

QUALITATIVE RESEARCH



SYSTRA

CAMBOURNE TO CAMBRIDGE BETTER BUS JOURNEYS

QUALITATIVE RESEARCH

IDENTIFICATION TABLE

Client/Project owner	Cambridgeshire County Council
Project	Cambourne to Cambridge Better Bus Journeys
Study	Qualitative Research
Type of document	Final Report
Date	16/03/2018
File name	20180316 Cambourne to Cambridge Research Report vFinal.docx
Reference number	107005
Number of pages	74

APPROVAL

Version	Name	Position	Date	Modifications	
1	Author	Emma Salter	Assistant Consultant	02/02/2018	
	Checked by	Evelyn Robertson	Senior Consultant	14/02/2018	
	Approved by	Liz Boast	Associate	16/02/2018	
2	Author	Emma Salter	Assistant Consultant	06/03/2018	Updated in line with client comments
	Checked by	Evelyn Robertson	Senior Consultant	06/03/2018	
	Approved by	Liz Boast	Associate	06/03/2018	
3	Author	Emma Salter	Assistant Consultant	16/03/2018	Updated in line with client comments
	Checked by	Evelyn Robertson	Senior Consultant	16/03/2018	
	Approved by	Liz Boast	Associate	16/03/2018	

TABLE OF CONTENTS

EXECUTIVE SUMMARY	6
1. INTRODUCTION	9
1.1 RESEARCH BACKGROUND	9
1.2 THE OPTIONS	9
1.3 RESEARCH OBJECTIVES	10
2. METHODOLOGY	12
2.1 OVERVIEW	12
2.2 RECRUITMENT	12
2.3 DATA COLLECTION	14
2.4 ANALYSIS AND REPORTING	15
3. FINDINGS FROM THE RESIDENTS' FOCUS GROUPS	16
3.1 INTRODUCTION	16
3.2 AWARENESS OF THE CAMBOURNE TO CAMBRIDGE CONSULTATION	16
3.3 SUGGESTED IMPROVEMENTS TO THE CONSULTATION BROCHURE	16
3.4 INITIAL REACTION TO CONSULTATION INFORMATION	17
3.5 PARK & RIDE OPTIONS: THEMES RELATING TO SCOTLAND FARM	21
3.6 PARK & RIDE OPTIONS: THEMES RELATING TO THE WATERWORKS	23
3.7 PARK & RIDE OPTIONS: THEMES RELATING TO BOTH SITES	24
3.8 PARK & RIDE OPTIONS: SITE PREFERENCES AND LIKELY USE	26
3.9 PARK & RIDE OPTIONS: SUGGESTED IMPROVEMENTS AND ALTERNATIVE SITES	27
3.10 PARK & RIDE OPTIONS: OPINIONS OF PARK & RIDE AS A METHOD OF TRANSPORT	28
3.11 ROUTE OPTIONS: THEMES RELATING TO ROUTE A	28
3.12 ROUTE OPTIONS: POSITIVE COMMENTS IN RELATION TO ROUTE A	31
3.13 ROUTE OPTIONS: SUGGESTIONS FOR IMPROVEMENTS TO ROUTE A	31
3.14 ROUTE OPTIONS: THEMES RELATING TO ROUTE B	31
3.15 ROUTE OPTIONS: SUGGESTIONS FOR IMPROVEMENTS TO ROUTE B	34
3.16 ROUTE OPTIONS: THEMES RELATING TO ROUTE C	34
3.17 ROUTE OPTIONS: NEGATIVE COMMENTS IN RELATION TO ROUTE C	39
3.18 ROUTE OPTIONS: POSITIVE COMMENTS IN RELATION TO ROUTE C	39
3.19 ROUTE OPTIONS: SUGGESTIONS FOR IMPROVEMENTS TO ROUTE C	39

3.20	ROUTE C: ACCESS TO CAMBRIDGE VIA GRANGE ROAD	39
3.21	ROUTE OPTIONS: THEMES RELATING TO ALL ROUTES	41
3.22	ROUTE PREFERENCES	43
3.23	OTHER COMMENTS	44
4.	FINDINGS FROM THE WORKSHOP WITH LOCAL LIASION FORUM MEMBERS	45
<hr/>		
4.1	INTRODUCTION	45
4.2	INITIAL REACTION TO CONSULTATION INFORMATION	45
4.3	INITIAL PREFERENCES	48
4.4	PARK & RIDE OPTIONS: THEMES RELATING TO SCOTLAND FARM	49
4.5	PARK & RIDE OPTIONS: THEMES RELATING TO THE WATERWORKS	51
4.6	PARK & RIDE OPTIONS: THEMES RELATING TO BOTH SITES	53
4.7	PARK & RIDE OPTIONS: SITE PREFERENCES AND LIKELY USE	55
4.8	PARK & RIDE OPTIONS: SUGGESTED IMPROVEMENTS AND ALTERNATIVE SITES	56
4.9	ROUTE OPTIONS: THEMES RELATING TO ROUTE A	57
4.10	ROUTE OPTIONS: THEMES RELATING TO ROUTE B	60
4.11	ROUTE OPTIONS: THEMES RELATING TO ROUTE C	61
4.12	ROUTE OPTIONS: NEGATIVE COMMENTS IN RELATION TO ROUTE C	65
4.13	ROUTE C: ACCESS TO CAMBRIDGE VIA GRANGE ROAD	65
4.14	ROUTE OPTIONS: THEMES RELATING TO ALL ROUTES	67
4.15	ROUTE PREFERENCES	69
4.16	OTHER COMMENTS	70
5.	CONCLUSIONS	72
<hr/>		
5.1	RESIDENTS: PARK & RIDE PREFERENCES	72
5.2	RESIDENTS: ROUTE PREFERENCES	72
5.3	RESIDENTS: THE IMPORTANCE OF IMPROVEMENTS FOR PEDESTRIANS AND CYCLISTS	73
5.4	LLF MEMBERS: PARK & RIDE PREFERENCES	73
5.5	LLF MEMBERS: ROUTE PREFERENCES	73
5.6	LLF MEMBERS: THE IMPORTANCE OF IMPROVEMENTS FOR PEDESTRIANS AND CYCLISTS	73

LIST OF FIGURES

Figure 1: An overview of the options for consultation

9

Cambourne to Cambridge Better Bus Journeys	
Qualitative Research	107005
Final Report	16/03/2018

EXECUTIVE SUMMARY

Background

The Greater Cambridge Partnership (GCP) is made up of Cambridge City Council, Cambridgeshire County Council, South Cambridgeshire District Council, the University of Cambridge and the Greater Cambridge Greater Peterborough Local Enterprise Partnership. The purpose of the partnership is to help grow the local economy and improve the quality of life for the people of Greater Cambridge, through improvements in infrastructure, creating new jobs, new homes and additional apprenticeships.

The GCP held a formal consultation on the Cambourne to Cambridge: Better Bus Journeys scheme between the 13th November 2017 and 29th January 2018, in order to understand the views of those living, working, studying and travelling in the Greater Cambridge area on the proposed options for a new Park & Ride site and new bus route, plus cycling and walking facilities.

The GCP commissioned SYSTRA Ltd. to conduct research to support the formal consultation for the Cambourne to Cambridge bus scheme. The research findings will provide the GCP with greater insight into the views of local residents on the proposed Park & Ride sites and bus route options.

The views and opinions reported in this document are the views and perceptions of respondents and are not necessarily factually correct.

Options for a New Park & Ride Site and Bus Route

Following on from an earlier consultation in 2015, two possible Park & Ride sites, two possible on-road bus routes and one off-road bus route were identified to be taken forward as part of the Cambourne to Cambridge: Better Bus Journeys consultation:

- **Scotland Farm Park & Ride Site:** Located at the junction of the A428 and Scotland Road, Dry Drayton;
- **The Waterworks Park & Ride Site:** Located at the junction of St Neots Road and A1303 Madingley Road, near the Madingley Mulch Roundabout;
- **Route Option A:** An on-road option, introducing an inbound, nearside bus lane on Madingley Road between Madingley Mulch Roundabout and Lady Margaret Road;
- **Route Option B:** An on-road central, tidal bus lane, with overhead gantries, on Madingley Road, running between Madingley Mulch Roundabout and the new entrance to Eddington; and
- **Route Option C:** An off-road dedicated busway, running between Madingley Mulch roundabout and Grange Road, Cambridge.

The consultation also addressed two potential routes to link Route C with Grange Road; Adams Road and the Rugby Club Access Road.

Methodology

A series of five focus groups were undertaken with residents from in and around Greater Cambridge. The focus groups were undertaken between 16th and 24th January 2018 across three locations: Cambourne, Cambridge City Centre and Madingley. These locations were chosen to reflect the

proposed route of the scheme and as locations easily accessible to all target residents. In total, 42 participants attended the groups, an average of eight per group.

In addition, a workshop was undertaken on 25th January 2018 with 20 Local Liaison Forum (LLF) members.

Key findings from the Residents' Focus Groups

Most residents preferred the Scotland Farm Park & Ride site, over the Waterworks site, due to its distance from the city centre, smaller visual and ecological impact and accessibility to the west of Cambridge.

However, two residents preferred the Waterworks Park & Ride site, due to perceived congestion impacts at Scotland Farm and a belief that fares would be cheaper, due to reduced operating costs at The Waterworks.

Alternative Park & Ride sites were also suggested, with most residents advocating a new site in Cambourne and some suggesting that the existing Madingley Road Park & Ride site be retained.

Many residents stated that they would probably use the Scotland Farm Park & Ride, however, use depended on where a person lived and the journey time of the Park & Ride bus service. More specifically, those who lived closer to Cambridge City Centre reported that they would be unlikely to use it and those who lived further west would consider using it, despite reservations from a few participants who advocated for an alternative site in the Cambourne area.

A number of improvements were suggested by residents, including:

- The widening of Scotland Road;
- The provision of a night bus;
- An increase in parking provision; and
- Steps to negate light pollution.

Residents were most likely to prefer Route C, compared to Routes A and B. The key reasons for this were the reliability of the service and the associated walking and cycling provisions.

Some residents did however express a preference for Route A or Route B. Where Route A was preferred this was typically due to the cost of the different options. Where Route B was preferred, this was typically due to the tidal operation, allowing the direction of flow to change with the traffic conditions. A few residents indicated that their preference was for none of the routes to be taken forward.

One improvement was suggested for Route C; to extend the route all the way to Cambourne.

With regards access to Grange Road, the Rugby Club Access Road tended to be the preferred option, over Adams Road, due to:

- The residential nature of Adams Road;
- The loss of parking on Adams Road, although a few attendees suggested that this should not be of significance;
- The existing congestion on Adams Road;

- The need for a one-way system on Adams Road; and
- The increased reliability associated the Rugby Club Access Road.

There was a general view among residents that walking and cycling provisions were important, both in terms of the Park & Ride sites and route options. User safety from such provisions was of particular importance to residents.

Key findings from the Workshop with Local Liaison Forum Members

When pressed on their preference between the two proposed Park & Ride sites, most LLF members said they preferred the Scotland Farm site. None gave a preference for the Waterworks Park & Ride Site, however a few refused to give a preference.

Suggestions made by LLF members to improve the Scotland Farm Park & Ride site included:

- Improvements to the cycling infrastructure to encourage sustainability and increase site accessibility for cyclists;
- Road control on Scotland Road to reduce 'rat-running' in Dry Drayton;
- Congestion charging in central Cambridge to deter the use of the A428 by cars and encourage use of the Park & Ride instead; and
- The use of embankments to reduce light and noise pollution.

The following alternative Park & Ride sites were also suggested by LLF members:

- Girton Interchange;
- Cambourne; and
- To the south of the A428.

All but one LLF member said, that if they had to choose one of the three options presented, they would choose Route B. Route B was considered more flexible than Route A, and less destructive and costly compared to Route C.

One LLF member preferred Route A.

Cycling and walking provision was important to many LLF members, with safety and land take being key areas for discussion. The provision of a cycle super highway was suggested.

1. INTRODUCTION

1.1 Research Background

1.1.1 The Greater Cambridge Partnership (GCP) is made up of Cambridge City Council, Cambridgeshire County Council, South Cambridgeshire District Council, the University of Cambridge and the Greater Cambridge Greater Peterborough Local Enterprise Partnership. The purpose of the partnership is to help grow the local economy and improve the quality of life for the people of Greater Cambridge, through improvements in infrastructure, creating new jobs, new homes and additional apprenticeships.

1.1.2 The GCP held a formal consultation on the Cambourne to Cambridge: Better Bus Journeys scheme between the 13th November 2017 and 29th January 2018, in order to understand the views of those living, working, studying and travelling in the Greater Cambridge area on the proposed options for a new Park & Ride site and new bus route.

1.1.3 The GCP commissioned SYSTRA Ltd. to conduct research to support the formal consultation for the Cambourne to Cambridge bus scheme. The research findings will provide the GCP with greater insight into the views of local residents on the proposed Park & Ride sites and bus route options.

1.1.4 The views and opinions reported here are the views and perceptions of respondents and are not necessarily factually correct.

1.2 The Options

1.2.1 Following on from an earlier consultation in 2015, two possible Park & Ride sites, two possible on-road bus routes and one off-road bus route were identified to be taken forward as part of the Cambourne to Cambridge: Better Bus Journeys consultation.

1.2.2 These options are outlined briefly below. Full information can be found on the consultation website: <https://www.greatercambridge.org.uk/transport/transport-projects/cambourne-to-cambridge/cambourne-to-cambridge-consultation-2017/18/>.

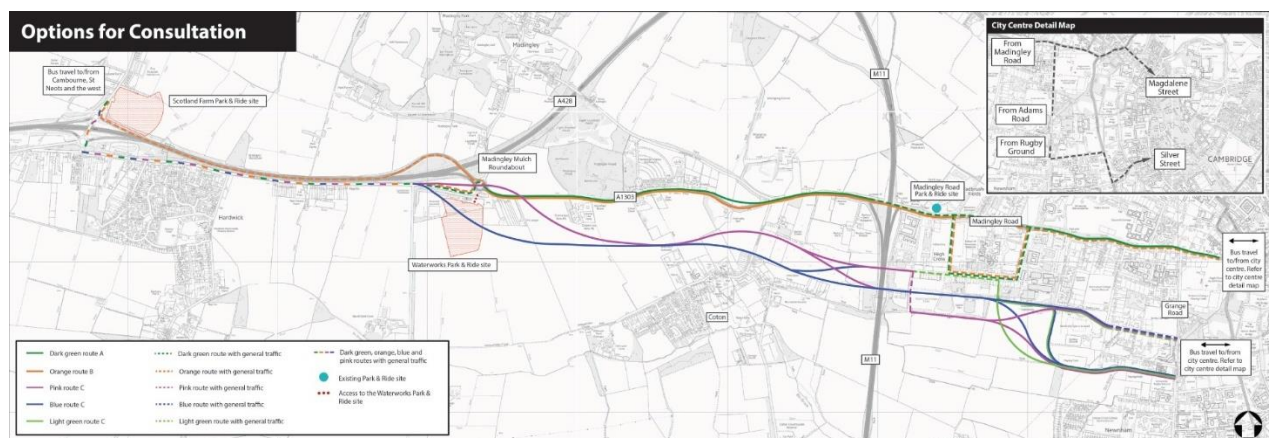


Figure 1: An overview of the options for consultation

Park & Ride Sites

Scotland Farm

- 1.2.3 A Park & Ride site at Scotland Farm, located at the junction of the A428 and Scotland Road, Dry Drayton.
- 1.2.4 This site is highlighted in Figure 1¹.

The Waterworks

- 1.2.5 A Park & Ride site at The Waterworks, located at the junction of St Neots Road and A1303 Madingley Road, near the Madingley Mulch Roundabout.
- 1.2.6 This site is highlighted in Figure 1.

Route Options

Route A

- 1.2.7 An on-road option, introducing an inbound, nearside bus lane on Madingley Road between Madingley Mulch Roundabout and Lady Margaret Road.
- 1.2.8 This route is shown in light green in Figure 1.

Route B

- 1.2.9 An on-road central, tidal bus lane, with overhead gantries, on Madingley Road, running between Madingley Mulch Roundabout and the new entrance to Eddington.
- 1.2.10 This route is shown in orange in Figure 1.

Route C

- 1.2.11 An off-road dedicated busway, running between Madingley Mulch roundabout and Grange Road, Cambridge.
- 1.2.12 The consultation also addressed two potential routes to link Route C with Grange Road; Adams Road and the Rugby Club Access Road (also known locally as the Old Rifle Range Track).
- 1.2.13 This route is shown in dark green, blue and purple in Figure 1.

1.3 Research Objectives

- 1.3.1 SYSTRA undertook qualitative research, in the form of residents' focus groups and a workshop with Local Liaison Forum (LLF) members.
- 1.3.2 The main objectives of the **focus groups** were to gain an in-depth understanding of:

¹ Please note, all diagrams provided in this chapter are directly taken from the GCP consultation material. The consultation material used as part of the research can be found in Appendix C.

- Residents' awareness of the consultation and understanding of the consultation material;
- Residents' views on a new Park & Ride site to the east of Cambourne and preferences between the two proposed sites; and
- Residents' views on the options for a new bus route between Cambourne and Cambridge, and preferences between the three proposed routes.

1.3.3 The main objective of the **workshop** was to give LLF members an opportunity to feed into the qualitative research, providing the views of those they represent with regards to:

- A new Park & Ride site to the east of Cambourne and preference between the two proposed sites; and
- The options for a new bus route between Cambourne to Cambridge, and preference between the three proposed routes.

2. METHODOLOGY

2.1 Overview

2.1.1 A series of five focus groups were undertaken with residents from in and around Greater Cambridge. In addition to these, a workshop was undertaken with Local Liaison Forum (LLF) members.

2.2 Recruitment

Residents' Focus Groups

2.2.1 Ten participants were recruited for each of the five focus groups, with the anticipation that, on average, eight participants would attend each group.

2.2.2 In total, 42 participants attended the groups, an average of eight per group.

2.2.3 To ensure that the views of a wide range of residents were captured, quotas were set on area of residence, frequency of public transport use, age, gender, socio-economic group, and working status.

2.2.4 The final profile of participants is outlined below.

- Area of residence
 - The villages²: 16 residents;
 - Cambourne: 15 residents;
 - Cambridge City Centre, excluding Newnham: 6 residents;
 - St Neots: 3 residents; and
 - Newnham: 2 residents.
- Frequency of public transport use
 - 5 or more times a week: 6 participants;
 - 2-4 times a week: 9 participants;
 - Once a week: 4 participants;
 - Less than once a week, but at least once a month: 8 participants;
 - Less than once a month: 10 participants; and
 - Never: 4 participants.
- Age
 - 16-24 years: 11 participants;
 - 25-49 years: 12 participants;
 - 50-64 years: 9 participants; and
 - 65+ years: 10 participants.

² 'The villages' include: Bourn, Caxton, Comberton, Coton, Dry Drayton, Hardwick, Highfields and Caldecote, and Madingley.

- Gender
 - 20 males; and
 - 22 females.
- SEG
 - ABC1: 24 participants; and
 - C2DE: 18 participants.
- Working status
 - Working full-time (30+ hours a week): 17 participants;
 - Working part-time (less than 30+ hours per week): 16 participants;
 - Not working: 3 participants;
 - Retired: 9 participants; and
 - Students: 7 participants.

LLF Workshop

2.2.5 The LLF workshop was arranged by the GCP. Attendance was on a first come, first served basis.

2.2.6 The final profile of participants included 20 representatives from:

- Local Government
 - South Cambridgeshire District Council – Bar Hill;
 - South Cambridgeshire District Council – Comberton;
 - South Cambridgeshire District Council – Hardwick;
 - South Cambridgeshire District Council – Highfields and Caldecote; and
 - Newnham City Council.
- Residents Associations
 - Cramner Road Residents Association;
 - Federation of Cambridge Residents Association (FeCRA);
 - Gough Way Residents Association;
 - Madingley Road Residents Association;
 - North Newnham Residents Association; and
 - Storey’s Way Residents Association.
- Parish Councils
 - Coton Parish Council;
 - Elsworth Parish Council;
 - Hardwick Parish Council; and
 - Madingley Parish Council.
- Other organisations
 - Cambridge Past, Present and Future (PPF);

- Local Liaison Forum;
- Save the West Fields; and
- Smarter Cambridge.

2.3 Data Collection

Residents' Focus Groups

2.3.1 Five focus groups, with local residents, were undertaken between 16th and 24th January 2018, in Cambourne, Cambridge City Centre and Madingley. These locations were chosen to reflect the proposed route of the scheme and as locations easily accessible to all target residents.

2.3.2 In both Cambourne and Madingley, one focus group was undertaken with younger participants, and one group was undertaken with older participants. In Cambridge City Centre, one focus group was held with participants of a mix of ages.

2.3.3 The topic guide was developed with the GCP and identified the following key areas for discussion:

- Current Awareness of the Consultation
 - What, if anything, participants had seen/heard and from where/who;
 - What participants thought of the information received;
 - Whether participants understood the information received; and
 - Any suggestions for improvement.
- Immediate thoughts on all options
- Park & Ride Options
 - Immediate thoughts on Park & Ride site options;
 - Thoughts on the differences between the two sites and level of importance allocated to these differences;
 - Any suggestions for improvement;
 - Park & Ride site preferences;
 - Likely use of the proposed new Park & Ride site.
- Route Options
 - Immediate thoughts on each Route option;
 - Thoughts on the potential look and journey times of each route;
 - Any suggestions for improvement for each route;
 - Thoughts on the differences between the three routes and level of importance allocated to these differences;
 - For Route C, thoughts on the differences between the two options for linking with Grange Road and level of importance allocated to these differences; and
 - Final Route preferences.

2.3.4 A full copy of the topic guide can be found in Appendix A.

LLF Workshop

- 2.3.5 The workshop with LLF members was held on 25th January 2018, with discussions held in three breakout groups.
- 2.3.6 These break-out groups were not a conventional focus group format given most attendees knew each other and were well aware of the consultation material beforehand, given their membership with the LLF.
- 2.3.7 Again, the topic guide was developed with the GCP and followed a similar structure to that used in the resident focus groups, omitting the 'Current Awareness of the Consultation' discussion.
- 2.3.8 A full copy of the topic guide can be found in Appendix B.

2.4 Analysis and Reporting

- 2.4.1 With consent from all participants, every group was digitally voice recorded and independently written up under a series of headings consistent with the agreed discussion guide. For each of these headings, a number of key points summarised the discussion on each issue and these were supported by a series of verbatim quotes.
- 2.4.2 Write ups were then reviewed, collated and analysed using a thematic analysis approach, wherein core themes, across all discussions, are highlighted, clustered and extrapolated to provide main findings. An indication of prevalence of feelings expressed has been provided for each of these in the research findings chapter of this report, however, it is not possible, nor appropriate, to report the number of respondents giving particular responses, owing to the qualitative nature of the research. Additionally, supporting quotes have been reported verbatim, with gender, location of residence and age recorded for residents, and type of organisation recorded for LLF members.
- 2.4.3 As with all qualitative research, it should be noted that:
 - The sample selected for this study is not statistically representative, rather provides a cross section of Cambridgeshire residents and available LLF members;
 - The views and opinions reported are the views and perceptions of respondents and are not necessarily factually correct.

3. FINDINGS FROM THE RESIDENTS' FOCUS GROUPS

3.1 Introduction

3.1.1 This Chapter presents the findings from the five residents' focus groups. Please bear in mind that the views and opinions reported here are the views and perceptions of respondents and are not necessarily factually correct.

3.2 Awareness of the Cambourne to Cambridge Consultation

3.2.1 In three of the five focus groups, all residents were **aware of the consultation**. However, in the remaining two, around half or less were aware of the consultation.

3.2.2 Those who were aware of the consultation reported coming across it in a number of different ways, and the most frequently cited examples were the **consultation brochure** and **local posters and signs**. Other methods by which participants had become aware of the consultation, each cited a few times or less included:

- The **local press**;
- Local **meetings**, held by the GCP and the LLF;
- **Facebook**; and
- **Direct contact** from the council, in the form of phone calls.

3.2.3 However, participants living in Comberton and Hardwick had not received the consultation brochure in the post, nor seen it before, with one Hardwick participant suggesting that the little awareness they had of the consultation came only from posters in Coton.

"There's the big protest things in Coton, isn't there?...You see the big signs about the cost, you know how many millions it's going to cost." (Male, Hardwick, 50-64 years old)

"Well I live in Comberton and work in Cambourne and I've never heard of it, I don't know if I've been in a bubble or not." (Female, Comberton, 50-64 years old)

3.3 Suggested Improvements to the Consultation Brochure

3.3.1 Whilst participants indicated an understanding of the information provided in the consultation brochure, a number of **improvements** were suggested by a few participants, namely improvements relating to:

- The **level of information provided**, with a few participants asking for more concrete information with regards to cost; and
- The **distinction** between the Madingley Mulch Roundabout and The Waterworks Park & Ride site.

"I think [Madingley Mulch Roundabout] needs to be rephrased...the assumption is that [The Waterworks Park & Ride is] the equivalent." (Female, Coton, 65+ years old)

3.3.2 In a few of the groups, some participants, predominantly Coton residents, believed that the **quality of information** within the consultation brochure was deliberately poor and misleading. Particular reference was made to the accuracy of information for Route B.

“I think the quality of information that has come from GCP is poor and I think it’s misleading and I think they’re doing it deliberately.” (Male, Coton, 65+ years old)

“There are so many mistakes in it that it’s actually misleading... some are just errors, where they’ve put the wrong things in the wrong column... but it’s what they’ve omitted more than anything... other things, for example, are the idea that the bridge over the M11 would have to be widened [for Route B], I’m not sure that is the case, that if there was a tidal busway [as in Route B], there would have to be gantries, but I’m not sure that is the case, because if you make it so that people can’t cross it, you know, then you don’t need the gantries.” (Female, Coton, 65+ years old)

“A precursor to Route B was developed by the Local Liaison Forum (LLF), but ... it’s not actually a good representation of what the community group put forwards. It’s shoddy. In my opinion, it’s all meant to be tipping the consultation in favour of Route C. I think the consultation is really, really, really bad.” (Female, Coton, 25-49 years old)

3.4 Initial Reaction to Consultation Information

3.4.1 The most frequently cited initial reactions residents had to the proposed Park & Ride sites and bus route options can be grouped as:

- The ability of the scheme to address existing **congestion**;
- Concern over the **loss of green space**;
- The **necessity** for new Park & Ride provisions;
- The **attractiveness** and **effectiveness** of existing Park & Ride and busway schemes;
- The desirability of the **destinations** of the proposed bus routes;
- Concern over **light pollution** at The Waterworks Park & Ride site; and
- **Safety** concerns of route operations, particularly Route C.

3.4.2 With the exception of the first bullet point – addressing congestion; where many participants felt the scheme could alleviate congestion – the remaining bullet points all relate to negative sentiments about the scheme. They are outlined in further detail below.

3.4.3 Concerns regarding **existing congestion levels** were raised by many residents across most groups. A large number of participants perceived that a new Park & Ride scheme would address congestion by providing an alternative to driving in traffic, especially in light of the expected growth in population. However, a few participants felt that a Park & Ride site and bus route would do very little to alleviate existing congestion problems, with reference made to existing bottlenecks in Dry Drayton and Madingley Road. In one group, the majority of participants suggested that congestion relief from the introduction of a bus route would only be evident if other congestion relieving measures were taken initially, such as changing the A428 between Caxton and St Neots into a dual carriageway.

“They are building 2,500 houses in Cambourne West, 5,000 at Bourn airfield, X amount near St Neots... it’s kind of, all those people who will be working in Cambridge because

there's so many jobs, you know, in industry and science, and driving is a nightmare, so I don't see what other option there is." (Female, St Neots, 25-49 years old)

"I think [the routes] all do quite well... I think they needed a few more routes... I see no problem with it because if you're late and you have to get the car, you have no really no other option apart from sitting in traffic.... I feel like your off-road options... they are worthy changes that need to be made." (Male, Cambridge City Centre, 16-24 years old)

"Even though the bus is going to be on its own thing, won't it cause more traffic on Madingley Road, because of people having to actually get off?" (Female, Cambourne, 50-64 years old)

"If you live in Hardwick, basically we've got two big options of massive car parking, right close to the village, which is already, you know, quite gridlocked... if that one along the top goes across to where Scotland Farm is, that'll be a nightmare, trying to get across there in the morning." (Male, Hardwick, 50-64 years old)

"There's no point doing this until the 428 has been sorted between Caxton and St Neots... until that is sorted, turned into dual carriageway or a new road built to take the colossal of vehicles, this is immaterial, this is pointless!" (Male, St Neots, 25-49 years old)

3.4.4 Many participants expressed concern for the **loss of green space**, with reference made to construction on greenbelt land in Route C proposals.

"I could never vote for something that destroys beautiful countryside by going off-road...I can't see why anybody at the GCP is proposing to destroy so much countryside at such huge expense, £209m, for a journey saving time of 2 or 3 minutes." (Male, Coton, 65+ years old)

"If this was Brazilian rainforest, we'd be signing petitions and buying big plots of land... protesting and tying ourselves to trees" (Male, Hardwick, 50-64 years old)

3.4.5 **Existing provisions** nearby, namely the Park & Ride site on Madingley Road and the bus route from Cambourne to Cambridge on the Citi4 bus, were felt by a small number of residents across most groups, to adequately address consumer demand. For this reason, a few participants suggested that a new bus route and Park & Ride site would not be needed in the area, and felt that it would be better placed in the Cambourne or Caxton area.

"People keep saying to me, you know, what is the point in this anyways, because they've got a Cambourne to Cambridge route anyway." (Female, Coton, 65+ years old)

"Why do you need two Park & Ride sites... between that it's what 6 miles... that's like putting a Tesco next to a Tesco. If you are going to spend all that money, you might as well put this Park & Ride site at Cambourne or Caxton, around that area" (Male, St Neots, 25-49 years old)

“The Madingley Road site, there doesn’t appear to be an option to retain that, surely this partnership could say, look, it is of great benefit, to the whole of Cambridge, for us to retain the site because it’s not just used for Park & Ride... you’ve got people who will drive in and then get bikes out of their cars or out of the racks and cycle into Cambridge, there some people that walk into Cambridge... you can also walk over to Eddington and get the Universal Bus and that will take you to the station or the hospital... there’s plenty of room... there’s so many advantages with the existing site, and, although it will be nearer for me, for The Waterworks or Scotland Farm, I’m against both of them.” (Male, Dry Drayton, 65+ years old)

3.4.6 Many residents voiced concern over the appeal and effectiveness of **current Park & Ride schemes** in Cambridge, noting the lack of parking spaces available at Park & Ride sites at peak times, and the high cost of fares.

“I know people who come up the A10 and use the Trumpington Park & Ride and they all say that at 9 o’clock in the morning, it’s often very difficult to get a space.” (Male, Dry Drayton, 65+ years old)

“You’ve got one [Park & Ride] there that nobody uses, at Madingley Road, people don’t use it because it’s too expensive.” (Male, Cambourne, 25-49 years old)

“You get to the Park & Ride and you pay to park, then you pay for the bus, and it’s all zones and things, so it’s not really an attractive proposition cos’ it’s not cheap enough.” (Male, Hardwick, 50-64 years old)

3.4.7 Additionally, many residents voiced concern for the appeal and effectiveness of **current busway schemes** in Cambridge, noting problems with the current busway between St Ives and Cambridge City Centre, the tendency for buses to get stuck in traffic, and the high cost of fares.

“The guided bus stops at Mill Road, they have to come off, so you’ve done all the bit on the guided bus and got there quick, and then you sit in traffic.” (Male, Hardwick, 50-64 years old)

“Stagecoach decided to... regenerate the boundary for what they call Cambridge City, and move Cambourne outside of that boundary. So, subsequently, a Megarider that was £11.90 for people from Cambourne suddenly becomes £23.20... I won’t use the bus at the moment because £23, that’s a lot of money.” (Male, Cambourne, 25-49 years old)

3.4.8 Some residents indicated that the proposed bus routes would and could not provide **appropriate destinations**, both within Cambridge City Centre, due to its narrow streets, and toward Addenbrooke’s, despite demand.

“It’s not thought through what happens at the end, how do you then get to where you actually want to be, rather than, say, Grange Road, which is not where you want to be.” (Female, Coton, 65+ years old)

“I think the real big problem is, well you’ve got all these routes coming into town, but where are they going to stop? Town is squashed... there’s no room.” (Female, Newnham, Cambridge City Centre, 65+ years old)

“As many people go to work in Greater Addenbrooke’s as they do in the centre of Cambridge... yet the GCP has only got routes going towards Cambridge... there’s literally the same number of people, it’s the GCPs own figures, that go to Addenbrooke’s, and this doesn’t solve it at all.” (Male, Coton, 65+ years old)

“I work at the biomedical site... there’s no parking on site... so we have been looking forward to this because there’s so many people going to Addenbrooke’s and all the other places there, coming from Cambourne... When it rains or when it’s too windy, everyone drives in... and parking at the Trumpington Park & Ride actually filled up... The biomedical campus is expecting AstraZeneca to move in, it’s expecting Papworth... it’s going to be a huge employer... at the moment, things are already strained... it would be great to have transport coming from Cambourne and straight to the biomedical campus, because there’s so many people who go there for work.” (Female, Cambourne, 25-49 years old)

3.4.9 A few residents felt negatively toward the potential for **light pollution** at The Waterworks Park & Ride site, noting its position on high ground and the effects of this on the countryside surrounding Cambridge City Centre.

“The idea is there’s a huge Park & Ride at the top of Madingley Hill, which will be lit 24/7 so the whole surrounding countryside will have a great deal of light pollution, and when you think that actually, if you stand at the top of Madingley Hill, on a good day, you can see Ely Cathedral, Ely Cathedral would therefore be able to see this constant Park & Ride light pollution, devastating the countryside.” (Female, Coton, 65+ years old)

3.4.10 **Safety** was of concern for a few residents, particularly with regard to Route C, for schoolchildren, and more generally, on all routes, for pedestrians and cyclists. A few participants advocated full segregation of cycling and walking facilities from general traffic, in order to improve cyclist safety and increase uptake.

“[Route C] will go right past the back of a school, there will be two tracks going right past a small village school, with double-decker buses, going 56-57mph, every 5 or 6 minutes, at least.” (Female, Coton, 65+ years old)

“Currently, we have a completely dedicated cycle route from Coton into town, and my belief is that what should happen is that the cycle network should be being extended through to Comberton, through to Hardwick, so that you can have a dedicated cyclist-only network, and then leave the buses and cars together, with bus priority schemes, to encourage people onto public transport. But to get more people cycling you have to have pollution-free air and completely safe environment, so that people can take their children, so that if they are infirm and unsure on their bicycles they will feel safer.” (Female, Coton, 25-49 years old)

3.5 Park & Ride Options: Themes relating to Scotland Farm

Accessibility

- 3.5.1 The proposed Scotland Farm Park & Ride site was perceived to be easily **accessible** from the west of Cambridge City Centre, and more so than the proposed Waterworks Park & Ride site, by many residents, including those living in Cambourne and Comberton. However, a few participants, primarily those living in St Neots, were concerned that the Scotland Farm Park & Ride site would not service those living to the very West of the city centre, as it was too far away. These participants suggested that a better bus service from St Neots and a Park & Ride site in Cambourne would be a more appropriate solution.

“[Scotland Farm] is the nearest to Cambourne... There’s no point travelling down to Madingley to be honest.” (Female, Cambourne, 25-49 years old)

“I’d quite happily drive to Dry Drayton, Scotland Farm, meet the bus there and go into town. And, I suppose people from Cambourne would come from Cambourne to Scotland Farm.” (Male, Comberton, 65+ years old)

“For people coming from the west, having Scotland Farm, say, would probably be a good idea.” (Male, Coton, 65+ years old)

“Dry Drayton, you can come from every point on the compass basically, whereas Madingley, you can’t.” (Male, Hardwick, 50-64 years old)

“Scotland Farm is miles away... by the time you’ve fuffed about in a car park, fought over a parking space, waited for the bus, sat in the bus in traffic going down the A428, going down Madingley Road, you might as well have driven anyway... if there was a better bus service, it would be better to use that.” (Female, St Neots, 25-49 years old)

“There’s no point doing Scotland Farm because if you live in Cambourne, you still gotta drive from Cambourne to the Park & Ride. Do it at Cambourne... there’s so many people in Cambourne who can’t drive.” (Male, St Neots, 16-24 years old)

Congestion Impact

- 3.5.2 The impact of the proposed Scotland Farm Park & Ride site on **rural roads in Dry Drayton**, due to the predicted population growths in the Cambridge area, was of concern to many residents. However, there was an acknowledgment from a few participants, that this impact would not be as significant as the congestion impact expected from the proposed Waterworks Park & Ride site.

“The Parish Council for Dry Drayton is obviously dead against Scotland Farm, because of the increased traffic that goes with it.” (Male, Dry Drayton, 65+ years old)

“I think with the Scotland Farm one... That road’s not particularly great. It’s only one lane... Is the Dry Drayton Road itself going to be developed?” (Male, Cambourne, 25-49 years old)

*“[Scotland Farm] could cope with the traffic a little better than at Madingley Mulch.”
(Male, Caxton, 50-64 years old)*

Distance to Cambridge City Centre

- 3.5.3 Many participants in one of the resident focus groups held the view that the 1.7 miles between Cambridge City Centre and the Scotland Farm Park & Ride site would be of **no concern to cyclists**, who could benefit from the added distance. However, there was some concern, within another of the groups, that this would not be the case.

“I’m not sure the 1.7 miles [from Scotland Farm to Cambridge City Centre] is a deal breaker for someone who wants to cycle.” (Male, Caxton, 50-64 years old)

*“I think the whole 1.7 miles argument for Park & Cycle [at Scotland Farm], I’m not sure if that stands up, because most people cycle for health benefits, and I think that the added cycle journey, will be seen as a plus, not a minus, certainly from my point of view. I wouldn’t say, oh it’s another, I’ve already committed to that bit, I’ve just got to go a bit further. So I don’t know, that seems a weak argument for not using Scotland Farm.”
(Male, Cambridge City Centre, 50-64 years old)*

Existing Infrastructure and Potential Visual Impact

- 3.5.4 A few residents acknowledged the **limited existing infrastructure** and **small number of houses** surrounding and on the Scotland Farm site, with very little **visual impact** on the surrounding area.

“There’s nothing in Dry Drayton, there’s like 12 houses... the only people who are really going to object to how it looks is the people that live directly opposite.” (Male, Cambourne, 25-49 years old)

Operating Costs

- 3.5.5 Statements provided as part of the consultation material, referring to Scotland Farms’ **higher bus operation costs** compared to The Waterworks, were believed to be outweighed by the benefits of getting cars off the road for a greater distance. A small number of residents also believed the costs would not be higher, if operated differently.

“I think that concentrating on the bus operating costs by having [the Park & Ride site] closer is the wrong way round, if you want cars off the road, the further out it is, the better.” (Female, Coton, 25-49 years old)

*“They say it’s a longer distance [to Cambridge] at Scotland Farm. I think it’s irrelevant if they organise this properly, they would operate at a higher load factor, which would reduce costs. So, that’s not a valid assessment there about fuel costs being increased.”
(Male, Cambourne, 65+ years old)*

3.6 Park & Ride Options: Themes relating to The Waterworks

Congestion Impact

- 3.6.1 The majority of residents, across all focus groups, expressed concerns for the existing **levels of traffic** near the proposed Waterworks Park & Ride site, stating that a Park & Ride site in the area surrounding the Madingley Mulch Roundabout would not be suitable without **additional road treatments**, such as lane widening.

“[The Waterworks is] just going to cause a lot of congestion at the Madingley [Mulch Roundabout].” (Female, Cambourne, 25-49 years old)

“If it gets any more packed at the Madingley [Mulch Roundabout], we’re not going to make it in.” (Male, Cambourne, 16-24 years old)

“That location [at the proposed Waterworks Park & Ride site], in the mornings is horrendous... and it’s getting harder and harder.” (Female, Cambourne, 50-64 years old)

“One of the most important things with The Waterworks option is that if they did that, then the disruption to that Madingley roundabout, which is horrific at the best of times, first thing in the morning, trying to get into town, would make my commute absolutely impossible.” (Female, St Neots, 25-49 years old)

“[Traffic] has got worse. But surely, they’re going to do something with the road to alleviate that if they’re going to put a Park & Ride at The Waterworks. They can’t just put a car park there and expect the existing roads [to cope]. That would be a disaster.” (Male, Caxton, 50-64 years old)

“2,000 cars is a lot of cars!... when you say 2,000 cars, that’s 2,000 people, minimum. In [the Madingley Mulch Roundabout] area now, it’s just congested now, so you know, that means they’ve got to make the road wider.” (Male, Hardwick, 50-64 years old)

Visual Impact

- 3.6.2 Many residents, across a few focus groups, felt negatively toward the expected **visual impact** of the proposed Waterworks Park & Ride site on nearby housing and the wider countryside, making particular reference to light pollution, reiterating the initial thoughts of some participants. Additionally, a few participants in one of the focus groups stated that the provision of information regarding housing adjacent to The Waterworks site was incorrect, as there are houses immediately adjacent to the site.

“I mean it could be a blot on the landscape, it if was near The Waterworks. Presumably it would be lit up at night? Which could be really quite an impact on the surrounding area – it’s fairly high up.” (Male, Comberton, 65+ years old)

“The Park & Ride on Madingley Mulch [Roundabout], it’s on the top of a hill and it would be an absolute eye-sore.” (Female, Coton, 65+ years old)

“There’s a good group of houses at the Madingley Mulch Roundabout and they would be immediately adjacent to that Park & Ride, so, this information is not right.” (Female, Coton, 25-49 years old)

Accessibility

- 3.6.3 The Waterworks Park & Ride site was perceived to be **poorly accessible** from the A428, and for those living to the west of Cambridge City Centre, by many residents, especially those that would have to walk or cycle.

“If you’re driving from the A428 towards like St Neots, Bedford way, you can’t get off at the Madingley Mulch area... so Scotland Farm would be better if you’re going that way, to then go into town.” (Female, Comberton, 50-64 years old)

“[The Waterworks] is miles to walk, even if you lived in Toft, so you gotta walk down a road, what’s got no street lamps, no footpath, nah, won’t happen, will it? I’m not being funny, I’ve got kids, and if my daughter was, what 15 years old, and gotta catch that bus to get into town, at 7 o’clock in the morning, in the winter, I’m not gonna let my daughter or son or whatever walk down that.” (Male, St Neots, 25-49 years old)

“The hill, going up from Madingley to The Waterworks looks a bit daunting to me, to be honest, and I’m not sure how many cyclists would actually want to use the Park & Ride.” (Male, Dry Drayton, 65+ years old)

3.7 Park & Ride Options: Themes Relating to Both Sites

The Accuracy of Predicted Usage

- 3.7.1 Most residents disputed the **accuracy of predicted usage** calculations for both of the proposed Park & Ride sites, with the suggestion that:

- Usage calculations were only based on models including cars, with no mention of people who would cycle to the site and then get the bus;
- Usage for both sites would be lower than the existing site on Madingley Road because bus services are not proposed to include the Universal Bus and would not be accessibly from the M11; and
- Usage of the proposed Waterworks Park & Ride site would be not be 100% because the nearby site on Madingley Road is not that busy due to being too close to the city centre.

“The predicted usage, is done on transport models, and the accuracy of those is only as good as the assumptions that you feed into a model, and you can make models say whatever you like, so the predicted usage is questionable, for both of them.” (Female, Coton, 25-49 years old)

“It’s based on cars... so I’m guessing in this situation, they are not considering, well they might be, but not fully, considering cyclists.” (Male, Cambridge City Centre, 16-25 years old)

“I do not like either of the proposed sites because I think they are too far away from the M11, because a lot of people that come up the M11 use the Madingley Park & Ride and I doubt whether they are going to turn left and drive the extra distance up to The Waterworks, and certainly [not] up to Scotland Farm.” (Male, Dry Drayton, 65+ years old)

“But the one a mile and a half up the road is empty?... They said everybody was gonna stop at Madingley, there was gonna be no cars from Madingley Road to the city centre at all, by the time it was up and running. It’s not worth paying a fiver to travel 2 miles, you’re there.” (Male, Cambourne, 25-49 years old)

Cost of Fares

3.7.2 Many residents made reference to the **cost of fares** for both Park & Ride sites, with the suggestion that:

- The Waterworks Park & Ride site would probably have lower fares, due to its lower operating costs, and this would benefit students;
- The Scotland Farm Park & Ride site would reduce commuter fares for people living to the west of Cambridge City Centre, as they would be able to walk or cycle to the site and then get the bus; and
- Fares for both sites would be related to the number of people cycling to them, with one resident suggesting that they would cycle to a site if the Park & Ride fare saved them money and another implying that parking charges at Park & Ride sites are dependent on the number of people using bikes rather than the parking facility.

“[Provided that the same prices apply] the Scotland Road site would be better, because we could cycle there, and then get the bus into Cambridge. And yeah, I’d be saving half my bus fare a month.” (Female, Cambourne, 25-49 years old)

“[Cycling’s] why they introduced the £1 [parking] charge, because they were losing out.” (Male, Comberton, 65+ years old)

Cycling and Walking Facilities

3.7.3 In one resident focus group, the majority of participants suggested that **cycling provisions** would be important for both of the proposed Park & Ride sites, especially in light of population growth.

“Yes, we should provide facilities for cycling, or/and walking.” (Male, Cambourne, 65+ years old)

“If there’s more houses by 2030, or something, there’ll be far more cycles won’t there?” (Male, Comberton, 65+ years old)

3.8 Park & Ride Options: Site Preferences and Likely Use

3.8.1 Despite reservations, the majority of residents, across all groups, reported a **preference for the proposed Scotland Farm Park & Ride** site due to its distance from the city centre, smaller visual and ecological impact and accessibility to the west of Cambridge.

“Scotland Farm, it’s the lesser of two evils.” (Male, Cambridge City Centre, 25-49 years old)

“If they’re saying the only options that we have are these two... I think we’re all saying that the Scotland location is much better than The Waterworks.” (Female, Cambourne, 25-49 years old)

“The further back [from the city centre] the better I think.” (Male, Bourn, 16-24 years old)

“If I was forced to pick between these two [Park & Ride sites] I would go for Scotland Farm, because it’s further out, and therefore the miles on the bus are longer and the miles in the car are potentially shorter, so that is more environmentally friendly, but I personally think they are both bad options.” (Female, Coton, 25-49 years old)

“I think Scotland Farm, it’s less intrusive on habitation and visual impact.” (Female, Newnham, Cambridge City Centre, 65+ years old)

3.8.2 Only two residents reported a **preference for the proposed Waterworks Park & Ride** site, due to the perceived congestion impacts at Scotland Farm and a belief that fares would be cheaper, due to reduced operating costs at The Waterworks.

3.8.3 Many residents stated that they would probably **use** the Scotland Farm Park & Ride, however, use depended on where a person lived and journey time of the Park & Ride bus service. More specifically, those who lived closer to Cambridge City Centre reported that they would be unlikely to use it and those who lived further west would consider using it, despite reservations from a few participants who advocated for an alternative site in the Cambourne area.

“I wouldn’t bother [using Scotland Farm], where I live I’d rather go to Trumpington. I wouldn’t go out of town, that way, in order to come all the way back in again.” (Female, Coton, 65+ years old)

“Probably, coming from St Neots, if there was a Park & Ride there [at Scotland Farm] I would think about using it, it just depends how long it would take then on the bus from there into central Cambridge, which currently would be forever. It depends if it shaved half an hour off, if it was just 10 minutes here and there you wouldn’t bother.” (Female, St Neots, 25-49 years old)

“I wouldn’t use it, if it was at Cambourne I would use it.” (Male, St Neots, 16-24 years old)

3.9 Park & Ride Options: Suggested Improvements and Alternative Sites

3.9.1 There were a limited number of **improvements** raised by residents. Improvements cited, each raised a few times or less included:

- The **widening** of the incoming road to the proposed Scotland Farm Park & Ride site;
- Extending the **hours of service** or providing a **night bus** service, as the current Park & Ride services were considered to end too early in the evening to be of use;
- Providing more **parking**, as there was a perception that existing Park & Ride sites had more spaces; and
- **Negating light pollution**, with one participant suggesting that Passive Infrared Sensor (PIR) lights be used.

“Widen the Madingley Road [into Dry Drayton].” (Male, St Neots, 25-49 years old)

“If there was a night bus I would sole use it, because I worked quite late when I was living in London and the night-bus was a life saver... I think it is still a bit ridiculous that buses do just finish so early in the day.” (Male, Cambridge City Centre, 16-24 years old)

“The Madingley Road [Park & Ride] has got to be more than that [2,000 parking spaces] now.” (Male, Caldecote, 65+ years old)

“The buses don’t run very late at the moment... so if that’s going to continue being the model, you question why they would have to be lit at night. You know, you have some PIR system that just lights up when somebody walks across the car park.” (Female, Coton, 25-49 years old)

3.9.2 **Alternative** sites were suggested my many residents. For instance:

- In most of the focus groups, a large number of participants advocated a new Park & Ride site in **Cambourne**; and
- In a few of the focus groups, a few participants asked for the retention of the **existing Madingley Road Park & Ride site**, with possible connections to Cambourne.

“In all seriousness, Cambourne would be the place to put it [a Park & Ride site].” (Male, Cambourne, 25-49 years old)

“It might be better to have a big bus station in Cambourne, because that’s the biggest population density west of Cambridge, so if you had a bus station there, so people can get to that easily, sort of on their bikes, or walk to it, and then get the bus into Cambridge.” (Female, Coton, 25-49 years old)

“Can’t they extend the Madingley one to Cambourne, rather than get rid of it, and waste the money of that and the site and everything?” (Female, Cambridge City Centre, excluding Newnham, 25-49 years old)

“Living in Dry Drayton, Scotland Farm is the nearest site to me, it’s half a mile, I suppose, Waterworks is not bad either, it’s a little bit further than the Madingley Park & Ride, but

I think the overall advantages that they've got in Madingley at the moment, far outweigh those two sites." (Male, Dry Drayton, 65+ years old)

3.10 Park & Ride Options: Opinions of Park & Ride as a Method of Transport

3.10.1 In a few of the resident focus groups, there was some discussion surrounding the **use** of Park & Ride as a method of transport, with some participants voicing opinions in favour of Park & Ride and others voicing opinions against Park & Ride.

3.10.2 Those who held **positive sentiments for Park & Ride**, suggested that it was:

- A more **environmentally friendly** mode of transport; and
- **Cheaper** than parking in the town.

"[Park & Ride] would be great to cut a lot of traffic and get everyone onto a green mode of transport." (Female, Cambourne, 25-49 years old)

"I've got two kids, they love [the Park & Ride], if you wanna go out for the whole day, it's much cheaper than parking in town." (Female, Cambridge City, excluding Newnham, 25-49 years old)

3.10.3 Those who held **negative sentiments for Park & Ride**, suggested that it:

- Is **not a green mode of transport** as it encourages large numbers of people to drive to one particular place; and
- Has **economic impacts on rural bus services**, with the suggestion there should be an improvement to these services instead.

"I actually have a problem with the whole concept of Park & Ride because they encourage people to drive... if you provide all those parking spaces there then people will use their cars to get there and it will probably be the detriment economically to all the rural bus services. I think there should be a completely different model in place, you need to provide some parking spaces, but nowhere near as many, they should have more cycle parking facilities at the bus places." (Female, Coton, 25-49 years old)

"There is a danger, say, in our village, Coton, for example, that if you have the busway rushing through the village, but then the twice, three-times daily bus that comes in from Elsworth could be stopped. And also, the Citi4 on Madingley Road, somebody, sometime, could well say, well what's the point in having that bus going down the Madingley Road...you are isolating people [from the villages] who can't drive." (Female, Coton, 65+ years old)

3.11 Route Options: Themes Relating to Route A

Journey Times

3.11.1 The majority of residents disputed how realistic the proposed **journey times** are for Route A, with participants suggesting that Park & Ride buses going along the route may have to

wait behind local buses at the bus stops and that the roads beyond Grange Road are too narrow for large numbers of buses. However, a few residents suggested that the journey times may be possible, especially if the route had no stops.

“I can’t do Bridge Street to Grange Road in 3 minutes at 4 o’clock in the morning... it’s not happening, it’s just a lie.” (Male, Cambourne, 25-49 years old)

“That’s crazy, at peak time, I don’t think it would that time... It would be like, a surprise if they could pull that off, because it takes, like, I would say, an hour and a half [on the bus now]. Even more sometimes.” (Female, Cambourne, 16-24 years old)

“It’s got to stop and wait behind [other buses]. It can’t pull out of the bus lane to pass a bus in a bus lane.” (Male, Hardwick, 50-64 years old)

“OK, you’re getting us to pass Grange Road, I’m just interested to see what all that traffic would do, all that traffic coming in, going on a very narrow road along the backs. 3 [minutes], I mean, it just isn’t true.” (Female, Newnham, Cambridge City Centre, 65+ years old)

“Without a stop, yes... I could probably do it in 8 minutes.” (Male, Cambourne, 25-49 years old)

Proposed bus lane provision

3.11.2 Many residents believed that the proposed **bus lane provision** in Route A would not be possible, due to the narrowness of the existing road.

“They’ve took the pictures of how [Route A] could look. It’s not how it’s gonna look because there isn’t that much room.” (Male, Cambourne, 25-49 years old)

“I don’t think you could run a bus lane all the way to Lady Margaret Road, I think you’d have to stop... at the point at which the lane narrows... but, most of it is really wide, and could take the bus lane probably, without, you’d just lose those big hatched zones that they’ve got at the moment that aren’t used for anything.” (Female, Coton, 25-49 years old)

Land take

3.11.1 Many residents believed that the proposed bus lane provision in Route A would not be possible due to difficulty with **land take** outside of the American Cemetery.

“[The land take outside the American Cemetery] ain’t gonna happen, that’s American ground.” (Male, St Neots, 16-24 years old)

“From where they’re saying they’re gonna run that route [A], for a start, there’s houses, which is not a problem, they’ll compulsory purchase the houses and knock them down. What verge area outside the cemetery?...you are not buying that.” (Male, Cambourne, 25-49 years old)

Lack of outbound bus lane provision

- 3.11.2 Many residents were critical that the proposed bus lane in Route A is planned to be **inbound only** as this would not aid those leaving Cambridge City Centre in the evening, and could have negative pollution impacts from cars travelling out of the city centre, moving slowly behind buses.

“You’re only helping people get in... but, you’ve still got the people at the end of the day coming home, who have finished, who want to get home.” (Male, Cambourne, 25-49 years old)

“If you’re also taking into consideration the fact that the bus in one direction will be having its own lane and in the other direction it won’t, that bus, that road, is a single lane, and what about the cars there? It’s creating pollution again, by cars having to sit behind because cars go a bit faster than buses.” (Male, Cambridge City Centre, 16-24 years old)

Cycling and Walking provision for Route A

- 3.11.3 A few residents felt positively toward the extent of the **cycling and walking provision** in Route A.

“I like the fact they’re increasing the width of the path for pedestrians and cyclists as well, because it gives more options for people if they don’t want to use the bus.” (Female, Cambourne, 25-49 years old)

Congestion Impact

- 3.11.4 Many residents were sceptical that Route A would be effective in **alleviating congestion**, even with the introduction of multiple lanes, and felt that the route would also add to congestion during its construction.

“I think it will just add to the congestion.” (Male, Cambourne, 65+ years old)

“I just feel like it, even adding a bus lane will still make the road, like really crowded. So I don’t think it will really benefit that much. Because if it’s only one lane, and it’s only travelling at peak times, it’s still going to be crowded.” (Female, Cambourne, 16-24 years old)

“What did there used to be 5 years ago? 2 lanes! What have they done now? It’s now back down to single lane. They tried the double lane, it didn’t work because it caused a lot of backlog.” (Male, St Neots, 25-49 years old)

“Just think of the chaos it’s going to create every morning for anybody wanting to take that route to get into town, while the construction’s on... hopefully once it’s constructed it should be easier.” (Female, Comberton, 50-64 years old)

3.12 Route Options: Positive Comments in Relation to Route A

3.12.1 A few participants made **positive** comments regarding Route A; these included:

- The use of **existing infrastructure**, rather than building completely new construction; and
- The use of **red tarmac**.

“That’s the best route, the one that’s already there.” (Male, Cambourne, 25-49 years old)

“I think [the red tarmac] does make clear it is also a bus route.” (Male, Caxton, 50-64 years old)

3.13 Route Options: Suggestions for Improvements to Route A

3.13.1 Suggestions to **improve** Route A were made by a few residents; these included:

- Introducing a **dedicated cycle route** alongside the bus lane, rather than a shared use path, and using the remaining space as an extra lane;
- Including an **outbound lane**; and
- Extending the bus lane along the **whole length of the road**.

“If they made the bus route into a like, bus and cycle route and then just turned [the shared use path] into another lane, that might be better.” (Male, Bourn, 16-24 years old)

“Why can’t we have an outbound one... what about the people who want to get back to Cambourne.” (Male, Cambourne, 25-49 years old)

“The bus lane has to go all the way... It cannot merge in and out, like that silly little thing they’ve got by the lights at the M11 junction now... you’ve either got to have the bus lane that goes all the way in, otherwise it’s a waste of time.” (Male, Caxton, 49-64 years old)

3.14 Route Options: Themes Relating to Route B

Tidal bus lane

3.14.1 Many residents responded positively to the **outbound provision** proposed in Route B proposals, as part of the **tidal bus lane**, seeing the route as reliable, effective and flexible.

3.14.2 However, a few residents were concerned that a **tidal bus lane** would not service out-of-hours workers, such as those who work at local hospitals.

“The tidal would help people coming out, particularly in December, when there’s Christmas shoppers.” (Male, Dry Drayton, 65+ years old)

“[The outbound provision] increases people’s confidence that they can get home from work.” (Female, Coton, 65+ years old)

“The reason for the tidal one is it’s more flexible, you know, if they suddenly decide that traffic’s busy up till 10 o’clock, they can change it up to 10 o’clock, you know, they can work it out, whereas if you get something concrete, and it’s down, you’re stuck with it.” (Male, Hardwick, 50-64 years old)

“The hospital, with Papworth moving there, the employees there do not have set working times like go in in the morning and come out end of day. Some of them actually finish work in the morning and they need to come back.” (Female, Cambourne, 25-49 years old)

Gantries

- 3.14.3 The majority of residents showed concern for the look, practicality and need of the **gantries** proposed for Route B, especially with the use of the road for moving large boats. However, a few noted that the gantries look smart.

“Look at all the gantries on this tidal one, have you seen them all? They look absolutely awful, don’t they?” (Female, Newnham, Cambridge City Centre, 65+ years old)

“Don’t you think [the gantries] are appalling? I mean, Cambridge is supposed to be a beautiful city and coming in down Madingley Road is probably one of the best entrances in and you’re going to stick up something like that? It’s ridiculous!” (Male, Dry Drayton, 65+ years old)

“The bars across the road won’t work, what goes up Madingley Road every 2 weeks? The company have to use Madingley Road to get the boats through Cambridge because they can’t fit under the bridges on the A14...they have to take all the traffic lights out.” (Male, St Neots, 25-49 years old)

“If you had something at the side of the guided busway, such that the traffic couldn’t get onto the busway, then you wouldn’t need the gantries to tell you which way the buses were going, and that hasn’t been looked at as a possibility, as far as I know.” (Female, Coton, 65+ years old)

“The gantries look smart.” (Male, Cambourne, 25-49 years old)

Journey Times

- 3.14.4 Many residents across a few of the focus groups were sceptical on the proposed **timings** for Route B, stating that they should be the same, if not quicker, than Route A, which is presented as a faster option.

“I thought it would be much quicker than that actually. I would have thought if you got a sole bus lane, I would have thought it would have been quicker.” (Male, Cambourne, 25-49 years old)

“Both routes A and B run along Madingley Road and from the end of Grange Road into Cambridge city Centre they’ll be taking the same routes, yet Route A has been presented as 3 minutes to Bridge Street, whereas Route B, which as far as I can see is identical, from the end of Grange Road to Bridge Street, has been stated as taking 4 minutes, and, likewise, to Drummer Street, Route A is said to take 8 minutes, whereas Route B is said to take 9 minutes... I’m guessing the difference is because Route A is saying that it’s going to fit a bus lane from all the way to Lady Margaret Road, which is a little bit further than Grange Road, that’s my guess, but that’s not, that’s not actually physically possible.” (Female, Coton, 25-49 years old)

Safety

3.14.5 Despite an acknowledgment from some residents that a central bus lane, driving in reverse flow, would be no different from other oncoming traffic, many participants considered Route B to pose **safety risks**. These included:

- The potential for the bus to swerve across general traffic;
- The potential for a car to swerve around a cyclist and into an oncoming bus; and
- The potential for a car needing to turn left or right across the oncoming bus lane.

“Having him in the middle of the road, with oncoming traffic next to it, is just the same as if you have a two-way road, with a double-decker bus on it... in that situation, the bus might swerve into the other lane.” (Female, Coton, 25-49 years old)

“As a driver, don’t put a bus in the middle of the road... that’s say you have that one guy who will swerve out, or either way, have you ever had a lorry over take you? It’s not ideal, and, if that bus is coming towards you, that’s less ideal. And, imagine how that bus driver feels, with oncoming traffic this side, that way traffic that side.” (Male, Cambridge City Centre, 16-24 years old)

“It’s not like I can just swerve round like, a poor cyclist that’s had to pull out on the road or do something, and then swerve into an oncoming bus.” (Female, St Neots, 25-49 years old)

“I can see an accident spot... when you get past the M11 turn-in, is still going to be a bus route in the middle of the road? The problems you’re going to have is [pointing to photo montages on Showcard G] this car here in this bottom left hand of this picture might want to turn right, and go onto the M11. He’s going to have to cut across the bus lane.” (Male, Cambourne, 25-49 years old)

3.14.6 A few residents requested clarification on **which buses would use** the tidal bus lane, with some expressing a preference for its use by all buses, including local buses. However, if this was the case, there was an acknowledgment that local buses could not service stops, as they would have to pull across to the side of the road, posing a **safety concern**.

“Is it only Park & Ride buses allowed to use it though? Or, is it all buses? If they do it all buses, that’s fine because it’s only one lane they’re gonna have to do. But, if it’s only the Park & Ride technically they’ve gotta put two bus lanes in because...where’s all the other city buses gonna use? They’ve already put bus lanes in for them.” (Male, St Neots, 16-24 years old)

“If it’s down the middle it can’t stop.” (Male, Hardwick, 65+ years old)

“How’s it going to work, turning across the road?” (Male, Bourn, 16-24 years old)

Congestion Impacts

3.14.7 The introduction of traffic signals throughout Route B, in order to allow traffic to crossover the tidal bus lane at junctions, was thought by many residents to cause **congestion**.

“If they do put traffic lights in, it’s another set of traffic lights on Madingley Hill, and that’s one thing you don’t need.” (Male, Cambourne, 25-49 years old)

“That in itself is creates a bit more of a hold-up further back... whichever system you use, you’re moving the traffic congestion from there [points to one area of the showcard] to there [points to another area of the showcard]... you’ll then move the congestion further out.” (Male, Hardwick, 65+ years old)

3.15 Route Options: Suggestions for Improvements to Route B

3.15.1 A few residents suggested **improvements** to Route B, namely:

- Introducing measures to **monitor or restrict** the use of the tidal lane, such as ANPR, rails or a guided bus route; and
- Improving the **safety** of the M11 junction.

“There could be some form of railing, or some form of barrier, I would not want to drive with a bus coming at me...that bus swerves, that is a big ol’ pile up, if there’s nothing stopping the bus in the middle of the road.” (Male, Cambridge City Centre, 16-24 years old)

3.16 Route Options: Themes relating to Route C

Reliability and Journey Times

3.16.1 Route C was viewed as a **fast and reliable** option by many residents within a few groups, and particularly by those living in Cambourne, who reflected on the success of the St Ives to Cambridge route.

3.16.2 However, many residents in other groups noted that the proposed **journey times** for Route C were only slightly quicker than other routes, and this minimal reduction may therefore be:

- Insignificant in a user’s overall journey time; and
- Likely to change once the bus mixes with general traffic at the end of the route.

“After using, like, the busway in St. Ives... I just find it much easier for a bus journey, as it is solely for buses... when going to college every morning, a busway would just be so much easier.” (Female, Cambourne, 16-24 years old)

“It doesn’t speed the times up very much, does it? Considering it’s a whole new, a whole new road, and the times exactly the same. In fact, it’s another minute longer to Drummer Street. I’m surprised. I thought that would be quicker. I can’t see how it can’t be quicker.” (Male, Caxton, 50-64 years old)

“It’s the time taken getting from your house to the Park & Ride, and the other end, getting off the bus and walking into work. You take all that into account and two minutes is neither here nor there in an hours journey.” (Male, Coton, 65+ years old)

“You lose all the speed of getting in [on Route C] by the time you get to Grange Road and try to get in to where you want to go. I don’t see the point of it at all.” (Female, Newnham, Cambridge City Centre, 65+ years old)

“It looks to me like one of those naff guided buses so it’s going to stop [at Grange Road]...are they then just gonna join the normal traffic?...those roads are so small, it will just be gridlock, total chaos.” (Male, Hardwick, 50-64 years old)

Cost

3.16.3 The construction **costs** of Route C, including the non-disclosed land costs, were of concern to many residents across most groups. These concerns were raised in light of the small journey time gains and modal shift differences proposed for the route, with many suggesting that the cost would not be worth the difference. One resident suggested that large employers in Cambridge could contribute to the cost.

“The thing is, it will never, ever pay for itself because it costs soooo much money to build it... the price of people getting on the bus, it will never pay for itself. Cambridge City Council admitted it!” (Male, St Neots, 25-49 years old)

“The cost of the land won’t be taken into consideration, that’ll be phenomenal, the cost of the farm land now, absolutely exorbitant.” (Male, Hardwick, 50-64 years old)

“If you do the full calculation of the subsidised costs to run it for 30 years then Route C comes out at over £200m.” (Female, Coton, 25-49 years old)

“[The time savings aren’t significant] not when you look at the cost, it’s ridiculous.” (Male, Dry Drayton, 65+ years old)

“Surely there’s gotta be something else you could be putting £41.5-58.2 million into... for the sake of 2-3 minutes.” (Male, Cambridge City Centre, 16-24 years old)

“You’re talking, probably 2 minutes difference, for a hell of a lot more money.” (Female, Comberton, 50-64 years old)

“You’re only talking about 4% more [modal share on buses for Route C] for all that more money. And it seems blindingly obvious to me that whoever is funding this, isn’t going to spend all that more money on Route C, when they’re only going to get 4% more people on the bus.” (Male, Caxton, 50-64 years old)

“They need to talk to the employers, for example, the university because they’re a big employer and all the companies moving in...surely they should be able to also contribute a huge chunk of the costs because their employees are going to work less stressed...they need to retain the top people in the whole country, in the whole continent.” (Female, Cambourne, 25-49 years old)

Land Take

- 3.16.4 In the same vein, a concern for the loss of **green space** proposed in Route C was raised by many residents across most groups. These concerns were raised in light of the small journey time gains, with many residents suggesting that similar journey times could be achieved using pre-existing infrastructure or on other routes, rather than using green space. However, one resident suggested that pre-existing infrastructure was not appropriate and so green space would have to be encroached upon.

“It’s going to destroy beautiful countryside near Cambridge, it’s not necessary.” (Male, Coton, 65+ years old)

“It’s hugely environmentally destructive, there is... Coton Orchard, which is a hundred years old, and so, either one of these routes is going to plough through this orchard, and orchards are huge biodiversity hotspots, and it’s going to destroy that, in my mind, quite unnecessarily.” (Female, Coton, 25-49 years old)

“What benefit does it have over the other two routes? Other than it’s just a dedicated? Does it mean you’ll have quicker times? Clearly not, if you compare? Why is it appropriate to carve straight through lovely countryside?” (Female, St Neots, 25-49 years old)

“3 minutes quicker on Route C, for digging up half the countryside through Coton.” (Male, Cambourne, 25-49 years old)

“I’m all for this... I don’t think there’s room for another bus lane on Madingley Road, with the congestion. And I just think this makes more sense.” (Female, Cambourne, 25-49 years old)

Walking and Cycling provision

- 3.16.5 The reduced length of the **shared use path** and its off-road nature were positively regarded by many residents, with the suggestion that these factors improve walking and cycling safety and were incentives to sustainable travel. One participant claimed preference for Route C for this reason. However, a few residents felt negatively toward the walking and cycling provision in Route C, with the suggestion that it adds further to the destruction of the greenbelt and is unsafe for cyclists to be in close proximity with fast moving buses. There was some concern that these factors would discourage cycling.

“You’re going to get a pukka cycle path then, because you’re completely off the road... I must agree, I think I prefer that one.” (Male, Caldecote, 65+ years old)

“I think it’s good... they’ll be cyclists obviously using it and also because it’s a shorter route it means probably more people will take up cycling.” (Female, Cambourne, 25-49 years old)

“[Route C is] going to be safer for them .” (Male, Caxton, 50-64 years old)

“It’s more concrete basically? Nothing very attractive. At the moment when you walk through those woods, you walk your dog, the dog runs free, you’re safe, it sniffs around, it’s not gonna be safe there with the buses whizzing up and down.” (Male, Hardwick, 50-64 years old)

“Currently, just south of the two routes, there is an existing cycle bridge over the M11, now that will go to be replaced, admittedly, by this cycle path, next to the bus route, on the new bridge. I think having the cycle route next to the busway, as I have already said, will be off-putting to some people wanting to cycle into town, and therefore, you’ll stop people cycling and that’s bad for the environment, you should be encouraging people to cycle.” (Female, Coton, 25-49 years old)

Impact on Residents

- 3.16.6 A concern over the **safety of residents**, including schoolchildren, due to the proximity of the proposed route to villages, was expressed by a few residents.

“I think it will be better for like, for the bus journeys, but then I don’t know how like, the people of Coton, or like when it gets close to Cambridge, how they will feel about having the busway like straight through basically their fields.” (Female, Cambourne, 16-24 years old)

“It goes very, very close to the village school, it’s a small village school, which is also a community asset, so kids use the playground out of school hours as well, and we are going to have double-decker buses hurtling at the back of the school, every 5-7 minutes at 50-60mph, but there is the prognosis that it will be built so we can go up to over 100mph...that gives us huge health and safety and child protection issues.” (Female, Coton, 65+ years old)

Future Proofing

- 3.16.7 There were diverse opinions with regards to the **future-proofing** of Route C, with a few residents suggesting that it was a **long-term solution**, as the infrastructure will last, and a few suggesting that it was not, as it is not likely to be used in the future.

“If you’re looking at it long-term, considering the number of houses that they’re going to build, the way things are going to expand, probably investing in Route C, might be a good idea, it’s going to last decades, it’s not going to last a few years.” (Female, Cambourne, 25-49 years old)

“People are becoming more and more aware of the environment so in ten years’ time, actually, I think we’ll be going back to people walking and cycling and stuff where they can, so actually it’s probably gonna get better, so actually they’re gonna spend all this money on C, when actually they might get a drop in people using their car because they are trying to save the environment themselves and using other ways.” (Female, Cambridge City Centre, excluding Newnham, 25-49 years old)

Economic Benefit

- 3.16.8 There was some disparity in views surrounding the **economic benefits** of Route C, with a few participants suggesting that Route C will provide economic growth by stimulating the economy and a few others suggesting that the growth is already in existence and infrastructure is trailing behind.

“The argument for Route C is quite strong, with the stimulation of housing and employment growth... getting people to work faster so they can make more money.” (Male, Cambridge City Centre, 25-49 years old)

“The housing growth and the employment growth is already there, it’s not stimulating it, it’s lagging behind. So, this economic argument is highly flawed... Cambridge is already booming, we don’t need a bus route to stimulate housing and economic growth, we do need something to address our infrastructure problems.” (Female, Coton, 25-49 years old)

Connectivity

- 3.16.9 A perception that Route C lacks **connectivity with desirable locations** was evident in a few residents.

“A lot of the problem with the traffic, is people trying to get onto the M11 to get down to the next junction to go to Addenbrooke’s, and obviously Papworth is moving to Addenbrooke’s, you’ve got AstraZeneca there, so you’ve got all those thousands of people, this isn’t really gonna help like, being a new busway?” (Female, St Neots, 25-49 years old)

“So, Route C doesn’t offer the potential to connect with the Western Cambridge Orbital, which, lots of people coming in from the west want to then go round to the south to get to Addenbrookes and AstraZeneca and stuff. So option C, although you go really quickly from Madingley Mulch to Grange Road, it doesn’t provide the connectivity that people will actually need.” (Female, Coton, 25-49 years old)

3.17 Route Options: Negative comments in relation to Route C

3.17.1 **Negative** sentiments made toward Route C, each cited a few times or less, included:

- A concern over the **small predicted differences in modal shift**;
- A concern for the **misuse** of the route by cars, as has been observed on the busway between St Ives and Cambridge City Centre; and
- A concern regarding the **accuracy of information provided** with regards to the mixing of the bus with general traffic.

“You know what you’re going to see in the Cambridge evening news? Another person’s tried to get their car down the guided busway!” (Male, St Neots, 16-24 years old)

3.18 Route Options: Positive comments in relation to Route C

3.18.1 **Positive** sentiments made towards Route C, each cited a few times or less, include that the route includes the **provision of an inbound and outbound** route; and there will be **minimal construction impacts** on general traffic.

“At least you’ve got the buses going one way and the other way, at the same time, in and out.” (Female, Cambourne, 25-49 years old)

“This route, essentially is the best route it could take, it won’t affect anybody’s travel into work now while their building it.” (Male, Cambourne, 25-49 years old)

3.19 Route Options: Suggestions for Improvements to Route C

3.19.1 Only one **improvement** was suggested for Route C, with many residents in one of the groups advocating the **extension of Route C all the way to Cambourne**.

3.20 Route C: Access to Cambridge via Grange Road

3.20.1 All of the resident focus groups discussed access to Grange Road, via Adams Road or the Rugby Club Access Road.

3.20.2 In most groups there was a **preference for the Rugby Club Access Road**, over Adams Road, due to:

- The **residential nature** of Adams Road;
- The **loss of parking** on Adams Road, although a few attendees suggested that this should not be of significance;

- The **existing congestion** on Adams Road;
- Its **increased reliability**; and
- The need for a **one-way system on Adams Road**, if it was the chosen access point.

“Where’s the trade going to park?...Adams Road I’ve got a couple of really good customers down there. You know, if you then can’t park out front to go and do the work.” (Male, Hardwick, 65+ years old)

“[If you were to get rid of the parking on Adams Road it’s] not worth going into work because by the time you’ve paid the car park fee, you might as well not turn up.” (Male, St Neots, 25-49 years old)

“The point about parking on Adams Road...it’s currently unrestricted parking, anyone can park there, and a lot of people drive to the roads west of Cambridge, park for free and walk or cycle into the middle of town. If that all became residents parking...then people wouldn’t have that option, and more people would then have to use buses to get into town. So, it’s another one of those measures, where the GCP ought to be addressing the general attractiveness of bringing your car into the middle of Cambridge as means of putting people on the existing bus network before they start looking at really expensive infrastructure options.” (Female, Coton, 25-49 years old)

“I think the Rugby Club would be better, just because the main thing for me is the reliability. So, if it’s a greater time reliability then definitely the rugby club.” (Female, Cambourne, 16-24 years old)

“The One-Way system [on Adams Road] is obviously a negative.” (Female, Cambridge City Centre, excluding Newnham, 25-49 years old)

- 3.20.3 If the Rugby Club Access Road was to be used, a few residents suggested that buses would have to receive **priority at the junction** and there may be some **difficulty with land take**, dependent on university cooperation.

“When you come to the bottom of Adam’s Road, there’s traffic lights, I presume those traffic lights will accommodate the buses as well? But, there isn’t any [traffic lights] coming down the Rugby Club access, is there?” (Female, Coton, 65+ years old)

“Well they wouldn’t get [the land] anyway, because part of it’s owned by Robson College, and the other bit, on the playing fields, is owned by Trinity and they won’t give those up.” (Male, Dry Drayton, 65+ years old)

- 3.20.4 The majority of residents in one group expressed **concern over Grange Road** being the terminus of Route C, stating that it is not where people want to go, and that it is too narrow for a large number of buses.

“There is the problem that it ends in Grange Road, which is not where people want to go...on Routes A and B when it says Grange Road it means the end of Grange Road, but [Route C] is actually in the middle of Grange Road, so you have to go up Grange Road, which has two schools on it, and quite a lot of traffic in the morning, and is already a

nightmare for cyclists, and it takes longer to get to the destinations where you'd actually want to go in the city centre." (Female, Coton, 25-49 years old)

"There's no way [Grange Road] could be [a terminus], there's no room." (Female, Newnham, Cambridge City Centre, 65+ years old)

- 3.20.5 Overall, despite a **preference for the Rugby Club Access Road** in most of the resident groups, around half the residents across two groups felt that both of the **Route C variations were unsuitable** (particularly Cambridge City and Coton residents), with one group suggesting that there was no point making a decision on Grange Road access as they were against Route C.

"They're both terrible." (Female, Newnham, Cambridge City Centre, 65+ years old)

"Nobody wants route C anyway, so asking us which bit to plot at the end, in a way, is a bit, you know, we don't want either?" (Male, Coton, 65+ years old)

3.21 Route Options: Themes Relating to all Routes

Environmental Impacts

- 3.21.1 **Biodiversity impacts** were important to many residents, with some suggestion that green-lane treatments could be considered on all routes, in order to enhance biodiversity.

"You could do [green-lane design treatment and the planting of native hedges and trees] next to Madingley Road if you built Routes A or B...the idea of building a green-lane for biodiversity is an excellent one, but it doesn't have to be linked to a busway." (Female, Coton, 25-49 years old)

"Preservation of the countryside, environmental factors, the satisfaction of people who live here, that's gotta be the driving force." (Male, Cambridge City Centre, 25-49 years old)

Cycling and Walking provision

- 3.21.2 Residents acknowledged that whilst the provision of **cycling and walking facilities** is important, and available on all three routes, the provision across routes was effectively the same. Additionally, there was some indication that walking and cycling provision should be safe.

"It is important, because we have a lot of cyclists." (Female, Newnham, Cambridge city Centre, 65+ years old)

"It's effectively the same for all of them, isn't it? There's going to be a good cycling and walking opportunity, which is good." (Male, Coton, 65+ years old)

"It's gotta be well lit and safe." (Male, St Neots, 25-49 years old)

Journey Times and Reliability

- 3.21.3 The **journey times** of all three routes were seen as unimportant by the majority of residents as they are all roughly the same.
- 3.21.4 Many residents, especially college students, indicated that **reliability** was important to them, with a suggestion from a few that Route B could be just as reliable as Route C.

“Whichever one they do, [journey times] will be about the same, the margin of error is so kind of, big that there’s no point really comparing the times that they’ve given us.”
(Male, Bourn, 16-24 years old)

“If Route B is done properly, and it is managed properly, I can’t see any reason why Route B couldn’t be just as reliable as Route C.” (Male, Great Cambourne, 25-49 years old)

Modal Shift

- 3.21.5 Many residents disputed the importance of the **modal shift** predictions of all three routes, suggesting that they are all roughly the same and questioning their accuracy.

“The percentages aren’t that much different.” (Female, Cambourne, 16-24 years old)

“Given this is all based on a model and models all come with margins of error, 18%, 19%, 22% are effectively the same number.” (Female, Coton, 25-49 years old)

“I think it’s a bit of a con really, because, if you’re saying that these people are coming from Cambourne onto the Park & Ride system...why should 22% use one route, whereas 18 or 19% will use the other, if they are all starting at the same place and are going to get dropped off at the same place.” (Female, Comberton, 50-64 years old)

Construction

- 3.21.6 Many residents disputed the importance of **constructability**, suggesting that all routes would have the same impact during construction, and therefore this factor cannot impact decisions. However, one attendee did suggest that Routes A and B would have a greater impact.

“The time that it’s being constructed, it’s obviously going to cause, like, a lot of disruption along Madingley Road while they’re doing it...whatever option they take, there’s going to be disruption for the duration. There’s not any way that can be cut down.” (Female, Cambourne, 25-49 years old)

“A and B both sound pretty hideous.” (Male, Caxton, 50-64 years old)

Costs

- 3.21.7 Many residents disputed the accuracy of **predicted costs**, suggesting that as the costs were only estimates they are likely to rise.

“Route C price will triple. Route B’s price may go up 25% and then Route A, same again, 25%, because there’s already existing things there, where that’s a complete new build, you only need 6 weeks of bad weather.” (Male, St Neots, 25-49 years old)

“The costs exclude land costs, you’d have to buy a lot more land to build Route C than to do A or B.” (Female, Coton, 25-49 years old)

“My question is, these are estimated costs, so £12.4 and 17.7m they look like relatively low numbers, but you’ve got land takes on both of them and that costs money, and there’s going to be re-painting the roads, lanes...there’s so much more money involved, that people don’t even see it’s an estimate.” (Male, Cambridge City Centre, 16-24 years old)

3.22 Route Preferences

- 3.22.1 Of the residents participating in the focus groups, more expressed a **preference for Route C** than for Routes A and B. Key reasons given for this preference were the reliability of the service and the associated walking and cycling provisions.

“I’d say C if the money wasn’t an issue!” (Female, Cambridge City Centre, 25-49 years old)

“C for long-term and C would probably encourage more people to use bicycles.” (Female, Cambourne, 25-49 years old)

- 3.22.2 The key reason cited for a **Route A preference** was its low cost; whilst the key reason given for a **Route B preference** was that the bus route operated in both the morning and evening peaks.

“If there has to be a choice, it has to be the cheapest.” (Female, Comberton, 50-64 years old)

“Route B is the most sensible option to take. It does allow, you know, the flow of traffic in and out.” (Female, Cambourne, 25-49 years old)

- 3.22.3 A small number of residents stated that they **did not have a preference** for any of the routes.

3.23 Other Comments

3.23.1 This section reports other comments made by residents', outside of the topic guide. These include suggestions of alternative infrastructure and the accuracy of consultation material.

Alternative Infrastructure Suggestions

3.23.2 In three of the resident focus groups there was some discussion surrounding the possibility of **other congestion alleviating infrastructure**, outside of the proposed bus route and Park & Ride, including:

- **Rail**, including **underground** trains, with many participants showing a preference for this over a bus route;
- **Tramways**;
- A **congestion charge** in Cambridge City Centre;
- Improvements to the **Girton Interchange**;
- Underground systems, outside of conventional underground rail;
- **Car bans**; and
- A fast and reliable **rural network** (see Park & Ride section).

"Has no one ever thought about a railway?...There's the Beeching line, behind the back, it runs all the way to St Neots, they've got the telescopes on it now, that would have been an ideal route into town and out of town, even the other thing they're doing, the guided busway, £300 and god knows million, isn't fixed properly now, that was a railway!" (Male, Hardwick, 50-64 years old)

"The trains could go underground, which avoids the whole light pollution." (Male, Cambridge City Centre, 16-24 years old)

"A sort of a tramway, or overhead line, or something like that. Definitely, underground is very expensive." (Male, Cambourne, 65+ years old)

"A big way to cut down congestion in Cambridge would be to do what London have done: Congestion Charge. Done. Dusted." (Male, St Neots, 25-49 years old)

"If they improved the Girton Interchange it would make a huge difference." (Female, Coton, 65+ years old)

"Through town, an underground cycle path." (Male, Cambridge City Centre, 16-24 years old)

"I think you need to ban all cars from the city centre." (Female, Coton, 25-49 years old)

4. FINDINGS FROM THE WORKSHOP WITH LOCAL LIASION FORUM MEMBERS

4.1 Introduction

4.1.1 This Chapter presents the findings from the workshop with Local Liaison Forum members. Please bear in mind that the views and opinions reported here are the views and perceptions of respondents and are not necessarily factually correct.

4.2 Initial Reaction to Consultation Information

4.2.1 The most frequently cited **initial reactions** LLF members had to the proposed Park & Ride sites and bus route options can be grouped as:

- Concern over the **lack of joined-up thinking**;
- The provision of **alternative measures**;
- Concerns over The **Waterworks Park & Ride** site specifically;
- The **volume** of buses needed; and
- Concern over the **encroachment on green space**.

4.2.2 These are explained in further detail below.

4.2.3 Across all groups most LLF members were concerned that there is a **lack of joined-up thinking** within this consultation and between this consultation and others in Cambridgeshire. Members suggested that a lack of thought had been given to:

- Where the proposed bus route will **terminate**, with many participants indicating that Grange Road is an inappropriate terminus;
- How the proposed scheme will connect with the newly proposed **Cambridgeshire Autonomous Metro (CAM) and the Oxford-Cambridge expressway**;
- Changes to the **Girton Interchange**;
- The **A14 upgrade**; and
- How **Phase One** of the consultation interacts with **Phase Two**.

“There is no discussion of what happens to these buses once they get to Grange Road, so it’s like you’re just shooting these buses into nothing... You’re going to do a lot of damage and you’re going to deliver a failed transport outcome as a result. So, it fails on all fronts.” (Other organisation)

“We’re looking in isolation at a bit of transport infrastructure, without seeing the much wider context... you know, the Mass Transit Options Appraisal Report is proposing, as a favoured option, this thing called CAM, Cambridgeshire Autonomous Metro, and it’s sort of assumed that whatever’s chosen here is going to morph into that but that’s a huge assumption to make, until you know the physical constraints of the mode of transport that’s going to be running on this.” (Other organisation)

“It feels like this whole process has been rushed through, with undue haste, given that the mayor is looking at a different scheme, and will that be tunnelled? And where will that go? We’ve got the Oxford-Cambridge Expressway being talked about, we’ve got

the high likelihood that something happens at Girton and all these things effect whether or not this is needed and how effective it will be. Why are we just looking at this little scheme in isolation?” (Other organisation)

“We’ve got 2,500 at Cambourne West about to start building... that’s going to add 4,000 cars for a starter... I reckon that that alone would equate to... a queue of over 2 miles. Now, they won’t all wanna go at the same time, but half of them probably will, because they’re gonna wanna get to work at rush hour, so that queue is probably an additional, at least a mile... that’s just for Cambourne West. When you start thinking about Bourn airfield, another 3,000 homes, 2,500 on Loves Farm, at St Neots, I mean, that queue is going back miles. Then it’s going to be the Oxford to Cambridge Expressway isn’t it, how much more traffic is that going to bring? I just want this whole project to be joined up and for people to be looking at the wider impact of what is going to happen when all these vehicles arrive.” (Local Government)

“The Girton Interchange, really, should have been looked at right at the beginning, because the section of the road, the 1303, the Madingley Mulch, down to junction 13, is where the problem is. If everybody could sail straight down the 48 to a proper intersection at Girton, with a Park & Ride there, they would remove all the problems, they wouldn’t have to come across the greenbelt, they could just follow the A428.” (Residents Association)

“The pressure should be on solving the real problem, which is joining up the A428 and the M11, southbound because if we had a full interchange at Girton, a lot of the traffic on Madingley Hill would disappear, it would carry on along the A428 and join the M11 southbound. That for me, is the real problem and anything else we do with Routes A, B and C is all hinged because we haven’t got the right infrastructure in place to get the traffic away to where it wants to go.” (Local Government)

“I think the issue is because it’s been split into separate phases, they’re consulting on one bit. Consulting on one bit is pointless... You can’t say if the consultation we’re doing now is sensible.” (Parish Council)

4.2.4 Whilst one LLF member appreciated that the consultation aimed to find a solution for congestion in Cambridge, there was a desire across a few of the break-out groups for **alternative congestion relieving measures**. These included: in-bound flow control, a bus station at Cambourne and a Park & Ride/travel hub at Girton, which members believed would avoid ‘rat-running’ through the villages.

“I think there are immediate problems which do need to be solved, I think all the options are problematic and different people don’t like them for good reasons but I personally think we can’t wait for much more elegant, high tech, solutions and that something needs to happen in the interim...I think it’s a matter of trying to choose the least worst option for an interim period.” (Residents Association)

“There are options which have been studiously ignored, which would make a significant difference in the short and medium term, things that can be delivered relatively quickly, one of them is what we describe as in-bound flow control, that would provide bus priority at the beginning of the A1303, without having to build a bus lane all the way

down Madingley Road, now whether that's a permanent solution or a temporary solution, it could be trialled... building a bus station at Cambourne to give people in Cambourne access to a bus, at the moment, the bus winds its way through east Cambourne and Cambourne village, the point where it's most convenient to catch it, you have just a pole in the ground with a grass verge, if you're wanting people to feel that they're not being treated as second class citizens, you've got to give them the facilities... changes like that are very quick and easy to implement, they don't require huge consultation, but they could make a significant difference in the ridership of the buses." (Other organisation)

"I'm afraid that A, B, and C, for me, are just awful and not the routes we should be looking at. The main one, the desirable one, and the one that achieves the least impact on the people, but the maximum impact upon traffic, is not being considered. Girton." (Local Government)

"The main A14/M11, where [Dry Drayton residents] are fearing commuters will divert to go to the Park & Ride [at Scotland Farm]... is why a lot of people... are advocating an interchange Park & Ride at Girton Interchange. Which we all agree with." (Parish Council)

4.2.5 Additionally, many LLF members voiced **concerns surrounding The Waterworks Park & Ride site**. Specific concerns raised included:

- The **visual impact** of the site;
- The likely **usage** of the site, with participants perceiving likely usage to be low, due to the site's position; and
- The effects of the site on already existing **congestion**.

"This Park & Ride at The Waterworks... why would you put a Park & Ride where people aren't going to get on? It's in the middle of nowhere and it's stood on a hill, it's still next to Crome Lea [Business Park], it will be visible for miles." (Other organisation)

"There's a massive amount of congestion already, getting off the 428 near the Madingley waterworks, it just seems ludicrous to put a Park & Ride where people are already queuing and the logistics of it means no buses, if they're talking about future proofing... get to the Science Park, it's just madness." (Local Government)

"The Waterworks site is positioned where there isn't much of a population there at all, and it is only just outside of the city, so why would you get on a bus there?... You're probably going to see a lot of light pollution coming from it." (Residents Association)

4.2.6 The **volume of buses** needed to fulfil demand was of concern to a few LLF members, who suggested that the narrow city centre streets would not be able cope.

"If we're looking at Park & Ride sites with a capacity of 1,350 or 2,000 vehicles, I suspect that we're probably looking at 600 cars, an hour, at peak times, wanting to park and people getting to Cambridge. Now, if those cars are carrying 1.5 passengers, on average, we're talking about moving 900 people, in an hour. If we're talking double

decker buses, the capacity of 70, that's 12 buses an hour, from a Park & Ride site, into Cambridge. Well, those buses have gotta get out to the Park & Ride to pick them up. So, we're actually talking about a vehicle, on one of those routes, 24 an hour, 1 every 2 ½ minutes. I mean, that is just mind-boggling.” (Local Government)

“In terms of bringing all those people in, actually, the roads in the centre are very narrow, so they can't... there's not enough room for all the bikes, as it is, you know, it's just not practical.” (Other organisation)

4.2.7 A few LLF members were concerned about the **encroachment on green space**, with particular reference made to construction on Madingley Road for Routes A and B and greenbelt land for Route C.

“[Name of organisation] was formed, in the 1920s to defend this very landscape, because they feared the city and university would encroach on it, and, you know, everybody said, it's this fantastic entrance into Cambridge. Where else do you drive along the road, past the American Cemetery, with fantastic distance views, go down, and you're still on a tree-lined road, right into the middle of the university city?” (Parish Council)

“When push comes to shove, to go through the greenbelt, very special circumstances need to be demonstrated and that's a legal requirement, and, once you come down to that, there's no point about going through the ins and outs of what would be a preferable route.” (Residents Association)

4.3 Initial Preferences

4.3.1 A small number of LLF members made an **initial preference for Route B**, despite concerns that it was not an accurate reflection of the LLF's 'Option 6³'. Additionally, a few participants indicated an **initial preference for the Scotland Farm Park & Ride** site, due to its distance away from the city centre.

“Route B, as described, which it says here is previously known as Option 6 ... all they've done is get people who supported Option 6 extremely confused because Route B is not what was described as Option 6, it suddenly required gantries, etc. and originally Option 6 said it went as far as JJ Thompson, with a possible extension to Clark Maxwell, but now... it either stops at the M11 or at High Cross Eddington.” (Parish Council)

“There's only one Park & Ride site that ticks boxes... we're meant to be reducing CO₂ emissions and so surely one bus going an extra mile and a half is a lot more environmentally friendly than 1,100 cars parked, you know, driving an extra 2 miles.” (Local Government)

³ Route B was known as Option 6 in earlier consultation material developed by the GCP.

4.4 Park & Ride Options: Themes relating to Scotland Farm

Accessibility

4.4.1 The majority of LLF members suggested that a Park & Ride site located at Scotland Farm would be easily **accessible** for people living to the west of Cambridge, as:

- There are **already existing slip roads**;
- If users were to **walk and cycle to the site**, they would not have far to travel; and
- If users came from Hardwick, they could use the **existing footbridge**.

“In terms of Scotland Farm, it’s at a location that is accessible, there already is slip roads off and on... for the people in Caldecote, or along the A428, it works, it works very well.” (Local Government)

“[Scotland Farms] proximity to Hardwick means that people could use it as a walk and ride, or a cycle and ride, whereas the isolation of The Waterworks really negates that opportunity.” (Other organisation)

“If we had a Park & Ride site [at Scotland Farm], residents from Hardwick would be able to walk over the blue bridge and get an express bus.” (Local Government)

Distance to Cambridge City Centre

4.4.2 A few LLF members suggested that the greater **distance between Cambridge City Centre and the proposed Scotland Farm Park & Ride site** would not disadvantage:

- Those who park and then **walk or cycle**; and
- Site **patronage**.

“1.7 miles ain’t nothing is it?... If you drive through Hardwick in the middle of the day, you’ll see that all the lay-bys there are full with cars, and most of them have either got a cycle rack on the roof or on the back, and there are people who park their cars in Hardwick, because it’s free, and they cycle into Cambridge... it’s actually happening now... so I don’t really see that [extra 1.7miles to Scotland Farm] as a downside at all. It’s happening now.” (Local Government)

“Experts in transport planning... did not believe that the Scotland Farm site would get substantially lower usage than The Waterworks... they point to the Oxford experience, where Park & Ride sites are much further out than the Cambridge sites and they get very high usage.” (Parish Council)

Existing Infrastructure and Potential Visual Impact

4.4.3 Many LLF members suggested that there are **existing visible structures on the Scotland Farm site**, namely an industrial estate and dual carriageway, but there are **no adjacent houses**, disputing the statements within the consultation brochure.

"[The visible structures at Scotland Farm] may not be on the proposed site, but it's slap bang next door... in particular, the grain storage facility... that huge building, which is very prominent, you can see it and it's not a pretty thing." (Parish Council)

"The Scotland Farm... does have a very ugly, blue footbridge." (Parish Council)

"There's only a tiny number of houses [at Scotland Farm], and, in fact, mistakenly, I know, some of the GCP officers didn't realise that that quadrangle of housing, is, in fact, a little industrial estate." (Residents Association)

- 4.4.4 A few LLF members suggested that the proposed Scotland Farm Park & Ride site would have very little **visual impact** on the surrounding area and that the photo montages within the consultation brochure do not accurately reflect this.

"This says, the photo montage of how the site, Scotland Farm, would look from the direction of the footbridge, well actually it should be from the direction of Hardwick, and then you wouldn't see it at all." (Local Government)

"Scotland Farm is beside a dual carriageway, with a bunch of [industrial estate facilities]... where this [photo montage] is totally misleading... you should put an image of a trunk road and the industrial units." (Other organisation)

Operating costs

- 4.4.5 A few LLF members suggested that the proposed Scotland Farm Park & Ride site would be more environmentally friendly than The Waterworks as people would drive their cars for a shorter period of time, with the suggestion that this negates the argument for **higher operational costs**.

"I think it's ludicrous that they range higher operating costs, because of fuel, but they don't rank the fewer emissions from the individual cars, that all have to drive the 1.7 miles." (Local Government)

"[Operational costs at Scotland Farm are] going to be a lot less than 50 cars. If we do this right, and the buses are either hybrid or electric, then we'll save a huge amount of fuel." (Local Government)

Land Take

- 4.4.6 A few LLF members disputed the statement that Scotland Farm is located within the **greenbelt**, arguing that the proposed site is not in high quality greenbelt land, nor is it land that should be considered greenbelt.

"Scotland Farm is right touching the edge [of greenbelt]... I think one can differentiate between high quality greenbelt and the edge of greenbelt." (Local Government)

"Scotland Farm is outside the greenbelt." (Other organisation)

4.5 Park & Ride Options: Themes Relating to the Waterworks

Congestion Impact

- 4.5.1 The majority of LLF members, across all workshop groups, noted the existing **congestion levels** at the Madingley Mulch Roundabout, stating that The Waterworks Park & Ride site would add to this, especially during construction, unless **expensive road restructuring** took place. Additionally, there was concern that increased congestion in the area would reduce the **usage** of The Waterworks Park & Ride site and make it less **environmentally friendly**, as cars would be sat in traffic waiting to enter the car park. Furthermore, a number of participants noted that, in 2015, the GCP had rejected The Waterworks Park & Ride site for these reasons.

“It is already congested at [The Waterworks] at the moment, and if you start putting a Park & Ride... the congestion would back up onto the A428 carriageway.” (Other organisation)

“The construction of the Scotland Road site is much, much less intrusive than trying to construct one on Madingley Mulch Roundabout because, I mean, at the moment the queues at rush hour are queuing back along the A428 between the Madingley Mulch Roundabout and Hardwick, so construction traffic couldn’t even get there at present.” (Local Government)

“They say the [construction] costs are equal. But, if you’ve got a multi-million pound restructuring of the road system [The Waterworks site is more expensive].” (Parish Council)

“I think functionally, the problem with The Waterworks site is that Madingley Mulch Roundabout is already congested in the morning and it’s hard to believe that anybody would queue 10, 15, 20 minutes to get to a Park & Ride and then get out of your car and then get on a bus... and actually, in the brochure, they talk about The Waterworks site as being more sustainable, because the buses don’t have so far to travel into Cambridge, but actually, if you have hundreds and thousands of cars queuing for 20 minutes to get into it it’s actually far less sustainable.” (Other organisation)

“In the consultant’s report [by the GCP] that came out [in 2015], it expressly didn’t consider Southwest of Madingley Mulch Roundabout, because it said there would be no way of getting access in from a congested roundabout... that was spelt out, it didn’t even make it to the shortlist in 2015... by their own analysis, the GCP has actually rejected all four sites around Madingley now.” (Parish Council)

The Waterworks Visual Impact

- 4.5.2 The majority of LLF members voiced concerns for the **visual impact** of the proposed Waterworks Park & Ride site, making particular reference to the potential for light pollution and suggesting that due to its location on high ground, the site would be extremely visible. Additionally, there was some concern that the photo montages within the consultation brochure do not accurately present the visual impact of The Waterworks site.

“The LLF made a very definitive statement that it rejected The Waterworks site. It rejected The Waterworks site for the same reason it rejected the other sites on the shortlist... This is an area of high visibility, it is probably one of the most prominent landscape features in South Cambridgeshire... a lot of the land there... is all covered by covenants with the National Trust... to put a large Park & Ride, particularly illuminated at night on the crest of the hill, I think, would be environmental vandalism.” (Other organisation)

“You can see Waterworks from way down, you know, if you put a light up there you’ll light up the whole of Comberton and Barton and everything else beyond that.” (Local Government)

“I think the photograph of The Waterworks site, is a bit actually, disingenuous. That should have been taken from much, much further away, preferably at night, because the lights that are there will be seen for miles, it’s on the side of a hill, facing south, you’ll be able to see that from Royston.” (Local Government)

“[The photo montage for The Waterworks shows] the impossible view from Coton. That view cannot be identified from Coton.” (Parish Council)

Accessibility

- 4.5.3 A few LLF members noted that the proposed Waterworks Park & Ride site is not **accessible** from all areas surrounding Cambridge, with particular reference also made to those who would cycle to the site. Furthermore, participants suggested that the statement within the consultation brochure that The Waterworks Park & Ride site ‘connects to all routes’ is invalid as it does not connect with all trunk roads. Additionally, it was suggested that the GCP had previously rejected The Waterworks Park & Ride site for these reasons.

“The Waterworks site isn’t attractive for park and cycle, because, the site would be on top of a hill... A lot of people just won’t do it.” (Parish Council)

“It should say bus routes, because it doesn’t connect to all trunk roads.” (Local Government)

“They originally put forward a number of sites at the Madingley Mulch, for the Park & Ride, and they rejected The Waterworks site, as not being suitable, and recommended Crome Lea [Business Park]...and then they come back with this compromised site of The Waterworks, which doesn’t change any of the issues about its accessibility...you can’t access it from the east.” (Parish Council)

Land Take

- 4.5.4 The majority of LLF members voiced concerns for the **ecological impacts** of the proposed Waterworks Park & Ride site, noting it would involve construction within the **greenbelt**. There was also some concern that this impact was not accurately depicted within the consultation brochure.

“The Waterworks is literally in the middle of greenbelt.” (Local Government)

“The purpose of the greenbelt is the setting of West Cambridge, and, you have to question whether The Waterworks will affect the setting of Cambridge. I’d argue that it would, it would make it look like a Christmas tree.” (Residents Association)

“[The Waterworks] is beside land that has national trust governance and within a very short distance of a wood, which is an SSI wood, with rare bats and all sorts of things going on, so I think The Waterworks is a kind of, you know, beautiful piece of English countryside... where this is totally misleading...you should put an image of the hedgerows and meadows [in the photo montage].” (Other organisation)

4.6 Park & Ride Options: Themes Relating to Both Sites

Cost of fares

- 4.6.1 In terms of **fare price**, some LLF members advocated free parking at the chosen Park & Ride site whilst others suggested that payment could still be expected.

“It needs to be free of charge [to park]!” (Local Government)

“People don’t mind paying for something, if they know what it’s for... it’s got to be affordable.” (Other organisation)

- 4.6.2 Additionally, many LLF members suggested that **bus operating costs** should not be used to assess Park & Ride site suitability, as these only benefit bus operators. However, a few others disagreed, suggesting operating costs could be used as an indicator for fare price and thus an incentive or disincentive for users.

“The bus operators keep pushing for a Park & Ride closer to the city centre because they claim that it will be more economically viable, but we shouldn’t be building transport hubs based upon whether Stagecoach makes an extra half a percent on their profits.” (Other organisation)

“We simply do not know what fare Stagecoach would set for these, now clearly, if it costs them more to service the Scotland Farm one, then they might want to put a higher fare on it... even if the parking’s free, if the bus fare is more expensive from one of these outer ones, then it’s another incentive for people to drive into Madingley.” (Other organisation)

Terminus of Routes using the Park & Ride

- 4.6.3 There was a concern that there was a lack of information regarding **bus journey destinations** provided within the consultation material, by the majority of LLF members within one break-out group, with many stating that they would not be able to make a decision on Park & Ride site suitability without knowledge of the most likely journey terminus. Additionally, many LLF members, within the same group, assumed that

desirable termini would include places other than the city centre, with a suggestion that this was not acknowledged within the consultation.

“We don’t know, or, we’re not told in this consultation, despite the fact it’s 28 pages, where the destinations are... where do these people want to go, therefore, who is gonna be using the Park & Ride? I mean, we just don’t know that. So, in any kind of normal working environment, you would do the whole thing the other way round, you’d do the final mile, you’d work how you wanted, whatever transport system you’re putting in, to get from Grange Road to the City Centre, how it was going to connect, and at what point, with major employment sites, which are Addenbrooke’s and the Science Park.” (Other organisation)

“If you build 8000 houses... you’re generating N number of thousand more passengers, where are they going to go to? They don’t all go to Cambridge City Centre, you know, some of them want to go North, go up to Sands Park, down to the Biomedical campus, and the various other satellites.” (Parish Council)

Rat-running in Surrounding Villages

- 4.6.4 Many LLF members in one group were concerned that both of the proposed sites would result in ‘**rat-running**’ in local villages.

“That issue about the rat-running through Dry Drayton [because of Scotland Farm] is a very real issue, because once the A14 is upgraded and there is a local access road, the nearest Park & Ride for anyone coming in on that route is going to be there [at Scotland Farm] because they can’t get to the Madingley Road one because you can’t get off the M11.” (Other organisation)

“People within the city, they think Park & Ride’s a solution because they see it pull the traffic out of the city. The people who live in the villages around the city, think this is a ... nightmare, because now you’re putting all the traffic, you’re focussing it all through our villages and on our village roads.” (Other organisation))

“I know that Madingley are also worried aren’t they, about the Waterworks site that then they’ll get the same rat-running through Madingley.” (Other organisation)

Positioning of the Site

- 4.6.5 Many LLF members in one group questioned whether a landscape architect had been consulted on the **best positioning** for the two proposed Park & Ride sites.

“Has there been a landscape architect who’s looked at these, strategically, in terms of placing and position and views? I think that is something that, you know, should be done right at the start in terms of environmentally positioning of them and in terms of, you know, all the issues about flooding etc.” (Other organisation)

Other

4.6.6 Other factors relating to both Park & Ride sites, cited a few times or less by LLF members included:

- Concern that the **existing Park & Ride** at Madingley Road, and its assumed connection with the new proposed site, was not mentioned in the consultation;
- Frustration that **Park & Ride and Park & Cycle** had been represented as separate infrastructure needs within the consultation, and the suggestion that this was not the case; and
- A concern over whether or not the proposed sites would be large enough to accommodate the **planned 2,000 car parking spaces**.

“There’s no mention here about the existing Park & Ride which is to be retained under these plans, at least until the lease runs out, and the interplay between the two is quite significant, in the sense that, if you’re driving into Cambridge then you can park at one place that’s close to the city centre and get a bus that’s possibly cheaper... what’s going to stop people carrying on and driving to the existing Park & Ride site and how accurate is the signage on the A428 to incentivise people to use whichever one of these two earlier ones, when they know that there’s another one that’s possibly more convenient, and certainly more convenient for Park & Cycle.” (Other organisation)

“When you say Park & Cycle, I find it misleading that you’ve made these distinctions between Park & Ride and Park & Cycle...there is nothing substantively different between a Park & Cycle and a Park & Ride, you have to park, you have a road where a bus goes past and you have parking spaces for bicycles, there is nothing different and I think it’s a very misleading distinction.” (Local Government)

“Is the area of the site, are they 22 hectares which is what you’ll need for 2,000 cars?... Because they don’t look large enough to me.” (Parish Council)

4.7 Park & Ride Options: Site Preferences and Likely Use

4.7.1 The majority of LLF members across all three groups showed a **preference for the proposed Scotland Farm Park & Ride** site, when pressed on their preference between the two proposed sites.

“Scotland Farm is being put forward to us, and we’re accepting it only as the least worst option.” (Local Government)

“There have been extensive workshops and each workshop I’ve been to, people have said they prefer Scotland Farm, end of story.” (Male, Other organisation)

4.7.2 However, a few LLF members stated that they would **choose neither** of the proposed options.

“Neither of these options is satisfactory...these suck in traffic, that’s what they do, and, so, if you put them in a place where it isn’t appropriate to suck in traffic, whether it’s

because of rat-running, congestion, pollution, anything else, they're wrong." (Parish Council)

"We would conclude that neither of those locations is right for the local community, they're not environmentally right, and they're not right as a transport solution." (Other organisation)

4.7.3 No LLF members showed a **preference for the proposed Waterworks Park & Ride Site**.

4.8 Park & Ride Options: Suggested Improvements and Alternative Sites

4.8.1 Suggestions made by LLF members to **improve** the Scotland Farm Park & Ride site included:

- Improvements to the **cycling infrastructure** to encourage sustainability and increase site accessibility for cyclists;
- **Road control** on Scotland Road to reduce 'rat-running' in Dry Drayton;
- **Congestion charging** in central Cambridge to deter the use of the A428 by cars and encourage use of the Park & Ride instead; and
- The use of **embankments** to reduce light and noise pollution.

"As long as we put in safe cycleways and safe walkways [at the Scotland Farm Park & Ride site], actually we can really get people out of their cars and onto the buses without actually having to do the parking bit." (Other organisation)

"How does the redesign of the A14/M11, which removes most access to [Dry Drayton] and instead has a distributor link road up to Bar Hill from Histon [impact the rat-running from Scotland Farm?]. I would not expect there to be the rat-running that they fear." (Parish Council)

"Road control on Scotland Road itself, to stop the rat running" (Other organisation)

"It's got to be a congestion charge of some sort, pollution charge... talked about having these boards up, gantries, on the A428 which will say congestion is very bad going into Cambridge today, pollution is very high, you can go into the Park & Ride, or, you will be going in and incurring a cost." (Residents Association)

"Hardwick Parish Council ... support the Park & Ride at Scotland Farm, on the proviso that there are embankments to err, to save, err the light pollution, the noise pollution." (Parish Council)

4.8.2 **Alternative** sites were suggested by many LLF members, many of whom indicated that neither of the proposed sites were acceptable options. Alternative site suggestions included:

- A new Park & Ride site at the **Girton Interchange**, advocated by most participants;
- A new Park & Ride site in **Cambourne**, advocated by a few participants; and
- A new Park & Ride site to the **south of the A428**, advocated by a few participants.

“The vast majority of people on the LLF would say that actually this Park & Ride shouldn’t be in either of these locations, it should be at Girton, because Girton is highly likely, and should be, made an always interchange, and that being a major crossing in the east of England, next to a major growth city, should be where a Park & Ride is sited. So, we can tell you which of these lesser options we prefer, but really, neither of them really.” (Other organisation)

“The Park & Rides, the true Park & Rides, with the big car parks, need to be right next to the major roads at junctions like the Girton Interchange.” (Other organisation)

“I have always understood... that Highways England are discussing doing something about the Girton Interchange in time... so, what is the point of putting one at The Waterworks... it would be redundant, it would ruin the landscape... we really want it down at Girton.” (Residents Association)

“Yes, we do need [a Park & Ride] for Highfields Caldecote and Hardwick, but actually I would say they need it on the South side of the junction so it’s within easy walking and cycling distance, whereas on the north side actually, it is very cut off. There is a bridge... but you’re not gonna get many people walking or cycling, certainly not from Highfields Caldecote, you might possibly from Hardwick... [Park & Rides] need to serve those local communities, to be connected into those communities, so, they’re not drawing people from a long distance, they are drawing local people and serving local people. This is wrong headed in all kinds of ways. We would conclude that neither of those locations is right for the local community.” (Other organisation)

4.9 Route Options: Themes Relating to Route A

Journey Times

- 4.9.1 In the LLF members break-out groups there was disparity in views with regards to the proposed **journey times** for Route A, with many participants stating that they are unrealistic, due to the use of traffic lights and potential stops, and others suggesting that it could be done, especially with the proposed traffic control, and cooperation from schools.

“I just can’t believe that you can get to Drummer Street, from Cambourne, in the morning peak, of a maximum of 23 minutes...I know you’re talking about putting a bus lane in there, and will talk about priority for traffic lights, but we’ve now got...so many of them.” (Local Government)

“The Eddington traffic lights...they’ve been set up to be 4 ways, which slows traffic...the traffic lights on the M11 bridge, already cause queues all the way up Madingley Hill...from then on, there are another now, 2 pairs of lights, before you approach Grange Road, and it’s those that slow the traffic down.” (Parish Council)

“[Journey times] are all going to depend on the bus companies wanting to run the buses...not saying where they’ll finish the route, not saying where they’ll stop...they

can't do these times if they stop all the way down the Madingley Road where people want them to. (Other organisation)

"They're going to have to control the traffic, and then these times, possibly, might be correct, but we don't know." (Residents Association)

"I do hope that the GCP is working directly with the schools, which generate a huge amount of traffic. Because, whatever solution we come up with, I think we can remove a volume of traffic to stop parents driving a single kid into school and creating congestion." (Residents Association)

Proposed bus lane provision

- 4.9.2 In the LLF break out groups, there was disparity in views with regards to the extent of the **bus lane provision**, with many participants strongly advocating for the termination of the bus lane at the Eddington junction due to the narrowness, and number of left-hand turns, on the road thereafter, and others advocating for a bus lane the full length of the road.

"We are absolutely, vehemently opposed to bus lanes coming any further than High Cross." (Residents Association)

"Route A would be acceptable if the bus terminated at High Cross." (Other organisation)

"Part of the reason [that the bus mixes with general traffic and does not run in a bus lane] is because of the number of junctions. It's the left turns...if you're running a near side bus lane, you've got to be able to get the other traffic across it." (Male, Other organisation)

Land take

- 4.9.3 A few LLF members were against the **Madingley Road realignment**, proposed for Route A, noting that the same realignment had not been suggested in Route B proposals, which indicates that it is not needed.

"We do not like the realignment, taking off the land... We don't like the realignment in order to smooth out the cornering, we just think this is wasting money... It doesn't need to divert from the existing carriageway, which involves felling a lot of trees and taking agricultural land, and pushing up the costs totally unnecessarily." (Other organisation)

"The alternative alignment is inserted into Madingley Hill to smooth the road alignment, in doing so, of course, you allow yourself to inflate the cost of route A...when we look at Route B, they haven't included that smoothing, so they obviously don't think it's that imperative." (Parish Council)

Lack of outbound bus lane provision

- 4.9.4 A few LLF members showed concern for the **lack of outbound** PM peak provision proposed for Route A, noting that congestion is still a problem in the evenings.

“What happens in the evening? You know, they’re doing inbound only and they’re saying that in the evening the traffics more staggered. In the evening, the traffic is bad on the Madingley Road, down to Northampton Street, in both directions!” (Residents Association)

Cycling and Walking provision for Route A

4.9.5 A few LLF members suggested that the **cycling and walking provision** on Route A should consider:

- Madingley Road is a steep hill, unsuitable for cycling, and so the provision should be elsewhere;
- Cyclist and pedestrian safety.

“The 4 metre cycle/footpath up the hill is pointless, I mean, what people want is a path that continues through Coton ... it doesn’t require going up the hill.” (Other organisation)

“The issue for us is to make sure the space there is used to create proper, safe, segregated pedestrian and cycle routes, which at the moment is totally inadequate ... You cannot have all these people around here getting into town, and then not make proper cycle and pedestrian provision.” (Residents Association)

Visual Impact

4.9.6 There was disparity in the views of LLF members with regards to the **visual impact** of Route A, with some participants showing concern for the impact of the route on the American Cemetery and others suggesting that the visual impact would be very little.

“A lot of people feel that this bit from the motorway to the start of the conservation zone is actually the ugly bit of Madingley Road and actually, the good bit, is afterwards, so it’s quite curious here that you would choose to not improve the ugly bit and then you look to put a bus lane on the scenic bit.” (Other organisation)

“it’s gonna look pretty awful when you go past the American Military Cemetery, isn’t it?” (Local Government)

“This idea that visual impact would be significant...you’re just drawing a busway, a line, on an existing road...how can the visual impact be significant?” (Other organisation)

“I think this issue of the American Cemetery is not as big an issue for a listed building as you might think, it’s very different from building a brand new trunk road.” (Male, Other organisation)

4.10 Route Options: Themes Relating to Route B

Tidal bus lane

- 4.10.1 A few LLF members felt positively toward the provision of an **outbound bus lane** in Route B, however, there was a concern that journey times had not been provided for this outbound journey.

“I prefer this option to the first one we looked at, simply because you’ve got the tidal in the middle, it can be going in, at peak times in the morning, coming back out, peak times in the evening.” (Local Government)

“Part of the proposed benefit B is that you get better outbound journey times but they’ve not bothered to give the outbound journey times for any of the options.” (Other organisation)

Gantries

- 4.10.2 Many LLF members, across all three groups, made reference to the use of **gantries** in Route B, with the majority suggesting that they are unnecessary and costly, with a significant visual impact. On the other hand, however, a few participants did view the gantries as necessary and less obtrusive than Route C.

“The officers have confirmed to us that there is no, as such, statutory requirement for gantries, but the officers have a responsibility to put forward, the safest option...and they, as the officers, have decided to put forward that it needs 20 odd gantries.” (Parish Council)

“What is the evidence that you need to put in 15 sets of gantries between Madingley Mulch roundabout and the M11? We’d always envisaged that they’d be some form of separation barrier. All this stuff about ‘it’s less convenient because it will get interrupted by the flow of the general traffic’ is irrelevant if you actually have it as a segregated, separate route, with either a high kerb or low wall on either side.” (Other organisation)

“The possibility of having gantries, right outside, somewhere as sacred as [the American Military Cemetery] is utterly, utterly incredible.” (Local Government)

“The photo montages are absurd! I think [the gantries] are hideous and I would be very interested to know what the American war graves commission have to think about it, because that is a grade 1 site.” (Residents Association)

“[The gantries] are necessary, if you do the tidal bit, you’ve gotta have the signage.” (Parish Council)

“The people that I represent would say, yes, we don’t like gantries either, they’re hideous, but, actually, it’s the lesser of two evils, if you’re gonna come through the national trust land.” (Other organisation)

Journey Times

- 4.10.3 A few LLF members disputed the accuracy of Route B’s **journey times**, noting the 1 minute difference between Routes A and B, despite both routes following the same road.

“There’s no explanation as to why it’s one minute to get into the city from Grange Road, with Route B than it is with Route A. They’re claiming you’ll save a minute because there’s a bit of bus lane.” (Other organisation)

“The answer is, once you’ve decided what the bus lane position should be, east of the M11, you’d do the same with either of those, wouldn’t you...you wouldn’t have this discrepancy.” (Parish Council)

Construction methods and timescales

- 4.10.4 Many LLF members, across two groups, disputed the **construction methods and timescales** proposed for Route B, namely:

- A few participants disputed the need for the M11 bridge to be widened, suggesting that evidence exists to the contrary;
- A few participants disputed the statement that there would be land take on Madingley Road for Route B; and
- A few participants disputed the construction timescales of Route B. Noting similar projects, with shorter timescales, in the Oxford area.

“The description of [Route B] says that the M11 bridge has to be widened, GCP have actually done its own study, which they initially denied to us existed and then they eventually produced to us, which actually says that it doesn’t need to be widened and it can accommodate 4 lanes, as is built at the moment.” (Local Government)

“Just this land take on Madingley Road for routes A and B, there’s no land take on Madingley Road for Route B and I think, maybe you’re confusing Madingley Hill for Madingley Road...Route B was proposed by the LLF, with absolutely no land take.” (Other organisation)

“Oxford is planning to put in a tidal bus lane down the middle of the road that comes in from the South West of the city, and is saying that it will be 6-8 months of serious disruption.” (Local Government)

4.11 Route Options: Themes relating to Route C

Reliability and Journey Times

- 4.11.1 A few LLF members in one breakout group thought that Route C would be the most **reliable** option. However, it was acknowledged that this reliability was at a cost to other factors, and these are discussed in more detail in the following paragraphs.

“In terms of reliability, in terms of doing the job, in terms of getting the job done, this seems to be the most reliable of the three options, but the impact is very substantial in all sorts of ways.” (Residents Association)

Cost

- 4.11.2 The financial **costs** of Route C were of concern to the majority of LLF members, who made particular reference to the cost of the new M11 bridge and land take costs, especially in light of the small journey time gains.

“It involves building a new bridge, and the new bridge I think, is a waste of money... The new bridge is just, err, a disgusting waste of public money ... Building the bridge alone, on its own, without anything else, is, at the moment, of the last estimate I heard, which came from W.S Atkins, was about £70 million ... these figures are just completely meaningless.” (Other organisation)

“A and B have minimal land cost requirements, Route C requires a lot of land, and...to not even give a range for what that land cost may be, is deeply misleading, because the general public has no idea.” (Other organisation)

“A new bridge over the M11 must be an enormous undertaking and probably infinitely more disruptive than widening the existing one or not doing any widening at all...in the same way that they have not included land acquisition in the costings, they probably haven’t allowed for the land acquisition process, you know the compulsory purchase process in the timetable either.” (Parish Council)

“This route, yes, you know, it will be fast from Madingley Mulch to across the M11, but how much time are we saving for how much money?” (Local Government)

“I think option C fails the government’s own cost-benefit equation test, doesn’t it? It does not produce the right bang for its buck.” (Parish Council)

Land Take

- 4.11.3 Concerns for the use of **greenbelt and agricultural land** in the implementation of Route C, were raised by LLF members, who also made particular reference to the small differences in journey time as a result of large land take.

“East of the M11...that is greenbelt area, and the reason it is greenbelt, is because of its purpose, and its purpose is the historic setting of West Cambridge, and, in order to build there, there would have to be very special circumstances...you cannot say there are very special circumstances when the LDA document that is in front of me, and even a rather bias Strutt & Parker documents also in front me, say there are viable on road options.” (Residents Association)

“Quite why, both routes go through what is, very cleverly, not marked on this map, as Coton Orchard, a 100 year old orchard of apple trees...I really don’t understand.” (Parish Council)

“Nobody seems to be taking into account that this is environmental vandalism.” (Parish Council)

“In March 2017, we conducted a survey of the public opinion about any development of the West field...141 households in the Gough Way estate, 43% replied. And the overwhelming view was opposition to any busway crossing the greenbelt West of the M11.” (Residents Association)

“It doesn’t actually count the effect on the biodiversity by having a bus every three minutes. You’re cutting the greenbelt in half, with that kind of infrastructure.” (Local Government)

“They haven’t taken into account the loss of agricultural land, and, 50% of the total tonnage of wheat the UK produces, is in a 50 mile radius of Cambridge, every hectare of land that you take out of production, is 19,000 loaves of bread, off our shelves, and all of this is possibly unnecessary.” (Local Government)

“There’s a £500m tourist industry, and if you come as a tourist, guess where you walk, you walk round the backs, and you’re basically talking about ploughing these buses into the backs and it’s just madness. And I think, at the same time, these routes are going to be very substantial new roads, with all kinds of environmental and noise and development.” (Other organisation)

Walking and Cycling provision

- 4.11.4 A concern that the **cycling and walking provision** proposed in Route C was not appropriate, on the grounds of user safety and land take, was held by many LLF members.

“I am a cyclist and I don’t want, actually, to cycle next to buses, I would like the cycle lane to be separate, you know, as it is now, and you feel safe, and you’re not bombarded by buses whizzing around.” (Other organisation)

“Look at the guided busway, look at all the people who die...the bus comes off the guided busway once a month...I’m not persuaded that actually, a bus across the countryside at mega-speed with children cycling beside it, is necessarily appropriate.” (Other organisation)

“It does seem that the size of cycle lanes/footpaths is disproportionately large, its nearly the same as the two bus lanes.” (Local Government)

Visual Impact

- 4.11.5 A concern for the significant **visual impact** of Route C was raised by many LLF members.

“The big play has been made, that the, sort of, topography of the land, [means] you wouldn’t be able to see the bus route from Coton...well obviously, you’d be able to see it very obviously when it carves through the edge of Coton, but on the side of the hill you can’t see it. But, what they don’t say, is from miles away, of course you can see it.” (Residents Association)

“The point is, you can’t see it when there isn’t a bus going along it, but every time, a vehicle passes along it, it will be fully visible, and, if they decided to put lights on it, particularly because they are very anxiously trying to encourage people, with these huge, wide, pathways, to cycle on it at night...that will make it hugely visible.” (Local Government)

“Firstly is the visual impact of blitzing a, ah, a busway across the face of Madingley Hill, through what is actually covenanted land of the National Trust... The West Fields is very special, and it’s already been subject to High Court action.” (Other organisation)

Impact on Residents

- 4.11.6 A concern for the impact of Route C on **residents**, due to the proximity of the proposed route to villages, was raised by LLF members.

“If you have a bus every three minutes, going down the centre of where we live, it’s going to cut the entire community in half. There are some concerns that it will destroy the entire community and the living space.” (Local Government)

“You’ve got a 4m bridleway, a 4m walk and cycle route, then you’ve got two-way bus roads, this is gonna be like the M1, and it’s going through, what I think, is the most sensitive area of the lot. This has the potential to deliver the maximum damage to the residents who live there and I think that’s quite utterly unacceptable.” (Local Government)

Future Proofing

- 4.11.7 A few LLF members suggested that Route C is not likely to be used in the **future**, and a lack of thought had been given to the transport mode which might eventually use the route.

“This is a consultation at the moment on a route for a bus, and within five years that bus is going to be redundant...they seem to naively believe that you can take a bus off and then just replace it with a different mode of transport...they need to determine what that mode of transport will be, which is the long term, and have a consultation for that mode of transport, which may have different criteria for its’ suitability than a bus would.” (Other organisation)

Flood Risk

- 4.11.8 A concern for the potential **flood risk** of Route C was raised by many LLF members, within one group.

“Bin Brooke and the Water Table was absolutely up to its limit only a few weeks ago, and, of course, that climbs all the way through the village of Coton, and so one of the concerns in Coton is that, if you do anything [eg: Route C] down here [by those water bodies], and you’ve got a Park & Ride site at The Waterworks site, the flood risk is

considerable. As far as we can see, they've done no evaluation work on that, at all."
(Parish Council)

Connectivity

- 4.11.9 Many LLF members, within one group, voiced concerns that Route C would not be able to **make connections** with desirable locations, such as Addenbrooke's.

"How are you gonna get from say, the pink route, once you've gone over the bridge, to Addenbrooke's, if the Western Orbital is on the M11...you're gonna have to double back to Madingley Road, in order to take the slip road, onto the M11...because you can't put in a slip road so near another slip road." (Other organisation)

4.12 Route Options: Negative comments in relation to Route C

- 4.12.1 **Negative** sentiments made toward Route C, each cited a few times or less, included:

- A concern over the **small predicted differences in modal shift**;
- A concern for the **misuse** of the route by cars, as has been observed on the busway between St Ives and Cambridge City Centre; an
- A concern regarding the **accuracy of information provided** with regards to the mixing of the bus with general traffic.

"The difference in predicted modal shift between Route C and either Route A or B is insignificant to justify it." (Other organisation)

"But route C does [mix with general traffic]; it's not clear when and where it will, but it will." (Parish Council)

4.13 Route C: Access to Cambridge via Grange Road

- 4.13.1 Two of the three LLF break-out groups discussed access to Grange Road, via Adams Road or the Rugby Club Access Road.

- 4.13.2 No preference was stated, however the majority of LLF members showed **concern for the use of Adams Road**, noting:

- The impact buses would have on the **historic sensitivities** of the road;
- The impact buses would have on the **current use** of the road, making particular reference to the use of the road by cyclists and residents; and
- The implementation of the **one-way system**.

"Adams Road, doesn't have buses going down at the moment, it's a very beautiful, sort of, historic, important road within Cambridge. I don't think anyone wants to see buses barrelling down such roads." (Residents Association)

"[Adams Road] is a bike route, it's a major bike route from the west, into the city."
(Residents Association)

"Adams Road, at the moment, is probably the busiest bit of cycleway I ever witnessed in Cambridge, because, it's the end of the footpath and it's where all the students from the West Cambridge site...all pour down and go past, over this junction, and then past the library...what on earth is proposed? Is the idea that Adams Road is no longer to be used by vehicles?" (Local Government)

"Well, you use all the on road parking down Adams Road, now, I think a number of those houses are either flats or student accommodation and there is not enough parking, on the ground, around the homes, to get the cars on, so goodness only knows where they go." (Local Government)

"It says one-way system may be needed, with no explanation of what that would mean...that's got to be explained." (Other organisation)

- 4.13.3 LLF members showed concern for the **visual impact** of the route, especially on nearby residents, should access be introduced via the Rugby Club Access Road.

"If you go down through the Rugby Club, through there, you cross Bin Brooke, because it is so waterlogged, because it is prone to flooding, you cannot do it down to ground level, you're going to have to raise it up and it's going to be visible, even without lights and no one has shown us a diagram of what that will look like." (Residents Association)

"The Rugby Club route, that would be totally unpopular with half the street, it would be down the back of their garden." (Residents Association)

- 4.13.4 Many LLF members, across two groups, suggested that **Grange Road would not be a suitable terminus**, as it is too narrow for large buses, used by vulnerable road users and is historically sensitive.

"You might go quickly [to Grange Road], but, it doesn't matter. Once you get to [Grange Road] you're stuck!...You're going fast to a dead end." (Other organisation)

"The bus route ends up on Grange Road...these roads are not suitable for rapid, mass transit...the roads are too narrow." (Local Government)

"Grange Road is not suitable for buses. There are 1.. 2.. 3.. 4 colleges, 2 schools, the road is narrow. There is already a bus going down Grange Road, and when it turns into West Road, it blocks two lanes...Silver Street is very narrow, extremely narrow."
(Residents Association)

"Going on the minor roads like Grange Road, you've got a risk to the general public. Going through Newnham, you've got a risk to the families a young people." (Parish Council)

“We’re going to plough our buses right into the heart of the most delicate, sensitive, historic part of the town.” (Other organisation)

- 4.13.5 The majority of LLF members did not see the point in making a decision on Route C variations as they **did not see either of them as suitable**. One LLF member showed a preference for the Rugby Club Access Road when pressed.

“Both of these are just crazy suggestions! They are quiet, leafy residential streets...what notion you push...24 buses an hour, two-way traffic in Adams Road, is just a joke.” (Parish Council)

“I suppose, if you had to have one, you’d probably use the Rugby Club.” (Local Government)

4.14 Route Options: Themes Relating to all Routes

Environmental Impacts

- 4.14.1 A few LLF members, within one group, asked for a better **standard of buses** to be used, regardless of the route chosen.

“I can’t understand why they add the ‘standard of buses’ comment under Route C, surely we have the same buses on all of them?” (Other organisation)

Cycling and Walking provision

- 4.14.2 **Cycling and walking provision** was important to the majority of LLF members, within one group, with a focus on safety. Suggestions for how this could be improved/changed, were made, including the provision of a cycle super highway.

“[Cycling and Walking provision] are absolutely essential.” (Residents Association)

“You should have as many cycleways as possible.” (Other organisation)

“The whole way that cycling has been portrayed in this document is very misleading because it doesn’t consider that actually you could have a, you know, super cycle highway, coming south on Madingley Hill and going through the west Cambridge site.” (Other organisation)

Journey Times and Reliability

- 4.14.3 The proposed **journey times** were seen as irrelevant by the majority of LLF members, within one group, with the **reliability** of the service being a more important factor. However, a few LLF members felt that, within the consultation, no measure of reliability is outlined, meaning broadly stating that one route is more reliable than another, does not tell you anything.

“It’s really neither here nor there. The frequency of the service will make more difference than the journey time...for the difference of, you know, 2 ½ minutes, or whatever, 3 ½ minutes, people will not choose to ride the bus because of that.” (Other organisation)

“You have to quantify what reliability means, if you tell someone that its more reliable, does that mean its plus or minus 5 minutes, does it mean its plus or minus 10 minutes, plus or minus 20 minutes, you know...broadly stating it’s more reliable is not enough for people to make a decision.” (Other organisation)

Modal Shift

- 4.14.4 Many LLF members showed concern for the estimated **mode shift** calculations, with many doubting that so many people would shift journey mode, given that the proposed routes are problematic, and others suggesting that experience factors and availability of the service may not have been acknowledged. Additionally, one participant indicated that the estimations are too similar to make any meaningful distinctions.

“Give me a break, that is optimistic! Over the years, if you look back, how many people have actually gotten out of their cars and into the bus?” (Local Government)

“What’s the evidence for that? What will cause modal shift is not so much journey time, for example, but frequency and convenience. You know, the bus has got to go where you want to go.” (Parish Council)

“I think the accuracy of this is spurious and the margin for error has got to be more than 5 percentage points, so they all look the same to me really.” (Residents Association)

Construction

- 4.14.5 Within one group many LLF members disputed the **construction methods**, suggesting that they are unrealistic, and the **construction timescales**, suggesting that they are too extensive.

“We don’t think it takes as long as that to do what they’re proposing.” (Parish Council)

“The thing that I find incredible is that we’re talking about the possibility of diverting traffic, now, I don’t know where on earth they’re going to divert the traffic to...if you take all that traffic and stick it on the A428 round Histon, back, I shudder to think how long that’s gonna take. The alternative to that is that they go through the villages, which are just not made for it, I mean, there’s no way you could contemplate that.” (Local Government)

Land Take

- 4.14.6 Many LLF members argued that statements surrounding **land take** should be more concrete in distinguishing who the land needs to be taken from, and how much it would cost.

“You have to distinguish between land take where you’re invading a private residents garden...and land take which is Cambridge University...there needs to be more subtlety built into the process.” (Other organisation)

“There’s no allowance for Route C for a land take, which has been explained to us, that if they included land cost it would have skewed people against Route C as it would be way more expensive. And we have explained that that way they have skewed against Route A and Route B, but they don’t mind that.” (Parish Council)

“When you start to look at Routes A and B, I’m pretty sure that [land costs] would require acquiring land from gardens of homes which are presently there.” (Local Government)

Economic Impacts

- 4.14.7 Many LLF members disputed the **economic impact** statements within the consultation brochure, arguing that causality cannot be inferred and arguing that the economic impact of the chosen route would be unimportant to the people who use the service.

“If Cambourne has a good bus station and a frequent bus service, and its reliable, people won’t care what it runs on between there and Cambridge...they choose it because there’s a decent place to catch it...it’s an engineer’s obsession with the fact that people love infrastructure, they don’t, they love the service, and it’s wrong to try to claim that because you built some dedicated infrastructure it’s gonna make people want to use it.” (Other organisation)

“If you produce a service and you advertise it in an appropriate way...the public are not concerned about how the route goes, they are concerned about how it runs, so we can’t see that it can necessarily have an impact on housing and employment. Government consultants also point out that, generally speaking, in the way these things happen, the housing will be built first, the employment will follow, and the transport infrastructure will be added later and most studies can’t demonstrate causality...of a situation, in which, housing is stimulated simply because you provided a bus route.” (Parish Council)

4.15 Route Preferences

- 4.15.1 The majority of LLF members **preferred Route B** over Routes A and C, despite the use of gantries, because it was felt to offer more flexibility.

“If the choice was between off-road and an on-road option with gantries, I would opt for the on-road with gantries. If the only way I was going to get an on-road option was by agreeing to gantries, I would take the gantries. At the end of the day, they’re temporary structures, technology will move on. You know, another five years’ time, they won’t be necessary and they can come down. Whereas if we cut a great big swathe of concrete through the countryside, it’s there forever and the damage is done forever.” (Other organisation)

"My preference is for Route B, because I think having the tidal route, be it with or without gantries, I think future proofs it. It gives flexibility to allow the two-way flow. It might be that it never runs in, and never runs out, but at least you've got the option of running out, which you haven't got [in Route A]." (Other organisation)

4.15.2 One participant voiced a **preference for Route A**.

"I think that we probably would go for A, if it only went to High Cross, if the alternative was B with gantries." (Other organisation)

4.15.3 No LLF members had a preference for Route C.

4.16 Other Comments

Introduction

4.16.1 This section reports other comments made by LLF members, outside of the topic guide. These include, suggestions of alternative infrastructure and the accuracy of consultation material.

Alternative Infrastructure Suggestions

4.16.2 In all three of the LLF break-out groups there was some discussion surrounding the possibility of **other congestion alleviating infrastructure**, outside of the proposed bus route and Park & Ride, including:

- **Metro/underground** system;
- **Closing the North Exit from the M11;**
- **A shuttle bus;**
- **In-bound flow control;**
- **A bus station at Cambourne;** and
- **A Park & Ride/travel hub at Girton.**

"Let's say there was a tunnel system, and it was really frequent, then maybe it would actually create modal shift." (Other organisation)

"They're busy working up a Cambridge area metro scheme, correctly addressing the issue." (Parish Council)

"Has anybody ever thought about closing the North Exit, from the M11, taking away those traffic lights. Because that is where the congestion really starts." (Parish Council)

"Why can't we just go to the West Cambridge site and then have lots of little electric, you know, shuttle buses going?...sort of like a bus-uber system." (Residents Association)

Accuracy of the Consultation Material

- 4.16.3 A small number of LLF members noted that there are **discrepancies in how Route B is presented** within the consultation documents, with the original LLF proposal being miss-represented in all instances. One attendee suggested that this was at the cost of resources directed to Route C.

“The LLF proposal had it going through the West Cambridge site, and that’s not there, that link that’s going through, with a hub...it’s not on this [Route B] map.” (Other organisation)

“It was developed by the LLF, this route, and it was never the intention to just join general traffic and do nothing, but to sit down with officers and discuss, smart traffic measures, how you get through that bottle neck and at no point have those conversations taken place.” (Other organisation)

“The GCP hasn’t really engaged with the suggestions made around Route B, and that’s a frustration...I hope that this is looked at much more seriously.” (Residents Association)

5. CONCLUSIONS

5.1 Residents: Park & Ride Preferences

5.1.1 Most residents preferred the Scotland Farm Park & Ride site, over the Waterworks site, due to its distance from the city centre, smaller visual and ecological impact and accessibility to the west of Cambridge.

5.1.2 However, two residents preferred the Waterworks Park & Ride site, due to perceived congestion impacts at Scotland Farm and a belief that fares would be cheaper, due to reduced operating costs at The Waterworks.

5.1.3 Alternative Park & Ride sites were also suggested, with most residents advocating a new site in Cambourne and some suggesting that the existing Madingley Road Park & Ride site be retained.

5.1.4 Many residents stated that they would probably use the Scotland Farm Park & Ride, however, use depended on where a person lived and the journey time of the Park & Ride bus service. More specifically, those who lived closer to Cambridge City Centre reported that they would be unlikely to use it and those who lived further west would consider using it, despite reservations from a few participants who advocated for an alternative site in the Cambourne area.

5.1.5 A number of improvements were suggested by residents, including:

- The widening of Scotland Road;
- The provision of a night bus;
- An increase in parking provision; and
- Steps to negate light pollution.

5.2 Residents: Route Preferences

5.2.1 Residents were most likely to prefer Route C, compared to Routes A and B. The key reasons for this were the reliability of the service and the associated walking and cycling provisions.

5.2.2 Some residents did however express a preference for Route A or Route B. Where Route A was preferred this was typically due to the cost of the different options. Where Route B was preferred, this was typically due to the tidal operation, allowing the direction of flow to change with the traffic conditions. A few residents indicated that their preference was for none of the routes to be taken forward.

5.2.3 One improvement was suggested for Route C; to extend the route all the way to Cambourne.

5.2.4 With regards access to Grange Road, the Rugby Club Access Road tended to be the preferred option, over Adams Road, due to:

- The residential nature of Adams Road;

- The loss of parking on Adams Road, although a few attendees suggested that this should not be of significance;
- The existing congestion on Adams Road;
- The need for a one-way system on Adams Road; and
- The increased reliability associated the Rugby Club Access Road.

5.3 Residents: The importance of improvements for pedestrians and cyclists

5.3.1 There was a general view among residents that walking and cycling provisions were important, both in terms of the Park & Ride sites and route options. User safety from such provisions was of particular importance to residents.

5.4 LLF Members: Park & Ride Preferences

5.4.1 When pressed on their preference between the two proposed Park & Ride sites, most LLF members said they preferred the Scotland Farm site. None gave a preference for the Waterworks Park & Ride Site, however a few refused to give a preference.

5.4.2 Suggestions made by LLF members to improve the Scotland Farm Park & Ride site included:

- Improvements to the cycling infrastructure to encourage sustainability and increase site accessibility for cyclists;
- Road control on Scotland Road to reduce 'rat-running' in Dry Drayton;
- Congestion charging in central Cambridge to deter the use of the A428 by cars and encourage use of the Park & Ride instead; and
- The use of embankments to reduce light and noise pollution.

5.4.3 The following alternative Park & Ride sites were also suggested by LLF members:

- Girton Interchange;
- Cambourne; and
- To the south of the A428.

5.5 LLF Members: Route Preferences

5.5.1 All but one LLF member said, that if they had to choose one of the three options presented, they would choose Route B. Route B was considered more flexible than Route A, and less destructive and costly compared to Route C.

5.5.2 One LLF member preferred Route A.

5.6 LLF Members: The importance of improvements for pedestrians and cyclists

5.6.1 Cycling and walking provision was important to many LLF members, with safety and land take being key areas for discussion. The provision of a cycle super highway was suggested.

Appendix A – Focus Group Topic Guide

TOPIC GUIDE



CAMBOURNE TO CAMBRIDGE BETTER BUS JOURNEYS: QUALITATIVE RESEARCH

TOPIC GUIDE FOR FOCUS GROUPS

IDENTIFICATION TABLE

Client/Project owner	Cambridgeshire County Council
Project	Cambourne to Cambridge Better Bus Journeys: Qualitative Research
Title of Document	Topic Guide for Focus Groups
Type of Document	Topic Guide
Date	17/01/2018
Reference number	107005
Number of pages	16

TABLE OF CONTENTS

1.	INTRODUCTION [5 MINS]	2
1.1	MODERATOR INTRODUCTION	2
1.2	PARTICIPANT INTRODUCTIONS	2
2.	CURRENT AWARENESS OF THE CONSULTATION [5 MINS]	3
3.	PROVISION OF INFORMATION ABOUT THE CONSULTATION [5 MINS]	4
3.1	INTRODUCTION	4
3.2	BACKGROUND [SHOWCARD A]	4
3.3	PURPOSE AND OPTIONS [SHOWCARD B]	4
3.4	QUESTION	6
4.	PARK & RIDE OPTIONS [25 MINS]	7
5.	ROUTE OPTIONS [45 MINS]	9
6.	ROUND UP [5 MINS]	15

1. INTRODUCTION [5 MINS]

1.1 Moderator Introduction

1.1.1 Good afternoon/ evening, thank you for coming.

1.1.2 Introduce self, SYSTRA, and independent research on behalf of the Greater Cambridge Partnership.

- SYSTRA is a transport consultancy with a specialist Social and Market Research team. We undertake a lot of independent research, like this, to better understand residents' and transport users' views and experiences on different topics.
- The Greater Cambridge Partnership is made up of councils [City, County and District], business and the University of Cambridge. They work together to improve the quality of life for the people of Greater Cambridge through improvements in infrastructure, creating new jobs, new homes and additional apprenticeships. They are funded by central Government through a City Deal.
- A City Deal is an agreement between government and a city. It gives local areas specific powers and freedoms to help the region support economic growth, create jobs or invest in local projects.

1.1.3 Explain purpose of focus group:

- SYSTRA is conducting a series of focus groups in Cambridgeshire. The purpose of these groups is to understand residents' views on the proposed options for a new bus route between Cambridge and a new park and ride site to the east of Cambourne.

1.1.4 Explain rules:

- Up to 90 mins;
- No right or wrong answers;
- Voice recorder/ anonymity;
- Avoid temptation to talk over each other, want to hear everyone's views;
- Research conducted in accordance with the Market Research Society and Data Protection Act; and
- Phones off/ on silent.

1.2 Participant Introductions

1.2.1 Participants to introduce themselves:

- First name;
- Village/town/city you live;
- How often you travel along the route between Cambourne and Cambridge; and
- Mode of transport used most often along this route.



2. CURRENT AWARENESS OF THE CONSULTATION [5 MINS]

2.1.1 Before being asked to take part in this focus group, were you aware of the Cambourne to Cambridge Consultation that is currently taking place?

- What, if anything, have you seen/heard, where/from who?
- Have you received a consultation brochure through your door?
 - [If unsure, hold up a copy of the consultation brochure] Have you seen this before?
 - [If yes] Have you read it?
- Have you seen the consultation online?
- What information about the consultation, if any, can you remember?
- What did you think of the information received? Why?
- Did you understand the information you received?
- How could the information be improved?



3. PROVISION OF INFORMATION ABOUT THE CONSULTATION [5 MINS]

3.1 Introduction

3.1.1 Before we discuss in detail the proposed options for a new bus route between Cambridge and a new park and ride site to the east of Cambourne, I'd like to give you some background information on the consultation. The information we are using is taken from the Greater Cambridge Partnership's Consultation Brochure and related information.

[Hand out Showcard packs]

[Talk respondents through Showcard A, B and C]

3.2 Background [Showcard A]

The 'Cambourne to Cambridge: Better Bus Journeys' scheme aims to deliver fast and reliable bus services, with high-quality cycling and walking facilities, as well as a new Park & Ride site for those people travelling into Cambridge from towns and villages to the west of the city.

The A428 has been listed as a key growth route, with 8,800 new homes and 15,000 new jobs planned between Cambridge and St Neots by 2031.

Allowing for faster and more reliable bus journeys for people travelling between Cambourne and Cambridge and other key destinations, will help existing and new communities along the A428 and A1303 to grow sustainably, keeping people well connected to jobs and key services in the Greater Cambridge area.

[Moderator Note: 'other key destinations' = the towns and villages to the west of the city]

Aims of the scheme:

- To provide a public transport network which improves reliability, connectivity, frequency and quality, to support greater use of public transport, walking and cycling into and around the Greater Cambridge area;
- Help ensure sustainable development, particularly at key strategic economic sites and housing sites;
- Address air quality by providing attractive alternatives to driving;
- Improve access to opportunity, including employment, making it more accessible for everyone; and
- Support local businesses by addressing the transport issues which restrict growth.

3.3 Purpose and Options [Showcard B]

The Cambourne to Cambridge project is split into two phases.

Phase 1 looks at a proposed new bus route from a new Park & Ride site to the east of Cambourne, from the Madingley Mulch roundabout, to Cambridge. This has been identified as a key area of congestion. **Phase 2** would link this bus route further west, all the way to Cambourne. **Phase 1 and 2 together** would provide a complete end-to-end better bus journey scheme between Cambourne and Cambridge.

This consultation focuses only on phase one, the proposed options for a new bus route between Cambridge and a new park and ride site to the east of Cambourne. Phase 2 will be consulted on at a later date.

The Greater Cambridge Partnership are asking for people's preferred option for the proposed park and ride site and their preferred option for the new bus route. They also welcome any comments and feedback on the proposed scheme. Only one Park & Ride site and one route option will be taken forward for further investigation and development.

The options are listed on the right hand side and shown on a map on Showcard C. Please turn to Showcard C and I will talk you through the options.

Park & Ride site proposals

Scotland Farm, which is located at the junction of the A428 and Scotland Road, Dry Drayton. It is highlighted in pink/red to the left of the map.

The Waterworks, located at the junction of St Neots Road and the A1303 Madingley Road, near the 'Madingley Mulch' roundabout. It is highlighted in pink/red and nearer the centre of the map.

Bus route proposals

Route A (previously known as option 1) – The dark green route. An on-road option which includes the introduction of a bus lane on Madingley Road between the Madingley Mulch roundabout and Lady Margaret Road.

[Moderator Note: the new bus lane on Madingley Road will be inbound, into Cambridge]

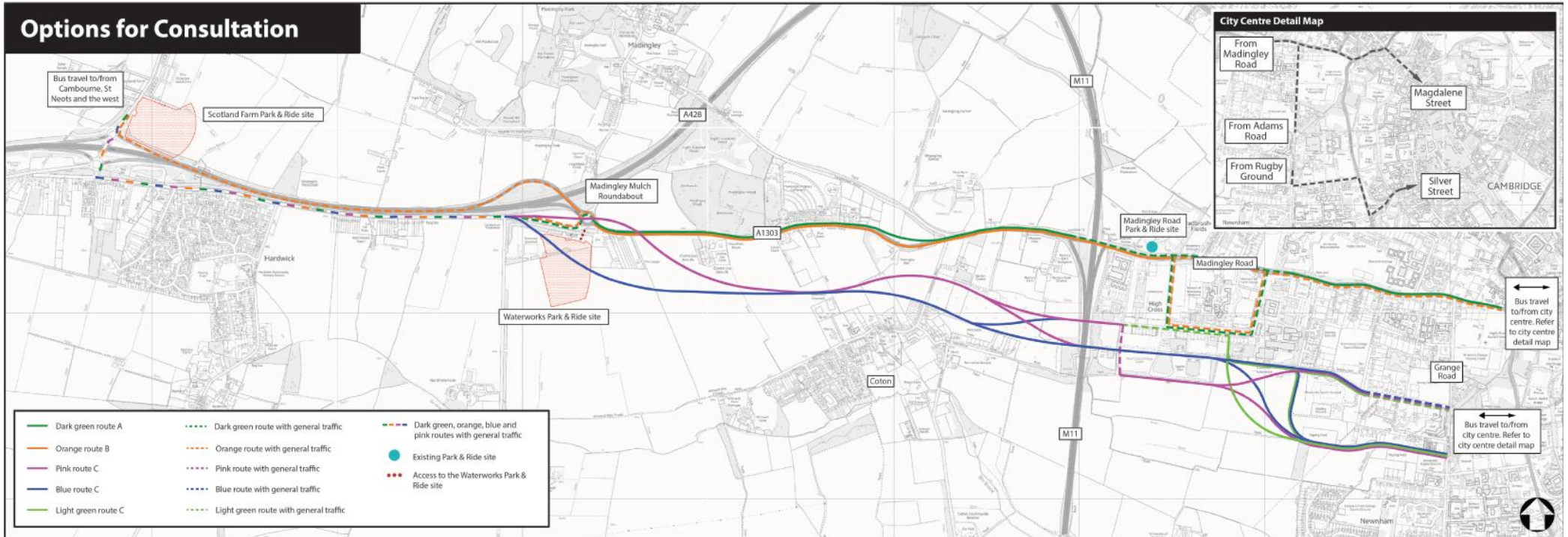
Route B (previously known as option 6) – The orange route. An on-road tidal bus lane on Madingley Road running between the Madingley Mulch roundabout and the new entrance to Eddington (High Cross).

[Moderator Note: a 'tidal' bus lane is a single bus-only lane that operates inbound in the morning peak and outbound in the afternoon peak]

Route C (previously known as option 3/3a) – The pinky purple, blue and light green lines. An off-road busway running between the Madingley Mulch roundabout and Grange Road, Cambridge.



[Showcard C]



3.4 Question

3.4.1 What are your immediate thoughts on this?

[Move on after initial reactions, advise that the different options will be discussed in more detail in the next sections]

4. PARK & RIDE OPTIONS [25 MINS]

4.1.1 Let's take a closer look at the park and ride sites. I'm going to show you some of the consultation materials and ask your views on these.

[Talk respondents through Showcard D and E]

[Showcard D]

We are seeking your views and feedback on the location of two Park & Ride sites.

The GCP believe these two potential sites offer the best balance between transport and environmental considerations along the A428/A1303. These sites are:

1 Scotland Farm, located at the junction of the A428 and Scotland Road, Dry Drayton

Photo montage of how a site at Scotland Farm would look from direction of footbridge.



2 The Waterworks, located at the junction of St Neots Road and A1303 Madingley Road, near the roundabout

Photo montage of how a site would look from direction of Coton.




Both sites would offer 2,000 car park spaces and construction costs are anticipated to be similar. Both sites are compatible with any of the proposed routes. Suggested access to the sites can be seen on pages 12 and 13.

4.1.2 What are your immediate thoughts about these sites?

[Showcard E]

SCOTLAND FARM PARK AND RIDE OPTION	THE WATERWORKS PARK AND RIDE OPTION
<ul style="list-style-type: none">• Less potential visual impact on the wider countryside when compared to the Waterworks site• Connects to all routes• Currently no existing visible structures on the proposed site• Adjacent to a small number of existing houses north of the site on Scotland Road• Higher bus operating costs than Waterworks as it is further away from the city e.g. higher fuel costs• Less attractive for Park & Cycle as 1.7 miles further from Cambridge• Located within the greenbelt• Construction works to provide access to the site will affect rural road (Scotland Road)• Predicted usage lower than Waterworks at 67.5% by 2031 (1350 vehicles)	<ul style="list-style-type: none">• More potential visual impact on the wider countryside when compared to Scotland Farm• Connects to all routes• Existing visible structures on the proposed site e.g. radio mast• No immediately adjacent housing although near to a small number of existing houses• Lower bus operating costs than Scotland Farm as it is closer to the city e.g. lower fuel costs• More attractive for Park & Cycle as 1.7 miles closer to Cambridge• Located within the green belt• Construction works to provide access to the site will affect Madingley Mulch roundabout and the main road (A1303)• Predicted higher usage than Scotland Farm at 100% by 2031 (2000 vehicles)

Further information about Park & Ride sites is available online at www.greatercambridge.org.uk/CC2C and at events.



Would the P&R site charge for parking?

Park & Ride sites are operated by Cambridgeshire County Council. The Council has recently proposed removing the £1 parking charge from 2018 onwards, a move supported and partly funded by the GCP Executive Board.

4.1.3 Looking at the differences between the two sites, what are your thoughts and why?

[Talk respondents through the key differences listed below]

- Difference in visual impacts;
- Existing visible structures;
- Adjacent housing;
- Bus operating costs;
- Appeal of park and cycle;
- Roads affected by construction works; and
- Predicted usage.

4.1.4 Which of the differences we have discussed:

- are most important to you? Why?
- are least important to you? Why?

4.1.5 Could either site be improved in any way, and if so how?

- Scotland Farm site
- The Waterworks site

4.1.6 Which of the two Park & Ride sites do you prefer and why?

4.1.7 How likely/unlikely are you to use the proposed new Park & Ride sites and why?

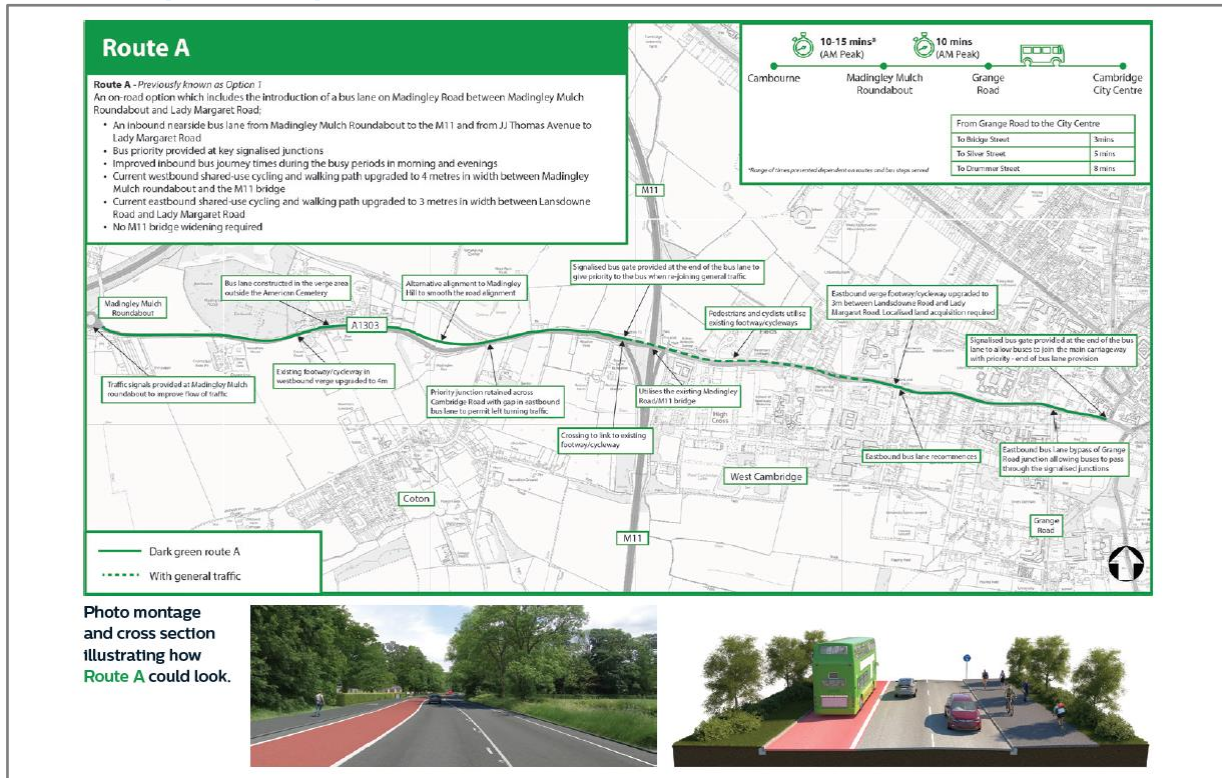


5. ROUTE OPTIONS [45 MINS]

5.1.1 Let's take a closer look at the route options. I'm going to show you some of the consultation materials and ask your views on these. Just to remind you, all of the routes are the same up until the Madingley Mulch roundabout area; it's the variations from this point towards Cambridge that we'll look at next.

[Talk respondents through Showcard F]

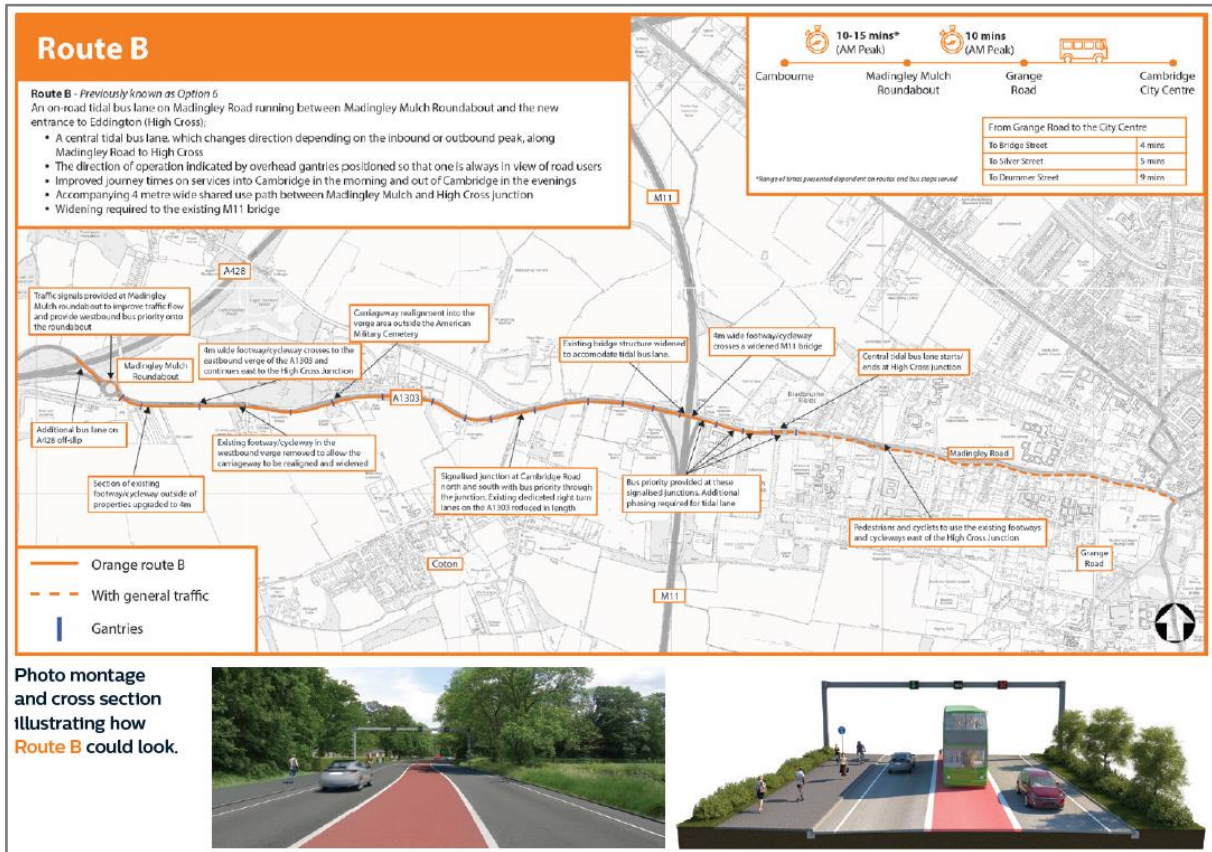
[Showcard F]



- 5.1.2 What do you think of the proposed route, and why?
- 5.1.3 What do you think of the potential 'look' of this route on the photos, and why?
- 5.1.4 What do you think about the proposed journey times, and why?
- 5.1.5 Could this route be improved in any way, and if so how?

[Talk respondents through Showcard G]

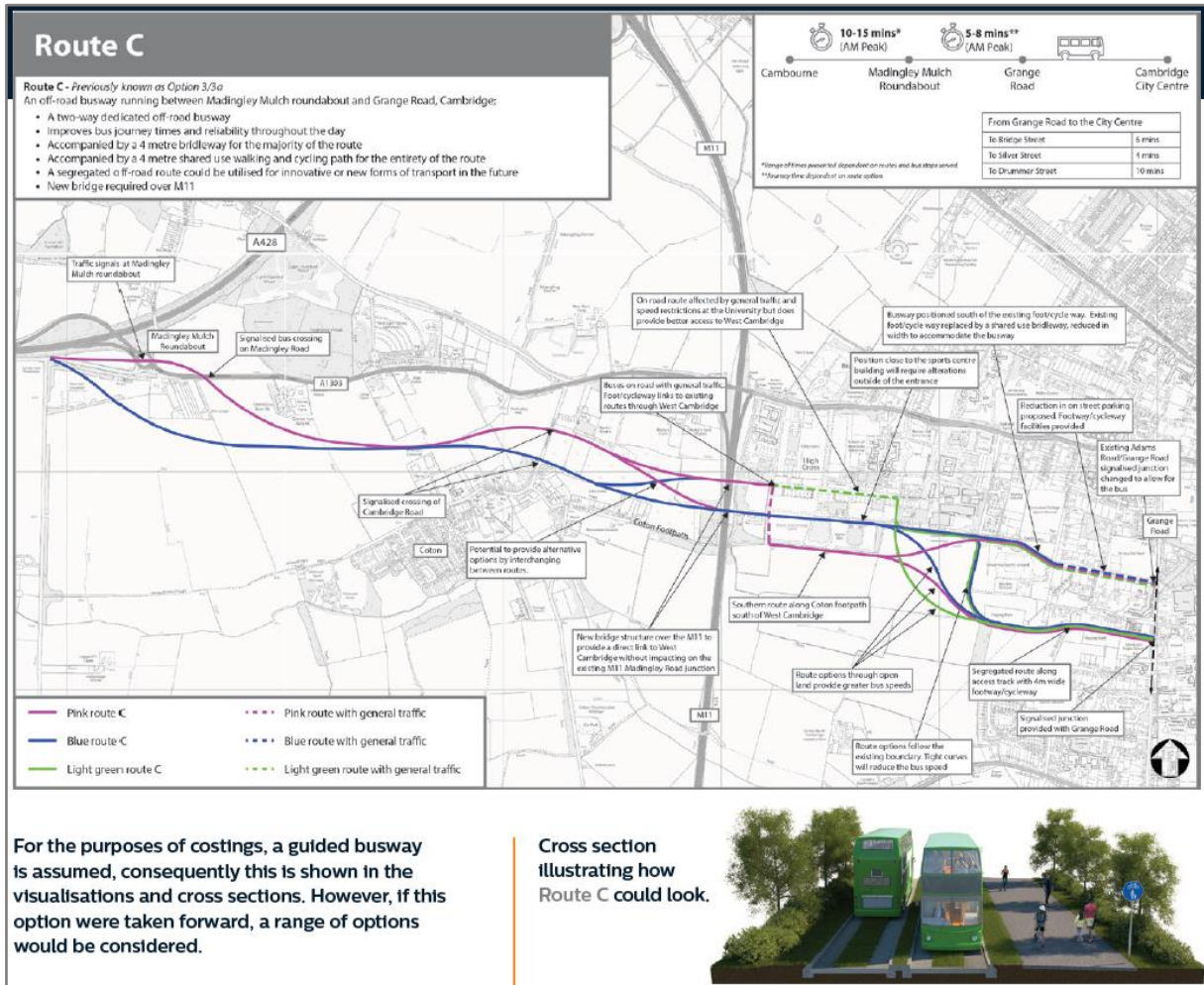
[Showcard G]



- 5.1.6 What do you think of the proposed route, and why?
- 5.1.7 What do you think of the potential 'look' of this route on the photos, and why?
- 5.1.8 What do you think about the proposed journey times, and why?
- 5.1.9 Could this route be improved in any way, and if so how?

[Talk respondents through Showcard H and I]

[Showcard H]



- 5.1.10 What do you think of the proposed route, and why?
- 5.1.11 What do you think of the potential 'look' of this route on the photos, and why?
- 5.1.12 What do you think about the proposed journey times, and why?
- 5.1.13 Could this route be improved in any way, and if so how?



ROUTE C AND VARIATIONS

Access to Cambridge via Grange Road

As part of the scheme assessment to date, four potential routes were identified to link Route C (previously known as Option 3/3a) with Grange Road, and on to the city centre. Of these four options, two routes have since been ruled out. Two feasible options remain: Adams Road and the Rugby Club Access Road (also known locally as the Old Rifle Range Track).

Adams Road



Before



After

Rugby Club Access Road



Before



After

Adams Road	Rugby Club Access Road
Loss of on-road car parking	No loss of on-road car parking
Less bus journey time reliability as on public highway mixing with traffic	Greatest bus journey time reliability as route separate to public highway
Some potential cycle and pedestrian improvements, depending on level of bus priority along the existing road	Off-road foot and cycleway, through agricultural land/Old Rifle Range track
No land take needed	Some land take needed
One-way system may be needed	No one-way system needed

5.1.14 Looking at the differences between the two options for linking with Grange Road, what are your thoughts and why?

[Talk respondents through the key differences listed below]

- On-road parking;
- Journey time reliability;
- Cycle and pedestrian improvements;
- Land take; and
- One-way system.

5.1.15 Which of the differences we have discussed:

- are most important to you? Why?
- are least important to you? Why?

5.1.16 Could either option be improved in any way, and if so how?



[Talk respondents through Showcard J and K]

[Showcard J]

	ROUTE A	ROUTE B	ROUTE C
JOURNEY TIMES	Cambourne to Madingley Mulch: 10-15 mins Madingley Mulch to Grange Rd: 10 mins Stopping: 2 mins Grange Rd to city centre stops: 3-8 mins Total: 25-35 mins	Cambourne to Madingley Mulch: 10-15 mins Madingley Mulch to Grange Rd: 10 mins Stopping: 2 mins Grange Rd to city centre stops: 4-9 mins Total: 26-36 mins	Cambourne to Madingley Mulch: 10-15 mins Madingley Mulch to Grange Rd: 5-8 mins Stopping: 30 secs Grange Rd to city centre stops: 6-10 mins Total: 21.5-33.5 mins
RELIABILITY AND RESILIENCE	Routes A and B are less reliable than Route C in the peak periods. These routes have a lower level of reliability because the route interacts with general traffic on the A1303. This route is affected by the signals at Junction 13 of the M11 and could be affected by congestion and accidents.		Route C offers the highest levels of reliability at all times, both during peak and off-peak periods, as it is mostly segregated from general traffic and is less likely to be affected by delays caused by road accidents and congestion. Route C has a higher reliability as a bus-only route means buses will be most likely to arrive consistently to timetable.
CURRENT ESTIMATED COST OF PHASE 1*	£12.4m	£17.7m	£41.5-58.2m**
IMPACT OF BUS ROUTES ON GENERAL TRAFFIC	Infrastructure is a bus lane and standard bus transport that interacts with traffic and can be affected by congestion.	Infrastructure is a central tidal lane on Madingley Road, which would provide for faster movement of buses into and out of Cambridge during peak periods. At other times, buses would travel in general traffic.	Provides a traffic-free route with minimal interaction with existing traffic.
PROJECTED MODE SHIFT	18% of people currently using private transport projected to shift to bus and Park & Ride. Less than Routes B and C	19% of people currently using private transport projected to shift to bus and Park & Ride. More than Route A, less than Route C	22% of people currently using private transport projected to shift to bus and Park & Ride. More than Routes A and B
LAND USE AND PROPERTIES	Land take on Madingley Road, including trees and verges.	Land take on Madingley Road, including trees and verges. Land take slightly wider than Route A.	Land take of existing green belt land including parts of Madingley Hill, Cotton Orchard and the West Fields by the West Cambridge site.
CYCLING AND WALKING PROVISION	A 4 metre shared use path (between cyclists and pedestrians) between Madingley Mulch and M11. Existing provision between M11 and JJ Thompson Avenue (2-3m). 3m shared use between JJ Thompson Avenue and Lady Margaret Road.	A 4 metre shared use path (between cyclists and pedestrians) between Madingley Mulch and M11. Existing provision (2-3m) to Lady Margaret Road.	A 4m shared use path (between cyclists and pedestrians) off-road path for the whole route between Madingley Mulch and Grange Road, assuming it is a track and kerb busway.

[Showcard K]

	ROUTE A	ROUTE B	ROUTE C
ECONOMIC IMPACT	Will stimulate housing and employment growth the least, as it may be seen as standard bus transport which interacts with traffic and could be slow and unreliable at busy times.	Will stimulate housing and employment growth, as it provides a dedicated tidal lane in and out of Cambridge city centre at busy times, and serves many local housing developments and employment areas.	Will stimulate housing and employment growth the most, as it provides a fast and reliable transport link unhindered by traffic at all times and serves many local housing developments and areas of employment.
CONSTRUCTABILITY	On-road construction is likely to take over 2 years with disruption along Madingley Hill/ Madingley Road for the duration. Diversion options for traffic using Madingley Road are limited. No bridge widening would be needed.	On-road construction is likely to take over 2 years with disruption along Madingley Hill/ Madingley Road for the duration. Diversion options for traffic using Madingley Road are limited. Bridge widening would be needed with significant impact on M11 traffic.	Off-road construction is likely to take over two years with disruption at junctions with roads. Disruption to current highway network would be minimal due to the off-road route. A new bridge would be needed with significant impact on M11 traffic. Less impact than widening existing bridge.
NOISE AND AIR QUALITY	Low impacts on noise and air quality on the existing route. Standard of buses to be high quality to achieve a high standard of air quality and lower noise emissions.		Low noise and air quality impacts on the new route. Standard of buses can be of the highest quality to achieve the best standard of air quality and lowest noise emissions due to ability to specify bus standards on forms of off-road infrastructure.
VISUAL IMPACT	Some visual impact along the route with little opportunity to mitigate impact. Visual impact significant at points including Madingley Wood and the Cambridge American Cemetery & Memorial Grade I Registered Park and Garden.	Some visual impact caused by the gantries proposed on Madingley Road and Madingley Wood and the Cambridge American Cemetery & Memorial Grade I Registered Park and Garden. Opportunities to mitigate impact on the potential landscape and visual effects are limited.	Most visual impact as construction of the scheme would be on land currently used as farmland. Also most opportunity to avoid, reduce and mitigate visual impact as the area is less physically constrained compared to other options.
ECOLOGY	Construction of both options would have minimal impact on biodiversity as routes are on or by roads.		Off-road option would have more impact on biodiversity. Opportunity for a 'green lane' design treatment along the route for habitat creation. Other enhancements include the planting of native hedges and trees.

*Costs exclude land costs. All schemes can be funded through ring-fenced funding for transport.

**Depending on the route chosen.



5.1.17 Do any of the routes stand out as particularly good or bad to you, in terms of the following factors, and why?

[Talk respondents through the key differences between routes, relating to each of the following factors]

- Journey times;
- Reliability and resilience;
- Current estimated cost of phase 1;
- Impact of bus routes on general traffic;
- Projected mode shift;
- Land use and properties;
- Cycling and walking provision;

- How important or unimportant are improvements for pedestrians, cyclists and equestrians as part of this project, and why?

- Economic impact;
- Constructability;
- Noise and air quality;
- Visual impact; and
- Ecology.

5.1.18 Which of the differences we have discussed:

- are most important to you? Why?
- are least important to you? Why?

5.1.19 Overall, which of the three route options do you prefer and why?



6. ROUND UP [5 MINS]

6.1.1 Is there anything else anyone would like to add before we finish, about either of the proposed park and ride sites or any of the route options?

6.1.2 What will happen next:

Your views will be reported anonymously (no individual will be identified) along with the other focus groups being carried out on the Cambourne to Cambridge Consultation. A report will then be provided to the Greater Cambridge Partnership. The report will be published and information from it will be used in a report to the Executive Board who will make a decision on the Park & Ride site and bus routes in summer 2018.

6.1.3 Responding to the consultation:

If you would like to, you can still respond to the consultation which is open until 29th January 2018. All details are available at the following website:

<https://www.greatercambridge.org.uk/transport/transport-projects/cambourne-to-cambridge/cambourne-to-cambridge-consultation-2017/18/>

[Thank people for taking part and ask them to sign for their incentive].



APPROVAL

Version	Name		Position	Date	Modifications
1	Author	Liz Boast	Associate	13/12/2017	
	Checked by	Carry Stephenson	Director	14/12/2017	
	Approved by	Liz Boast	Associate	20/12/2017	
2	Author	Liz Boast	Associate	11/01/2018	Updated in line with client and tCI comments
	Checked by	Carry Stephenson	Director	11/01/2018	
	Approved by	Liz Boast	Associate	11/01/2018	
3	Author	Evelyn Robertson	Moderator	17/01/2018	Updated after first two focus groups
	Checked by	Liz Boast	Associate	17/01/2018	
	Approved by	Liz Boast	Associate	17/01/2018	



Appendix B – Workshop Topic Guide

CAMBOURNE TO CAMBRIDGE BETTER BUS JOURNEYS: QUALITATIVE RESEARCH

SESSION & TOPIC GUIDE FOR LLF WORKSHOP

IDENTIFICATION TABLE

Client/Project owner	Cambridgeshire County Council
Project	Cambourne to Cambridge Better Bus Journeys: Qualitative Research
Title of Document	Session & Topic Guide for LLF Workshop
Type of Document	Guide
Date	19/01/2018
Reference number	107005
Number of pages	14

TABLE OF CONTENTS

1.	GCP WELCOME [2 MINS]	2
2.	SYSTRA WELCOME [10 MINS]	2
3.	BREAK OUT GROUP INTRODUCTIONS [5 MINS]	3
4.	PROVISION OF INFORMATION ABOUT THE CONSULTATION [10 MINS]	3
4.1	INTRODUCTION	3
4.2	BACKGROUND [SHOWCARD A]	3
4.3	PURPOSE AND OPTIONS [SHOWCARD B]	4
4.4	QUESTION	5
5.	PARK & RIDE OPTIONS [30 MINS]	6
6.	ROUTE OPTIONS [60 MINS]	8
7.	ROUND UP [5 MINS]	13

1. GCP WELCOME [2 MINS]

1.1.1 GCP representative to welcome everyone to the Workshop and hand over to SYSTRA.

2. SYSTRA WELCOME [10 MINS]

2.1.1 Good evening, thank you for coming.

2.1.2 Introduce SYSTRA staff and the company.

2.1.3 Introduce purpose of the workshop:

- Independent research on behalf of the Greater Cambridge Partnership;
- Conducting a series of focus groups with Cambridgeshire residents, as well as this workshop;
- The purpose of the focus groups is to understand residents' views on the proposed options for a new bus route between Cambridge and a new park and ride site to the east of Cambourne;
- Being conducted in parallel to the public consultation to provide deeper insight into people's views;
- The Workshop is an extension of this, giving LLF members an opportunity to feed into this qualitative research strand and provide the views of those you represent;
- We understand you may be very familiar with the information and materials we will be using, which are meant as a stimulus and reference point for discussion;
- Your views will be reported anonymously (no individual will be identified) along with findings from the residents' focus groups. A report will then be provided to the Greater Cambridge Partnership. The report will be published and information from it will be used in a report to the Executive Board who will make a decision on the Park & Ride site and bus routes in summer 2018.

2.1.4 Introduce structure of the workshop:

- Break out into three smaller groups;
- Name badges indicate your group (cyan, yellow or magenta);
- Moderator will take you through sections of the consultation material and ask your views on the different park and ride and route options;
- Aiming to finish at 8pm, as soon as the break out discussions are complete;
- A technical expert will be available for 15 minutes or so back in this room after the groups finish, in case you have any technical questions about the park and ride sites or route options.

2.1.5 Explain rules for the break out groups:

- Up to 90 mins;
- No right or wrong answers;
- Voice recorder/ anonymity;
- Avoid temptation to talk over each other, want to hear everyone's views;
- Research conducted in accordance with the Market Research Society and Data Protection Act;
- Phones off/ on silent.

[Break out into three groups]

3. BREAK OUT GROUP INTRODUCTIONS [5 MINS]

3.1.1 Participants to introduce themselves:

- First name;
- Name of organisation and, if applicable, ward area.

4. PROVISION OF INFORMATION ABOUT THE CONSULTATION [10 MINS]

4.1 Introduction

4.1.1 Before we discuss in detail the proposed options for a new bus route between Cambridge and a new park and ride site to the east of Cambourne, I'd like to give you some background information on the consultation. The information we are using is taken from the Greater Cambridge Partnership's Consultation Brochure and related information. As mentioned during the welcome note, you may be very familiar with this already, however please bear with me, and when discussing the options please remember that we are seeking the views of those you represent.

[Hand out Showcard packs]

[Talk respondents through Showcard A, B and C]

4.2 Background [Showcard A]

The 'Cambourne to Cambridge: Better Bus Journeys' scheme aims to deliver fast and reliable bus services, with high-quality cycling and walking facilities, as well as a new Park & Ride site for those people travelling into Cambridge from towns and villages to the west of the city.

The A428 has been listed as a key growth route, with 8,800 new homes and 15,000 new jobs planned between Cambridge and St Neots by 2031.

Allowing for faster and more reliable bus journeys for people travelling between Cambourne and Cambridge and other key destinations, will help existing and new communities along the A428 and A1303 to grow sustainably, keeping people well connected to jobs and key services in the Greater Cambridge area.

[Moderator Note: 'other key destinations' = the towns and villages to the west of the city]

Aims of the scheme:

- To provide a public transport network which improves reliability, connectivity, frequency and quality, to support greater use of public transport, walking and cycling into and around the Greater Cambridge area;
- Help ensure sustainable development, particularly at key strategic economic sites and housing sites;
- Address air quality by providing attractive alternatives to driving;
- Improve access to opportunity, including employment, making it more accessible for everyone; and
- Support local businesses by addressing the transport issues which restrict growth.

4.3 Purpose and Options [\[Showcard B\]](#)

The Cambourne to Cambridge project is split into two phases.

Phase 1 looks at a proposed new bus route from a new Park & Ride site to the east of Cambourne, from the Madingley Mulch roundabout, to Cambridge. This has been identified as a key area of congestion. **Phase 2** would link this bus route further west, all the way to Cambourne. **Phase 1 and 2 together** would provide a complete end-to-end better bus journey scheme between Cambourne and Cambridge.

This consultation focuses only on phase one, the proposed options for a new bus route between Cambridge and a new park and ride site to the east of Cambourne. Phase 2 will be consulted on at a later date.

The Greater Cambridge Partnership are asking for people's preferred option for the proposed park and ride site and their preferred option for the new bus route. They also welcome any comments and feedback on the proposed scheme. Only one Park & Ride site and one route option will be taken forward for further investigation and development.

The options are listed on the right hand side and shown on a map on Showcard C. Please turn to Showcard C and I will talk you through the options.

Park & Ride site proposals

Scotland Farm, which is located at the junction of the A428 and Scotland Road, Dry Drayton. It is highlighted in pink/red to the left of the map.

The Waterworks, located at the junction of St Neots Road and the A1303 Madingley Road, near the 'Madingley Mulch' roundabout. It is highlighted in pink/red and nearer the centre of the map.

Bus route proposals

Route A (previously known as option 1) – The dark green route. An on-road option which includes the introduction of a bus lane on Madingley Road between the Madingley Mulch roundabout and Lady Margaret Road.

[Moderator Note: the new bus lane on Madingley Road will be inbound, into Cambridge]

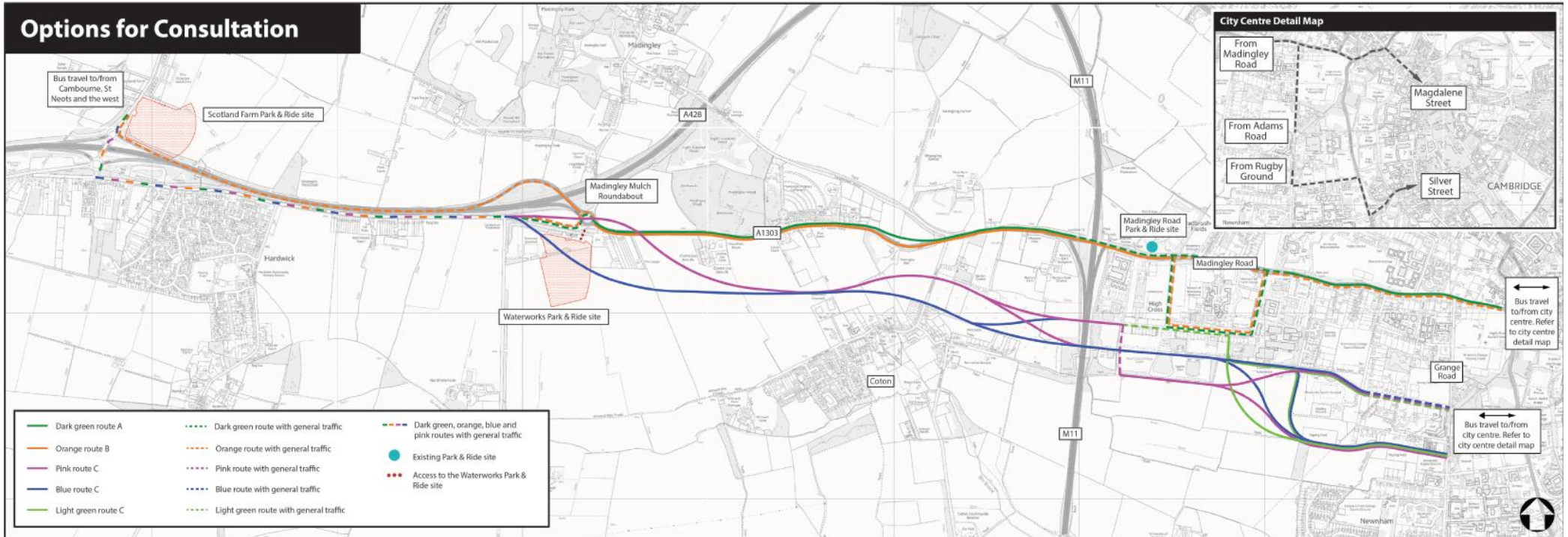
Route B (previously known as option 6) – The orange route. An on-road tidal bus lane on Madingley Road running between the Madingley Mulch roundabout and the new entrance to Eddington (High Cross).

[Moderator Note: a 'tidal' bus lane is a single bus-only lane that operates inbound in the morning peak and outbound in the afternoon peak]

Route C (previously known as option 3/3a) – The pinky purple, blue and light green lines. An off-road busway running between the Madingley Mulch roundabout and Grange Road, Cambridge.



[Showcard C]



4.4 Question

4.4.1 What are your immediate, quick fire thoughts on this? We will discuss each option in more detail in a few moments.

[Move on after initial reactions]

5. PARK & RIDE OPTIONS [30 MINS]

5.1.1 Let's take a closer look at the park and ride sites. I'm going to show you some of the consultation materials and ask your views on these.

[Talk respondents through Showcard D and E]

[Showcard D]

We are seeking your views and feedback on the location of two Park & Ride sites.

The GCP believe these two potential sites offer the best balance between transport and environmental considerations along the A428/A1303. These sites are:

1 Scotland Farm, located at the junction of the A428 and Scotland Road, Dry Drayton

Photo montage of how a site at Scotland Farm would look from direction of footbridge.



2 The Waterworks, located at the junction of St Neots Road and A1303 Madingley Road, near the roundabout

Photo montage of how a site would look from direction of Coton.




Both sites would offer 2,000 car park spaces and construction costs are anticipated to be similar. Both sites are compatible with any of the proposed routes. Suggested access to the sites can be seen on pages 12 and 13.

5.1.2 What are your thoughts about these sites?

[Showcard E]


SCOTLAND FARM PARK AND RIDE OPTION	THE WATERWORKS PARK AND RIDE OPTION
<ul style="list-style-type: none">• Less potential visual impact on the wider countryside when compared to the Waterworks site• Connects to all routes• Currently no existing visible structures on the proposed site• Adjacent to a small number of existing houses north of the site on Scotland Road• Higher bus operating costs than Waterworks as it is further away from the city e.g. higher fuel costs• Less attractive for Park & Cycle as 1.7 miles further from Cambridge• Located within the greenbelt• Construction works to provide access to the site will affect rural road (Scotland Road)• Predicted usage lower than Waterworks at 67.5% by 2031 (1350 vehicles)	<ul style="list-style-type: none">• More potential visual impact on the wider countryside when compared to Scotland Farm• Connects to all routes• Existing visible structures on the proposed site e.g. radio mast• No immediately adjacent housing although near to a small number of existing houses• Lower bus operating costs than Scotland Farm as it is closer to the city e.g. lower fuel costs• More attractive for Park & Cycle as 1.7 miles closer to Cambridge• Located within the green belt• Construction works to provide access to the site will affect Madingley Mulch roundabout and the main road (A1303)• Predicted higher usage than Scotland Farm at 100% by 2031 (2000 vehicles)

Further information about Park & Ride sites is available online at www.greatercambridge.org.uk/CC2C and at events.



Would the P&R site charge for parking?

Park & Ride sites are operated by Cambridgeshire County Council. The Council has recently proposed removing the £1 parking charge from 2018 onwards, a move supported and partly funded by the GCP Executive Board.



5.1.3 Looking at the differences between the two sites, what are your thoughts and why?

[Talk respondents through the key differences listed below]

- Difference in visual impacts;
- Existing visible structures;
- Adjacent housing;
- Bus operating costs;
- Appeal of park and cycle;
- Roads affected by construction works; and
- Predicted usage.

5.1.4 Which of the differences we have discussed:

- are most important to those you represent? Why?
- are least important to those you represent? Why?

5.1.5 Could either site be improved in any way, and if so how?

- Scotland Farm site
- The Waterworks site

5.1.6 Which of the two Park & Ride sites do you think would be preferred and why?

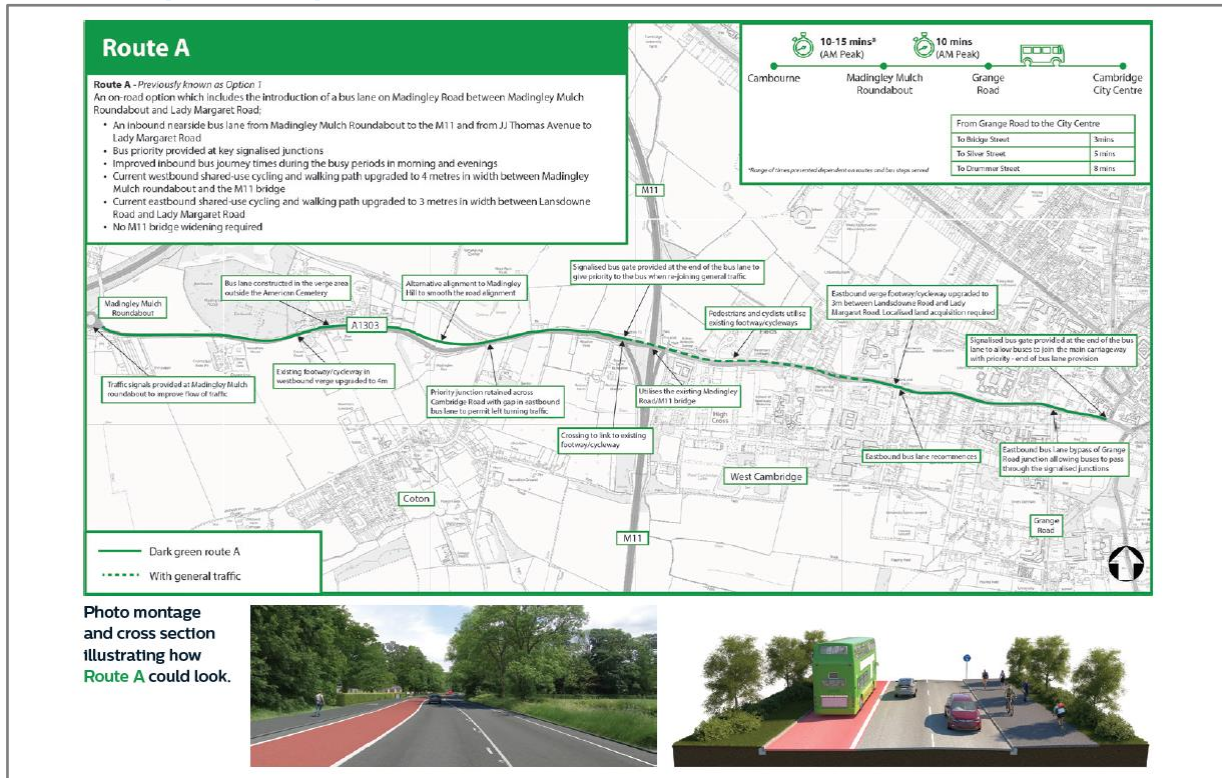


6. ROUTE OPTIONS [60 MINS]

6.1.1 Let's take a closer look at the route options. I'm going to show you some of the consultation materials and ask your views on these. Just to remind you, all of the routes are the same up until the Madingley Mulch roundabout area; it's the variations from this point towards Cambridge that we'll look at next.

[Talk respondents through Showcard F]

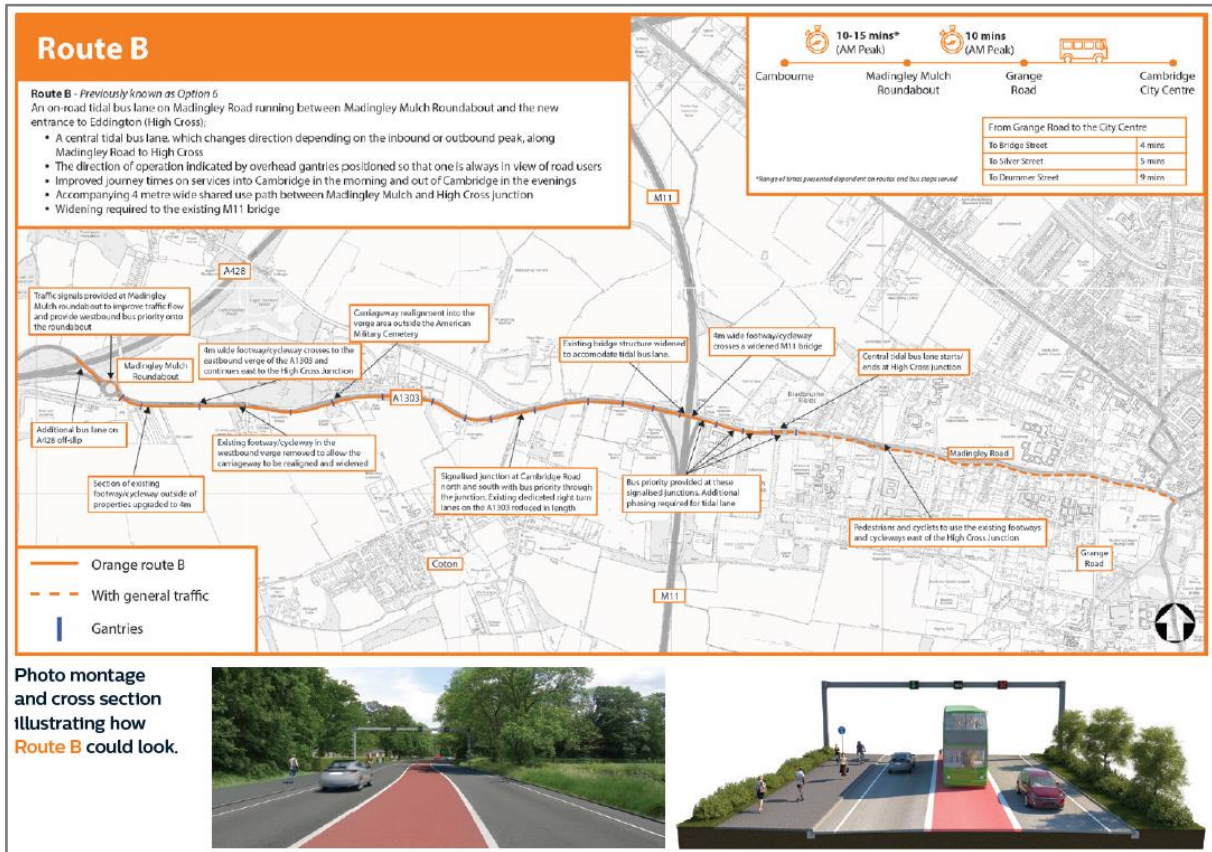
[Showcard F]



- 6.1.2 What do you think of the proposed route, and why?
- 6.1.3 What do you think of the potential 'look' of this route on the photos, and why?
- 6.1.4 What do you think about the proposed journey times, and why?
- 6.1.5 Could this route be improved in any way, and if so how?

[Talk respondents through Showcard G]

[Showcard G]

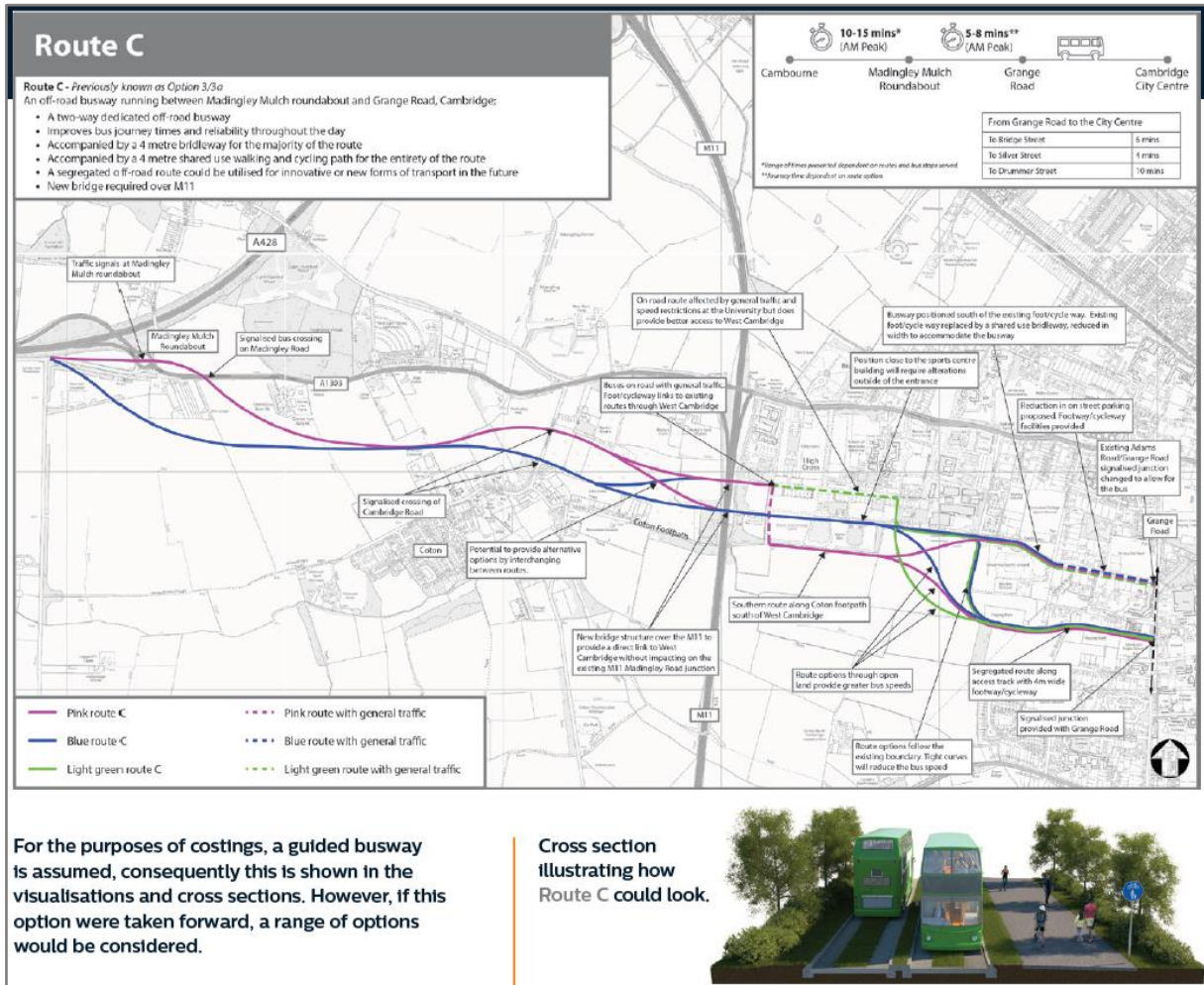


- 6.1.6 What do you think of the proposed route, and why?
- 6.1.7 What do you think of the potential 'look' of this route on the photos, and why?
- 6.1.8 What do you think about the proposed journey times, and why?
- 6.1.9 Could this route be improved in any way, and if so how?



[Talk respondents through Showcard H and I]

[Showcard H]



- 6.1.10 What do you think of the proposed route, and why?
- 6.1.11 What do you think of the potential 'look' of this route on the photos, and why?
- 6.1.12 What do you think about the proposed journey times, and why?
- 6.1.13 Could this route be improved in any way, and if so how?



ROUTE C AND VARIATIONS

Access to Cambridge via Grange Road

As part of the scheme assessment to date, four potential routes were identified to link Route C (previously known as Option 3/3a) with Grange Road, and on to the city centre. Of these four options, two routes have since been ruled out. Two feasible options remain: Adams Road and the Rugby Club Access Road (also known locally as the Old Rifle Range Track).

Adams Road



Before



After

Rugby Club Access Road



Before



After

Adams Road	Rugby Club Access Road
Loss of on-road car parking	No loss of on-road car parking
Less bus journey time reliability as on public highway mixing with traffic	Greatest bus journey time reliability as route separate to public highway
Some potential cycle and pedestrian improvements, depending on level of bus priority along the existing road	Off-road foot and cycleway, through agricultural land/Old Rifle Range track
No land take needed	Some land take needed
One-way system may be needed	No one-way system needed

6.1.14 Looking at the differences between the two options for linking with Grange Road, what are your thoughts and why?

[Talk respondents through the key differences listed below]

- On-road parking;
- Journey time reliability;
- Cycle and pedestrian improvements;
- Land take; and
- One-way system.

6.1.15 Which of the differences we have discussed:

- are most important to those you represent? Why?
- are least important to those you represent? Why?

6.1.16 Could either option be improved in any way, and if so how?

[Talk respondents through Showcard J and K]

[Showcard J]

	ROUTE A	ROUTE B	ROUTE C
JOURNEY TIMES	Cambourne to Madingley Mulch: 10-15 mins Madingley Mulch to Grange Rd: 10 mins Stopping: 2 mins Grange Rd to city centre stops: 3-8 mins Total: 25-35 mins	Cambourne to Madingley Mulch: 10-15 mins Madingley Mulch to Grange Rd: 10 mins Stopping: 2 mins Grange Rd to city centre stops: 4-9 mins Total: 26-36 mins	Cambourne to Madingley Mulch: 10-15 mins Madingley Mulch to Grange Rd: 5-8 mins Stopping: 30 secs Grange Rd to city centre stops: 6-10 mins Total: 21.5-33.5 mins
RELIABILITY AND RESILIENCE	Routes A and B are less reliable than Route C in the peak periods. These routes have a lower level of reliability because the route interacts with general traffic on the A1303. This route is affected by the signals at Junction 13 of the M11 and could be affected by congestion and accidents.		Route C offers the highest levels of reliability at all times, both during peak and off-peak periods, as it is mostly segregated from general traffic and is less likely to be affected by delays caused by road accidents and congestion. Route C has a higher reliability as a bus-only route means buses will be most likely to arrive consistently to timetable.
CURRENT ESTIMATED COST OF PHASE 1*	£12.4m	£17.7m	£41.5-58.2m**
IMPACT OF BUS ROUTES ON GENERAL TRAFFIC	Infrastructure is a bus lane and standard bus transport that interacts with traffic and can be affected by congestion.	Infrastructure is a central tidal lane on Madingley Road, which would provide for faster movement of buses into and out of Cambridge during peak periods. At other times, buses would travel in general traffic.	Provides a traffic-free route with minimal interaction with existing traffic.
PROJECTED MODE SHIFT	18% of people currently using private transport projected to shift to bus and Park & Ride. Less than Routes B and C	19% of people currently using private transport projected to shift to bus and Park & Ride. More than Route A, less than Route C	22% of people currently using private transport projected to shift to bus and Park & Ride. More than Routes A and B
LAND USE AND PROPERTIES	Land take on Madingley Road, including trees and verges.	Land take on Madingley Road, including trees and verges. Land take slightly wider than Route A.	Land take of existing green belt land including parts of Madingley Hill, Cotton Orchard and the West Fields by the West Cambridge site.
CYCLING AND WALKING PROVISION	A 4 metre shared use path (between cyclists and pedestrians) between Madingley Mulch and M11. Existing provision between M11 and JJ Thompson Avenue (2-3m). 3m shared use between JJ Thompson Avenue and Lady Margaret Road.	A 4 metre shared use path (between cyclists and pedestrians) between Madingley Mulch and M11. Existing provision (2-3m) to Lady Margaret Road.	A 4m shared use path (between cyclists and pedestrians) off-road path for the whole route between Madingley Mulch and Grange Road, assuming it is a track and kerb busway.

[Showcard K]

	ROUTE A	ROUTE B	ROUTE C
ECONOMIC IMPACT	Will stimulate housing and employment growth the least, as it may be seen as standard bus transport which interacts with traffic and could be slow and unreliable at busy times.	Will stimulate housing and employment growth, as it provides a dedicated tidal lane in and out of Cambridge city centre at busy times, and serves many local housing developments and employment areas.	Will stimulate housing and employment growth the most, as it provides a fast and reliable transport link unhindered by traffic at all times and serves many local housing developments and areas of employment.
CONSTRUCTABILITY	On-road construction is likely to take over 2 years with disruption along Madingley Hill/ Madingley Road for the duration. Diversion options for traffic using Madingley Road are limited. No bridge widening would be needed.	On-road construction is likely to take over 2 years with disruption along Madingley Hill/ Madingley Road for the duration. Diversion options for traffic using Madingley Road are limited. Bridge widening would be needed with significant impact on M11 traffic.	Off-road construction is likely to take over two years with disruption at junctions with roads. Disruption to current highway network would be minimal due to the off-road route. A new bridge would be needed with significant impact on M11 traffic. Less impact than widening existing bridge.
NOISE AND AIR QUALITY	Low impacts on noise and air quality on the existing route. Standard of buses to be high quality to achieve a high standard of air quality and lower noise emissions.		Low noise and air quality impacts on the new route. Standard of buses can be of the highest quality to achieve the best standard of air quality and lowest noise emissions due to ability to specify bus standards on forms of off-road infrastructure.
VISUAL IMPACT	Some visual impact along the route with little opportunity to mitigate impact. Visual impact significant at points including Madingley Wood and the Cambridge American Cemetery & Memorial Grade I Registered Park and Garden.	Some visual impact caused by the gantries proposed on Madingley Road and Madingley Wood and the Cambridge American Cemetery & Memorial Grade I Registered Park and Garden. Opportunities to mitigate impact on the potential landscape and visual effects are limited.	Most visual impact as construction of the scheme would be on land currently used as farmland. Also most opportunity to avoid, reduce and mitigate visual impact as the area is less physically constrained compared to other options.
ECOLOGY	Construction of both options would have minimal impact on biodiversity as routes are on or by roads.		Off-road option would have more impact on biodiversity. Opportunity for a 'green lane' design treatment along the route for habitat creation. Other enhancements include the planting of native hedges and trees.

*Costs exclude land costs. All schemes can be funded through ring-fenced funding for transport.

**Depending on the route chosen.



6.1.17 Do any of the routes stand out as particularly good or bad to you, in terms of the following factors, and why?

[Talk respondents through the key differences between routes, relating to each of the following factors]

- Journey times;
- Reliability and resilience;
- Current estimated cost of phase 1;
- Impact of bus routes on general traffic;
- Projected mode shift;
- Land use and properties;
- Cycling and walking provision;

- How important or unimportant are improvements for pedestrians, cyclists and equestrians as part of this project, and why?

- Economic impact;
- Constructability;
- Noise and air quality;
- Visual impact; and
- Ecology.

6.1.18 Which of the differences we have discussed:

- are most important to those you represent? Why?
- are least important to those you represent? Why?

6.1.19 Overall, which of the three route options do you think would be preferred and why?

7. ROUND UP [5 MINS]

7.1.1 Is there anything else anyone would like to add before we finish, about either of the proposed park and ride sites or any of the route options?

7.1.2 What will happen next:

As was said during the welcome note, your views will be reported anonymously (no individual will be identified) along with the other focus groups being carried out on the Cambourne to Cambridge Consultation. A report will then be provided to the Greater Cambridge Partnership. The report will be published and information from it will be used in a report to the Executive Board who will make a decision on the Park & Ride site and bus routes in summer 2018.

If you have any technical questions about either of the park and ride sites, or any of the route options, then there is a technical advisor available back in the main room for the next 15 minutes or so.

7.1.3 Thank & close



APPROVAL

Version	Name		Position	Date	Modifications
1	Author	Liz Boast	Associate	19/01/2018	
	Checked by	Carry Stephenson	Director	19/01/2018	
	Approved by	Liz Boast	Associate	19/01/2018	
2					



The Greater Cambridge Partnership

Cambourne to Cambridge Consultation 2017/18

Show Material for Focus Groups

Background

- The 'Cambourne to Cambridge: Better Bus Journeys' scheme aims to deliver fast and reliable bus services, with high-quality cycling and walking facilities, as well as a new Park & Ride site for those people travelling into Cambridge from towns and villages to the west of the city.
- The A428 has been listed as a key growth route, with 8,800 new homes and 15,000 new jobs planned between Cambridge and St Neots by 2031.
- Allowing for faster and more reliable bus journeys for people travelling between Cambourne and Cambridge and other key destinations, will help existing and new communities along the A428 and A1303 to grow sustainably, keeping people well connected to jobs and key services in the Greater Cambridge area.

Aims of the Scheme

- To provide a public transport network which delivers a step change in reliability, connectivity, frequency and quality, to support greater use of public transport, walking and cycling into and around the Greater Cambridge area.
- Facilitate sustainable development, particularly at key strategic economic and housing sites.
- Address air quality by providing attractive alternatives to driving.
- Improve access to opportunity and maximise accessibility for all.
- Support our local businesses by addressing the transport barriers which restrict growth.

Purpose and Options

- The Cambourne to Cambridge project is split into two phases.
- **Phase 1** looks at a proposed new bus route from a new Park & Ride site to the east of Cambourne, from the Madingley Mulch roundabout, to Cambridge. This has been identified as a key area of congestion. **Phase 2** would link this bus route further west, all the way to Cambourne. **Phase 1 and 2 together** would provide a complete end-to-end better bus journey scheme between Cambourne and Cambridge.
- This consultation focuses only on phase one, the proposed options for a new bus route between Cambridge and a new park and ride site to the east of Cambourne. Phase 2 will be consulted on at a later date.
- The Greater Cambridge Partnership are asking for people's preferred option for the proposed park and ride site and their preferred option for the new bus route. They also welcome any comments and feedback on the proposed scheme. Only one Park & Ride site and one route option will be taken forward for further investigation and development.

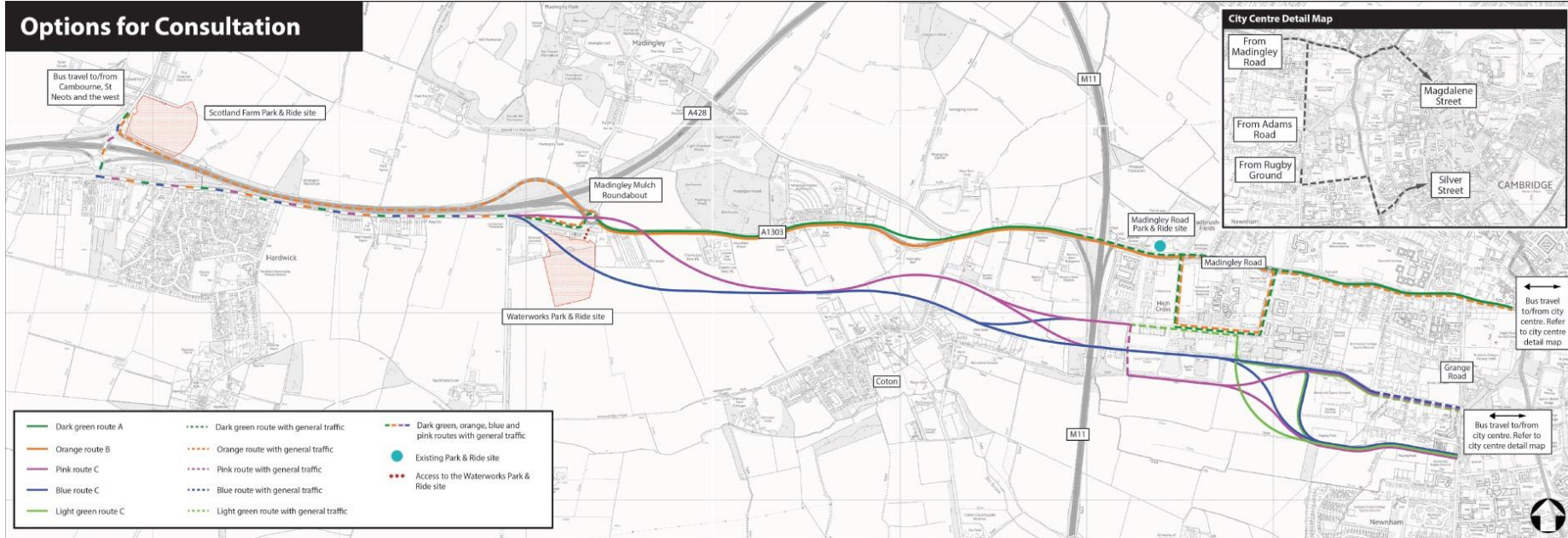
Park & Ride site proposals

- **Scotland Farm**, which is located at the junction of the A428 and Scotland Road, Dry Drayton.
- **The Waterworks**, located at the junction of St Neots Road and the A1303 Madingley Road, near the 'Madingley Mulch' roundabout.

Bus route proposals

- **Route A** (previously known as option 1) - An on-road option which includes the introduction of a bus lane on Madingley Road between the Madingley Mulch roundabout and Lady Margaret Road.
- **Route B** (previously known as option 6) - An on-road tidal bus lane on Madingley Road running between the Madingley Mulch roundabout and the new entrance to Eddington (High Cross).
- **Route C** (previously known as option 3/3a) - An off-road busway running between the Madingley Mulch roundabout and Grange Road, Cambridge.

Options Map



Park and Ride Options

We are seeking your views and feedback on the location of two Park & Ride sites.

The GCP believe these two potential sites offer the best balance between transport and environmental considerations along the A428/A1303. These sites are:

1 Scotland Farm, located at the junction of the A428 and Scotland Road, Dry Drayton

Photo montage of how a site at Scotland Farm would look from direction of footbridge.



2 The Waterworks, located at the junction of St Neots Road and A1303 Madingley Road, near the roundabout

Photo montage of how a site would look from direction of Coton.



Both sites would offer 2,000 car park spaces and construction costs are anticipated to be similar. Both sites are compatible with any of the proposed routes.

Park and Ride Options

SCOTLAND FARM PARK AND RIDE OPTION

- Less potential visual impact on the wider countryside when compared to the Waterworks site
- Connects to all routes
- Currently no existing visible structures on the proposed site
- Adjacent to a small number of existing houses north of the site on Scotland Road
- Higher bus operating costs than Waterworks as it is further away from the city e.g. higher fuel costs
- Less attractive for Park & Cycle as 1.7 miles further from Cambridge
- Located within the greenbelt
- Construction works to provide access to the site will affect rural road (Scotland Road)
- Predicted usage lower than Waterworks at 67.5% by 2031 (1350 vehicles)

THE WATERWORKS PARK AND RIDE OPTION

- More potential visual impact on the wider countryside when compared to Scotland Farm
- Connects to all routes
- Existing visible structures on the proposed site e.g. radio mast
- No immediately adjacent housing although near to a small number of existing houses
- Lower bus operating costs than Scotland Farm as it is closer to the city e.g. lower fuel costs
- More attractive for Park & Cycle as 1.7 miles closer to Cambridge
- Located within the green belt
- Construction works to provide access to the site will affect Madingley Mulch roundabout and the main road (A1303)
- Predicted higher usage than Scotland Farm at 100% by 2031 (2000 vehicles)



Would the P&R site charge for parking?

Park & Ride sites are operated by Cambridgeshire County Council. The Council has recently proposed removing the £1 parking charge from 2018 onwards, a move supported and partly funded by the GCP Executive Board.



Route Options

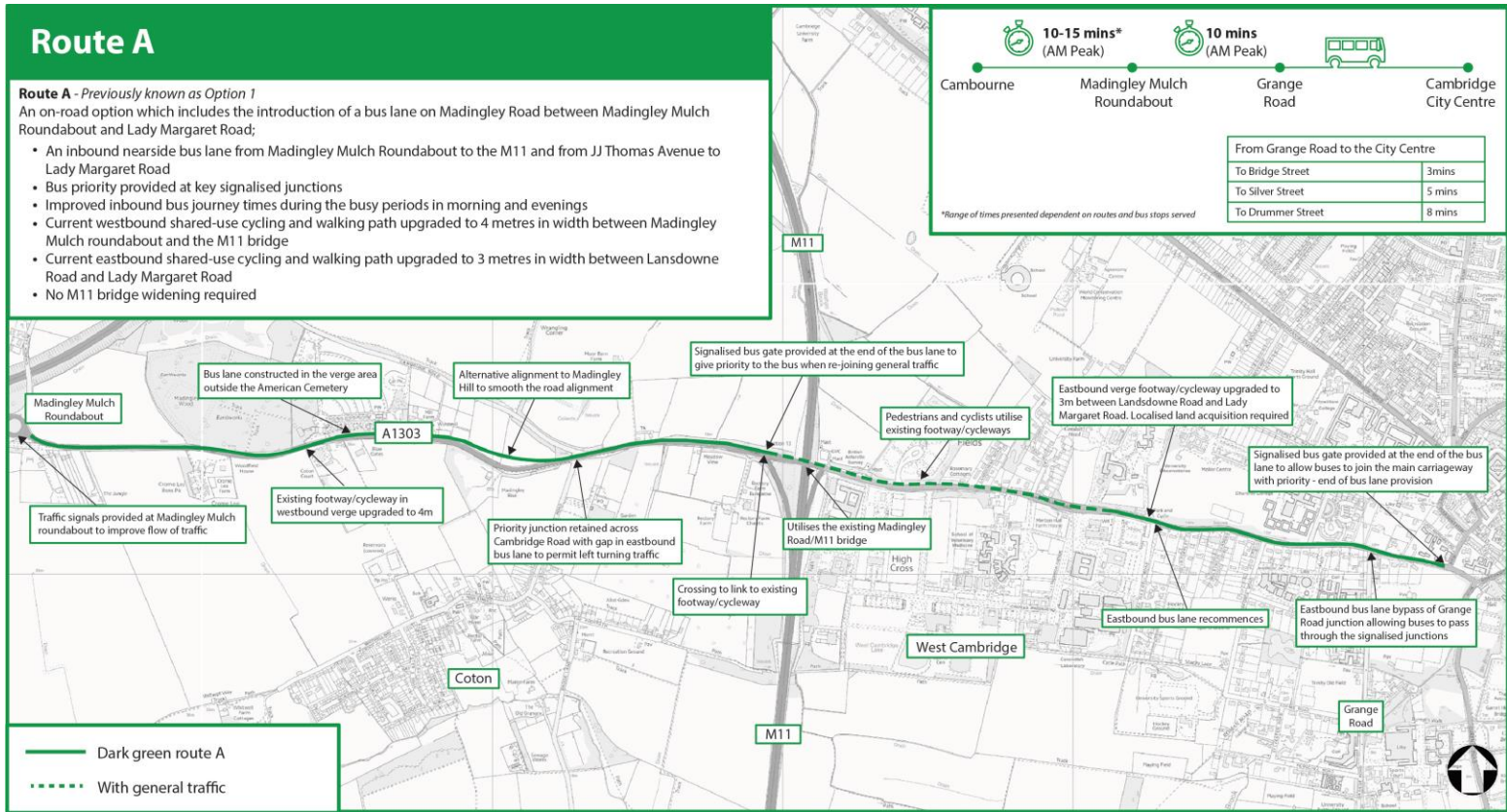


Photo montage and cross section illustrating how **Route A** could look.



Route Options

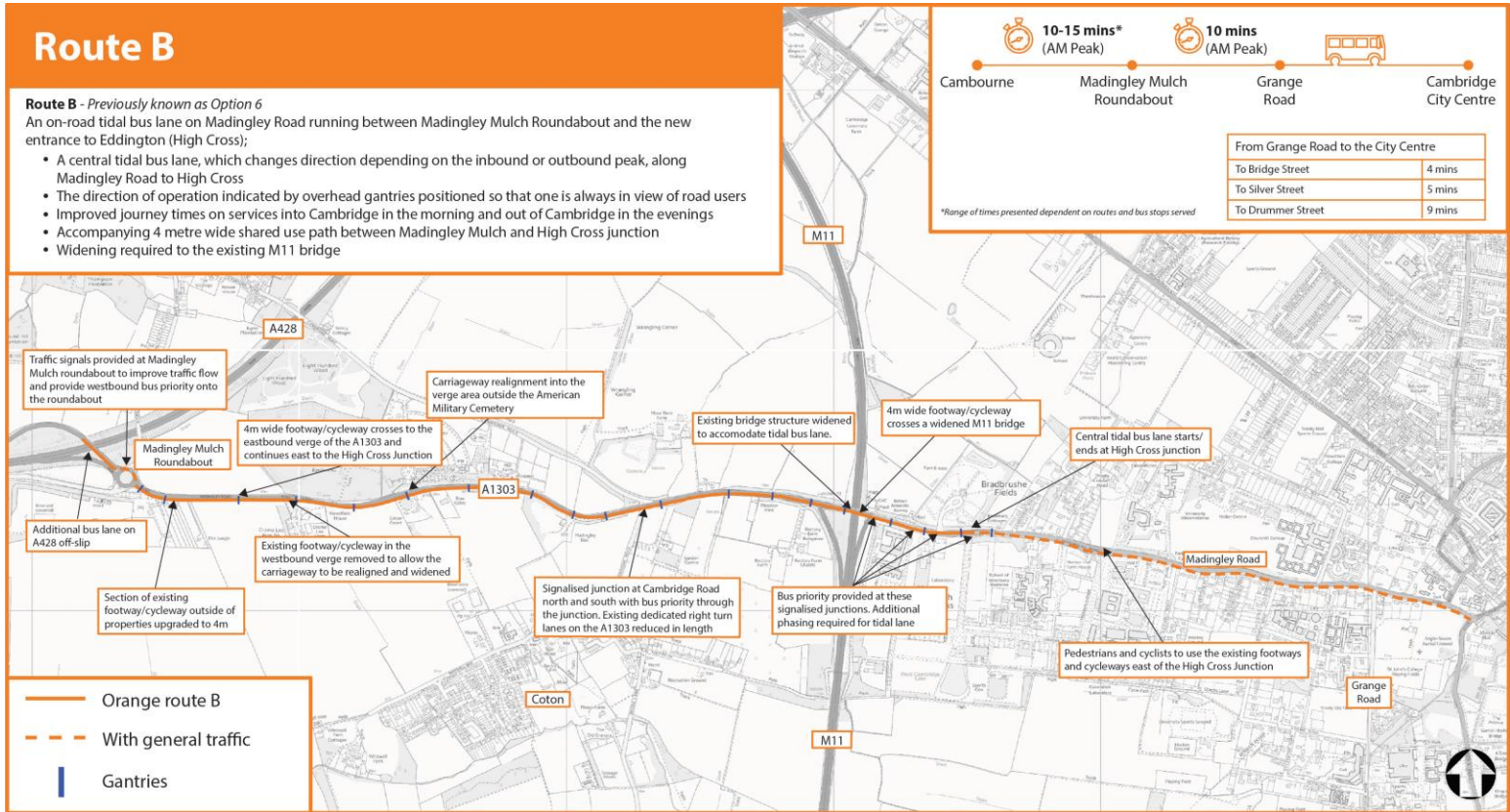
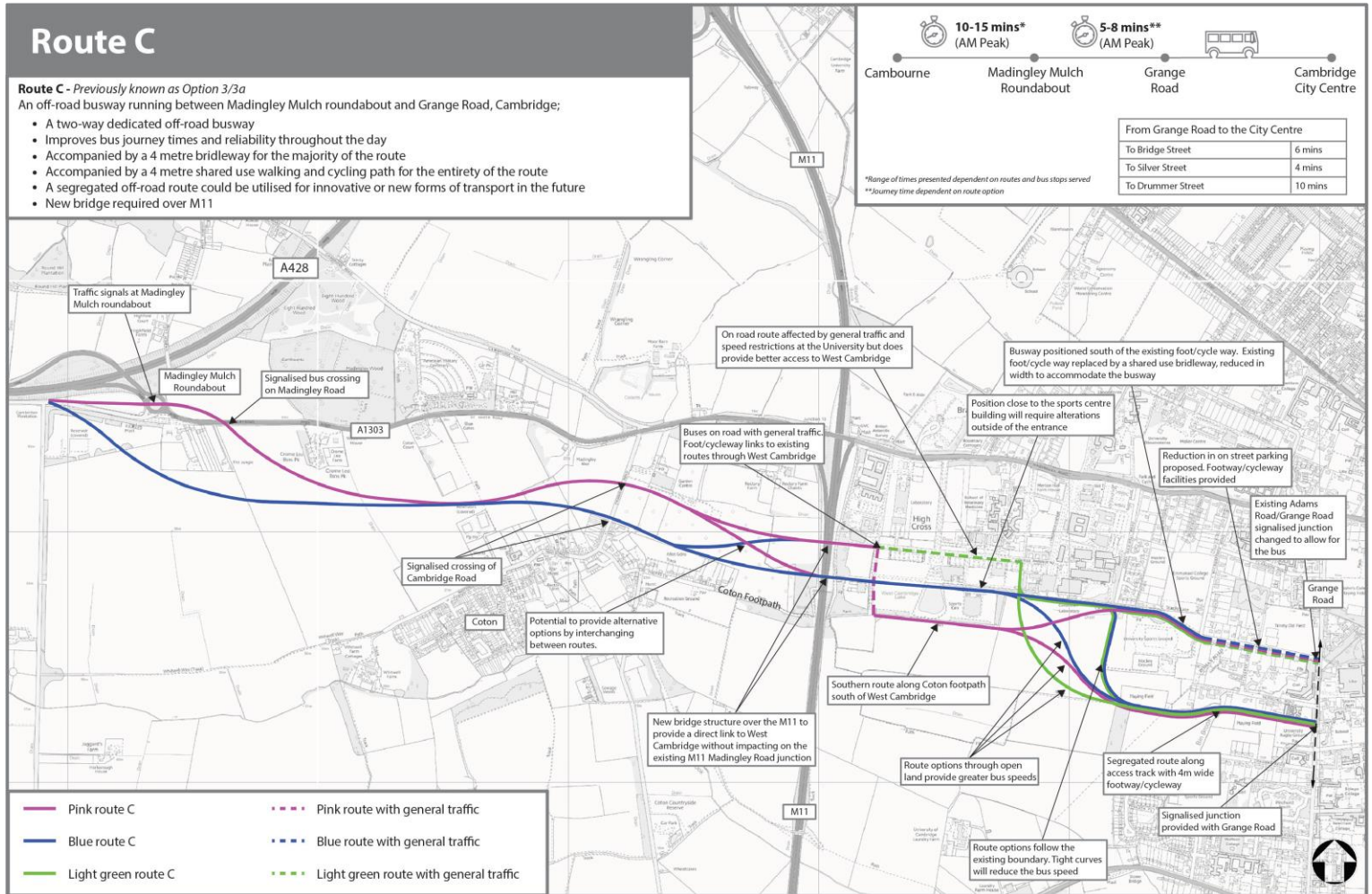


Photo montage and cross section illustrating how **Route B** could look.



Route Options



For the purposes of costings, a guided busway is assumed, consequently this is shown in the visualisations and cross sections. However, if this option were taken forward, a range of options would be considered.

Cross section illustrating how Route C could look.



Route C Variations

Access to Cambridge via Grange Road

As part of the scheme assessment to date, four potential routes were identified to link Route C (previously known as Option 3/3a) with Grange Road, and on to the city centre. Of these four options, two routes have since been ruled out. Two feasible options remain: Adams Road and the Rugby Club Access Road (also known locally as the Old Rifle Range Track).

Adams Road



Before



After

Rugby Club Access Road



Before



After

Adams Road	Rugby Club Access Road
Loss of on-road car parking	No loss of on-road car parking
Less bus journey time reliability as on public highway mixing with traffic	Greatest bus journey time reliability as route separate to public highway
Some potential cycle and pedestrian improvements, depending on level of bus priority along the existing road	Off-road foot and cycleway, through agricultural land/Old Rifle Range track
No land take needed	Some land take needed
One-way system may be needed	No one-way system needed

Route Options

	ROUTE A	ROUTE B	ROUTE C
JOURNEY TIMES	Cambourne to Madingley Mulch: 10-15 mins Madingley Mulch to Grange Rd: 10 mins Stopping: 2 mins Grange Rd to city centre stops: 3-8 mins Total: 25-35 mins	Cambourne to Madingley Mulch: 10-15 mins Madingley Mulch to Grange Rd: 10 mins Stopping: 2 mins Grange Rd to city centre stops: 4-9 mins Total: 26-36 mins	Cambourne to Madingley Mulch: 10-15 mins Madingley Mulch to Grange Rd: 5-8 mins Stopping: 30 secs Grange Rd to city centre stops: 6-10 mins Total: 21.5-33.5 mins
RELIABILITY AND RESILIENCE	Routes A and B are less reliable than Route C in the peak periods. These routes have a lower level of reliability because the route interacts with general traffic on the A1303. This route is affected by the signals at Junction 13 of the M11 and could be affected by congestion and accidents.		Route C offers the highest levels of reliability at all times, both during peak and off-peak periods, as it is mostly segregated from general traffic and is less likely to be affected by delays caused by road accidents and congestion. Route C has a higher reliability as a bus-only route means buses will be most likely to arrive consistently to timetable.
CURRENT ESTIMATED COST OF PHASE 1*	£12.4m	£17.7m	£41.5-58.2m**
IMPACT OF BUS ROUTES ON GENERAL TRAFFIC	Infrastructure is a bus lane and standard bus transport that interacts with traffic and can be affected by congestion.	Infrastructure is a central tidal lane on Madingley Road, which would provide for faster movement of buses into and out of Cambridge during peak periods. At other times, buses would travel in general traffic.	Provides a traffic-free route with minimal interaction with existing traffic.
PROJECTED MODE SHIFT	18% of people currently using private transport projected to shift to bus and Park & Ride. Less than Routes B and C	19% of people currently using private transport projected to shift to bus and Park & Ride. More than Route A, less than Route C	22% of people currently using private transport projected to shift to bus and Park & Ride. More than Routes A and B
LAND USE AND PROPERTIES	Land take on Madingley Road, including trees and verges.	Land take on Madingley Road, including trees and verges. Land take slightly wider than Route A.	Land take of existing green belt land including parts of Madingley Hill, Coton Orchard and the West Fields by the West Cambridge site.
CYCLING AND WALKING PROVISION	A 4 metre shared use path (between cyclists and pedestrians) between Madingley Mulch and M11. Existing provision between M11 and JJ Thompson Avenue (2-3m). 3m shared use between JJ Thompson Avenue and Lady Margaret Road.	A 4 metre shared use path (between cyclists and pedestrians) between Madingley Mulch and M11. Existing provision (2-3m) to Lady Margaret Road.	A 4m shared use path (between cyclists and pedestrians) off-road path for the whole route between Madingley Mulch and Grange Road, assuming it is a track and kerb busway.

Route Options

	ROUTE A	ROUTE B	ROUTE C
ECONOMIC IMPACT	Will stimulate housing and employment growth the least, as it may be seen as standard bus transport which interacts with traffic and could be slow and unreliable at busy times.	Will stimulate housing and employment growth, as it provides a dedicated tidal lane in and out of Cambridge city centre at busy times, and serves many local housing developments and employment areas.	Will stimulate housing and employment growth the most, as it provides a fast and reliable transport link unhindered by traffic at all times and serves many local housing developments and areas of employment.
CONSTRUCTABILITY	On-road construction is likely to take over 2 years with disruption along Madingley Hill/ Madingley Road for the duration. Diversion options for traffic using Madingley Road are limited. No bridge widening would be needed.	On-road construction is likely to take over 2 years with disruption along Madingley Hill/ Madingley Road for the duration. Diversion options for traffic using Madingley Road are limited. Bridge widening would be needed with significant impact on M11 traffic.	Off-road construction is likely to take over two years with disruption at junctions with roads. Disruption to current highway network would be minimal due to the off-road route. A new bridge would be needed with significant impact on M11 traffic. Less impact than widening existing bridge.
NOISE AND AIR QUALITY	Low impacts on noise and air quality on the existing route. Standard of buses to be high quality to achieve a high standard of air quality and lower noise emissions.		Low noise and air quality impacts on the new route. Standard of buses can be of the highest quality to achieve the best standard of air quality and lowest noise emissions due to ability to specify bus standards on forms of off-road infrastructure.
VISUAL IMPACT	Some visual impact along the route with little opportunity to mitigate impact. Visual impact significant at points including Madingley Wood and the Cambridge American Cemetery & Memorial Grade I Registered Park and Garden.	Some visual impact caused by the gantries proposed on Madingley Road and Madingley Wood and the Cambridge American Cemetery & Memorial Grade I Registered Park and Garden. Opportunities to mitigate impact on the potential landscape and visual effects are limited.	Most visual impact as construction of the scheme would be on land currently used as farmland. Also most opportunity to avoid, reduce and mitigate visual impact as the area is less physically constrained compared to other options.
ECOLOGY	Construction of both options would have minimal impact on biodiversity as routes are on or by roads.		Off-road option would have more impact on biodiversity. Opportunity for a 'green lane' design treatment along the route for habitat creation. Other enhancements include the planting of native hedges and trees.

*Costs exclude land costs. All schemes can be funded through ring-fenced funding for transport.

**Depending on the route chosen.

SYSTRA provides advice on transport, to central, regional and local government, agencies, developers, operators and financiers.

A diverse group of results-oriented people, we are part of a strong team of professionals worldwide. Through client business planning, customer research and strategy development we create solutions that work for real people in the real world.

For more information visit www.systra.co.uk

Birmingham – Newhall Street

5th Floor, Lancaster House, Newhall St,
Birmingham, B3 1NQ
T: +44 (0)121 233 7680 F: +44 (0)121 233 7681

Birmingham – Innovation Court

Innovation Court, 121 Edmund Street, Birmingham B3 2HJ
T: +44 (0)121 230 6010

Dublin

2nd Floor, Riverview House, 21-23 City Quay
Dublin 2, Ireland
T: +353 (0) 1 905 3961

Edinburgh – Thistle Street

Prospect House, 5 Thistle Street, Edinburgh EH2 1DF
United Kingdom
T: +44 (0)131 220 6966

Edinburgh – Manor Place

37 Manor Place, Edinburgh, EH3 7EB
Telephone +44 (0)131 225 7900 Fax: +44 (0)131 225 9229

Glasgow – St Vincent St

Seventh Floor, 124 St Vincent Street
Glasgow G2 5HF United Kingdom
T: +44 (0)141 225 4400

Glasgow – West George St

250 West George Street, Glasgow, G2 4QY
T: +44 (0)141 221 4030 F: +44 (0)800 066 4367

Leeds

100 Wellington Street, Leeds, LS1 1BA
T: +44 (0)113 397 9740 F: +44 (0)113 397 9741

London

3rd Floor, 5 Old Bailey, London EC4M 7BA United Kingdom
T: +44 (0)203 714 4400

Manchester – 16th Floor, City Tower

16th Floor, City Tower, Piccadilly Plaza
Manchester M1 4BT United Kingdom
T: +44 (0)161 831 5600

Newcastle

Floor B, South Corridor, Milburn House, Dean Street, Newcastle, NE1
1LE
United Kingdom
T: +44 (0)191 260 0135

Perth

13 Rose Terrace, Perth PH1 5HA
T: +44 (0)1738 621 377 F: +44 (0)1738 632 887

Reading

Soane Point, 6-8 Market Place, Reading,
Berkshire, RG1 2EG
T: +44 (0)118 334 5510

Woking

Dukes Court, Duke Street
Woking, Surrey GU21 5BH United Kingdom
T: +44 (0)1483 728051 F: +44 (0)1483 755207

Other locations:

France:

Bordeaux, Lille, Lyon, Marseille, Paris

Northern Europe:

Astana, Copenhagen, Kiev, London, Moscow, Riga, Wroclaw

Southern Europe & Mediterranean: Algiers, Baku, Bucharest,

Madrid, Rabat, Rome, Sofia, Tunis

Middle East:

Cairo, Dubai, Riyadh

Asia Pacific:

Bangkok, Beijing, Brisbane, Delhi, Hanoi, Hong Kong, Manila,
Seoul, Shanghai, Singapore, Shenzhen, Taipei

Africa:

Abidjan, Douala, Johannesburg, Kinshasa, Libreville, Nairobi

Latin America:

Lima, Mexico, Rio de Janeiro, Santiago, São Paulo

North America:

Little Falls, Los Angeles, Montreal, New-York, Philadelphia,
Washington

The SYSTRA logo is displayed in a bold, red, sans-serif font. The letters are thick and closely spaced, with a modern, geometric feel. The 'S' and 'Y' are particularly prominent due to their size and shape.