



Statement of Community Involvement

Outline Business Case - Appendix G

17 January 2020

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1 Introduction

This Statement of Community Involvement has been prepared by Mott MacDonald to accompany the Outline Business Case (OBC) for the Cambourne to Cambridge Better Public Transport (C2C) Project. The whole scheme will be referred to as the 'C2C project' throughout the document.

Since the C2C project's inception in 2015, an extensive community and stakeholder engagement process has produced a number of outcomes. This report aims to consolidate all activities to date in a clear, concise document to better understand how community and stakeholder engagement has informed the development of the C2C project.

1.1 Background

The C2C project received prioritisation for funding by the Greater Cambridge Partnership (GCP) in 2015. The C2C project responds to the challenge of future rising demand aligned with the predicted growth along the corridor, and the impact this would have on the local road network. Previous studies have shown that the A428/A1303 corridor suffers from congestion, poor journey times, and issues of journey time reliability during peak hours. This, combined with future growth, will exacerbate congestion and the C2C project aims to address these challenges through the provision of high-quality public transport which encourages travel by bus as opposed to private car to the city centre.

Since 2015, the scheme has progressed through a series of option identification and assessment exercises. The option packages were generated and refined through workshops, liaison with statutory and non-statutory stakeholders, and assessments to ensure the process was thorough and considered a range of factors. In addition to this, a Local Liaison Forum (LLF) was set up in 2016 to engage with local residents' representatives on the C2C project.

1.2 The Role of Consultation

Consultation and communication with the general public and key stakeholders is an essential element of the planning process for major transport schemes such as the C2C project. It is important that communities are made fully aware of any proposals which may impact upon their local area and are provided with opportunities to discuss any issues and concerns with the project team. It also offers the opportunity to compile direct feedback on proposals.

In addition, consultation with local communities provides an understanding of transport users' needs and the potential impact a high-quality public transport scheme could have on their travel choices.

1.3 Document Structure

Following this introduction, the document is structured as follows:

- Chapter 2: Public Consultation 2015
- Chapter 3: Local Liaison Forum (LLF)
- Chapter 4: Stakeholder Workshops December 2016-August 2017
- Chapter 5: Busway User Research July-August 2017
- Chapter 6: Public Consultation November 2017-February 2018, including SYSTRA's Market Research

- Chapter 7: Stakeholder Workshops February-March 2018
- Chapter 8: Public Consultation February 2019-March 2019
- Chapter 9: LLF Technical Group Meetings
- Chapter 10: Environmental Working Groups
- Chapter 11: Community Drop in sessions
- Chapter 12: Further Consultation
- Chapter 13: Summary

2 Public Consultation 2015

2.1 Introduction

An 'Initial Stage' public consultation was undertaken in the autumn of 2015 that centred on six high-level options for public transport infrastructure improvements in the Cambourne to Cambridge area.

The public consultation formed part of the assessment of the outline options for the C2C project and inform recommendations to the City Deal Board in the autumn of 2016. The public consultation was part of the work that identified the constraints and scope of investment requirements that informed the Strategic Outline Business Case (SOBC) in October 2016. For the full consultation report, please see **Appendix A**.

2.2 Methodology

The 'Initial Stage' public consultation was held between 12th October and 23rd November 2015 and was undertaken as a part of a wider stakeholder engagement exercise. The public consultation approach used was consistent with the Department for Transport (DfT) major scheme development methodology.

The public consultation centred on six high-level options for public transport infrastructure improvements along the Cambourne to Cambridge corridor. These six high-level options were divided into two areas; 'Area 1' being from Cambridge City to Maddingley Mulch roundabout and 'Area 2' from Maddingley Mulch roundabout to Cambourne. These areas reflect the funding tranches in which the project will be delivered.

Each of the Areas had 3 options for the public to comment upon:

- North (north of the A428);
- Central (running along or at close proximity to the A428); and
- South (south of the A428).

The options that were consulted on are illustrated in Figure 1. This consultation sought the public opinions for both areas from those residing, working and travelling along and beyond the A428 area.

Promotion of the consultation was through several different avenues. All 27 Parish Councils along the route were contacted and sent information and materials, in addition to community hubs and libraries. The packs distributed included leaflets containing the survey (which was used to record public opinion on the project proposals) and posters and postcards to encourage engagement.

The leaflet showing the options and including the survey was distributed to households and businesses located in close proximity to the route. The survey that was contained in the leaflet was also available online, on the GCP's website. A total of 13,000 leaflets containing the survey and 30,000 postcards were distributed to promote the consultation.

Other avenues of promotion included:

- Advertisement;
- South Cambridgeshire Magazine;

- City Council magazine;
- Email; and
- Social Media (Twitter, Facebook).

Eleven public events took place between 27th October and 19th November 2015, with a combined attendance of over 300 members of the public.

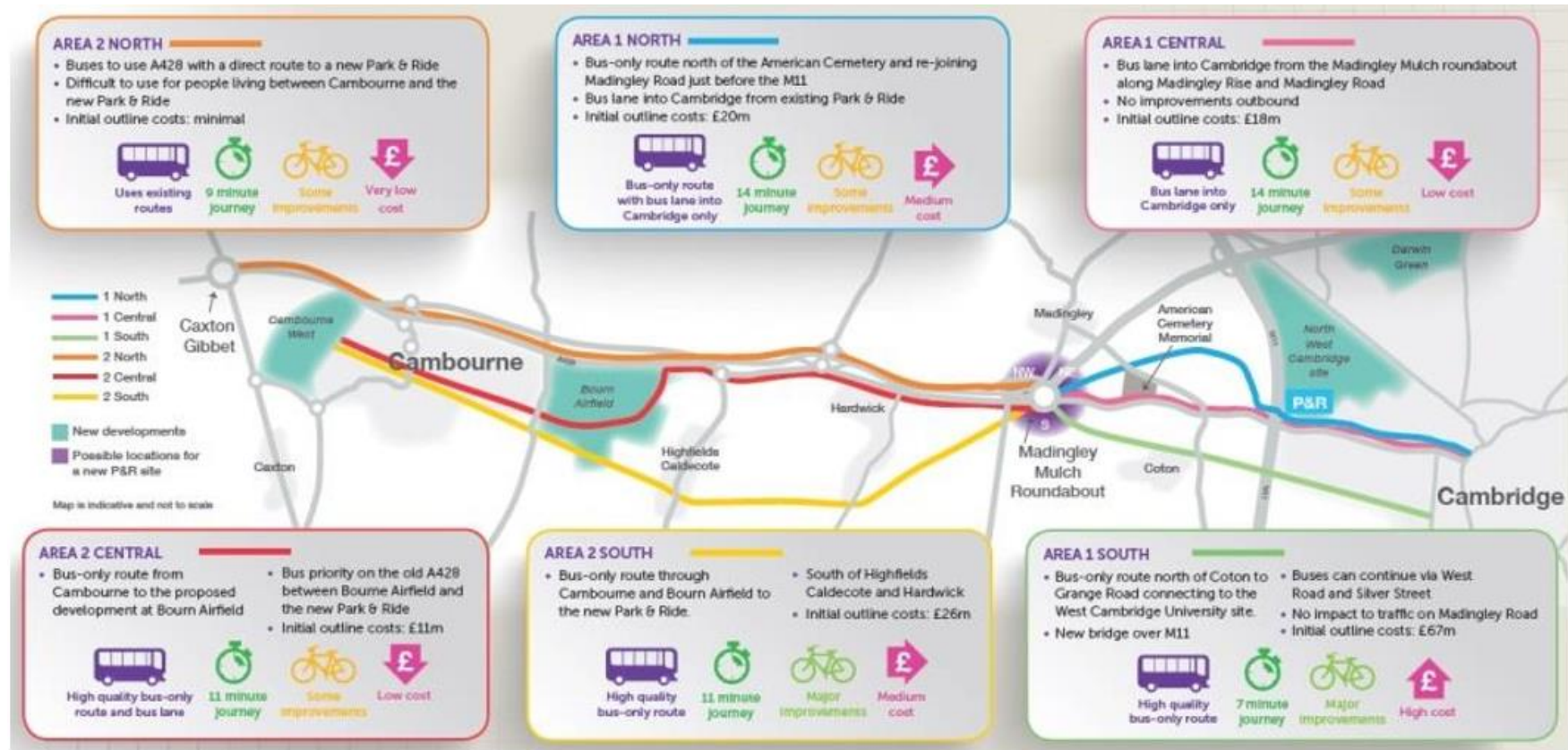
Table 1: 2015 consultation public events

Date	Location	Time
Tuesday 27 October	Tesco Extra, Barford Road, St Neots	10:30-13:00
Wednesday 28 October	Bourn Village Hall, Shirt Street, Bourn	17:00-20:00
Thursday 29 October	Coton Village Hall, Coton	18:00-20:00
Monday 2 November	Roger Needham Building, University of Cambridge, West Cambridge Site, Cambridge	17:00-20:00
Tuesday 3 November	Hardwick Primary School, Hardwick	17:00-20:00
Wednesday 4 November	The Hub, High Street Cambourne	16:00-20:00
Tuesday 10 November	Lucy Cavendish College, Lady Margaret Road, Cambridge	17:00-20:00
Wednesday 11 November	The Priory Centre, Priory Lane, St Neots	17:00-20:00
Thursday 12 November	The Vinter Room, Vinter Close, Papworth Everard	18:00-20:00
Wednesday 18 November	Caldecote Primary School, Highfields Road, Highfields	18:00-20:00
Thursday 19 November	Morrisons, Broad Street, Cambourne	11:00-13:30

Source: GCP

The consultation leaflet can be found in **Appendix B**.

Figure 1: 2015 Public Consultation Options

Source: greatercambridge.org.uk

2.3 Consultation Findings

In total, the consultation received 2,193 responses to its survey, of which 707 were received as paper copies and the remaining 1,486 submitted via the survey online.

The headline findings of the public consultation were as follows:

- Seven out of ten (70.3%) respondents agreed in principle to better bus journeys between Cambourne and Cambridge.
- Over half (52.9%) of respondents indicated that they were often in slow or stationary traffic between the Madingley Road Roundabout and the M11 junction.
- Just over a quarter (29.5%) indicated that they travelled between Cambourne and Cambridge daily.
- Over three quarters (77.2%) of respondents indicated their usual mode of travel was by car as a driver.
- When asked about current travel methods between Cambourne and Cambridge, over a quarter (25.5%) indicated they used the bus.
- 'Reliable journey times' was cited as being key to making bus travel a better alternative to the car by over half (50.7%) of respondents. Over two-fifths (44.3%) cited a need for 'faster journey times' and a similar figure (43.1%) cited a need for 'more buses per hour'.
- Two thirds (66.3%) of respondents felt it was important or very important that cycling and pedestrian facilities are improved within this scheme.
- Options Area 1 Central and Area 2 Central received majority support (66.8% and 58.1% respectively).
Options Area 1 South and Area 2 South received majority opposition (65.5% and 58.2% respectively), as did Option Area 1 North (57.8%).
- Almost half (46.1%) of respondents approved of a new Park & Ride site near the Madingley Mulch roundabout, with over a quarter (28.3%) against the suggestion. A large proportion had no preference about its specific location (45.8%).¹

2.3.1 Written Representation

As well as survey respondents there were also written responses in the form of seven letters attached to the leaflet, 91 emails and 58 letters received. These representations were from different groups, whose main comments are summarised as follows:

- Views around Area 1 Central were mixed, and requests were made for further detail to be provided to enable residents and organisations to give further feedback. Area 1 North also raised significant concerns that it would have negative environmental and ecological impacts.
- From comments and communications sent in separately to the survey, the greatest opposition was for Area 1 South. This opposition was due to the overlap into woodland. Support was given by others, with positive comments being made about cycleway options.
- Both Area 2 Central and Area 2 South received comments that the unchanged journey times would not promote public transport use.
- Support was expressed for a new alternative proposed Park & Ride site north-east of the A428 dual carriageway at the Hardwick/Scotland Road junction. However, concerns were

¹ Greater Cambridge City Deal Camboorne to Cambridge: Better bus Journeys, Consultation Report, Cambridge Research Group, Feb 2016

raised about the potential impact on Hardwick village. The development of a new Park & Ride site at the Madingley Mulch roundabout was positively commented on; however, land ownership issues were raised.

- The development of a high-quality cycle route was proposed - both a radial route out of the city centre, and an orbital route connecting villages. The upgrading of off-road cycling routes between villages and the city centre were considered as measures which would increase cycling, but concerns were expressed about maintenance to keep these routes useable in the long term.

A number of alternative proposals were suggested in the written responses. Out of 19 proposals, nine were outside the scope of the scheme and ten were identified for further qualitative analysis of potential benefits:

- Substituting proposed P&R at Madingley Mulch with a P&R at Scotland Farm;
- Route north of Cambridge Road and bridge across M11;
- Alternative route alignments east of J13 M11;
- Tidal bus lane for Option 1 Central;
- Option 1 Central/1 North with a route through West Cambridge;
- Smart Traffic Management;
- Transport Hubs at Cambourne, Bourn and between Highfields and Caldecote;
- Additional P&R north of Cambourne; and
- Closing Madingley Hill to through-traffic.

What this meant for the C2C Scheme

- Respondents were concerned about the lack of information, leaving them feeling unable to make an informed decision. As a result, for the future public consultations, every effort was made to ensure participants were fully informed. The survey questions for 2017-2018 were designed with input from Cambridgeshire County Council's Research Team to ensure clear and coherent information for participants.
- In addition to the comments, a number of alternative proposals were submitted during the public consultation offering modifications of the Options or different strategies to achieve similar objectives. Some proposals were out of the scope of the project and some were being considered as part of other Greater Cambridge Partnership schemes in development. The remaining were assessed and taken into further consideration for scheme design.
- Suggestions for a transport hub located at Cambourne, Bourn, and between Highfields and Caldecote were submitted. Transport hubs (in addition to the main P&R site) were considered feasible but the specific location, capacity and access arrangements could only be considered as part of the next step of assessment on an emerging option.
- There was support for public transport and cycling improvements along the Cambourne to Cambridge corridor, balanced by concerns over the potential environmental effects of new offline infrastructure. These concerns were taken into consideration and addressed within further technical assessments on specific route alignment.

3 The Local Liaison Forum

3.1 Introduction

A Local Liaison Forum (LLF) for the Cambourne to Cambridge Better Public Transport was formed in 2016 upon instruction from the City Deal Board. The forum provides regular dialogue between the project team and members of the local community, ensuring that interested parties are kept informed and can continue to contribute to the scheme development.

3.2 The LLF

The LLF meet regularly and meetings include presentations given by the project team to provide updates on progress and technical information. This has given the LLF opportunity to respond and offer resolutions to concerns.

Meeting minutes can be found in detail at

<https://www.greatercambridge.org.uk/transport/transport-projects/cambourne-to-cambridge/cambourne-to-cambridge-llf/> but have been given a brief overview in Table 2.

Table 2: LLF Meeting Log

Date	Presentation	Outcomes
07/03/2016	<ul style="list-style-type: none"> Introduction to Major Scheme Development Appraisal Welcome 	Formulation of the LLF, Terms of reference, Understanding Scope, election of Chair and Vice chair.
14/06/2016	<ul style="list-style-type: none"> Officer Presentation West Cambridge Presentation Coalition of Parish Councils Presentation 	10 resolutions suggested. These included demand management options, sustainability improvements, consultations, lack of evidence and justification, opposition to an off-road option and bus only bridge, more information from City Deal and the University, and objections to Maddingley Mulch Roundabout Park & Ride.
26/09/2016	<ul style="list-style-type: none"> The 'preferred corridor' proposals 	9 resolutions suggested. These were with regards to phasing of the project and allowing sufficient time for assessment, giving environmental and social impact criteria equal weighting for scores, opposition to option 3a through West Fields, releasing documentation with regards to negotiations with Highways England, an on-road route, removal of the University on the Board for this project, opposition to Maddingley Mulch Roundabout Park & Ride, and trial periods of road closure.
02/02/2017	<ul style="list-style-type: none"> Western Orbital Update A1303 Busway Feasibility Working Route Alignments 'Option 6' 	<p>Queries about clarification of timings, assumptions and measurements, and conflict with cyclists. 'Online option' spurred questions about clarifications of widths, why other online bus options were not considered, land take and cost. Decisions made via vote:</p> <ul style="list-style-type: none"> The LLF should move forward with option 6 and ask the Greater Cambridge City Deal (GCCD) Board to undertake a full evaluation of it alongside option 3/3a. Scotland Farm should be considered as the location of the P&R. Also assess the impact of a P&R impact on Dry Drayton. A letter should be requested to justify why Option 4 was removed as an option Establish a working group to write to the GCCD Board about the evidence base and outstanding questions not yet answered.

Date	Presentation	Outcomes
		<ul style="list-style-type: none"> The LLF will only take part in workshops after 'Option 6' has been worked up and not until it has been properly assessed.
17/03/2017	<ul style="list-style-type: none"> LLF Presentation 	<p>Decisions made via vote:</p> <ul style="list-style-type: none"> Response statement to a reassessment of Park & Ride sites and on- and off-road on Madingley Hill guaranteeing LLFs involvement in the reassessment, and Option 6 is included. The LLF agrees that the route of Option 6 from Cambourne to the West Cambridge site is more suitable than the off-road option 3/3a and urges the City Deal to assess it immediately. The LLF agrees that a Park & Ride site at the Scotland Farm junction of the A428 is superior to a site at Crome Lea. The LLF agrees that the route of Option 6 from the West Cambridge site to the city centre is more suitable than routes in the catchment area of option 3/3a and urges City Deal to assess it immediately. A workshop proposed for 'Option 6'.
21/06/2017	<ul style="list-style-type: none"> WO Presentation 	<ul style="list-style-type: none"> South Newnham Residents' Association to join LLF. LLF to draft a letter to GCCD raising concerns about workshops and suggested solutions to make them more representative and effective. GCP to make information from Highways England available to LLF members. Resolution to the proposed multi-storey Park & Ride at Trumpington that the car park should be built before hitting congestion. Resolution – would like more information with regards to a Park & Cycle in order to make an informed decision.
17/07/2017	<ul style="list-style-type: none"> Light Rail Solution suggestion Ashley Heller (GCP) 	<ul style="list-style-type: none"> Greater Cambridge Partnership are requested to defer decisions on the proposed A428 Busway until such time as both the high-level mass-transit study (as proposed by the GCP), and the feasibility studies on Light Rail (as proposed by the Combined Authority), have been completed and published, and that further development work on route 3a is stopped until this feasibility study is completed. Cambourne to Cambridge Busway project should constitute no more than a short-term intervention along the lines of the LLF's Option 6. There was disagreement upon the INSET scoring of schemes.
11/09/2017	<ul style="list-style-type: none"> East of M11 Workshop Summary End of Stage Report Summary Park & Ride study LLF Presentation 	<ul style="list-style-type: none"> Please refer to LLF Resolution and Responses 11.09.17 document. The Project Board response to stop development work on the C2C project was negative given the high dependency of the Local Plan and GCP objectives. The Project Board responded to the resolution about the selection of Park & ride sites being that sites were selected both by environmental issues and future potential transport benefits. The Project Board response to project costs included the refining and reviewing of costs, review of the procurement strategy and responding to lessons learnt locally and nationally from projects of similar scope. The Project Board response to the LLF's endorsement of the scoring options was that the LLF had the opportunity to question and challenge the scoring as to which the consultant amended the scoring accordingly. The Project Board response to the review of the Terms of Reference prior to further workshops it was agreed that

Date	Presentation	Outcomes
		<p>involvement of the LLF at an early stage was appropriate, however officers must have discretion to ensure that the workshop delivers the required outputs to support project development.</p> <ul style="list-style-type: none"> The Project Board response to the Girton Interchange resolution was that while not specifically in the scope of either the Western Orbital or the A428 scheme, is being supported by the GCP Board. If the upgrade proves viable, this will be reflected in the Strategic and Economic Cases of the Business Case for the C2C project.

Source: greatercambridge.org.uk

Through the LLF, route options were developed and taken through the appraisal process:

- Eastbound unsegregated Bus Lane between Madingley Mulch Roundabout and Lady Margaret Road; Option 1 had been previously identified in the overall Cambourne to Cambridge assessment as a do-minimum option (See Scheme A from Atkins: *Options Appraisal Report, 20th June 2014*). (Became Option 1 in the Options Assessment, July 2017).
- An on-road tidal lane on Madingley Road running between Madingley Mulch Roundabout and High Cross and a Park & Ride near Scotland Farm. (Option 6, suggested in September 2016).

Stakeholder engagement was undertaken with the LLF by means of meetings and workshops, with discussions focussing around the development of specific route alignments for Option 3a (An off-road busway running between Cambourne and Grange Road, Cambridge) as well as work on Options 1 and 6.

3.3 Outcomes

What this meant for the C2C Scheme

- A new project option for Area 1 was suggested. After assessment, it was deemed suitable to be included in further assessments and appraisal, this was known as the 'Hybrid' option.
- New options were suggested by the LLF which were taken through the appraisal process and the Multi Criteria Assessment Framework (MCAF) which was used to appraise the emerging options.
- The LLF disagreed with the scoring given in the MCAF and conducted their own assessment with alternative criteria to MCAF.
- It was agreed that further assessment would be conducted on the options suggested and criteria should be used from the original MCAF and the LLF assessment to give the most robust conclusions.
- Under instruction from the GCP Board, Option 6 was taken forward to the End of Stage Report in September 2017.

4 Stakeholder Workshops December 2016 – August 2017

4.1 Introduction

To assist in the development of the project options, workshops were convened to enable representation of large groups, associations and elected representatives to comment on the proposals. This chapter outlines the stakeholder workshops which took place between December 2016 and August 2017.

4.2 Stakeholder Workshops December 2016 – May 2017

Stakeholder workshops held between December 2016 and May 2017 were convened to address specific elements of the emerging project options:

- Local Stakeholder Workshop – 8th December 2016;
- Cambourne Workshop – 14th March 2017; and
- Local Planning Authority Workshops – January 2017-May 2017.

4.2.1 Local Stakeholder Workshop

A workshop between the project team and local stakeholders (including representatives from 'Save the West Fields', 'Smarter Cambridge Transport' and the LLF) was held on 8th December 2016 with the aim of providing transparency whilst responding to questions submitted by the attendees. This meeting was the start of formal dialogue between the various groups, to be continued through the LLF and subsequent meetings.

4.2.2 Cambourne Workshop

A stakeholder workshop was held in Cambourne on 14th March 2017 and attended by members of the project team, representatives from bus operators Stagecoach and Whippet, local schools and businesses, as well as District and Parish Councillors.

Attendees were asked to discuss and provide feedback on existing bus services in Cambourne as well as potential interventions to improve provision. Outcomes of the workshop were used to narrow down options for providing Bus Rapid Transit (BRT) through the town and inform the Cambourne Transport Study (July 2017).

4.2.3 Local Planning Authority Workshops

Workshops were held between the project team and representatives from Cambridge City Council, Cambridgeshire County Council and South Cambridgeshire District Council on 4th January 2017 and 27th April 2017.

The workshops focussed on the transport and landscape aspects of the proposed off-road option, referred to at the time as Option 3a. The project team sought guidance from experts on trees, greenbelt issues, mitigation and cycling, to feed into subsequent design reviews.

4.2.4 Workshop Outcomes

The outcomes from the workshops undertaken between December 2016 and May 2017 are as follows.

What this meant for the C2C Scheme

- The start of a formal dialogue between LLF and residents / stakeholders.

4.3 Stakeholder Workshops August 2017

Stakeholder workshops were held on the 21st and 22nd August 2017 to address specific elements of the proposed options, prior to submission of the Atkins 'end of stage' report.

4.3.1 21st August 2017 Workshop

The aim of the 21st August 2017 workshop was for stakeholders to work together to consider the range of public transport priority issues and options to the east of the M11. The objectives of the workshop were as follows:

- To develop the project team's understanding of transport and environmental constraints in this area;
- To identify the potential interventions to improve public transport operational conditions relating to both on-road and off-road options; and
- To consider the strategic links with the options to the west of the M11.

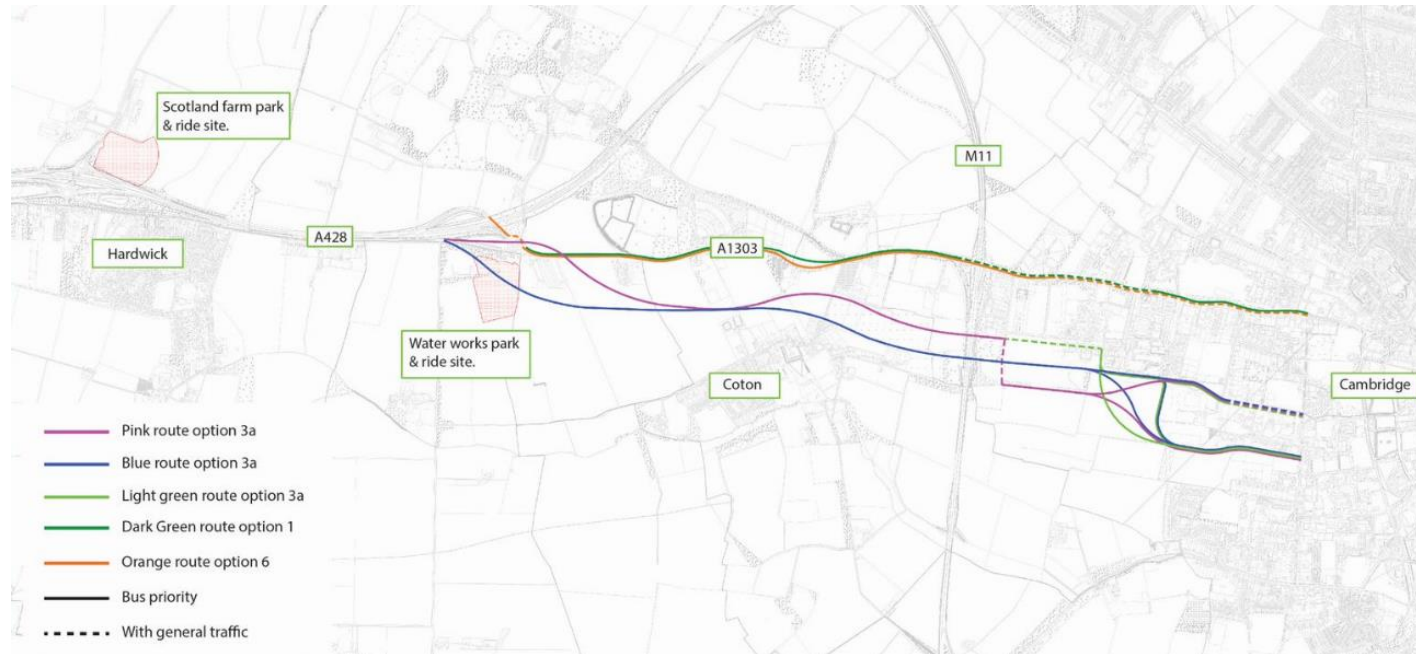
A total of 30 people attended the workshop and represented the following organisations:

- | | |
|--|---|
| • Cambridge Past, Present and Future | • Save the West Fields |
| • Smarter Cambridge Transport | • Camsight |
| • Hardwick Parish Council | • Local Access Forum |
| • Elected members representing Coton, Cambridge, Bourn Ward and Bourn Parish. | • British Horse Society |
| • Residents Associations from Madingley Road Area, North Newtown, Madingley Road, Gough Way, Cranmer Road, Maxwell Road, Cambridge, and South Newham Neighbourhood Forum | • Stagecoach East |
| | • South West Fields |
| | • A428 Cambourne to Cambridge Better Public Transport LLF |
| | • Camcycle |
| • Granchester Parish Council | • Cambs City Council Passenger Transport |

Briefings on the project were given by GCP, Skanska and Atkins to ensure that all members of the group had full understanding of the process and design before they were divided into tables. On these tables the attendees worked in groups to consider what they liked and disliked about the following options presented (Figure 2).

- Option 1: An on-road option which included the introduction of bus lanes on Madingley Road between Madingley Mulch Roundabout and Lady Margaret Road;
- Option 3a: An off-road busway running between Cambourne and Grange Road, Cambridge; and
- Option 6: An on-road tidal lane on Madingley Road running between Madingley Mulch roundabout and High Cross and a Park & Ride near Scotland Farm.

Figure 2: Options presented at the Workshop on 21st August



Source: Mott MacDonald

4.3.1.1 Workshop Findings

The main findings from the workshop were as follows:

- Frustration that criteria seemed to change from what was put forward earlier in the year, the opinion of local stakeholders was not taken into account and the fact that an off-road option was still being considered.
- On-road Options 1 and 6:
 - Congestion concerns in the city centre and suggestions of congestion charging.
 - Journey destinations are likely to be north or south of the city centre rather than the city centre itself.
 - The impacts on cycling are very significant for Option 1 and general concern with regards to constraints and conflicts between different transport modes.
 - Girton Interchange has the potential for a Park and Ride.
 - Suggestion to run services like trains with limited stops.
 - Suggestion of running the bus up to High Cross only.
 - Suggestion of running electric buses only.
 - Impact on pollution if electric buses could not be operated.
 - City Centre Access proposals will reduce car parking.
 - Concerns about the visual impact of the gantries for Option 6 and the fact that a tidal lane may take time to adjust to.
 - Environmental impacts of an on-road scheme – how can the environment be enhanced?
 - Is there an opportunity to take advantage of both Option 1 and 6 to form a 'hybrid' Option of both?
 - New option suggested to be a one-way loop system.
- Off-Road Option 3a
 - There are flood risks at Bin Brooke which already has issues in heavy rain.
 - Concerns about landscape impacts with stakeholders suggesting there should be an avoidance of routes going through existing fields.
 - Route concerns including pinch points, roads being unable to accommodate buses (Herschel Rd, Grange Rd and Cramner Rd), Adams Road being an existing cycle way and the impact on cyclists if the option is run along it, and the bridge over the M11 not being suitable.
 - Lack of future proofing of the off-road options.
 - Confusion about what happens at the end of the route, what happens at Grange Road?
 - The off-road option offers a much higher cost for not much journey time benefit which would give it a low BCR.

4.3.2 22nd August 2017 Workshop

The objectives of the 22nd August 2017 Workshop were as follows:

- To present the emerging views of the technical consultant in relation to the shortlist of Park & Ride sites;
- To have opportunities to discuss and determine main areas of concern in response to this shortlist; and

- To gather further information and document concerns on these shortlisted sites against the assessment criteria.

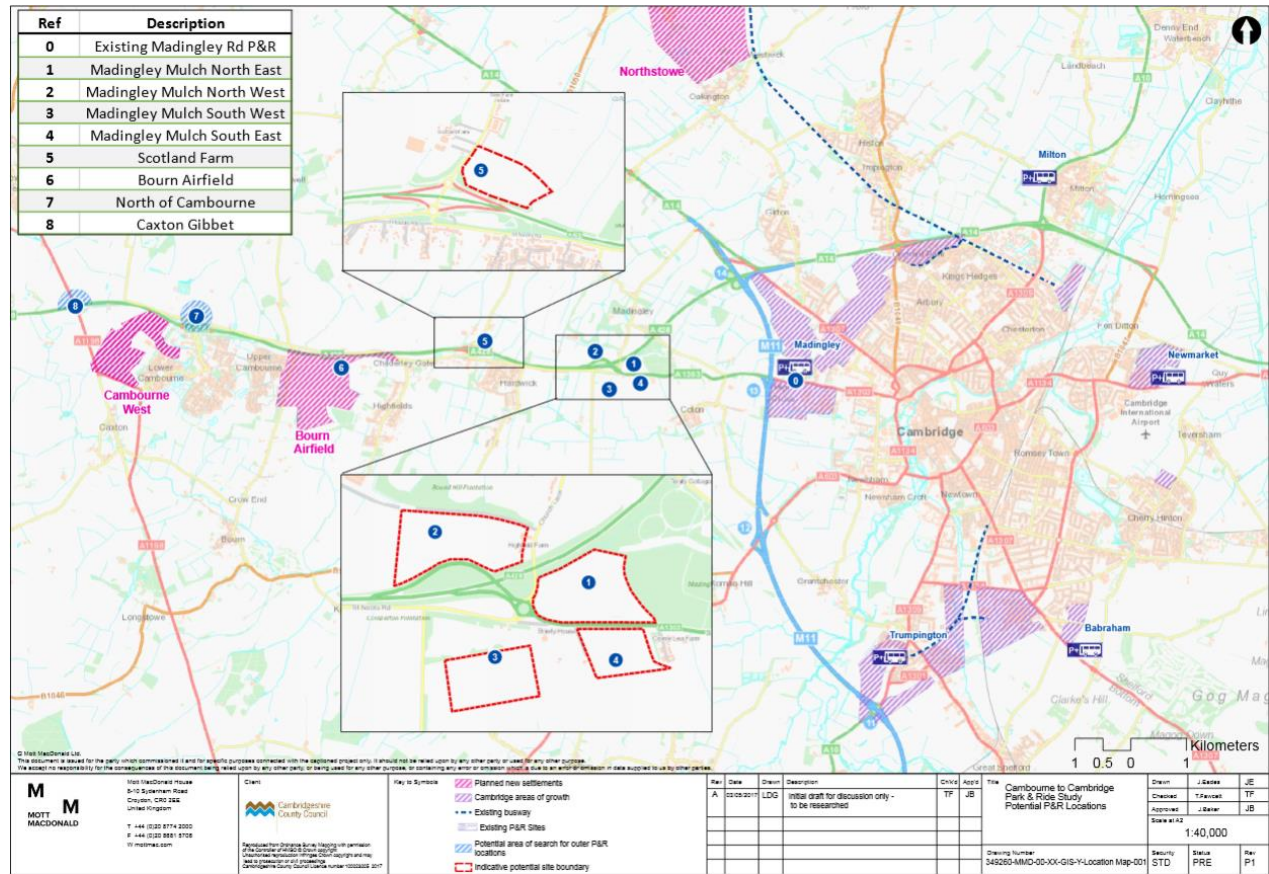
A total 22 people attended the workshop representing the following organisations:

- | | |
|---|--|
| ● Stagecoach East | ● University of Cambridge Transport Manager |
| ● Councillors (Dry Drayton Parish, Coton Parish, Hardwick District, Elsworth Parish, Madingley Parish, Caldecote District, Bar Hill Ward, Newnham Ward) | ● Cambridgeshire County Council |
| ● Cambridge Campaign for Future Transport | ● Cambridge City Council |
| ● Cranmer Road Residents' Association | ● Cambridge Past Present and Future |
| | ● LLF |
| | ● Greater Cambridge Partnership City Access Team |

As with the workshop held on the 21st August, all attendees were given a full briefing before discussions. These briefings were given by the GCP and Mott MacDonald to ensure attendees were fully aware of the shortlisted sites which were projected on screen. Attendees were able to question Mott MacDonald to enhance their understanding.

Following the presentations, smaller break-out groups discussed each site in turn to produce relevant and specific detailed comments for each site. Options presented to the stakeholders are shown in Figure 3.

Figure 3: Park and Ride Presented



Source: Cambourne to Cambridge Better Public Transport, Park & Ride Study, September 2017

4.3.2.1 Workshop Findings

The main findings from the workshop were as follows:

- Concern was expressed at the choice of the shortlist, particularly the sites 3 and 4 near Madingley Mulch roundabout and site 6;
- Stakeholders considered there had been a 'breakdown in trust' and which made it difficult to facilitate an open discussion;
- All workshop groups favoured Site 5, Scotland Farm, mainly because of improved connectivity, less environmental impact and access from the east and west;
- Sites 3 and 4 were particularly unpopular as it was thought queuing and congestion on Madingley Mulch roundabout would result, concerns about environmental impact including visual impact and light pollution (particularly in relation to the village of Coton), as well as an over-arching threat to Green Belt; and
- Site 6 was not considered to be viable because of the distance from congestion and/or Cambridge, furthermore the site was felt to have no direct connection to the A428 so would get little use, and would have a negative impact on housing development land at Bourn Airfield.

What this meant for the C2C Scheme

- Utilising feedback from the workshop, the Park & Ride locations were narrowed down. This led to further evaluation and two sites 'Option 3, The Waterworks' and 'Option 5, Scotland Farm' were presented for public consideration in the 2017-18 consultation.

5 Busway User Research

5.1 Introduction

Between July and August 2017 SYSTRA Ltd conducted research with current Guided Busway users and potential users of the C2C scheme. The results of these surveys are summarised below.

The research was carried out to supplement the 2012 Busway Usage Surveys taken for the existing Guided Busway which opened in 2011 (connecting Huntingdon, St Ives, Cambridge and Addenbrooke's/Trumpington) and help shape the future of bus schemes in the area. The aim of the research was to understand existing users' views of the Cambridgeshire Guided Busway (CGB), and to understand the potential use of a new scheme by residents of the transport corridor.

For full reports of SYSTRA Ltd Busway User Research, please see Appendix C1 and C2 of the *'Cambourne to Cambridge Better Public Transport, End of Stage Report, Greater Cambridge Partnership'* produced in 2016 by Atkins.

5.2 Current Busway User Research

Between 15th and 22nd July self-completion surveys were handed out to CGB users at selected bus stops, with completed forms handed back to the interviewer. Surveys were also taken on the bus to help maximise response rate.

The survey was approximately 5 minutes long and designed to capture the purpose, origin, destination, travel mode to stop, frequency of use, main reasons for using the busway, features most important to them, desired improvements, use of the cycle/walk track and overall views on the CGB.

The surveys were conducted at bus stops and Park & Ride sites along the existing Busway route and a total of 1,058 interviews were completed.

5.2.1 Research Findings

The headline results are summarised below:

- Over half (51.9%) of respondents accessed the bus stop by foot;
- Almost three-quarters (72.6%) of respondents made their onward journeys by foot;
- Over a fifth (22%) of respondents' main journey purpose was commuting, followed by shopping (20.3%);
- Almost a quarter (23%) of respondents make the same journey five or more times a week;
- If the busway was not used, just over a third (36.8%) of respondents would have made their journey by car;
- Just over half of the respondents (51%) said their main reasons for using the busway were speed of the journey, followed by reliability of the journey (44%) and frequency of the service (39%);
- Two out of five (40.5%) of respondents have used the track alongside the busway for walking and cycling;

- The most favoured improvement to the Busway were more buses per hour with just over a third of respondents (34%) selecting this option, with improvements to speed and reliability also cited as popular enhancements;
- Nine out of ten (90.4%) respondents were either very satisfied or satisfied with the service; and
- The vast majority (94.9%) of respondents considered the Busway a success.

5.3 Potential Busway User Research

Computer Aided Telephone Interviews (CATI) were undertaken with residents living in the following areas between 14th July 2017 and 1st August 2017, in accordance with the Market Research Society (MRS) code of conduct:

- Cambourne (39% of the total sample);
- Hardwick (20%);
- St. Neots (14%);
- Highfields and Caldecote (12%);
- Coton (9%);
- Dry Drayton (4%); and
- Madingley (2%).

The survey was designed to enable the capture of respondents of all demographics and usage, to understand the types of journeys they currently make along the corridor and the likelihood of using a high quality public transport route along the A428. They were also asked to identify which elements of the proposed bus scheme would encourage their use of it, as well as elements they had concern over.

A total of 1,000 interviews took place to gauge opinion on the C2C project, as well as to decipher existing travel patterns along the route.

5.3.1 Research Findings

The following headlines summarise the overall survey results:

- A quarter (25%) of respondents travel in either direction between St Neots and Cambridge five or more times a week;
- One in four (25%) trips along the corridor are for commuting purposes;
- Two-fifths (40%) of trips along the corridor are for leisure purposes;
- Over a quarter (28%) of trips along the corridor are in the AM and PM peak periods;
- Over a third (35%) of respondents said they would be likely to use a new bus service along the corridor; and
- Speed, reliability and frequency were the factors most likely to encourage respondents to use a service in the Cambourne to Cambridge area.

What this meant for the C2C Scheme

- Speed, reliability of journey and frequency of service are key service elements which motivate people to use the service. This has assisted in informing the specification of the proposed scheme.
- When informed of the potential new bus service between Cambourne and Cambridge, around a third of respondents indicated a fair-to-strong likelihood of using it.

6 Phase 1 Public Consultation November 2017 – January 2018

6.1.1 Introduction

Public Consultation took place between 13th November 2017 and 29th January 2018 specifically on Phase One of the C2C scheme. The consultation followed the autumn 2015 public consultation and sought to gain feedback on a choice of two proposed Park & Ride sites and three route options for Area 1 which would be delivered in the first phase of the scheme. The full consultation report is provided in **Appendix C** and this chapter provides a summary.

The objectives of the consultation were as follows:

- Present scheme options to the widest range of people and representative groups affected by them;
- Provide them with an opportunity to give their views; and
- Give full consideration to the views received in the consultation to aid the politicians reaching a decision on the proposed Park & Ride site and bus routes.

6.1.2 Methodology

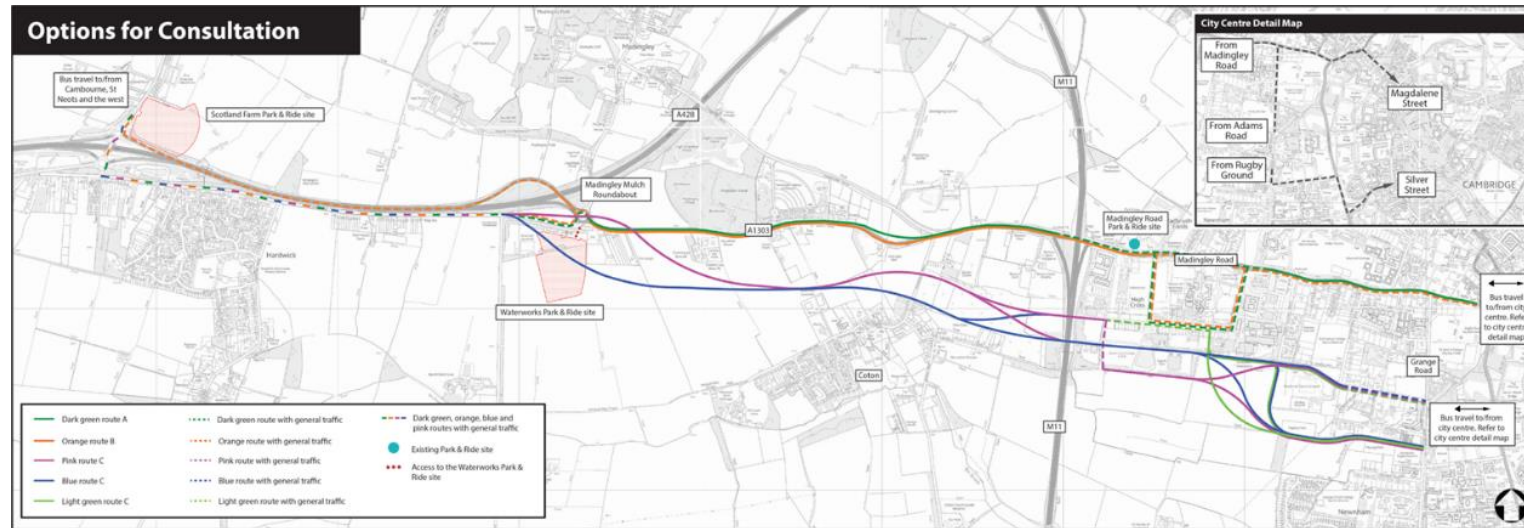
The consultation adhered to best practice guidance and complied with the accepted Letwin Principles: Central Government Principles for Consultation. Assurance was received throughout the consultation process from The Consultation Institute, of whom Cambridgeshire County Council and the Greater Cambridge Partnership are a member.²

The consultation was held on the shortlisted options selected by the GCP Board in September 2018, which were as follows (and shown in Figure 4):

- Option A: An on-road option which includes the introduction of an inbound bus lane on Maddingley Road between Maddingley Mulch roundabout and Lady Margaret Road;
- Option B: An on-road tidal bus lane on Maddingley Road running between Maddingley Mulch roundabout and the entrance to Eddington (High Cross); and
- Option C: An off-road busway running between Maddingley Mulch roundabout and Grange Road, Cambridge (Option C consists of three variants).

² Greater Cambridge Partnership Camboorne to Cambridge Better Public Transport: Phase One Summary Report of Consultation Findings, Cambridgeshire Research Group, 2018

Figure 4: Phase 1 Consultation Options November 2017 – January 2018



Source: Cambourne to Cambridge Better Public Transport, consultation leaflet, November 2017

Several methods of promotion were undertaken to encourage participation in the consultation, including:

- Paid-for media;
- Community engagement events in key high footfall locations; and
- Widespread distribution of over 14,000 consultation brochures (**Appendix D**).

A total of 21 events were held during the survey period as demonstrated in Table 3.

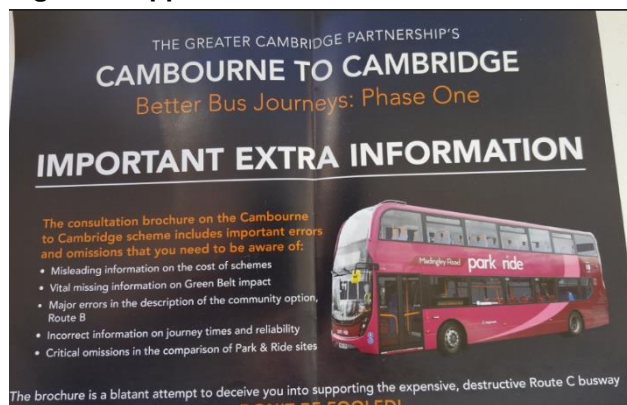
Table 3: Public Consultation Events

Date	Location	Time
Monday 20 November 2017	Madingley Road Park & Ride	07:00-08:30
Monday 20 November 2017	Madingley Village Hall	17:00-19:00
Tuesday 21 November 2017	Cambourne Village College	12:00-14:00
Tuesday 21 November 2017	The Vine Inter-Church Primary, Cambourne	14:30-16:00
Wednesday 22 November 2017	Papworth Hospital	12:00-14:00
Thursday 23 November 2017	St Neots Market Square	09:00-11:00
Thursday 23 November 2017	Tesco, St Neots	12:00-14:00
Thursday 23 November 2017	Hardwick Primary School	14:45-16:30
Saturday 25 November 2017	Cambridge Market Square	10:00-14:00
Monday 27 November 2017	Trumpington Park & Ride	07:30-08:30
Monday 27 November 2017	Tesco, Bar Hill	12:00-14:00
Monday 27 November 2017	Hauser Forum, Cambridge	16:00-20:30
Tuesday 28 November 2017	Cambridge Biomedical Campus	11:30-13:30
Wednesday 29 November 2017	Coton Primary School	18:00-20:00
Wednesday 29 November 2017	Comberton Village College	14:30-15:30
Thursday 30 November 2017	St John's College School, Cambridge	15:00-16:00
Sunday 3 December 2017	Cambridge RUFC	10:00-12:00
Monday 11 December 2017	Cambridge Belfry Hotel, Cambourne	16:00-20:30
Tuesday 9 January 2018	Dry Drayton Village Hall	18:00-20:00
18 January 2018	The Diamond Room, Selwyn College, Grange Road, Cambridge	18:00-20:00
23 January 2018	The Hub, High Street, Cambourne	18:00-20:00

Source: GCP

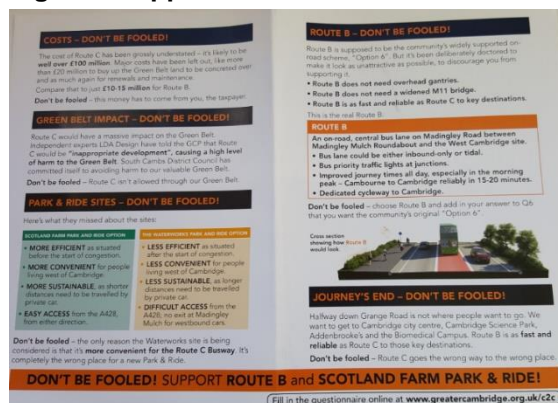
During the 2017-2018 consultation, a leaflet was developed by a group opposing the C2C scheme. The leaflet mimicked the design and style of the GCP-endorsed consultation leaflet and offered information contrary to the official version (**Appendix D**). Consequently, this may have had a negative impact on the survey results through misleading messaging that could have been construed as an officially GCP-endorsed scheme. Images of the leaflet are displayed in Figure 5 and Figure 6. Specifically the leaflet contained a number of misleading assertions regarding Option B (the tidal flow bus lane).

Figure 5: Opposition leaflet



Source: GCP

Figure 6: Opposition leaflet



Source: GCP

The GCP attempted to limit any negative impact of this leaflet by issuing a letter to households explaining that they did not endorse the opposition leaflet and to resolve some of the issues the leaflets may have provoked. The letter is provided in **Appendix E**

The letter also provided details of errors in the original consultation leaflet. The letter was sent to the same distribution area as the GCP leaflet.

6.1.3 Consultation Findings

In total, 2,049 respondents replied to the consultation. The headline results were as follows:

- Receiving support from just over half (54%) the respondents, there was a preference for Scotland Farm as a Park & Ride location;
- Although there was no overall majority preference on the route option (i.e. over 50% of respondent's preference), route Option B was the most popular with 40% of support; and
- Off-road route Option C was preferred by 33% of respondents.

Although it appears that the on-road 'Option B' is most preferable, there was not an overall majority. Therefore, further analysis was undertaken to understand the demographics of the respondents. The analysis found there was an age- and a location-related difference in preference for route option as follows:

- Of those aged 35 and under, 46% preferred route Option C; compared with respondents aged 55 years and over, of whom only 23% supported route Option C;
- 45% of respondents aged 55 years and over preferred route Option B, compared with 29% of respondents aged 35 and under;
- There was an overall majority in favour of route Option C (53%) from respondents living to the west of Cambourne;
- The preferred option for respondents living in Cambourne and east to Barton (47%) was route Option C; and
- Respondents living closer to Cambridge favoured the on-road route Options A and B to off-road route Option C, with 69% in support of on-road and 22% in support of off-road.

6.2 SYSTRA Research

The Greater Cambridge Partnership (GCP) commissioned SYSTRA Ltd to conduct research to support the formal consultations held between mid-November 2017 and late-January 2018.

The research consisted of five focus groups with residents, and a workshop with the LLF.

The focus groups were conducted to gain an in-depth understanding of residents' awareness and understanding of the consultation and materials, their views on the Park & Ride site, and the route options of the C2C Scheme.

The objective of the workshop with the LLF was to give members the opportunity to feedback the views of those they represent with regards to a new Park & Ride site and the route options of the C2C scheme.

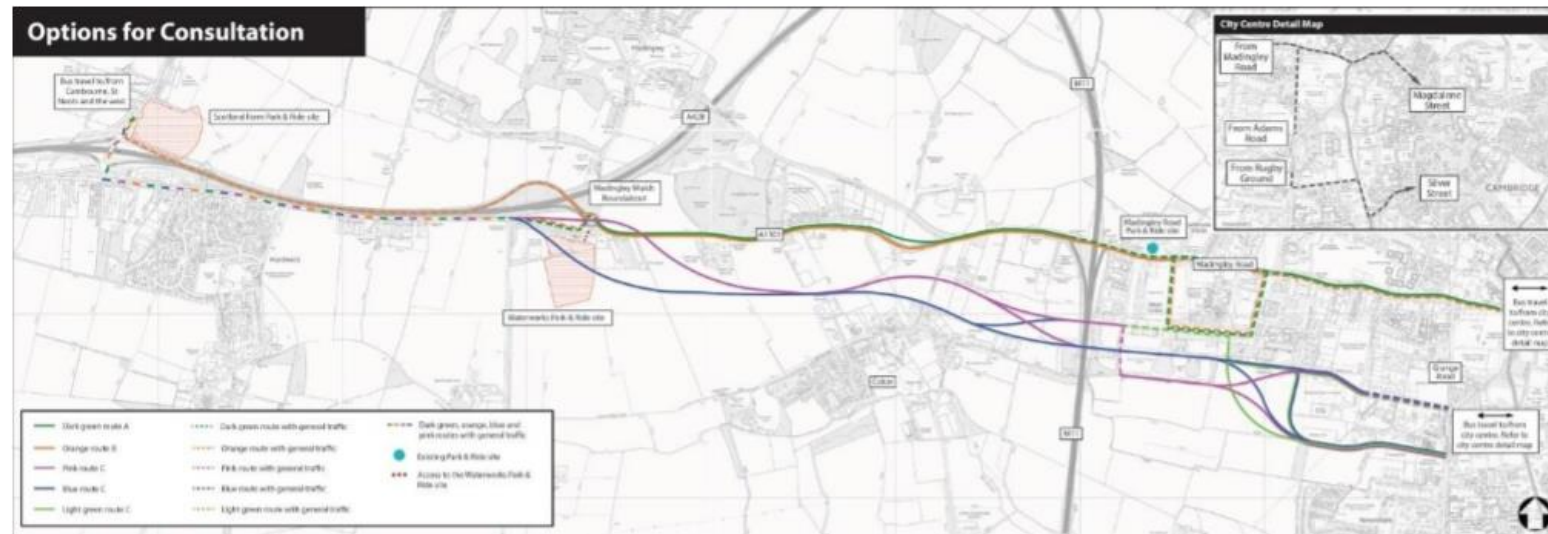
6.2.1 Methodology

A total of 42 residents attended the five focus groups and the LLF workshop had an attendance of 20 individuals.

The focus groups and workshops presented the following options to attendees (illustrated in Figure 7):

- **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.

Figure 7: An Overview of Options for Phase 1 Consultation – Systra Research



Source: Camboorne to Cambridge Better Public Transport, Qualitative Research, Final Report, 2018

Focus groups were compromised of residents from the following areas:

- The villages³: 16 residents;
- Cambourne: 15 residents;
- Cambridge City Centre, excluding Newnham: 6 residents;
- St Neots: 3 residents; and
- Newnham: 2 residents.

6.2.2 Research Findings

The key research findings were as follows:

- Scotland Farm Park & Ride site was favoured over the Waterworks due to its distance from the city, its smaller visual and ecological impact, and its accessibility from the west of Cambridge;
- Many residents said they would use the Park & Ride, however, this would be dependent on the bus journey time. Those who lived closer to the city centre said they would probably not use the Park & Ride facility;
- Residents preferred Route C due to the journey reliability and the walking and cycling benefits;
- Residents preferred to use the Rugby Club Access Road as opposed to Adams Road for access onto Grange Road; and
- Residents felt that walking and cycling was of high importance as well as the safety of all road users when designing a potential bus scheme.

The results from the workshop with the LLF are as follows:

- There was a preference for the Scotland Farm Park & Ride site; and
- The preferred route option amongst those who had one was Route B, as it was more flexible than Route A and less costly than Route C.

6.3 Consultation Outcomes

The consultation findings have led to a number of refinements to the three proposed Options, as summarised below.

What this meant for the C2C Scheme

- Support for Option B (a tidal on-road bus route) was high but would require a number of gantries along the route. These were not well received by consultees. Therefore, the bi-directional bus lanes, along with an optimised on-road option to include both inbound and outbound bus priority, were taken forward for further consideration.
- The consultees suggested that there should be better cycle provision from High Cross junction to Lady Margaret Way. Taking this into account, the bus lane has been removed from the on-road option and cycle infrastructure have been included as part of the 'do minimum' option.
- Alternative Park & Ride sites were also suggested, with most residents and the LLF advocating a new site in Cambourne and some residents suggesting that the existing Madingley Road Park & Ride site be retained. Many of the suggested options had been previously considered and discounted.

³ 'The villages' include: Bourn, Caxton, Comberton, Coton, Dry Drayton, Hardwick, Highfields and Caldecote, and Madingley.

7 Workshops: February – March 2018

1.1 Introduction

Two key stakeholder workshops were held by the Project Team following the Phase One 2017-2018 consultation. These are summarised below.

7.1 On-road Workshop

The on-road key stakeholder workshop was held on 27th February 2018. The main aim of the meeting was to:

- Showcase the emerging thinking on optimised options for an on-road solution; and
- Offer key stakeholders opportunities to assess both the on- and off-road schemes, and determine a preferred option.

A total of 31 individuals attended the workshop from various organisations including:

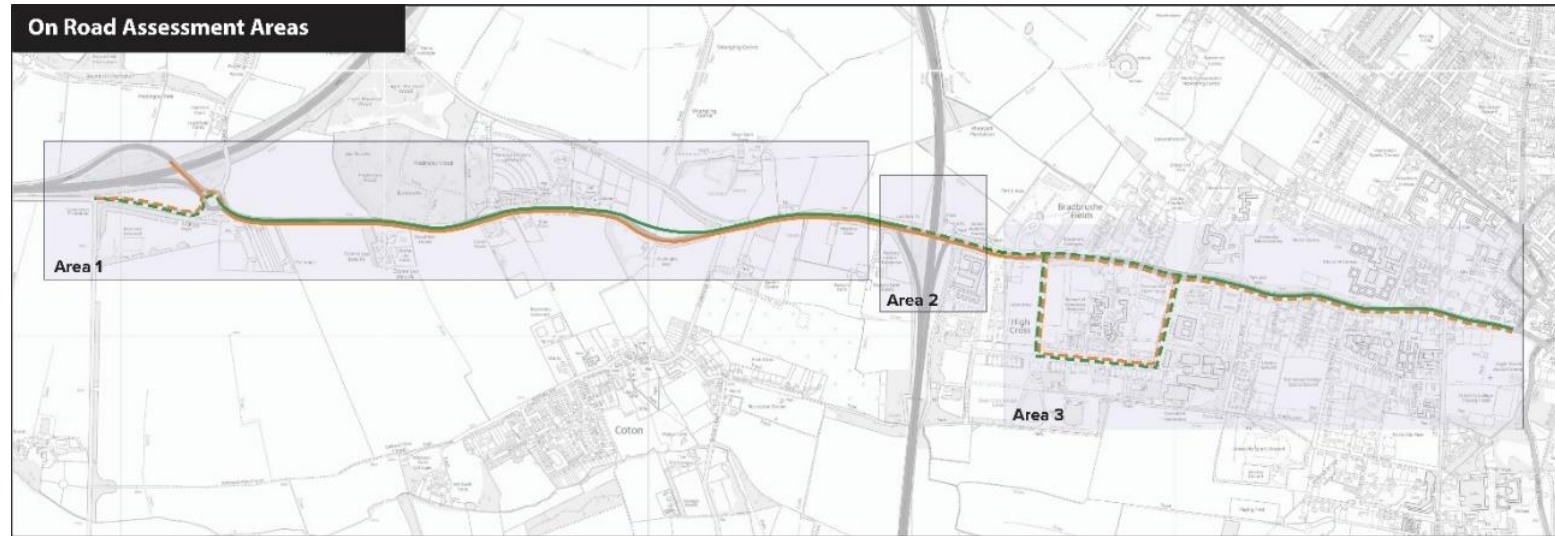
- | | |
|--|--|
| • Bourn, Newnham and Hardwick Councillors | • Save the West Fields |
| • Addenbrooke's Hospital | • Walk Cambridge |
| • Residents' Associations for different roads | • North Newtown Residents' Association |
| • Stagecoach East | • University of Cambridge |
| • Madingley Road Area Residents' Association | • Clare Hall |
| • Churchill College | • Cambridge Past, Present and Future |
| • Campaign to Protect Rural England | • Coton Busway Action Group |
| • Coton Primary School | |
| • Barton, Coton, Gamlingay, Grantchester Parish Councils | |
| • British Horse Society | |

Attendees were presented with the optimised on-road options for Area 1, with explanations and technical drawings. This provided them with the opportunity to clarify certain elements of the scheme before dividing into groups for discussion and feedback. The workshop was facilitated by Bax Interaction with representation from the Mott MacDonald and GCP project team.

The on-road option presented to the workshop attendees is shown overleaf in Figure 8 and is described as follows:

- Optimised eastbound bus priority measures, including: junction layout/signal improvements, bus lane, and provisions for westbound bus priority; and
- Option 6 tidal bus lane.

Figure 8: On-road route options



Source: Mott MacDonald

7.1.1 Workshop Outcomes

The following list summarises the feedback from the workshop for the optimised on-road option:

- **Route Users** – There is a need to ensure that the route is safe for all users including pedestrians, cyclists and equestrians. All complementary walking and cycling routes need to be made ‘non-motorised’ user routes to consider equestrians. Other suggestions included implementing toucan / pelican crossings; encouraging the use of the existing segregated parallel Greenway Route⁴ and extending it behind Churchill College; and implementing a lightweight pedestrian and cycling bridge over the M11.
- **Safety** – Concerns were raised over vulnerable road users and the two schools whose pupils would use the route or cross it.
- **Congestion** – There were concerns that the proposed traffic lights along the route would cause further congestion, especially with at the Maddingley Road roundabout and the Maddingley Road / Cambridge Road junction. Opinions on the proposed traffic lights at the Maddingley Road/Cambridge Road junction were mixed, with some people in favour and some against this intervention. There were also concerns over congestion whilst works were being progressed.
- **Cost** – The cost of the scheme was raised.
- **Environmental** – There were concerns over the impact an on-road option would have on the American Cemetery Memorial.
- **Route design** – There was some debate on the length of the bus lanes and whether they were long enough to make an improvement to bus journey times, if the bus lanes were in the right direction, and whether land can be acquired to accommodate a bus lane in each direction. A new on-road route was suggested, up to the A428 past Maddingley Mulch and creating a new junction onto Cambridge Road, to join Maddingley Road approximately 0.8km west of the M11 junction.

The workshop consultation showed that there was little objection to an on-road bus route. However, there were concerns about the specific elements of the design, including road safety and vulnerable road users. The suggestion of improved cycle provision on Maddingley Road was raised. There were also more general comments surrounding the environmental impact and cost of the scheme as well as suggestions of limiting car parking to the west of Cambridge. No direct preference was given for the any of the shortlisted on-road options or the optimised on-road option.

7.2 Off-road Workshop

The off-road key stakeholder workshop was held on 1st March 2018. The main aims of the off-road workshop were as follows:

- To present the key stakeholders with the emerging thinking on the off-road solutions;
- To give stakeholders the opportunity to feedback concerns and ask queries; and
- To determine one preferred off-route option.

A total of 27 stakeholders attended from the following different organisations:

⁴ An existing segregated Greenway walking and cycling route runs parallel to the A1303, approximately 700m south, from Coton FC to Cambridge City

- Residents Associations
- Clare Hall
- Stagecoach
- Barton, Bourn, Coton, Gamlingay, Grantchester, Hardwick, Papworth and Elsworth Parish Councils
- British Horse Society
- Coton Primary School
- Save the West Fields
- Coton Busway Action Group
- University of Cambridge
- Addenbrooke's Hospital
- Cambridgeshire Local Access Forum
- Cambridge walking groups
- Tower Transit Operations
- Cambridge Past, Present and Future
- Churchill College
- Stagecoach East

The off-road workshop was facilitated through Bax Interaction and there were representations from the Mott MacDonald, Skanska and GCP project team.

The off-road options presented to the workshop attendees are shown in Figure 9 with the areas described as follows:

- Area 1: This was not consulted on as it falls into 'Tranche 2' of the project delivery.
- Area 2: Madingley Mulch Roundabout
 - Pink route alignment proposed going through Madingley Mulch Roundabout then crossing A1303 and continuing through the Water Works field.
 - Blue route diverts from St. Neots road prior to Madingley Mulch Roundabout and continuing through Water Works field
- Area 3: Coton Village
 - Pink route runs further north than blue route away from the village and continues through Coton orchard.
 - Blue route runs further south closer to Coton Village and then continues through Coton orchard further south than the pink route.
- Area 4: West Cambridge
 - Pink route crosses M11 further north than blue route, is shared running along Ada Lovelace Road, then continues on a new segregated route and crosses grange field.
 - Blue route crosses M11 Further south than pink route, travels parallel to existing pedestrian and cycle way then crosses grange field.
 - Green route crosses M11 on the same level at the pink route, travels along Charles Babbage Road with shared running then crosses grange field.
- Area 5: Rifle Range/Adams Road
 - Route is segregated along rifle range to join Grange road where the route continues shared running to selected destination within Cambridge
 - Route is partially segregated along Adams Road to join Grange road where the route continues shared running to selected destination within Cambridge

Figure 9: Off-road options



Source: Mott MacDonald

The following bullet points summarise the feedback from the workshop on the off-road options presented for public consultation:

- **Environment** – the following concerns were raised:
 - The build-up of traffic at either end of the blue option where it is currently already congested during peak hours;
 - The visual impact of any option on the landscape (although less so with the blue route);
 - The development of any off-road option was believed to have large environmental impact on Coton village;
 - The development of any off-road option on the Green Belt would cause severe harm to the environment and as such needs to demonstrate very special circumstances.
 - The proximity of the any off-road option to the Orchard and Coton is an issue.
 - Flood risk on the West Fields at Bin Brook is an issue for any off-road option suggested.
 - Any off-road option would also cause severance for wildlife movements.
- **Community** – participants were concerned with:
 - The impact of any off-road option on existing foot and cycle paths around Coton, which may affect leisure activities such as dog walking, horse riding and cycling.
 - The disturbance to agricultural operations.
 - The off-road option would cause severance to the local community of villages they pass through or close to.
- **Safety** – Stakeholders were concerned about safety as the scheme options are very close to residential areas and schools.
- **Practicality** – Stakeholders said:
 - The pink and blue routes were not deemed appropriate for buses due to the 90-degree angle and the narrow width of some routes such as Adams Road;
 - The blue route gave a much quicker journey time than the pink route;
 - Stakeholders were unclear how the large number of buses would merge successfully at the end of the routes which are already congested.
- **Cost** – Participants noted that the cost of the off-road options would be considerably higher than the on-road options, and therefore had concerns relating to value for money.
- **General**
 - There were concerns about excessive disruption to residents around Madingley Mulch.
 - An alternative suggestion to enhance the flow of traffic was suggested: to improve Girton Interchange.
 - Stakeholders would like to see more direct links to employment areas to encourage their patronage.
 - It was suggested that Coton residents could benefit from the project if a bus stop was provided in the village.
 - A transport hub facility should be developed to facilitate interchange between different modes of transport or different routes.
 - Queries also revolved around Cambridge Autonomous Metro (CAM) and how this would work with the off-road routes.

As with the on-road workshop, there was not one clear preferred option. The majority of comments focussed on an off-road route in general rather than one of the specific off-road

options. However, it was agreed that an off-road option would provide a fast, rapid transport system. Both the Green and Blue routes had identified benefits which made them more preferable than the Pink route:

- The Green route was considered to have the least environmental impact as the route is on-road through the West Cambridge site; and
- The Blue route was considered more visually pleasing, provides the most direct route, and will therefore be most successful for modal shift.

Nonetheless, concerns over the environment, safety and community were high on participants' agenda with regards to the off-road route options.

What this meant for the C2C Scheme

- The workshop feedback on the on-road option showed preference for a separate cycle and pedestrian walkway. Therefore, the pedestrian bridge was taken forward in the 'Low Cost' options.
- The consultees suggested that the proposed bus lane from High Cross junction be removed from the on-road option. As such, this has been proposed to be included in a 'Low Cost' option.

8 Phase 2 Public Consultation February 2019 – March 2019

8.1 Introduction

Public Consultation took place between 4th February 2019 and 31st March 2019 on phase 2 of the C2C project. The consultation followed the Phase 1 2017/2018 public consultation and sought to gain further feedback on a choice of the two proposed Park & Ride sites and three route options developed for Phase 2 – west of Madingley Mulch. The full consultation report is provided in Appendix F and this chapter provides a summary.

The objectives of the consultation were as follows:

- Present scheme options to the widest range of people and representative groups affected by them;
- Provide them with an opportunity to give their views; and
- Give full consideration to the views received in the consultation to aid the politicians reaching a decision on the proposed Park & Ride site and public transport routes.

8.2 Methodology

The consultation adopted a multi-channel approach to promote and seek feedback including traditional and online paid-for, owned and earned media, community engagement events in key or high footfall locations along the route and through the wide-spread distribution of around 15,000 consultation leaflets. The consultation was open for anyone to contribute however key audiences were commuters who use the A428 / A1303 and local residents from the following villages:

- Cambourne
- Hardwick
- Caldecote
- Dry Drayton
- Madingley
- Other nearby villages

The consultation was held on the shortlisted options which were as follows:

- Option 1: An off-road segregated route;
- Option 2: An on-road with junction improvements; and
- Option 3: An on-road with public transport priority lanes.

The consultation also sought feedback on two options for Park & Ride sites;

- Option A: A Park & Ride site at Scotland Farm, or
- Option B: A Park & Ride site at Waterworks.

Quantitative data was recorded through a formal consultation questionnaire (online and hard-copy) with 968 complete responses received. A significant amount of qualitative feedback was gathered via the questionnaire, at events, via email and social media and at other meetings.

The consultation strategy for Phase 2 of the Cambourne to Cambridge proposals was designed by the GCP communications team with input from the County Council's Research Team. During the consultation design process reference was made to the County Council's Consultation Guidelines, in particular taking into account the following points:

- The consultation is taking place at a time when proposals are at a formative stage (with a clear link between this consultation round and the previous consultation);
- Sufficient information and reasoning is provided to permit an intelligent response from the public to the proposals;
- Adequate time given for consideration and response given the significance of the decision being taken; and
- Plans in place for a full analysis of the results and for these to be presented at a senior level to enable the consultation to be conscientiously taken into account in finalising any proposals.

Five drop-in events were held across the area to enable people to have their say in-person and the opportunity to question transport officers and consultants.

Table 4: Public Consultation Events

Date	Location	Time
Thursday 21 February 2019	The Priory Centre, St Neots	10:00-12:30
Tuesday 26 th February 2019	The Hub, Cambourne	16:00-19:30
Tuesday 5 th March 2019	Village Hall, Dry Drayton	17:00-18:30
Tuesday 12 th March 2019	Hardwick Primary School	17:00-19:30
Wednesday 13 th March 2019	Caldecote Primary School	17:00-19:30

Source: GCP

The full consultation leaflet can be found in Appendix G.

8.3 Consultation Findings

In total, the consultation received 968 complete survey responses. A further 103 written responses were received not as part of the survey. Qualitative feedback was gathered through the questionnaire, at events, social media, via email and at other meetings. The main findings of the February – March 2019 consultation were:

- Analysis of the geographical spread and the breadth of responses from different groups demonstrates that the Greater Cambridge Partnership delivered a sufficiently robust consultation.
- Just under half of respondents (48%) indicated 'Option 1: off-road' would be their preferred choice for the link between Madingley Mulch roundabout and Bourn Airfield
- One fifth of respondents (20%) preferred 'Option 3: on-road with public transport priority lanes'
- Nearly one fifth of respondents (19%) preferred 'Option 2: on-road with junction improvements'
- Under one tenth (9%) indicated that they didn't want any of the options.

- For the choice of Park and Ride site the majority of respondents (63%) preferred 'Option A – Scotland Farm', 'Option B – Waterworks' was preferable for 17% of respondents, 8% of respondents did not like either site and 12% had no preference
- A great deal of detailed comments was received. Many of the issues highlighted mirrored those of previous consultations and included (for more detail, please see Appendix F):
 - The impact of the proposals on residents of St Neots Road, Hardwick from the increased traffic and loss of vegetation.
 - The need to consider the implications of the East-West rail proposals from Network Rail if the route is to pass through and have a station at Cambourne.
 - The need for wider public transport network to be developed to improve accessibility for villages around the route.
 - The possibility of locating a Park & Ride site closer to or within Cambourne.
- Responses were also received on behalf of 35 different groups or organisations. All of the responses from these groups were made available to board members in full and published alongside the results of the public consultation survey.

What this meant for the C2C Scheme

- The majority of respondents were in support of an intervention, with a clear preference for an off-road option.
- Concerns were raised about the residents of Hardwick through the consultation and as such further sessions were held for residents of the village and at council meetings.
- The clear majority for the Park & Ride location being Scotland Farm helped determine it becoming the preferred option for this element of the scheme.

9 LLF Technical Group Workshops

9.1 Introduction

A Local Liaison Forum (LLF) for the Cambourne to Cambridge Better Public Transport project was formed in 2016 upon instruction from the GCP Board. The LLF Technical Group comprises a smaller number of attendees and is a subgroup of the LLF. The Technical Group's role is to advise the LLF on any technical aspects of the scheme.

9.2 Workshops

The LLF requested a number of workshops with the project team to explain in more detail areas of concern or dispute that had arisen during previous LLF meetings throughout the appraisal process to date. The topics were agreed with the LLF and attended by GCP officers and members of the project team.

Meeting minutes can be found in Appendix H but have been given a brief overview in Table 5.

Table 5: LLF Technical Group Meeting Log

Date	Presentation	Content
20/02/2019	<ul style="list-style-type: none"> Modelling and Appraisal of transport Schemes 	<ul style="list-style-type: none"> Explanation of how models are created and used to assess transport schemes. Description of the CSRM2 model used for option assessment during Options Appraisal Report 2. Detail of the forecast years and sensitivity tests undertaken.
03/04/2019	<ul style="list-style-type: none"> On Road Optimisation & Quick Wins 	<ul style="list-style-type: none"> Description of how consultation responses from 2018 were used to refine the proposed on-road option and inform what was considered to be the "optimised" on-road scheme which was taken forward for assessment against an off-road scheme. Details of the results of a study requested by the LLF into "quick wins", defined as on-road improvements that could be achieved within the current highway boundary with no significant impact on heritage assets or input from third parties. Highlighted that there were few interventions that could be considered quick wins due to the need for land take, input from Highways England or impacts on heritage assets or landscape features.
09/04/2019	<ul style="list-style-type: none"> Northern Route 	<ul style="list-style-type: none"> Presentation of a study undertaken at the request of the LLF outlining what routes to the north of the A428 had been considered through the project's lifespan. Study also presented on the potential for a route along the A428 to Girton, with a Park and Ride facility located here. Discussions highlighted the GCP approve of an upgrade to the Girton junction, indicated by petitioning of HS2 to include it in the Road Improvement Strategy forward programme. However, it was not felt that this solved the problems the C2C scheme was trying to address.
24/04/2019	<ul style="list-style-type: none"> Wider Economic Impacts 	<ul style="list-style-type: none"> Presentation provided insight into the calculation and use of Wider Economic Impacts (WEIs) in developing Business Cases and Benefit Cost Ratios for transport schemes. Detailed work undertaken and proposed future work.
15/05/2019	<ul style="list-style-type: none"> Environmental Scoring 	<ul style="list-style-type: none"> Detailed the process undertaken to assess environmental impacts from the various scheme options.

Date	Presentation	Content
		<ul style="list-style-type: none"> • Outlined WebTAG requirements for appraisal and demonstrated the worksheets that are required to be completed. • Discussed the various criteria used to assess impacts. • Outlined initial details of potential mitigation required to offset the impacts currently highlighted by assessments.

Source: greatercambridge.org.uk

9.3 Outcomes

What this meant for the C2C Scheme

- These workshops were intended to provide greater clarity on a number of issues that had been raised by the LLF group in terms of how options had been assessed and therefore did not alter the C2C scheme.
- Workshops on the “Quick Wins” led to discussions regarding alternative proposals later put forward by the LLF technical group for an on-road route that used narrower lanes to provide both in and out bound public transport lanes. Responses to these proposals described how the optimised option for an on-road scheme had been developed and it was considered that using narrow lanes would not fit with the objectives of the scheme to provide a High Quality Public Transport Route.

10 Environmental Working Groups

10.1 Introduction

In May 2019, two Environmental Working Groups were set up in order to provide a forum for stakeholders to contribute to the development of the three key GCP public transport projects, (C2C, Cambridge South East Transport and Cambridge South West Transport projects). The intention is that other GCP transport schemes would take note of the outcomes from the working groups.

10.2 Invited Stakeholders

The two groups and the invitees are as shown in Table 6:

Table 6: Environmental Working Group Invitees

Group Name	Invitees
<ul style="list-style-type: none"> Non-Motorised Users 	<ul style="list-style-type: none"> American Cemetery and Memorial British Horse Society Cam Local Access Forum Camcycle Cambridgeshire County Council South Cambs District Council Campaign to Protect Rural England Ramblers Association Sport England Sustrans The Gardens Trust
<ul style="list-style-type: none"> Landscape, Heritage and Ecology 	<ul style="list-style-type: none"> Cambridgeshire County Council Cambridge City Council Cambridge Past, Present and Future Environment Agency Historic England National Trust Natural England Wildlife Trust

Source: Mott MacDonald

10.3 Meetings

To date, four Non-Motorised Users (NMU) meetings and five Landscape, Heritage and Ecology meetings have taken place. The groups meet approximately every 4-6 weeks and they are intended to continue through the development of the design and Environmental Impact Assessment of the recommended route. Summaries of the meeting discussions are presented in Table 7 for Landscape, Heritage and Ecology.

Table 7: Landscape, Heritage and Ecology meetings

Date	Topics	Discussion
16/05/19	<ul style="list-style-type: none"> Purpose of the Working Group and meetings 	<ul style="list-style-type: none"> The working group is an opportunity for the aspirations of each member of the group to be taken into account in the development of the group and its outputs.

Date	Topics	Discussion
	<ul style="list-style-type: none"> Agreeing terms of reference for the working group 	
19/06/19	<ul style="list-style-type: none"> Agreement of Design Principals Biodiversity Net Gain Methodology The design principle relating to Biodiversity Net Gain 	<ul style="list-style-type: none"> Comments made on the design principals were discussed and updated accordingly. The Biodiversity Net Gain methodology proposed for GCP projects was tabled. A separate meeting held to discuss the technical elements of the methodology. Design principles are to be amended to have a specific Biodiversity Net Gain target.
25/07/19	<ul style="list-style-type: none"> Working group SharePoint Review of Coton Opportunities in Relation to Landscape impacts 	<ul style="list-style-type: none"> A SharePoint site was set up to share information with the Working Group. Discussions were around the three route options around Coton. Cross sections around Coton were presented in the meeting as an example.
22/08/19	<ul style="list-style-type: none"> Maintenance Strategies for landscape and ecology Coton Landscape and Habitat Creation Opportunities 	<ul style="list-style-type: none"> Maintenance regimes need to be taken into account when identifying planting schemes included in the scheme design. GCP and Cambridge County Council to continue discussions on identifying mechanisms for long term land management. Discussion regarding the most suitable habitat / landscape design for different sections of the route from M11 to Waterworks. Understanding the nature of planting in areas closest to Coton and across Madingley Hill and practical opportunities for enhancing connectivity of habitats in the area.
19/09/19	<ul style="list-style-type: none"> Site visit for view-points for Phase 1 section of the route 	<ul style="list-style-type: none"> Views of the landscape from the Water works site, Madingley Road and Coton to discuss how they will be impacted. Adjustments to the alignment would be able to reduce impacts. Continued discussion is required for detailed design.

Source: Mott MacDonald, 2019

10.4 Outcomes

What this meant for the C2C Scheme

- These working groups provide an opportunity for stakeholders to discuss issues across various GCP projects to ensure issues are identified and addressed in a consistent manner.
- The working groups have already influenced the design, highlighting the need to review alignments around Coton and the layout of NMU routes that are being taken forward as the scheme develops and heads towards full Environmental Impact Assessment of the recommended scheme.
- As the scheme progresses the groups will allow these stakeholders to be informed of findings from the EIA and to discuss potential mitigation for impacts that may be identified.

11 July 2019 Public Drop-in Sessions

11.1 Introduction

Following presentation of the proposed Phase 1 off-road route to the GCP board in December 2018, and the consultation on Phase 2 in early 2019, it was agreed that two drop in sessions would be held for the public. These sessions were to demonstrate potential mitigation measures such as planting that had been developed for the route and provide the opportunity for residents to voice any concerns they had on environmental issues. There was also the opportunity for residents to suggest any mitigation they felt would be desirable.

11.2 Events

Two events were held, both at Hardwick Community Primary School:

- Thursday 11th July 2019, 5pm-8pm; and
- Saturday 13th July 2019, 10.30am-1.30pm.

Local Parish Councils, ward Councillors, organisations and businesses were informed of the events via targeted emails. In addition, events were advertised in the local press along with targeted leaflet drops to organisations and businesses along the route.

11.3 Format

The events were open to the public and staff were available to discuss the scheme with attendees at any time the events were open. The venue was organised into three zones to discuss different areas of the scheme:

- Phase 1;
- Phase 2; and
- Park & Ride sites.

Plans and sections showing the various options being investigated and potential environmental mitigation measures were on display, intended to drive discussion regarding attendees' thoughts on what mitigation would be desirable.

A video flythrough of the scheme was also on display along with a GCP film outlining the proposed Cambridge Autonomous Metro (CAM) scheme.

11.4 Outcomes

What this meant for the C2C Scheme

- While the sessions did not highlight any specific suggestions on desirable mitigation, it did provide the opportunity for stakeholders to voice concerns. These were mainly around the areas of Coton and St Neots Road. Residents were able to view potential alternative alignments that had been developed to minimise the impact from the public transport route adjacent to properties with regard to vegetation loss.
- Comments received from the events are being taken forward as the design is developed leading towards the Environmental Impact Assessment.

12 Additional Stakeholder Involvement

12.1 Introduction

In addition to the stakeholder and public engagement summarised in previous sections, a series of meetings were held with statutory consultees, wider interest groups, and land owners. The aim of these meetings was to keep key stakeholders and external bodies informed of project progress and to receive feedback on scheme proposals.

12.2 Stakeholders

The project team met with the following organisations to discuss the emerging options:

- Cambridgeshire and Peterborough Combined Authority;
- Royal Society for the Protection of Birds;
- Sports England;
- Local Access Forum;
- Cambridge Past, Present and Future;
- National Trust;
- Natural Cambridgeshire;
- Madingley Mulch Limited;
- Parish Councils;
- Town Councils; and
- Local land owners.

The project team will continue to liaise with stakeholders as the project progresses.

13 Summary

Since the Cambourne to Cambridge project's inception in 2015, community and stakeholder engagement has taken place using differing methodologies and producing a number of outcomes. The feedback from the wide consultation has informed and shaped the scheme design and optioneering process, which has led to the recommended option outlined in the OBC.

Stakeholder and public involvement in the process for option appraisal and assessment has always been considered essential. Public and stakeholder involvement has taken place at every major stage in the optioneering process. It has allowed transparency in the development of the emerging major transport scheme and it has given key stakeholders and communities the opportunity to raise any concerns and provide direct feedback on the proposals. The direct community involvement has provided an understanding of transport users' needs and the impact that a high-quality public transport scheme could have on their travel behaviour.

Table 8 summarises when consultation has taken place, along with the outcomes and their impact on the Cambourne to Cambridge Better Public Transport scheme development:

Table 8: Consultation to date

Consultation	Outcome / Impact on Scheme Development
2015 Public Consultation	<ul style="list-style-type: none"> The majority of respondents agreed that better bus services are needed. <p>The most preferred options included:</p> <ul style="list-style-type: none"> An on-road bus lane in bound from Madingley Mulch roundabout into the city centre; A bus priority route from Madingley Mulch to Bourn Airfield along the old A428; and A bus-only route between Cambourne and Bourn Airfield received majority support. <ul style="list-style-type: none"> Alternative options and modifications were taken for further assessment.
2016 Local Liaison Forum (LLF) Established	<ul style="list-style-type: none"> Continuous engagement with LLF throughout scheme history. New route option suggested and taken forward for further appraisal work. Scoring of options in appraisal was a joint operation.
December 2016 Stakeholder Workshop Consultations	<ul style="list-style-type: none"> Local Stakeholder Workshop – 8th December 2016. Cambourne Workshop – 14th March 2017. Local Planning Authority Workshops – January 2017-May 2017. The start of a formal dialogue between LLF and residents / stakeholders.
July – August 2017 Busway User Research	<ul style="list-style-type: none"> Speed, reliability of journey and frequency of service are key service elements which motivate people to use the service. This has assisted in informing the specification of the proposed scheme. When informed of the potential new bus service between Cambourne and Cambridge, around a third of respondents indicated a fair- to strong likelihood of using it.
August 2017 Stakeholder Workshop Consultations	<ul style="list-style-type: none"> Utilising feedback from the workshop, the Park & Ride locations were narrowed down. This led to further evaluation and two sites were taken forward: The Waterworks and Scotland Farm. These were presented for public consideration in the 2017-18 consultation.
Phase 1 December 2017-January 2018 Public Consultation & Focus Groups	<ul style="list-style-type: none"> Bi-directional bus lanes and an optimised on-road option to include both inbound and out bound bus priority were taken forward for further consideration. The bus lane was removed from the on-road option and cycle provisions were included and formed part of the 'do minimum' option.

Consultation	Outcome / Impact on Scheme Development
March 2018 – Stakeholder Workshops	<ul style="list-style-type: none"> • No preference was shown for a preferred on-road or off-road solution from the options presented. • There was a preference for a separate cycle and pedestrian walkway on the on-road option so the pedestrian bridge was taken forward in the 'Low Cost' options. • The consultees suggested that the proposed bus lane from High Cross junction be removed from the on-road option. As such this has been proposed to be included in a 'Low Cost' option.
Phase 2 February – March 2019 Public TPS Framework - Guidance Note v1.1 Consultation	<ul style="list-style-type: none"> • The majority of respondents were in support of an intervention, with a clear preference for an off-road option. • Concerns were raised about the residents of Hardwick through the consultation and as such further sessions were held for residents of the village and at council meetings. • The clear majority for the Park & Ride location being Scotland Farm helped determine it becoming the preferred option for this element of the scheme.
Environmental Working Groups May – December 2019	<ul style="list-style-type: none"> • The working groups have already influenced the design, highlighting the need to review alignments around Coton and the layout of NMU routes.

Source: Mott MacDonald

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A. 2015 Consultation Report

B. 2015 Consultation Leaflet

C. 2017/18 Consultation Report

D. 2017/18 Consultation Leaflet

E. GCP Consultation Letter

F. 2019 Consultation Report

G. 2019 Consultation Leaflet

