

Better Public Transport and Active Travel

## Appendix D Media and Social Media



Better Public Transport and Active Travel

## Appendix D1 Press Release

#### News

Published 16 May 2022

#### Public can help shape final design of Cambourne to Cambridge scheme







People can help to shape the final design of the Cambourne to Cambridge busway and active travel route in a public consultation launched this week.

The Greater Cambridge Partnership is in the process of carrying out an Environmental Impact Assessment (EIA) of the scheme which will help to transform journeys for thousands of people travelling between Cambourne and the city.

People and organisations can view the proposals and share their thoughts about how to best manage the impacts of the project on the landscape and environment.

An EIA is required as part of a portfolio of evidence submitted to the Department for Transport in the application to build a scheme. It includes information from surveys looking at ecology, landscape and cultural heritage, along with feedback from stakeholders.

he new public transport and active travel route will significantly improve bus and active travel journeys between Cambridge and Cambourne via the new Bourn Airfield development, a new travel hub at Scotland Farm, Hardwick and West Cambridge campus.

It forms part of the GCP's vision for a joined up transport network which – together with measures to free up the congested city centre and other infrastructure improvements – aim to create more sustainable, accessible and reliable ways to travel.

The scheme has been subject to three detailed public consultations and an independent audit of the proposed off-road public transport route. The GCP has made a commitment to deliver a minimum of 10% biodiversity net gain for the scheme overall with ambitions to deliver 20%.

Visit <u>www.greatercambridge.org.uk/c2c-eia</u> for more information and to have your say before the consultation closes at midday on **Monday 11** July.

The GCP will be holding a number of webinars, public events and attending community meetings to share and discuss the project and the EIA process.



Filming at public meetings

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## Appendix D2 Press Advertisement



Better Public Transport and Active Travel

**Public Consultation** 



## Have your say



on how we can best manage and mitigate the scheme's impacts on the landscape and environment.

www.greatercambridge.org.uk/c2c-eia

The consultation runs until midday on Monday 11 July 2022.





Better Public Transport and Active Travel

## Appendix D3 Press Articles

NEWS 19 www.cambridgeindependent.co.uk July 13-July 19, 2022

### ARU study shows that hunger really does make us 'hangry'

Hunger really can make us feel 'hangry', reseach involving Anglia Ruskin University (ARU) academics has shown.

Working with the Karl Landsteiner University of Health Sciences in Austria, they discovered that emotions such as anger and irritability are strongly linked with hunger.

Published in the journal PLOS One, the study is the first to investigate how hunger affects people's emotions on a day-today level. Hangry, a portmanteau of hungry and angry, is now used in everyday language but the phenomenon has not been widely explored by science outside of laboratory

environments. The researchers recruited 64 adult participants from central Europe, who recorded their levels of hunger and various measures of emotional wellbeing over a 21-day period.

Participants were prompted to report their feelings and their levels of hunger on a

smartphone app five times a day, allowing data collection to take place in participants' everyday environments, such as their workplace and at home. The results show that hunger is associated with stronger feelings of anger and irritability, as well as lower ratings of pleasure, and the effects were substantial.

### Have a say on **CSET change**

People can now have their say on options to change a section of the Cambridge South East Transport (CSET) busway route.

A targeted public consultation on the busway section at the site of a new care village at Stapleford was launched on Monday (July 11).

The Greater Cambridge Partnership's executive board agreed the route and agreed to submit a Transport and Works Act Order to the government in July last year.

But a planning application for a retirement care village along a small segment of the agreed route – which was initially refused by South Cambridgeshire District Council – was approved by the planning inspector on appeal in December.

The GCP has identified a solution and people can now share their views two options, amendments of the original route, to avoid the care village.

People need to share their views via the online survey on the GCP's ConsultCambs engagement website by midday on August 22.

### Council and firm save bus

East Cambridge District Council and Grovemere Property Limited have stepped in and committed £10,400 to save an Ely bus service at risk of collapse.

The Ely Zipper has been providing an hourly service between Ely and five villages, six days a week over the past eight years.

More recently the service, which is commissioned by the Cambridgeshire Peterborough Combined Authority (CPCA), has included a new drop off and pick up point at Lancaster Way Business Park

Operator Dews Coaches had been set to give notice on the contract early due to rising fuel costs, but the Combined Authority is not due to retender subsidised services until October. Without intervention, the service would end in September.

## Biodiverse habitats 'will be destroyed by £160m busway'



**By Gemma Gardner** gemma.gardner@iliffemedia.co.uk

A charity has warned that a consultation on the environmental impact of the Cambourne to Cambridge (C2C) busway failed to "adequately describe" the effect of the £160m project on habitats north

Cambridge Past, Present & Future says the information provided in the consultation "could be considered as misleading'

The GCP is currently carrying out Environmental Impact Assessment (EIA) of the scheme before applying for permission to

start construction next year.

A public consultation as part of the

EIA closed on Monday.

In its response to the consultation, Cambridge PPF says it continues to "strongly object" to the GCP's preferred route for the scheme.

"The greatest area of It says: ecological impact caused by this scheme will be between Cambridge Road (Coton) and Ada Lovelace Road. This will result in the destruction of one km of habitat, to a width of at least 20 metres, in other words at least 20,000m2 of habitat loss (five acres).

"The habitat lost will include priority biodiversity habitats such as scrub and traditional orchard, as well as mature trees and a meadow.

"The habitat currently has no public access and so also acts as a refuge for wildlife on the edge of the village. It is likely that your scheme

would also have additional indirect impacts on biodiversity in these

locations during construction. The charity supports The charity supports the improvement of public transport and active travel between Cambourne and Cambridge, but believes that a route alignment within the corridor of the A1303 would be better.

It says this route can meet the "needs for a high-quality public transport system with much less harm to ecology, landscape and green belt the route open through countryside that is being proposed".

The charity also suggests extending

the Comberton Greenway to support active travel. The busway aims to significantly

improve bus and active travel journeys between Cambridge and Cambourne via the new Bourn Airfield development, a new travel hub at Scotland Farm, Hardwick, and West Cambridge campus. The scheme has been subject to

three public consultations and an independent audit of the proposed off-road public transport route. The GCP has made a commitment to deliver a minimum of 10

per cent biodiversity net gain for the scheme. Visit

greatercambridge.org. *uk/c2c-eia* for more information.

### Police warning over spike in thefts of motorbikes, scooters and mopeds



Cambridgeshire police advise owners to lock, chain and cover their vehicle

a rise in the thefts of motorbikes, scooters and mopeds in Cambridge.

There were 63 reported thefts of such vehicles across Cambridgeshire between June 1 and July 5 – and 38 of those were in Cambridge, including 20 in the

There were four in South Cambridgeshire, five in Fenland, 14 in Peterborough and one each in East Cambridgeshire and Huntingdonshire.

Officers say unsecured vehicles are being targeted as they are lightweight and easy to wheel away. They urged owners to

review how well they are locking up their motorcycles.

Det Chief Insp Alan Page said: "We're seeing an increase in mopeds, scooters and motorbikes of all makes and models being taken from driveways, car parks and public places by simply being wheeled away.

"Thieves only need a matter of seconds to steal a moped, scooter or motorcycle, especially if they are left with poor security. We're asking people to 'lock, chain and

Police advised:

- Lock: Use a disc lock to help secure the front brake disc.
- Chain: Use a chain lock

where possible secure your bike, with the lock, to an immovable object like a ground anchor or street furniture.

Cover: Thieves often 'shop' for particular models. Using a cover instantly makes it less attractive to them

Det Chief Insp Page added: "There are other measures you can take including fitting an alarm, marking parts of the bike to make them difficult for criminals to sell on, keeping your bike in a garage or shed or in a well-lit area with CCTV.

For more advice visit bit. ly/3abIFUh.



## Biodiverse habitats 'will be destroyed by £160m Cambourne to Cambridge busway'

By Gemma Gardner

gemma.gardner@iliffemedia.co.uk Published: 06:00, 19 July 2022

| Updated: 09:30, 19 July 2022

A charity has warned that a consultation on the environmental impact of the Cambourne to Cambridge (C2C) busway failed to "adequately describe" the effect of the £160m project on habitats north of Coton.







A vision of the land before and, right, after the busway is created

Cambridge Past, Present & Future says the information provided in the consultation "could be considered as misleading".

The GCP is currently carrying out an Environmental Impact Assessment (EIA) of the scheme before applying for permission to start construction next year.

A public consultation as part of the EIA closed on Monday (July 11).

In its response to the consultation, Cambridge PPF says it continues to "strongly object" to the GCP's preferred route for the scheme.

It says: "The greatest area of ecological impact caused by this scheme will be between Cambridge Road (Coton) and Ada Lovelace Road. This will result in the destruction of one km of habitat, to a width of at least 20 metres, in other words at least 20,000m2 of habitat loss (five acres).

"The habitat lost will include priority biodiversity habitats such as scrub and traditional orchard, as well as mature trees and a meadow.

"The habitat currently has no public access and so also acts as a refuge for wildlife on the edge of the village. It is likely that your scheme would also have additional indirect impacts on biodiversity in these locations during construction."

The charity supports the improvement of public transport and active travel between Cambourne and Cambridge, but believes that a route alignment within the corridor of the A1303 would be better.

It says this route can meet the "needs for a high-quality public transport system with much less harm to ecology, landscape and green belt than the route through open countryside that is being proposed".

The charity also suggests extending the Comberton Greenway to support active travel.

The busway aims to significantly improve bus and active travel journeys between Cambridge and Cambourne via the new Bourn Airfield development, a new travel hub at Scotland Farm, Hardwick, and West Cambridge campus.

The scheme has been subject to three public consultations and an independent audit of the proposed off-road public transport route. The GCP has made a commitment to deliver a minimum of 10 per cent biodiversity net gain for the scheme.

Visit greatercambridge.org.uk/c2c-eia for more information.



## Plans for eight lanes of traffic in Hardwick under Cambourne to Cambridge busway proposals could be scrapped

By Gemma Gardner

-

gemma.gardner@iliffemedia.co.uk Published: 12:34, 21 May 2022

| **Updated:** 13:08, 22 May 2022

Proposals that left residents facing eight lanes of uninterrupted traffic outside their homes under the <u>Cambourne to Cambridge (C2C) busway</u> could be scrapped, a new consultation has shown.



Residents in Hardwick who are against the proposed eight lanes of traffic outside their properties. Picture: Keith Heppell. (56818142)

The Greater Cambridge Partnership is currently carrying out an Environmental Impact Assessment (EIA) of the £160m scheme before applying for permission to start construction next year.

People can help to shape the final design of the busway by taking part in a public consultation, which was launched on Monday, as part of the EIA.

The consultation reveals the <u>GCP has made some changes to the preferred</u> route since it was approved in July last year.

These changes included routing buses on an existing section of St Neots Road in Hardwick between Cambridge Road and Long Road.

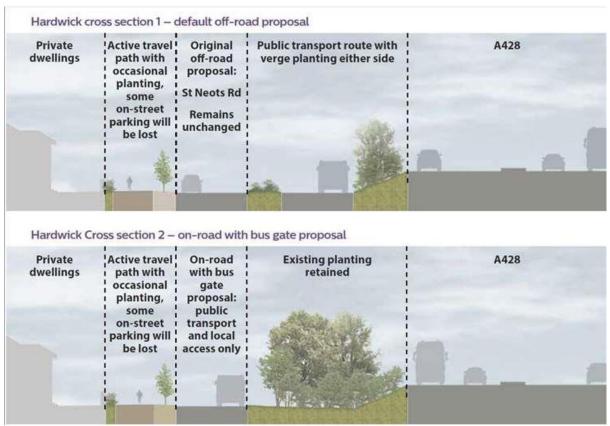
But Conservative Cllr Lina Nieto, who represents Hardwick on South Cambridgeshire District Council, says she does not think this solution is "the right one".

The previously approved route would have led to eight lanes of uninterrupted traffic outside homes on St Neots Road where the busway would run alongside the A428.

However, the GCP would need to install a bus gate on this stretch of road that would only allow public transport and local traffic and those visiting businesses to pass through.

Cllr Nieto said: "Residents have not been consulted on it but is being imposed on them. Wouldn't it be better if residents sat down with officers and worked together to implement a solution that is acceptable to most people? "What I would like to see is a phased trial of the scheme with no segregation. This will help us understand timings, potential delays, usage and gather more accurate data on residents behaviours.

"I understand that the GCP is eager to spend the money but either we do it properly or we don't do it."



How the C2C busway could look in Hardwick. Image: GCP (56818134) (56818153)

The GCP has said that traffic monitoring shows that "while the Covid-19 pandemic has influenced travel patterns, traffic and congestion is returning to pre-pandemic levels" and "the planned development to the west of Cambridge will only exacerbate this in the coming years".

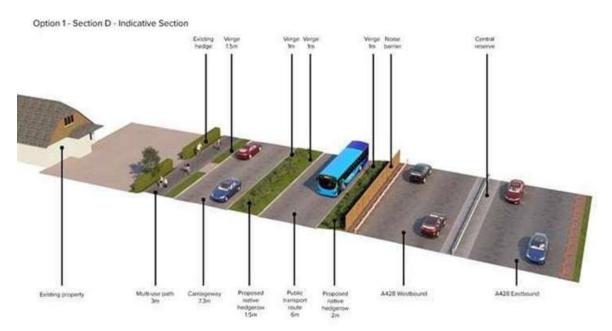
Other changes include realignment around the Waterworks site between Hardwick and Coton to reduce impacts on trees and habitats and north of Coton.

The GCP also adds that should East West Rail be confirmed as a funded project, a further travel hub may be provided at a future Cambourne railway station.

The consultation reveals the proposed location of bus stops, which include Cambourne, Bourn Airfield (two stops), Scotland Farm Travel Hub, Hardwick (St Neots Road), Coton and West Cambridge travel hub.

Mark Abbott, chair of Coton Parish Council, said: "It is imperative that the EIA for the Cambourne to Cambridge route compares the environmental damage that would be caused by an off-road route cutting a swathe through the green belt with the on-road option of a dedicated inbound bus lane along Madingley Road. To do anything else would be a scandal."

Last year, the charity Cambridge Past, Present & Future put forward an alternative on-road solution for transport route, and last month the Coton Busway Action Group (CBAG) said the case for the busway "is simply no longer there".



An illustration of the new road layout in front of residents' homes after the trees have been removed in the initial proposals

Dr Gabriel Fox, of Coton, added: "The section of the scheme between Cambourne and Hardwick, where the route mostly runs beside or on existing roads, appears to have minimal environmental impact and might marginally improve on what the existing Citi4 service can achieve.

"However, the final two to three miles, from Hardwick to Grange Road, would be highly adverse to the environment and deliver absolutely no benefit for transport users."

The EIA is required as part of a portfolio of evidence submitted to the Department for Transport in the application to build a scheme.

The busway aims to significantly improve bus and active travel journeys between Cambridge and Cambourne via the new Bourn Airfield development, a new travel hub at Scotland Farm, Hardwick and West Cambridge campus.

The scheme has been subject to three public consultations and an independent audit of the proposed off-road public transport route. The GCP has made a commitment to deliver a minimum of 10 per cent biodiversity net gain for the scheme.

Visit <u>greatercambridge.org.uk/c2c-eia</u> for more information and to have your say before the consultation closes at midday on Monday, July 11.

The GCP will be holding a number of webinars, public events and attending community meetings to share and discuss the project and the EIA process.

Cllr Elisa Meschini, chair of the Greater Cambridge Partnership executive board

#### Busy summer lies ahead as GCP seeks your views

ith the May elections now behind us it promises to be a busy summer ahead for the GCP - with construction due to begin on Milton Road to improve active travel and bus journeys, and the launch of two important public consultations on key projects.

The first of those consultations

was launched this week as part of the C2C Environmental Impact Assessment - a process required as part of a portfolio of evidence submitted to the Department for Transport in the application to build major infrastructure. It includes information from surveys looking at ecology, landscape and heritage, along with feedback from stakeholders

This consultation will give people and organisations - such as businesses, residents groups and parish councils - the opportunity to help shape the final design of the scheme. We want people to share their thoughts about how we can best manage the impacts of the project on the landscape and

environment. This new busway and active travel route will significantly improve journeys for thousands of people travelling between Cambourne and Cambridge every day - linking into key employment sites, growing communities and a new travel hub at Scotland Farm to help cut congestion and improve air quality along the busy A428 corridor.

As readers of the Cambridge Independent will recall, this scheme has been subject to three detailed public consultations and an independent audit of the proposed off-road public transport route before we reached this stage. We have made a commitment to deliver a minimum of 10 per cent biodiversity net gain for the scheme overall with ambitions to deliver 20 per cent. The consultation material is

available at greatercambridge.org uk/c2c-eta with information about upcoming public events as well. Please have your say before the consultation closes at midday on Monday, July 11.

We will also soon be launching a consultation to ask people for their views on ideas for changing the way that roads in Cambridge are classified which will alter how people travel around the city by foot, bicycle, car, bus and

The current road classification



has been in place since the 1980s. but Cambridge has changed significantly over that period. The proposals that will be outlined in the upcoming consultation offer us the chance to tailor our road network to ensure it meets the needs of people who live, work and visit our growing city region both now and in the future - freeing up more space for buses and active

travel journeys. The GCP's ambition is to promote walking, cycling and public transport, making our city streets less car dominated and so this may mean that some streets, which are currently used as through routes or rat runs at peak times, would no longer be open to through traffic. Access to these streets by private vehicles would instead be made from the closest main road.

The consultation - which is called 'A new road classification for Cambridge' - forms part of an important piece of work within our City Access programme to transform the way in which people travel around Greater Cambridge

It will affect everyone who lives and travels in the city and so I'd encourage people to help to shape the road network when the new road classification for Cambridge consultation launches in the coming weeks. Visit greatercambridge.org.uk for details

Finally, I would like to thank everyone who has taken the time to participate in our consultations and events during the last electoral year. I hope we can engage with more and more of you as this new electoral year progresses, so that together we can improve transport and get everyone in the entire region moving efficiently and

## Plan scrapped for eight

News editor GEMMA GARDNER explores the new consultation on the

ans that left residents facing eight lanes of uninterrupted traffic outside their homes under the Cambourne to Cambridge (C2C) busway could be scrapped, a new consultation has shown. The Greater Cambridge

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monitoring shows that "while the



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biodiversity net gain for the scheme Visit greatercambridge.org.uk/ c2c-eia for more information and to have your say before the consultation closes at midday on Monday, July 11.

The GCP will be holding a number of webinars, public events and attending community meetings to share and discuss the project and the

### Consultation launched on strategy to keep

current Local Transport Plan, adopted in January 2020.

The new plan is needed to meet shifting demands on transport, including the effects on travel caused by Covid-19, the government's new national strategies to decarbonise transport and the Cambridgeshire and Peterborough Independent Panel on Climate's own recommendations to help tackle climate change.

Also this week, the Greater Cambridge Partnership launched its Environment Impact Assessment consultation over the £160m off-road Cambourne to Cambridge busway.

In the coming weeks, the GCP will begin consulting on plans to change

the way that roads in Cambridge are classified, which will alter how people travel around the city by foot bicycle, car, bus and lorry. And it will publish the results of its earlier Making Connections consultation, which set out plans for buses every few minutes in the city centre paid for by a congestion charge. Buses lay at the heart of the

mayor's new plan, which promises a 'world-class transport network' for Greater Cambridge by working closely with local planning authorities, the GCP and Cambridgeshire County Council.

The draft plan states: "Our strategy for addressing the transport challenges that the Greater

Cambridge area faces involves transforming the sustainable transport offer, so more people choose to travel by public transport, cycling and walking and fewer by car."

The draft plan proposed reform of buses through a new operating model, connecting more places Cycling and walking will be encouraged, and support is offered for more electric vehicles and zero emission buses to cut carbon and improve air quality. The plan says bus services in

Greater Cambridge need to have longer operating hours and higher frequencies to "genuinely be able to compete with the private car".

It suggests that rural areas could

## lanes of traffic in village

Cambourne to Cambridge busway and how the proposals have evolved.

Hardwick cross section 1 - default off-road proposal



Hardwick Cross section 2 - on-road with bus gate proposal





### the region moving - and cut air pollution

be served by the TING service, which is a demand responsive transport service trialled in Huntingdombies.

service trialled in Huntingdonshire.
The plan also piedges its work
alongside the GCP on its Greenway
active travel schemes, its city access
programme and current busway and
travel but schemes.

The Combined Authority will also work with partners on the Cambridge South station plans, A10 improvements (Ely to Cambridge) and capacity improvements to the M11, as well as continuing its e-secoter trial. Mayor Dr Johnson said: "It is vital

Mayor Dr Johnson said: "It is vital that in a fast-changing world that we have an up-to-date, ambitious transport strategy for the region which meets the needs of people, communities, the environment and the economy. This developing plan will guide how we make the region's transport better. From more convenient, reliable and accessible public transport, to making cycling and walking more attractive for short journeys – we want our transport network to be good quality, safer. fairer, less polluting and accessible to

more people.

"And the Combined Authority has an ambition to make growth in our region truly sustainable and we can't do that if we don't have the transport infrastructure to match. I want a transport network that supports our growing economy, Jobs and homes, but that also tackles inequality and

creases opportunity, while protecting our environment and heritage. But what's important now is that we hear from as many voices across Cambridgeshire and Peterborough as possible."

The draft plan aims to support improved public health, accelerated carbon reduction, protection of the environment, reduced inequalities, and making growth in housing, jobs, and the economy more sustainable.

Connectivity has been included in title of the plan to incorporate a digital infrastructure strategy, acknowledging the growth in home working and demand for leisure and shopping online.

Visit yourifcp.co.uk to have a say.

### Widespread support for segregated cycle lanes



More than three quarters of people would support the creation of neighbourhoods that make it easier to walk, cycle and use public transport in Cambridge, a survey has found.

A new report produced by

A new report produced by national walking and cycling charity Sustrans shows that participation in active travel is still high in Greater Cambridge.

high in Greater Cambridge.

It also revealed strong public support for further measures that encourage walking, wheeling and expline.

Sustrans England director Midlands and East, Clare Maltby, said: "Greater Cambridge is cleaner and healthlier because it is committed to enabling active travel. The statistics show that enabling active travel is helping to prevent 827 serious long-term health conditions and 120 early deaths every year. That's equivalent to swings of £5-4million or 180,000 GP appointments.

"However, there's clearly more to be done to ensure cycling and walking is for everyone and isn't limited by income, experience, or location."

A total of 1,296 residents aged 16 or above were surveyed for the Walking and Cycling Index to explore their attitudes towards walking and cycling in Greater Cymbridge

The data was collected between June and August 2021 and gives an insight into the area's travel habits as it emerged from lockdown. It shows a drop in the number of individuals using all modes of transport five days a week, with walking the only exception. That increased from 50 per cent in 2019 to 54 per cent in 2021.

Cycling remains a very popular

way to travel with nearly half (45 per cent) of all residents riding a blice at least once a week

bike at least once a week.

The survey also found eight in 10 people (81 per cent) supported the creation of more 20-minute neighbourhoods and almost three-quarters (74 per cent) supported the creation of more cycle tracks along roads physically separated from traffic and pedestrians.

from traffic and pedestrians.
Areas where many facilities can
be reached by foot are known as
"30-minute neighbourhoods", as you
can walk from your home to many
of the things you need on a regular
basis and back again within 20
wirestes.

Seven out of 10 (71 per cent) residents felt that wider pavements would help them to walk or wheel more. However, participation in walking and wheeling—the use of wheelchairs and mobility scooters—Is not equal. Of those that do cycle at least once a week, more men (30 per cent) are cycling than women (40 per cent). There is also a disparity between AB, the highest socio-economic group (30 per cent) and DE, the lowest socio-economic group (36 per cent). Some residents (15 per cent) do not cycle but would like to and almost a quarter of people (24 per cent) from ethnic minorities currently do not cycle but would like to but would like to.

but would like to.

Clir Elisa Meschini, the deputy leader of Cambridgeshire County Council and chair of the Greater Cambridge Partnership exocutive board, said: "With thousands of additional car journeys expected on our roads every day over the next decade we need to do more, and so that's why we're continuing to invest in our active travel network to encourage even more people to get out of their cars."



Better Public Transport and Active Travel

## Appendix D4 Social Media Posts

#### Facebook



The next step in the GCP's C2C project – which will link #Cambourne to #Cambridge via the new Bourn Airfield development, the Scotland Farm travel hub, Hardwick and the West Cambridge campus – is the Environmental Impact Assessment (EIA) consultation, which opened today.

Following three public consultations and technical work to determine a preferred route, we're now undertaking an EIA. As part of this, we're seeking your views on how we can best manage and mitigate the scheme's impacts on the landscape and environment.

You can review the emerging design and response to environmental impacts on our consultation webpage. Info and questions cover the active travel path, bus stops, travel hub and construction, plus detail and questions in relation to eight area sections.

Consultation documents, key dates, FAQs and the survey (which is open until 11 July) are are online here: www.greatercambridge.org.uk/c2c-eia





7 Retweets 5 Quote Tweets 6 Likes

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Greater Cambridge Partnership  @GreaterCambs · May 16  Replying to @GreaterCambs  Following three public consultations and technical work to determine a preferred route, we're now undertaking an EIA. As part of this, we're seeking your views on how we can best manage and mitigate the scheme's impacts on the landscape and environment. 2/4				
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Greater Cambridge Partnership  @GreaterCambs · May 16  Consultation documents, key dates, FAQs and the survey (which is open until 11 July) are are online here: greatercambridge.org.uk/c2c-eia 4/4				
	consultcambs.uk.engagementhq.com Cambourne to Cambridge Better Public Transport Thank you for your interest in the Cambourne to Cambridge Environmental Impact Assessment			
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