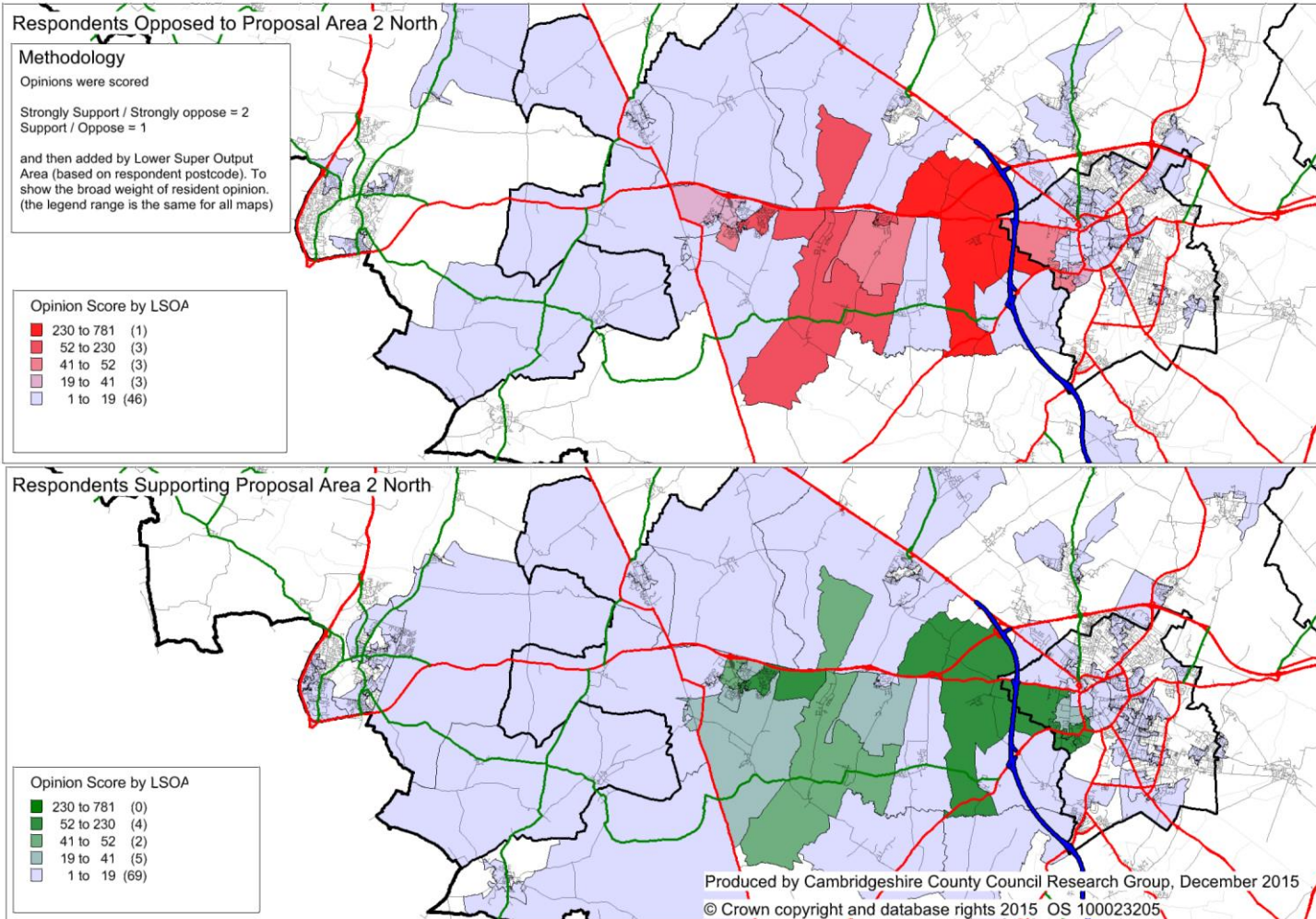
AREA 1 SOUTH



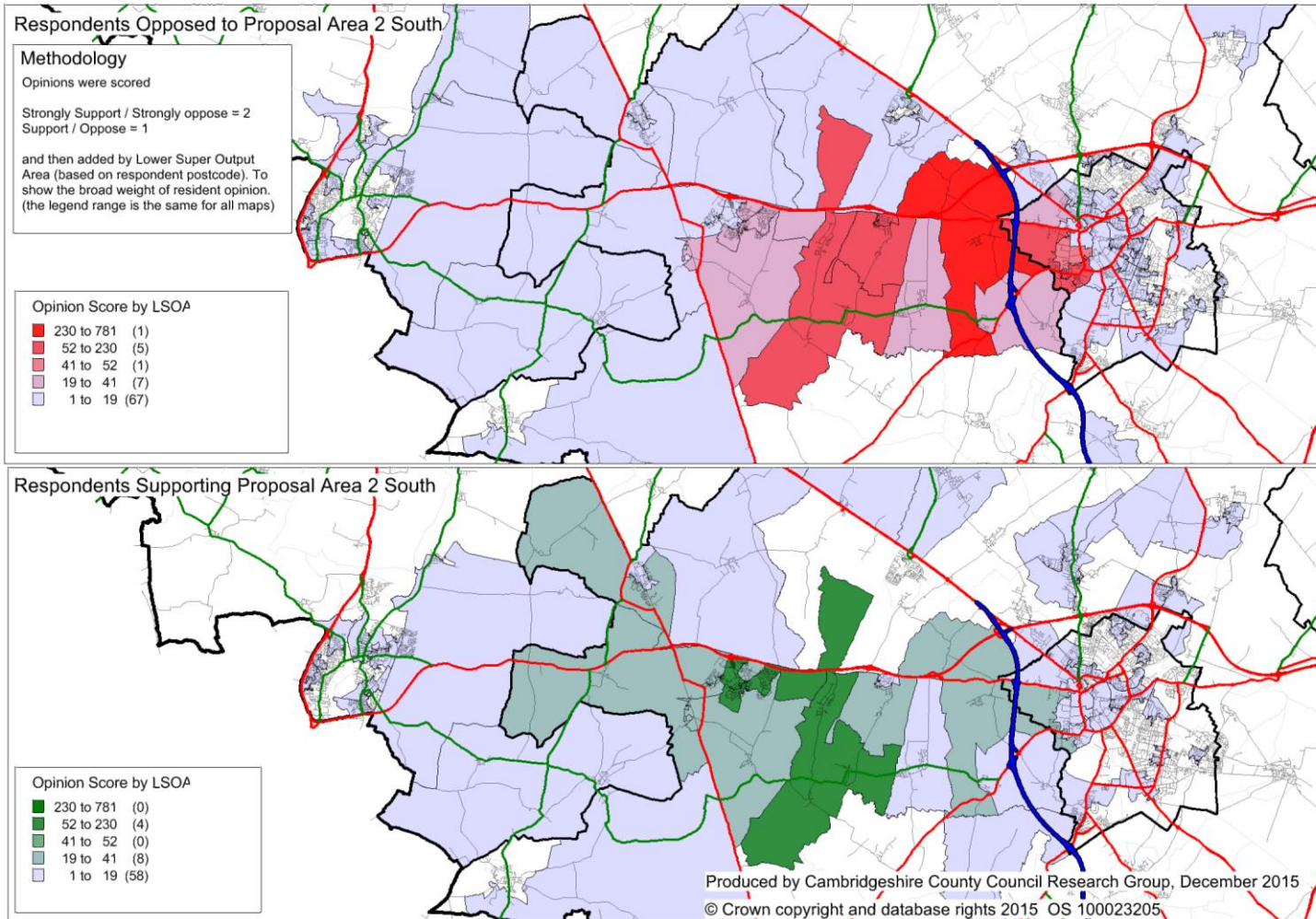
AREA 2 CENTRAL



AREA 2 NORTH



AREA 2 SOUTH



SECTION 3: ASSOCIATED PROVISION

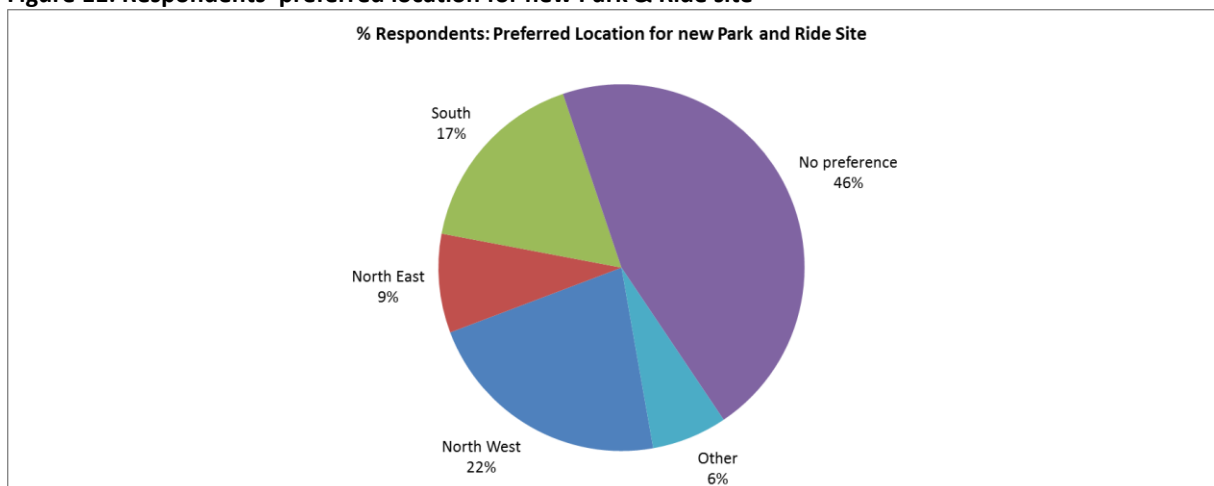
CYCLING AND WALKING

66.3% of respondents felt it was important or very important that cycling and pedestrian facilities are improved within this scheme. 1,298 respondents provided further detail in what would make them consider cycling some or all of the way along this route.

PARK & RIDE

All respondents were asked to consider whether they approved of a new Park & Ride site near the Madingley Mulch roundabout. 46.1% of respondents approved of this, with 28.3% against the suggestion. Those 46.1% were then asked an additional question, to indicate where they felt a new Park & Ride site should be. A high proportion had no preference about its specific location (45.8%). North West received a slightly higher proportion of support (22.0%) than the other proposed locations, as shown in the following pie chart:

Figure 11: Respondents' preferred location for new Park & Ride site



SECTION 4: FURTHER COMMENTS

In total, 1319 respondents left further comments. It should be noted that of these, a small number were repetitive, reflecting responses 'in common' provided by members of particular campaign groups.

The most frequently commented issue focused on the significance of green spaces and the landscape of the area – and the impact that each proposal might have on existing locations. 270 comments referred to this (12.3% of all survey respondents). General concern was raised that the issue of environmental impact had not been fully considered during the development of high level options. It was commented that the quality of the environment over the longer term was being sacrificed in order to attempt to alleviate current congestion problems.

“Cambridge has been 800 years in the making and it would be foolish to destroy its essential beauty over a hasty and irreversible decision to improve bus times without first considering the cheaper, simpler and (in some cases) potentially reversible decisions.

Is there any evidence to suggest that people will use the new bus services over their car - they don't seem to at the moment”

“Do not ruin the unique character of Cambridge by putting a road through the West Fields. Cambridge is a special place and a tourist attraction. It has a rare rural quality. Preserve and protect this precious place. The vast sum of money that a route through West Fields would cost would be put to something that is ultimately devastating to the beauty of Cambridge”

“I am completely opposed to the Area 1 South route. It would mean spending over £40 million more than the alternatives, and would have a hugely negative environmental impact on the West Fields. It would negatively impact on Coton and destroy the character of the western approach to Cambridge. I'm also very doubtful that routing more buses down Queens Road, Silver Street and Downing Street is a good idea”

Others specifically referred to the need to maintain the countryside, with a number referring to the Woodland SSSI locations (such as Madingley Wood and Hardwick Wood):

While I support better public transport and cycling infrastructure, I am concerned by the lack of attention currently being paid to the impact of the proposals on wildlife, in particular the impact on SSSIs at Madingley Wood and Hardwick Wood. This public consultation does not provide respondents any information on the position of protected sites with regards to the proposed routes, and so few respondents are likely to have considered them in formulating their responses. I think it is likely that some people would have responded differently had they been fully aware of the likely impacts of the suggested routes. - I therefore urge you to strongly consider the impact on wildlife (along with legal obligations with regards to SSSIs) when making your decision, and to account for the fact that respondents may have been unaware of these impacts when selecting their routes.

Concerns were also raised around the future of the West Field site, with one stating:

My main interest here is to keep the West Field green as with most green belt areas, but particularly this one. I agree with the high Court decision of 2008 that underlines what a critically important part this is in maintaining the character of Cambridge. - - A bus route across this area opens the way to urbanisation and wouldn't solve the traffic problems even

if it did happen as the consequent further build up in Grange Rd and West Rd would obliterate gain derived from a speedier entrance to the city at Grange Rd, which is already a traffic jam at peak times

One respondent also referred to a petition to save the green fields from Coton to Grange Road. Questions were raised as to why planned developments outside of Cambridge City could not be planned to be self-sustainable from the offset, with local shops and support networks being put in place during development rather than after.

221 comments included reference to the Park & Ride facilities (10.1% of all survey respondents), with some reflecting on existing services and others on the potential new developments. It was reported by some that the existing Park & Ride site was rarely full, and hence an additional site would not be beneficial. The need for a new Park & Ride positioned so closely to an existing one was questioned by a number of respondents, as were proposals to develop a new dedicated road specifically for its buses. One commented that:

A new P&R site at Scotland Farm makes much more sense for access from the A428, and from Hardwick, Caldecote & Dry Drayton by cycle - serving a much larger area. - The existing roads can easily cope with normal on-road buses, with perhaps a dedicated lane from Maddingly Mulch into Cambridge, otherwise nothing special needed, and certainly no guided buses at vast expense. Better to use normal roadway buses which could drive North to South through Hardwick & Caldecote and serve the existing villages much better. This would reduce car usage from these villages greatly if there was a better, regular service linking to Scotland Farm P&R. - No busways should be built across bridleways and private land when adequate roads and bus lanes space is available alongside [existing] roads.

It was felt by some that improved Park & Ride facilities would not ease congestion, and other possible issues – such as badly timed traffic lights, and a lack of bus stops in locations such as Coton – were discussed. Some reported that traffic issues might also be a result of through-traffic – specifically from the A428 onto the M11 – which would not be resolved by a new Park & Ride. One respondent commented that:

The only way to make this transition is, apparently, to get on Maddingly Road. It is hard for me to judge from the bus, but I estimate that something like 15-20% of the traffic in the very long queues (and even more of the lorries) on Maddingly Road are making this transition.

176 responses gave direct reference to the six options presented within this public consultation (8.0%). Strong opinions against Area 1 South were expressed, due to the damaging effect it might have on Coton and the landscape. Again concerns were raised about any development of new routes for buses in lieu of using existing infrastructure, with one commenting that:

I strongly oppose Area 1 South as an option as it will forever destroy a part of the countryside which until now has remained free of motorised traffic. A bus route through the west fields is the thin end of the development wedge, as everyone knows very well. It is far easier to argue for further development on a piece of land already ruined by bus traffic than it is to build on previously unspoilt land. This is the last approach to Cambridge not blighted by rapidly built, ugly urban sprawl. It encompasses a nature reserve, footpaths, bridleways and cycle paths. To pretend that a guided bus route will not have much impact on this environment is a lie - any road with motorised traffic becomes a barrier to wildlife and people, disrupts the tranquillity and paves the way for more traffic.

Area 1 Central received more support, with respondents positively citing it as being low cost and requiring few modifications to existing infrastructure without damaging the local area.

150 respondents reflected on cyclists (6.8%) and cycleways. The Coton to Cambridge cycle route was positively commented on by many. Support for cycle routes segregated from road traffic was expressed, but generally not at the expense of creating entirely new routes. Shared-use pavements were not supported, predominantly due to concerns about how well they might be maintained. One commented that:

The sort of people who cycle outside of the city tend to travel quickly so the route needs to be properly surfaced, wide enough that it is possible to overtake slower cyclists, properly maintained so that it does not become overhung by vegetation or potholed, have priority at all side junctions, and be a paradigm of an express cycleway. The likely journeys are going to be greater than five miles, so a speed of 15mph for cycles needs to be assumed as a minimum speed that is likely to be attained by at least 50% of users

138 comments referred to buses and bus routes (6.3%). Concerns about a new purpose-built road for buses were raised again, with many commenting that existing roads do appear to have the capacity to take this on:

I think the most economical solution is to have a reserved bus lane on existing roads. Having a bus-only route going through small villages would destroy their character, and be a much more expensive option.

Concerns were raised about how to motivate more people to use the bus, with some noting that buses were regularly closer to empty than full. Availability of buses later in the evening was reflected upon, with one commenting that the provision of a bus route is of no value if the timetables are not adjusted to accommodate for those working later than 5pm. Many also commented that it was not cost-effective to travel by bus, and that any developments pushing for bus use would not be attractive as long as personal travel (e.g. by car) was both more convenient and cheaper. One respondent highlighted that:

"it is not cost effective to go by bus. It is considerably cheaper to go by car, even with all the delays. You will never be able to persuade people to leave their cars at home if it is more expensive as well as inconvenient (exposed to the elements while waiting), limited (infrequent & unreliable service) & disadvantageous (waiting in same traffic queues). - You MUST reduce the options for private car travel by eliminating their cross-town routes and thereby redirecting them around the M11, A14, A11 & A505 for entry to specific parts of town. Only then can Public Transport be seen as the more convenient option. Anything less than that is simply delaying the inevitable gridlock.

126 commented in favour of developing a tidal bus lane along Madingley Road (5.8%). It was felt that this would be cheap and simple to implement, and could be easily fed in alongside Area 1 Central. It was recognised by many respondents that congestion was primarily associated with morning and evening travel rush hours, and hence an adaptable bus route that could be enforced during these times would be preferable. One suggested:

...the creation of a dedicated (ideally, tidal) bus lane down Madingley Road, following the current route of that road PRECISELY. If this lane were tidal (allowing buses into Cambridge in the morning and away from Cambridge in the afternoon), or if there were sufficient passing places along the route to enable buses going in both directions to be accommodated, this

would meet all the stated objectives of reducing congestion and expediting journeys between Cambourne and Cambridge.

123 respondents discussed Coton (5.6% of all respondents). Some referred to the benefits of the existing Coton to Cambridge cycleway and the importance that it is maintained appropriately. Concern was raised about the impact of proposals on the village of Coton – specifically that some proposals included effectively splitting the area in two. Questions were raised as to why bus stops specific for the village were not proposed. One commented that:

Diverting the bus through Madingley is tedious for travellers and not nice for villages. Destroying the beauty of Coton who will get very little benefit seems absurd. Take the straightest route, be reliable and frequent and people will use it. We all have to wait a bit at rush hour, diverting the route won't really save any time.

123 respondents commented on issues around congestion (5.6% of all respondents) – some with regards to how the proposals would improve existing problems, some raising concern that the proposals would not successfully address issues. Others questioned whether there was sufficient congestion going into the City to warrant the development of a second Park & Ride. Strong support for a congestion charge was made by a few, with a preference to focus on supporting public transport options and public cycleways.

115 respondents discussed transport connections (5.3% of all respondents), namely that Cambridge City is used as a hub for travel out to other locations – and that better provision of access from one side of the City to the other would be beneficial. Concerns were raised about how far current problems were a result of people commuting into the city rather than those travelling elsewhere – the A428 and M11 junction was a key example, as was access across to eastern sides of the city.

111 respondents made reference to the Cambridgeshire Bold proposals (5.1%), predominantly issuing their support for them, either entirely or in part. 31 respondents (1.4%) referred to the Better City Deal proposals.

2.5% had general issues with the consultation. Concerns were raised by a few (1.9% / 41 respondents) that in order to fairly respond, more detail should be provided than that which was available within the leaflet.

Other comments included reference to the M11, Madingley Road, Girton and other local areas that might be affected – either currently by congestion, or by proposed developments. Concerns that the options may be too expensive and potentially unsustainable in the longer term were raised by some, with respondents pushing for any development to be mains using existing roads and bridleways rather than creating entirely new routes.

70 respondents gave specific alternative suggestions on how to improve travel along the route (3.2% of all respondents). These included:

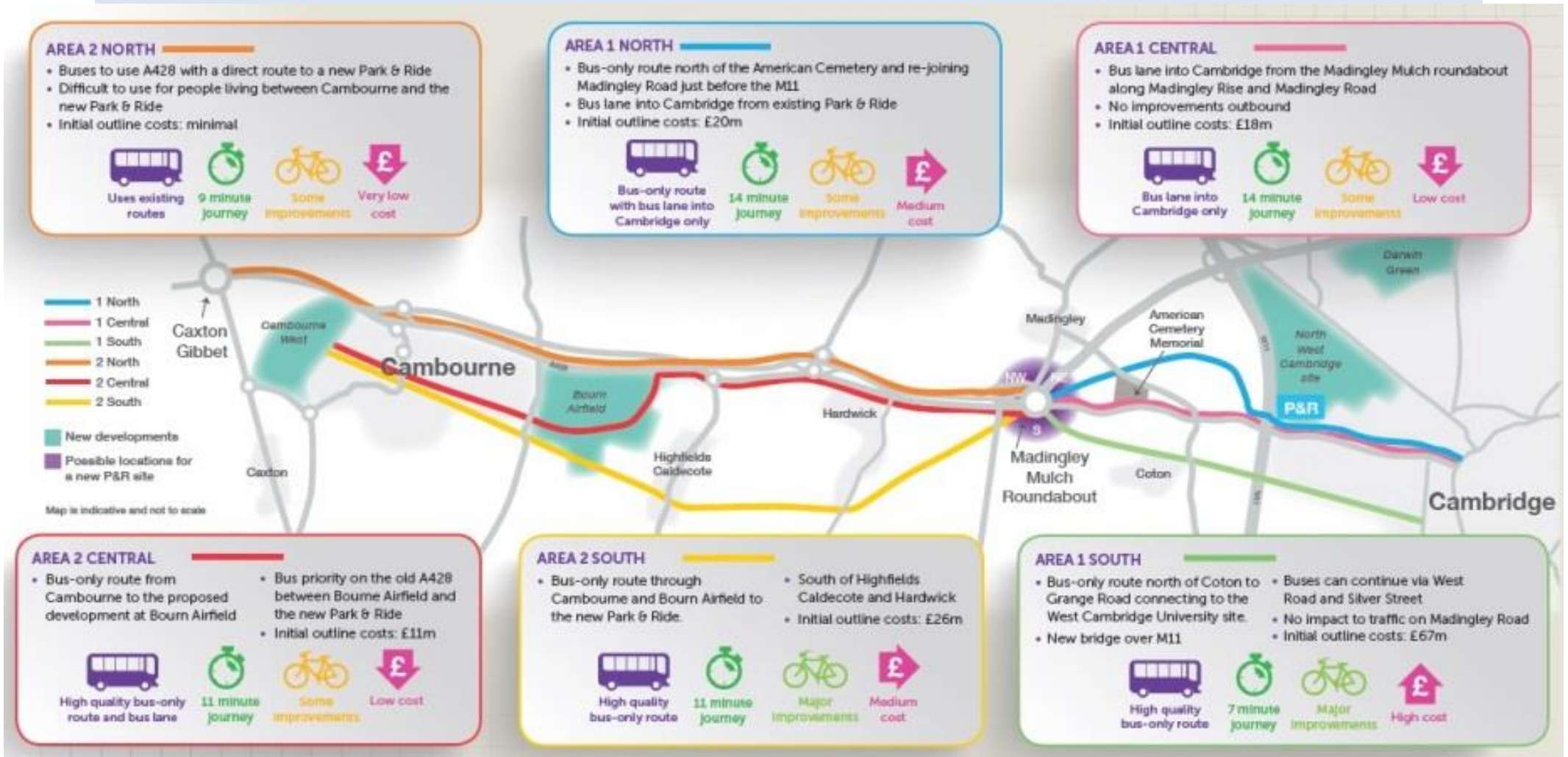
- Smaller 'Park & Cycle' parks, from which safe routes are developed both into the City and to neighbouring villages. Suggested locations included Madingley Mulch and the junction of the M11, Grantchester and Coton.
- Development of a metro system for Cambridge. Connections could be developed either raised over the city, or via underground tunnels, interlinking the rail stations, Addenbrooke's, Park & Ride sites, and the City Centre. It was recognised that this type of

investment would be much more radical, but also that it might have greater longer-term sustainability as a result.

- Blocking further developments in the area unless clear plans to develop infrastructure and provide local services were incorporated from the offset.
- Restriction of vehicles into the Centre, and the possible development of a congestion charge where needed to motivate public transport use.
- Railway link between Cambourne and Cambridge including links to locations such as London.
- Review traffic light timings and city-centre parking charges – both on-street and in car parks. It was commented that for some it was still cheaper to drive independently and park in the city centre to use Park & Ride.

APPENDICES



APPENDIX 1: AREA OPTIONS & MAP














APPENDIX 2: COMPLETE ONLINE SURVEY

Cambourne to Cambridge: Better Bus Journeys









Your journey

1. Do you currently travel between Cambourne and Cambridge?							Response Percent	Response Total
1	Yes						65.59%	1365
2	No						34.41%	716
Analysis	Mean:	1.34	Std. Deviation:	0.48	Satisfaction Rate:	34.41	answered	2081
	Variance:	0.23	Std. Error:	0.01			skipped	112










2. How often do you travel between Cambourne and Cambridge (or parts of the way)?							Response Percent	Response Total
1	Daily						29.49%	607
2	Some weekdays						23.37%	481
3	Weekends						6.46%	133
4	Monthly						4.23%	87
5	Occasionally						27.07%	557
6	Never						9.38%	193
Analysis	Mean:	3.04	Std. Deviation:	1.84	Satisfaction Rate:	40.83	answered	2058
	Variance:	3.38	Std. Error:	0.04			skipped	135

3. What time of day do you usually travel? (tick all that apply)							Response Percent	Response Total
1	Morning peak						48.36%	927
2	Day-time off-peak						53.42%	1024
3	Evening peak						40.53%	777
4	Evening off-peak						24.93%	478
5	Other times						27.39%	525
Analysis	Mean:	5.13	Std. Deviation:	3.96	Satisfaction Rate:	79.71	answered	1917
	Variance:	15.69	Std. Error:	0.09			skipped	276




4. How do you usually travel between Cambourne and Cambridge (or parts of the way)?
[tick all that apply]










					Response Percent	Response Total		
1	Car driver				77.16%	1476		
2	Car passenger				20.18%	386		
3	Van or lorry driver				0.52%	10		
4	Motorcyclist				1.31%	25		
5	Bus				25.20%	482		
6	Park & Ride bus				15.63%	299		
7	Bike				23.37%	447		
8	Walk				7.11%	136		
Analysis	Mean:	5.65	Std. Deviation:	4.51	Satisfaction Rate:	56.29	answered	1913
	Variance:	20.35	Std. Error:	0.1			skipped	280










5. What is your usual destination?






					Response Percent	Response Total		
1	Cambridge city centre				63.12%	1217		
2	West Cambridge site				10.89%	210		
3	North West Cambridge site				2.39%	46		
4	Science Park area				7.05%	136		
5	Addenbrooke's				14.68%	283		
6	Biomedical Campus				1.97%	38		
7	Cambourne				23.60%	455		
8	St Neots				6.85%	132		
9	Other (please specify):				20.44%	394		
Analysis	Mean:	6.09	Std. Deviation:	4.59	Satisfaction Rate:	57.3	answered	1928
	Variance:	21.09	Std. Error:	0.1			skipped	265

6. What is the purpose of your trip?




					Response Percent	Response Total		
1	Business				37.90%	727		
2	Leisure				39.36%	755		
3	Both				22.73%	436		
Analysis	Mean:	1.85	Std. Deviation:	0.76	Satisfaction Rate:	42.41	answered	1918
	Variance:	0.58	Std. Error:	0.02			skipped	275

7. At which junctions are you often in slow or stationary traffic? (tick all that apply)							Response Percent	Response Total
1	Madingley Mulch roundabout						32.50%	622
2	M11 junction						52.87%	1012
3	Madingley Road P&R junction						48.96%	937
4	Storey's Way						13.53%	259
5	Grange Road						23.88%	457
6	Lady Margaret Road						12.49%	239
7	Northampton Street						17.35%	332
8	I rarely experience slow/stationary traffic						19.07%	365
9	Other (please specify):						15.62%	299
Analysis	Mean:	9.48	Std. Deviation:	9.24	Satisfaction Rate:	88.98	answered	1914
	Variance:	85.43	Std. Error:	0.21			skipped	279

8. Which factors would make bus travel a greater alternative? (tick all that apply)							Response Percent	Response Total
1	Faster journey times						44.33%	856
2	Reliable journey times						50.70%	979
3	Comfortable buses						15.17%	293
4	More buses per hour						43.14%	833
5	Wi-Fi access						10.20%	197
6	A bus stop nearer my home						23.61%	456
7	Personal safety						7.09%	137
8	None of the above						18.49%	357
9	Other (please specify):						19.58%	378
Analysis	Mean:	9.3	Std. Deviation:	9	Satisfaction Rate:	87.24	answered	1931
	Variance:	80.92	Std. Error:	0.2			skipped	262





9. Do you use the existing Madingley Road Park & Ride?							Response Percent	Response Total
1	Regularly						8.96%	182
2	Occasionally						30.77%	625
3	Park and cycle						0.64%	13
4	No, I previously used the Park & Ride but do not do so now						12.70%	258
5	No						46.92%	953
Analysis	Mean:	3.58	Std. Deviation:	1.53	Satisfaction Rate:	64.46	answered	2031
	Variance:	2.34	Std. Error:	0.03			skipped	162

The Schemes

10. Do you agree or disagree in principle to better bus journeys between Cambourne and Cambridge?							Response Percent	Response Total
1	Agree						70.25%	1436
2	Disagree						10.86%	222
3	Not sure						18.88%	386
Analysis	Mean:	1.49	Std. Deviation:	0.79	Satisfaction Rate:	24.32	answered	2044
	Variance:	0.63	Std. Error:	0.02			skipped	149

11. How much do you support or oppose the proposed options?							Response Total	
	Strongly support	Support	Oppose	Strongly oppose	No preference			
1 North	10.0% (193)	19.8% (382)	33.9% (655)	23.9% (462)	12.3% (238)		1930	
1 Central	33.6% (650)	33.2% (643)	8.8% (170)	12.4% (241)	12.0% (232)		1936	
1 South	16.6% (333)	8.9% (179)	7.7% (155)	57.6% (1155)	9.2% (184)		2006	
2 North	13.6% (255)	28.1% (525)	25.6% (479)	15.5% (289)	17.2% (322)		1870	
2 Central	20.7% (395)	37.4% (714)	14.4% (275)	12.2% (232)	15.3% (293)		1909	
2 South	16.5% (317)	11.9% (229)	30.1% (577)	28.1% (540)	13.4% (257)		1920	
Do nothing	9.9% (86)	9.2% (80)	21.5% (187)	40.9% (356)	18.5% (161)		870	
							answered	2103
							skipped	90

Cycling and Walking




12. How important is it for you that cycling and pedestrian facilities are improved?							Response Percent	Response Total
1	Very important						44.87%	935
2	Quite important						21.40%	446
3	Important						16.31%	340
4	Not important						17.42%	363
Analysis	Mean:	2.06	Std. Deviation:	1.14	Satisfaction Rate:	35.43	answered	2084
	Variance:	1.3	Std. Error:	0.03			skipped	109

13. Is there anything that would make you consider cycling some or all of the way along this route?






		Response Percent	Response Total
1	Open-Ended Question	100.00%	1298
		answered	1298
		skipped	895

Park & Ride

14. Do you approve of a new Park & Ride site near the Madingley Mulch roundabout?

		Response Percent	Response Total
1	Yes 	46.14%	955
2	No 	28.31%	586
3	No preference 	25.56%	529
Analysis	Mean: 1.79 Std. Deviation: 0.82 Satisfaction Rate: 39.71	answered	2070
	Variance: 0.67 Std. Error: 0.02	skipped	123

15. Please indicate where you think a new Park & Ride Site should be:

		Response Percent	Response Total
1	North West 	22.03%	298
2	North East 	8.72%	118
3	South 	16.85%	228
4	No preference 	45.75%	619
5	Other (please specify): 	6.65%	90
Analysis	Mean: 3.06 Std. Deviation: 1.3 Satisfaction Rate: 51.57	answered	1353
	Variance: 1.69 Std. Error: 0.04	skipped	840

Other comments

16. Do you have any other comments?

		Response Percent	Response Total
1	Open-Ended Question	100.00%	1401
		answered	1401
		skipped	792

About you

17. Post Code (to identify location concerns):				
			Response Percent	Response Total
1	Open-Ended Question		100.00%	1975
			answered	1975
			skipped	218

18. Please indicate your age range:							
					Response Percent	Response Total	
1	Under 17				2.46%	51	
2	17-24				4.01%	83	
3	25-34				8.02%	166	
4	35-44				20.97%	434	
5	45-54				22.42%	464	
6	55-64				16.38%	339	
7	65-74				15.22%	315	
8	75 and above				7.83%	162	
9	Prefer not to say				2.71%	56	
Analysis	Mean:	5.22	Std. Deviation:	1.77	Satisfaction Rate:	52.78	
	Variance:	3.15	Std. Error:	0.04			
						answered	2070
						skipped	123

19. Are you:							
					Response Percent	Response Total	
1	In education				6.17%	128	
2	Employed				53.86%	1117	
3	Self-employed				8.10%	168	
4	Unemployed				0.48%	10	
5	A home-based worker				3.04%	63	
6	A stay-at-home parent, carer or similar				2.94%	61	
7	Retired				22.66%	470	
8	Other (please specify):				2.75%	57	
Analysis	Mean:	3.54	Std. Deviation:	2.28	Satisfaction Rate:	36.22	
	Variance:	5.2	Std. Error:	0.05			
						answered	2074
						skipped	119

20. Do you have a disability that influences the way you travel?							Response Percent	Response Total
1	Yes						6.85%	141
2	No						89.30%	1837
3	Prefer not to say						3.84%	79
Analysis	Mean:	1.97	Std. Deviation:	0.33	Satisfaction Rate:	48.49	answered	2057
	Variance:	0.11	Std. Error:	0.01			skipped	136

21. Are there any other reasons that influence the way you travel?			Response Percent	Response Total
1	Open-Ended Question		100.00%	891
			answered	891
			skipped	1302

22. How did you hear about this consultation?					Response Percent	Response Total		
1	Leaflet				40.34%	833		
2	Postcard				1.60%	33		
3	Advertisement				0.68%	14		
4	South Cambridgeshire magazine				2.37%	49		
5	City Council magazine				0.97%	20		
6	E-mail				10.51%	217		
7	Social media (Twitter, Facebook)				8.62%	178		
8	Library				1.11%	23		
9	Word of mouth				21.16%	437		
10	Search engine				1.11%	23		
11	Other (please specify):				11.53%	238		
Analysis	Mean:	5.21	Std. Deviation:	3.87	Satisfaction Rate:	42.06	answered	2065
	Variance:	14.97	Std. Error:	0.09			skipped	128

If you would like to be kept updated with the progress of the scheme, please provide your contact details. Your details will only be used to improve council services and will be stored in accordance with the Data Protection Act.			Response Percent	Response Total
1	Name:		98.23%	1221
2	Date of Birth:		83.02%	1032
3	E-mail/Address		89.46%	1112
			answered	1243
			skipped	950

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About the Cambridgeshire Research Group

The Research Group is the central research and information section of Cambridgeshire County Council. We use a variety of information about the people and economy of Cambridgeshire to help plan services for the county. The Research Group also supports a range of other partner agencies and partnerships.

Subjects covered by the team include:

- Consultations and Surveys
- Crime and Community Safety
- Current Staff Consultations
- Data Visualisation
- Economy and The Labour Market
- Health
- Housing
- Mapping and Geographic Information Systems (GIS)
- Population
- Pupil Forecasting

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