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A1307 HAVERHILL TO CAMBRIDGE

PREFERRED OPTIONS REPORT APPENDICES

FEBRUARY 2017

APPENDIX A

A1307, THREE CAMPUSES TO CAMBRIDGE

CONSULTATION REPORT

FINAL

SEPTEMBER 2016

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TABLE OF CONTENTS

Table of Contents.....	3
Maps.....	5
Figures.....	5
Tables.....	8
Executive Summary	9
Introduction.....	10
Background and Methodology.....	10
Public Consultation: Survey Findings	12
Respondent Profile.....	12
Location.....	12
Consultation Awareness	13
Age Profile.....	14
Employment Status.....	15
Disability.....	15
Method of travel.....	15
Journey Patterns.....	17
Frequency.....	17
Time and Destination.....	18
Purpose	19
Bus Travel Improvement Factors.....	21
Level of Support for Concepts.....	22
Overall.....	22
Park and Ride Sites	25
Expanding the Babraham Road Park and Ride	25
New A11 Park and Ride	27
Bus Link: Babraham Road Park and Ride to Cambridge Biomedical Campus	28
'On Highway' Option	28
'Off Highway' Option	29
Bus Link: Granta Park to Addenbrooke's	31
'On Highway' Option	32
'Off Highway' Option	34
Linton Bus Improvements	35
Cycling and Walking Links	37
Three Campuses to Cambridge.....	37
Cycling and Walking Links: Haverhill to Granta Park.....	40
Further Comments.....	43
Most Beneficial Concept	43

Alternative Suggestions	43
Written Representations	45
Appendix One	46
A1307, Three Campuses to Cambridge Questionnaire.....	46
Appendix Two.....	52
Individual Spider Graphs for Each Usual Destination From Q3.....	52
Appendix Three	55
List of Intersecting Postcode Districts to the A1307	55

MAPS

Map 1 An illustrative map of the concepts put forward for the A1307 Greater Cambridge City Deal consultation.	10
Map 2 Area of targeted publicity for the A1307 Greater Cambridge City Deal consultation..	11
Map 3 Location of respondents who gave a full valid postcode, with the areas of targeted publicity overlaid.....	12
Map 4 Count of respondents per postcode district (first 3 or 4 characters of a postcode)..	13
Map 5 A spider graph showing the respondents' usual destinations compared to their postcode.	19

FIGURES

Figure 1 Response to Q18: Route through which respondents were made aware of A1307 consultation.	13
Figure 2 Response to Q14: Respondent age breakdown.....	14
Figure 3 Response to Q15: Respondent employment status breakdown.	15
Figure 4 Response to Q17: Respondent's most used mode of travel around Cambridge.	15
Figure 5 Response to Q1: How often do respondents travel along the A1307?.....	17
Figure 6 Respondent's usual destination and time of travel.	18
Figure 7 Response to Q4: What is the usual purpose for respondents' travel along the A1307?.....	20
Figure 8 Response to Q5: Which improvements to bus travel would make it a better alternative for the respondent?.	21
Figure 9 Response to Q6: Level of support for improving the A1307 area.....	22
Figure 10 A comparison between respondents travelling at peak, off-peak and 'other' times responding to question 6 measuring level of support for the concept of bus, cycling and walking improvements in the A1307 area.	23
Figure 11 Response to Q6: Level of support for the concept of bus, cycling and walking improvements in the A1307 area defined by most used mode of travel.....	23
Figure 12 Response to Q6: Level of support for the concept of bus, cycling and walking improvements in the A1307 area defined by intersecting postcode districts.....	24
Figure 13 Response to Q7: Level of support for expanding Babraham Road Park and Ride and/or building a new A11 Park and Ride.....	25

Figure 14 Response to Q7: Level for support for expanding Babraham Road Park and Ride defined by most used mode of travel.	26
Figure 15 Response to Q7: Level of support for expanding Babraham Road Park & Ride, defined by intersecting postcode districts.	26
Figure 16 Response to Q7: Level for support for a new A11 Park and Ride defined by most used mode of travel.	27
Figure 17 Response to Q7: Level of support for a new A11 Park and Ride, defined by intersecting postcode districts.	27
Figure 18 Response to Q8: Level of support for an 'On Highway' or 'Off Highway' bus link from Babraham Road Park and Ride to Addenbrooke's, Cambridge Biomedical Campus.	28
Figure 19 Response to Q8: Level of support for the idea of an 'On Highway' Babraham Road Park & Ride to Addenbrooke's, Cambridge Biomedical Campus bus link defined by most used mode of travel.....	28
Figure 20 Response to Q8: Level of support for the idea of an 'On Highway' Babraham Road Park & Ride to Addenbrooke's, Cambridge Biomedical Campus bus link, defined by intersecting postcode districts.	29
Figure 21 Response to Q8: Level of support for the idea of an 'Off Highway' Babraham Road Park & Ride to Addenbrooke's, Cambridge Biomedical Campus bus link defined by most used mode of travel.....	30
Figure 22 Response to Q8: Level of support for the idea of an 'Off Highway' Babraham Road Park & Ride to Addenbrooke's bus link (Peak vs. Off-Peak).....	30
Figure 23 Response to Q8: Level of support for the idea of an 'Off Highway' Babraham Road Park & Ride to Addenbrooke's, Cambridge Biomedical Campus bus link, defined by intersecting postcode districts.	31
Figure 24 Response to Q9: Level of support for an 'On Highway' or 'Off Highway' bus link from Granta Park to Addenbrooke's, Cambridge Biomedical Campus.	31
Figure 25 Response to Q9: Level of support for the idea for a new 'On Highway' bus link on or near the A1307 from Granta Park to Addenbrooke's, Cambridge Biomedical Campus defined by most used mode of travel.	32
Figure 26 Response to Q9: Level of support for the idea of an 'On Highway' Granta Park to Addenbrooke's, Cambridge Biomedical Campus bus link, defined by intersecting postcode districts.	33
Figure 27 Response to Q9: Level of support for the idea for new 'Off Highway' bus link on or near the A1307 from Granta Park to Addenbrooke's, Cambridge Biomedical Campus defined by most used mode of travel.....	34

Figure 28 Response to Q9: Level of support for the idea of an 'Off Highway' Granta Park to Addenbrooke's, Cambridge Biomedical Campus bus link, defined by intersecting postcode districts.	34
Figure 29 Response to Q10: Level of support for bus improvements in Linton.	35
Figure 30 Response to Q10: Level of support for bus improvements in Linton defined by most used mode of travel.	35
Figure 31 Response to Q10: Level of support for bus improvements in Linton, defined by intersecting postcode districts.	36
Figure 32 Response to Q11: Level of support for 'On Highway' or 'Off Highway' cycling and walking routes from the Three Campuses to Cambridge, and Haverhill to Granta Park.	37
Figure 33 Response to Q11: Level of support for the creation and improvement of 'On Highway' cycling and walking links on or near the A1307 defined by most used mode of travel (Three Campuses to Cambridge).	38
Figure 34 Response to Q11: Level of support for the creation and improvement of 'On Highway' cycling and walking links on or near the A1307, defined by intersecting postcode districts (Three Campuses to Cambridge)	38
Figure 35 Response to Q11: Level of support for the creation and improvement of 'Off Highway' cycling and walking links on or near the A1307 defined by most used mode of travel (Three Campuses to Cambridge).	39
Figure 36 Response to Q11: Level of support for the creation and improvement of 'Off Highway' cycling and walking links on or near the A1307, defined by intersecting postcode districts (Three Campuses to Cambridge)	39
Figure 37 Response to Q11: Level of support for the creation and improvement of 'On Highway' cycling and walking links on or near the A1307 defined by most used mode of travel (Haverhill to Granta Park).....	40
Figure 38 Response to Q11: Level of support for the creation and improvement of 'On Highway' cycling and walking links on or near the A1307, defined by intersecting postcode districts (Haverhill to Granta Park)	40
Figure 39 Response to Q11: Level of support for the creation and improvement of 'Off Highway' cycling and walking links on or near the A1307 defined by most used mode of travel (Haverhill to Granta Park).....	41
Figure 40 Response to Q11: Level of support for the creation and improvement of 'Off Highway' cycling and walking links on or near the A1307, defined by intersecting postcode districts (Haverhill to Granta Park)	42

TABLES

Table 1 Crosstab of usual transport and employment status.....	16
Table 2 Crosstab of usual transport and journey purpose.....	16
Table 3 Crosstab of usual journey purpose and usual time of travel.	20
Table 4 Count of additional written representations, and who sent them.	45

EXECUTIVE SUMMARY

- The first formal stage of public consultation for the *A1307, Three Campuses to Cambridge* improvements ran from the 16th of June to 1st of August 2016. This was led by the Greater Cambridge City Deal partnership.
- A total of 11 concepts were put forward for consultation, which are outlined in Map 1.
- In total, 1489 officially logged responses were received. Of these, there were 796 paper survey responses, 632 online survey responses, 59 emails and 2 letters.
- The majority of respondents come from the areas covered by the CB22, CB21 and CB1 postcode districts. With respondents coming from as far away as the LE15 and IP2 postcode districts.
- 62.2% of respondents were informed of the consultation by the leaflet.
- 53.2% of respondents identified themselves as car users, closely followed by cyclists (32.5%) and walkers (27.8%). Some respondents said they used multiple modes of transport.
- 57.6% of respondents travel along the A1307 either daily or some weekdays, with 55.5% traveling during the day-time.
- The most popular travel destination was Cambridge city centre (41.5%), 22.9% was Addenbrooke's, and 17.2% travel to Linton.
- Work (53.0%) and leisure (51.7%) were the usual purposes of respondents' trips.
- 53.7% of respondents thought that reliable journey times would make taking the bus a better alternative mode of transport, with speedy journey times making up 48.7%.
- A total of 83.3% of respondents supported or strongly supported the idea of improving the bus, cycling and walking links in the A1307 area.
- 62.8% strongly supported or supported the proposed expansion of Babraham Road Park and Ride, with the proposed A11 Park and Ride receiving 60.8% support and strong support.
- 49.9% of respondents supported or strongly supported the 'On Highway' Babraham Road Park and Ride to Addenbrooke's, Cambridge Biomedical Campus bus link, with 53.7% supporting or strongly supporting the 'On Highway' Granta Park to Addenbrooke's, Cambridge Biomedical Campus bus link.
- 54.5% of respondents support or strongly support bus improvements in Linton.
- Respondents supported or strongly supported the 'Off Highway' cycling options, with 63.8% for Three Campuses to Cambridge, and 53.6% for Haverhill to Granta Park.

INTRODUCTION

BACKGROUND AND METHODOLOGY

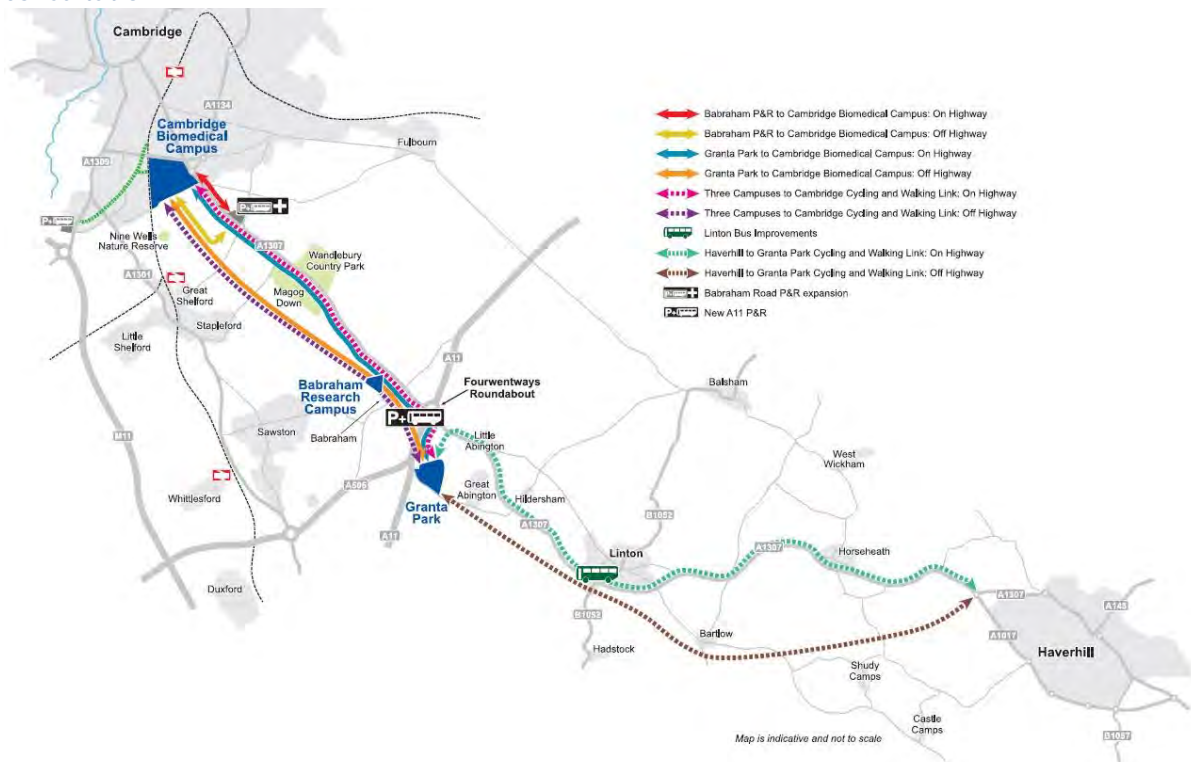
The Greater Cambridge City Deal is working to improve travel for people across Cambridge City and South Cambridgeshire. Between 16th June and 1st August 2016, the first stage of the A1307 consultation took place. This welcomed the public and organisations to give their views on the initial ideas for various bus, cycling and walking improvements in and around the A1307. The consultation was based on concepts, rather than detailed proposals, due to the project being in its early stages.

In 2015, politicians, employment site representatives, campaign groups, and other key stakeholders were contacted to identify transport problems, and put forward potential travel improvements to the A1307 area. Along with ideas put forward by experts from the A1307 Project Team, Consultants WSP | Parsons Brinckerhoff used this feedback to draft some initial concepts.

Preliminary technical work helped determine the viability of the ideas, these included traffic surveys of the A1307, reviewing environmental constraints, understanding travel patterns in the area and investigation into three strategic interventions: reopening the rail line, road-based solutions, such as creating a bypass for Linton and dualling the A1307, and a bus rapid transit system between Haverhill and Cambridge. All of these ideas were rejected in a City Deal consent, in terms of being unaffordable, unjustifiable in financial terms, and unable to be delivered within the City Deal timescales.

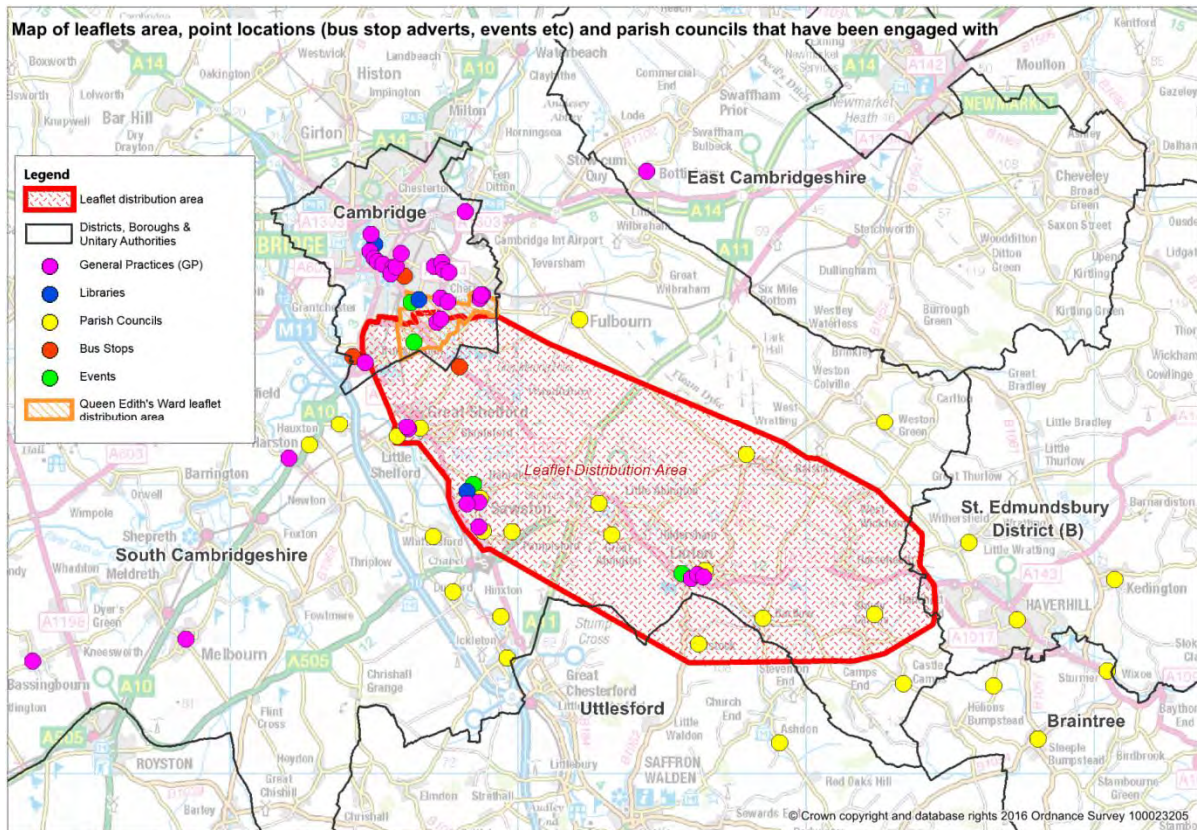
Following these investigations, 11 concepts (Map 1) were deemed to be viable, and these were the ones proposed in the first stage consultation.

Map 1 An illustrative map of the concepts put forward for the A1307 Greater Cambridge City Deal consultation.



Targeted publicity was given to residents, parish councils and employment sites (on and near the A1307). These included 16959 leaflet drops to residents and businesses, bus stop advertisements, 40 GP leaflet and poster drops, 5 library displays (including leaflet and poster drops), 7 open public feedback events and 31 letters to parish councils. A map of the location of these can be found in Map 2. Not included on the map are the 3 on screen bus adverts on the Park and Ride buses at Babraham Road, Madingley Road and Trumpington. The Queen Edith's Ward leaflet distribution area highlights were households received a leaflet for the A1307 at the same time as another consultation that was happening during a similar time.

Map 2 Area of targeted publicity for the A1307 Greater Cambridge City Deal consultation.



The online questionnaire and a summary of the responses can be found in Appendix One. It consisted of 18 questions, 2 of which were free text answers. The content analysis has been incorporated within this report with the aid of qualitative content analysis software.

All percentages are quoted as the percentage of overall survey respondents, not the number of responses per question. I.e. when respondents can state multiple answers, these have been divided by the total number of survey respondents (1428).

The Cambridge Research Group (CRG), part of Cambridgeshire County Council, works closely with many service groups to provide information and data on a variety of information in relation to the people and economy of Cambridgeshire. The CRG were asked by the Greater Cambridge City Deal partnership to provide a statistical and quantitative analysis report on the results of the A1307, *Three Campuses to Cambridge* survey that was conducted by the Greater Cambridge City Deal.

PUBLIC CONSULTATION: SURVEY FINDINGS

RESPONDENT PROFILE

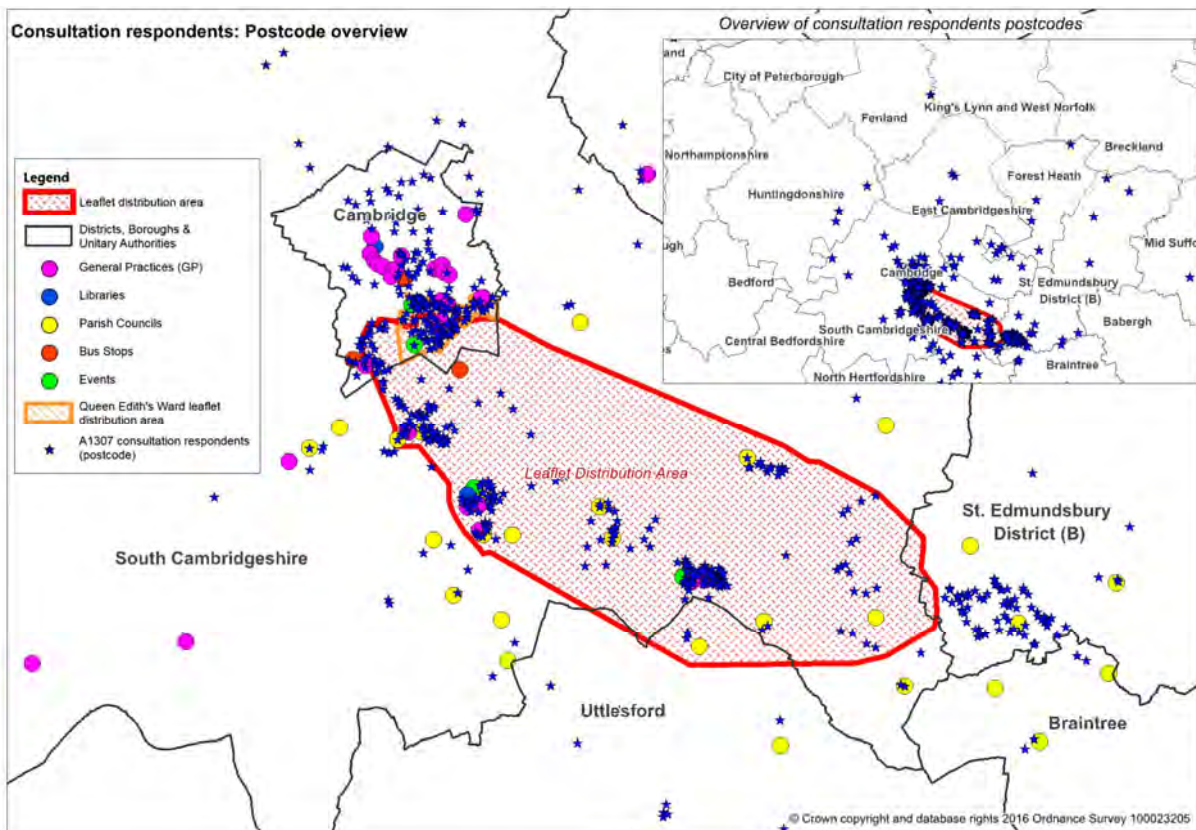
In total, 1489 officially logged responses were received. Of these, there were 796 paper survey responses, 632 online survey responses, 59 emails and 2 letters.

Of this number, 841 (58.9%) gave a contact email or address to remain updated with the progress of the project.

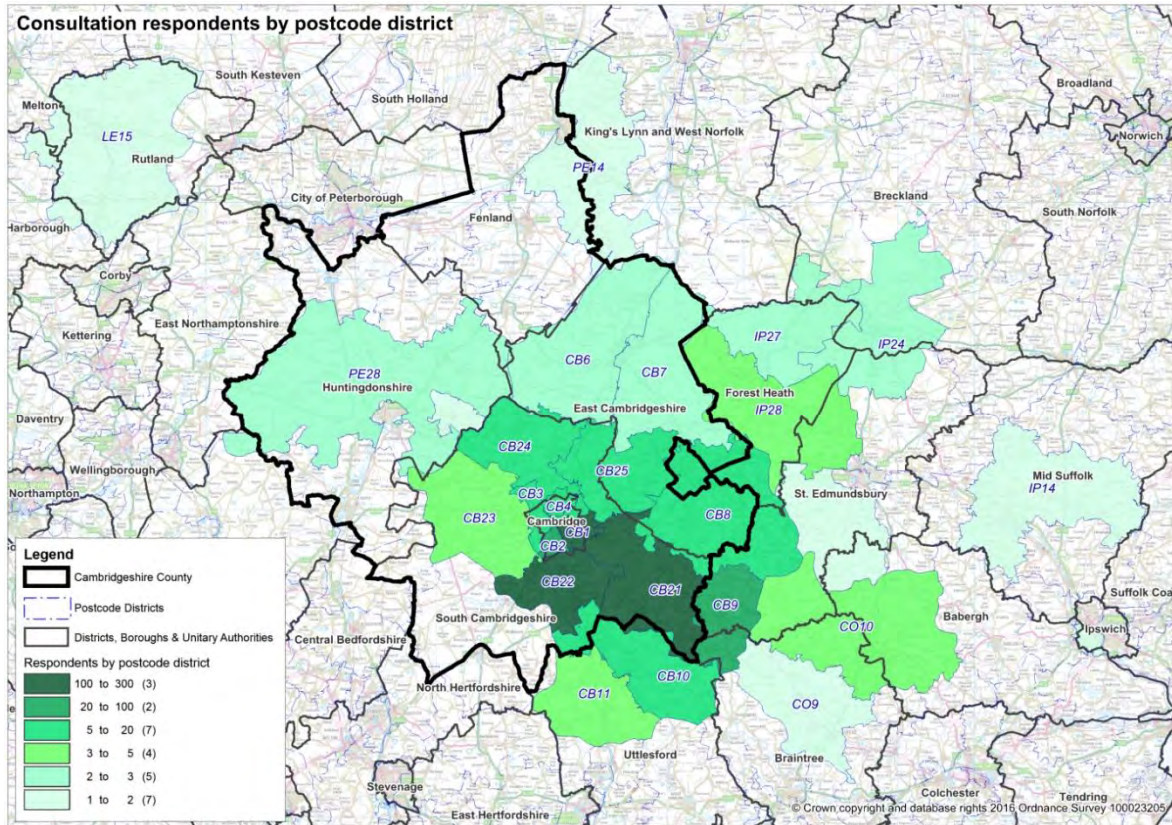
LOCATION

Of the 1428 survey responses (online and paper responses), 928 respondents gave a full identifiable postcode, with 957 giving their postcode district (first 3 or 4 characters of their postcode). The respondents were spread across 28 different postcode districts. The majority of respondents came from Queen Edith's, Great Shelford, Linton, Sawston, and Haverhill, with the furthest respondents replying from Rutland, Ipswich and King's Lynn. A map of respondent locations, including the areas of targeted publicity can be found in Map 3, with a count of respondents per postcode district in Map 4.

Map 3 Location of respondents who gave a full valid postcode, with the areas of targeted publicity overlaid.



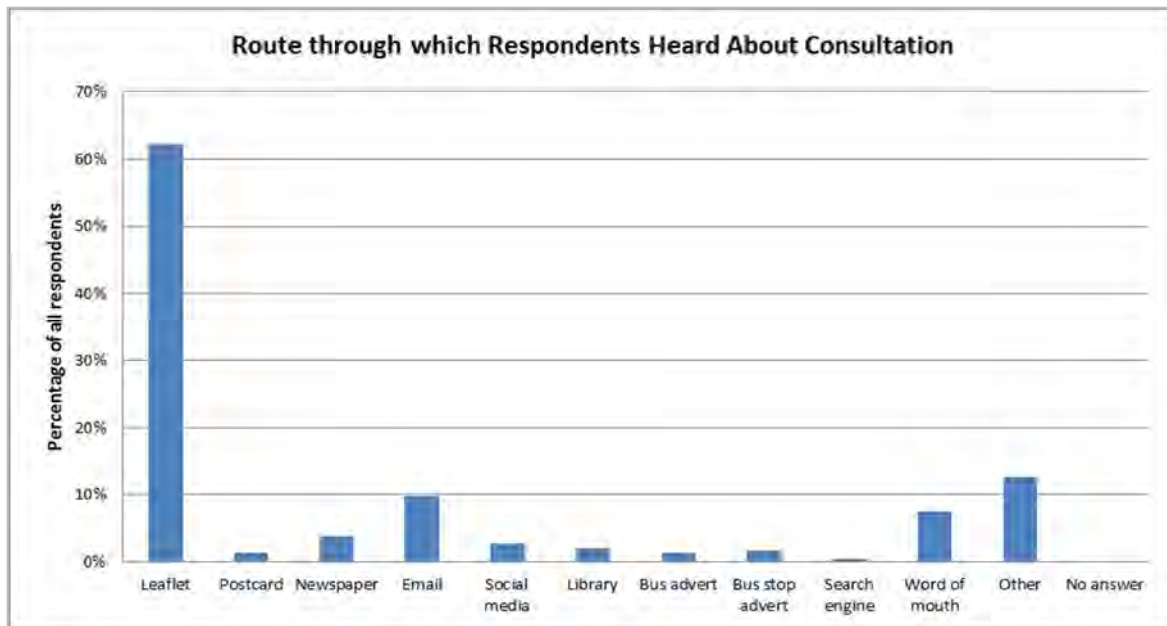
Map 4 Count of respondents per postcode district (first 3 or 4 characters of a postcode). 957 respondents gave a valid postcode district.



CONSULTATION AWARENESS

The majority of respondents indicated that they were made aware of the survey via the leaflet (62.2%). 9.8% stated that they had been notified by email and 7.5% by word-of-mouth. 12.7% of respondents stated 'Other' citing numerous points of information, predominantly these were emails from their workplace. Figure 1 shows the full question breakdown.

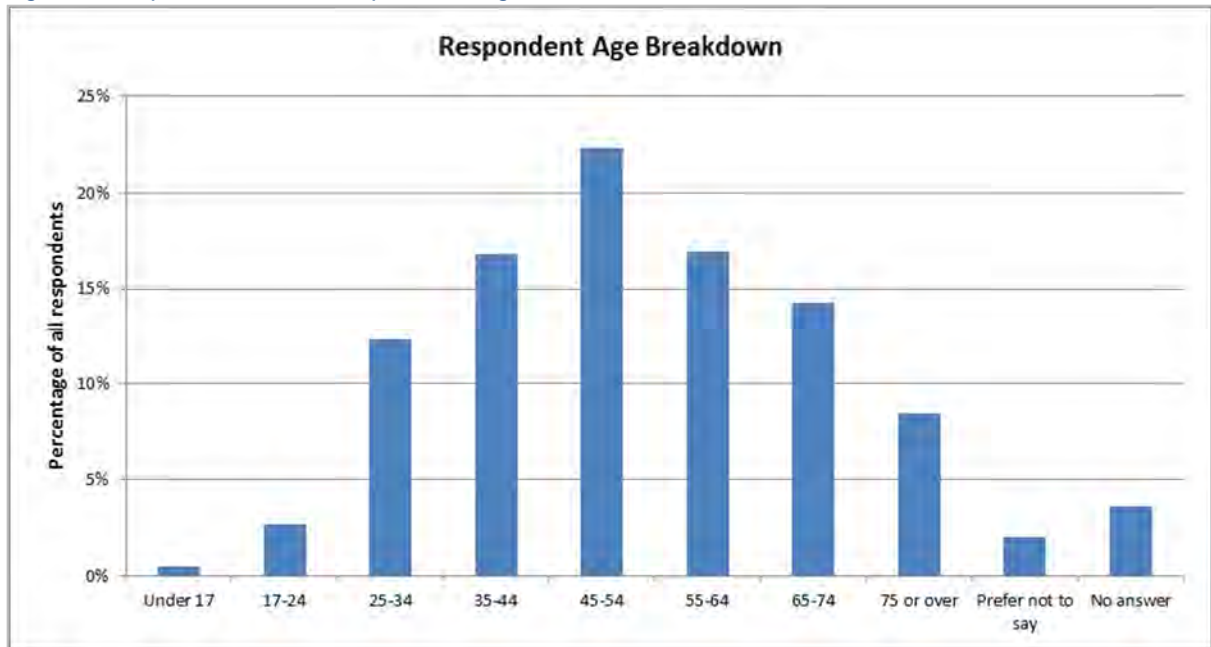
Figure 1 Response to Q18: Route through which respondents were made aware of A1307 consultation.



AGE PROFILE

The highest proportion of respondents (22.3%) was those aged 45-54 closely followed by those in the 55-64 and 35-44 age brackets (17.0% and 16.8% respectively). The survey received the fewest responses from those aged under 25 (3.23%). See Figure 2 for a more detailed breakdown of the respondent age ranges.

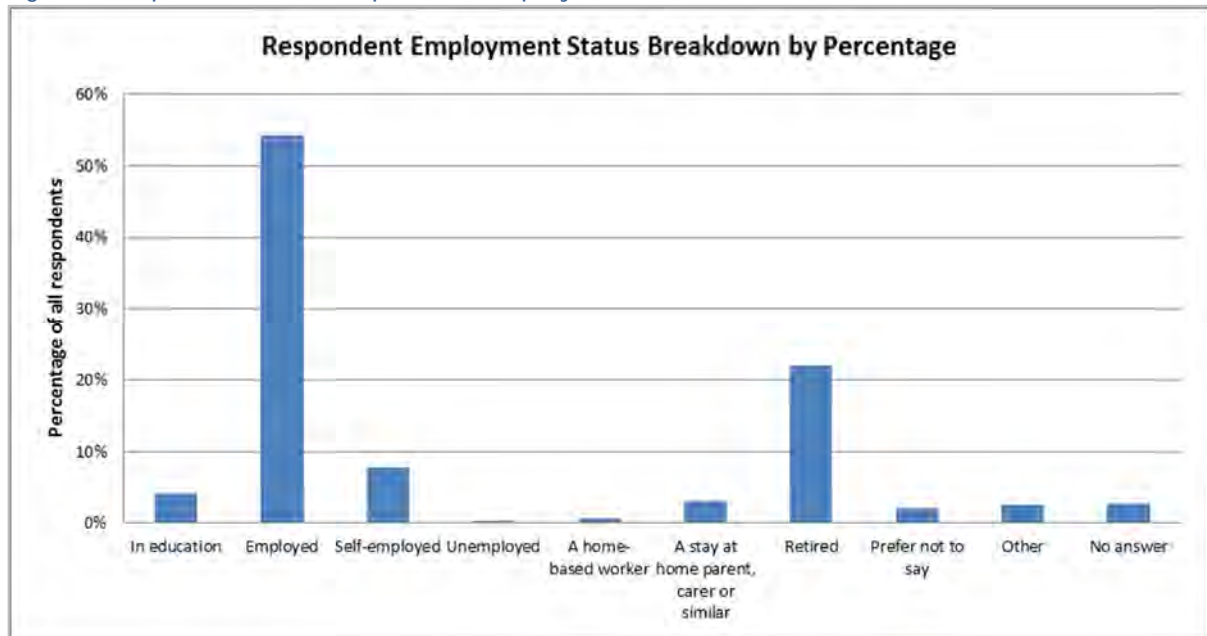
Figure 2 Response to Q14: Respondent age breakdown.



EMPLOYMENT STATUS

The greatest proportion (62.9%) of respondents indicated that they were in employment (54.3% employed, 7.8% self-employed, 0.8% home-based worker) closely followed by those who identified themselves as being retired. See Figure 3 for a breakdown of the question in full.

Figure 3 Response to Q15: Respondent employment status breakdown.



DISABILITY

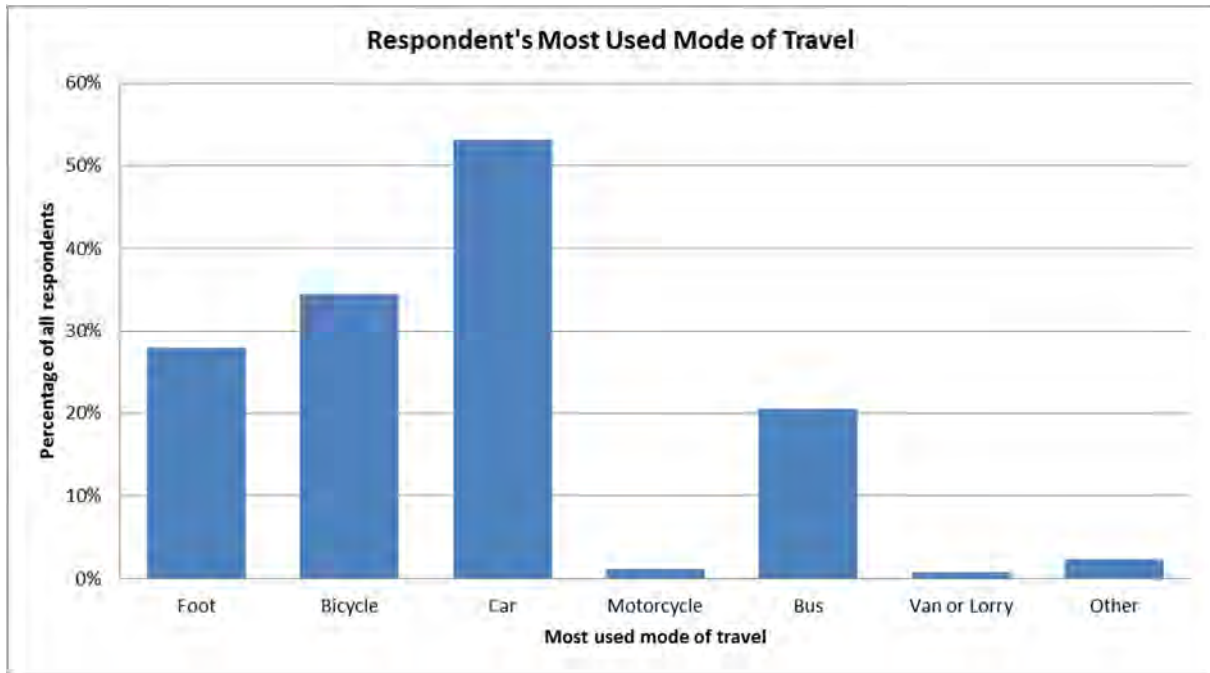
5.6% of respondents indicated that they have a disability that influences the way they travel.

METHOD OF TRAVEL

Respondents were asked which mode of travel they used most, with the option of choosing multiple answers¹. The highest proportion of respondents (53.2%) identified car as their most used mode of travel around Cambridge; this is closely followed by bicycle (34.5%) and foot (27.8%). See Figure 4 for a more detailed breakdown of the responses.

Figure 4 Response to Q17: Respondent's most used mode of travel around Cambridge.

¹ Due to a discrepancy between the paper and online survey, the option "Passenger" and "Driver" as a mode of transport on the online survey have been removed. This has resulted in 28 respondents being excluded from this question's analysis.



A breakdown of respondents' usual transport by their employment status can be found in Table 1.

Table 1 Crosstab of usual transport and employment status. Counts below 5 have been anonymised.

Mode of travel	Employment Status						
	Employed (incl. self-employed and home-worker)	Retired	A stay at home parent / carer or similar	In education	Unemployed	Prefer not to say	Other
Foot	220	115	13	22	<5	11	9
Bicycle	338	85	11	31	<5	12	10
Car	515	156	22	21	<5	18	18
Motor cycle	12	<5	<5	<5	0	0	0
Bus	100	134	13	15	<5	9	12
Van or lorry	9	<5	<5	0	0	<5	0
Other	20	7	<5	0	0	<5	<5

A breakdown of respondents' usual transport by journey purpose can be found in Table 2.

Table 2 Crosstab of usual transport and journey purpose. Counts below 5 have been anonymised.

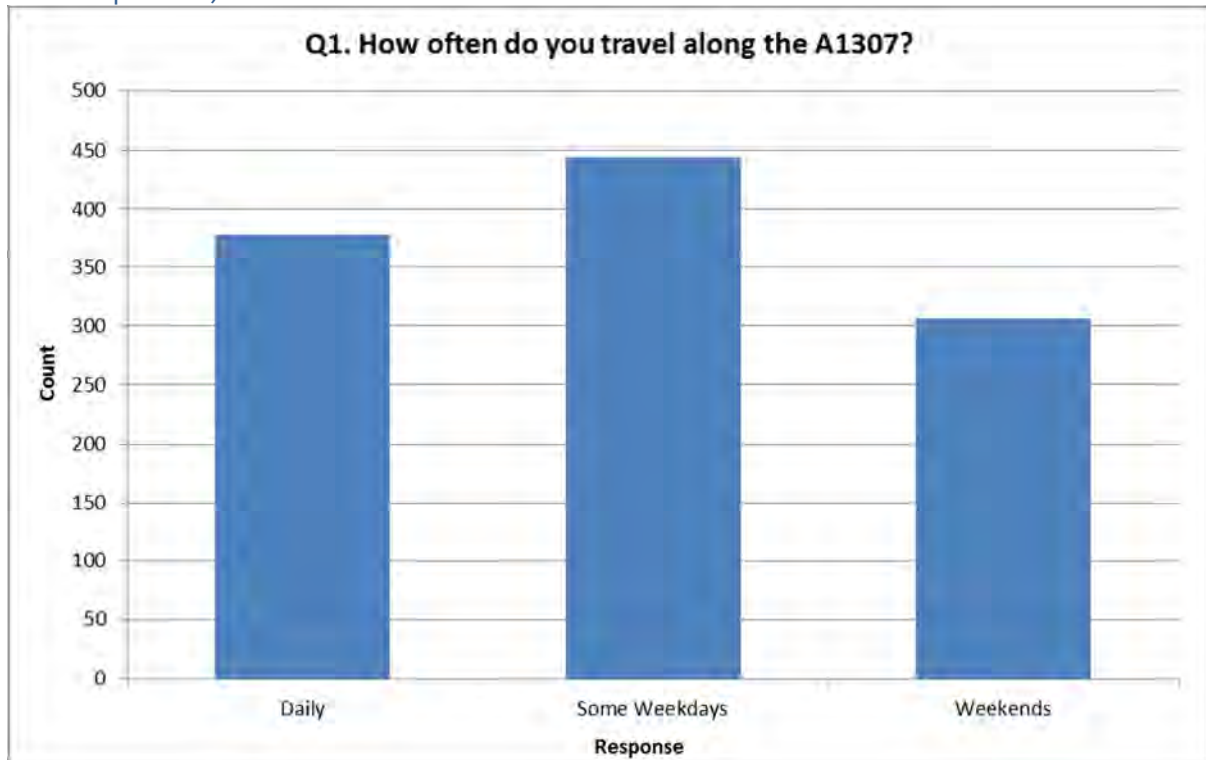
Mode of travel	Purpose of travel				
	Work	Leisure	Education	Health	Other
Foot	191	239	45	89	397
Bicycle	255	268	46	54	492
Car	443	395	66	123	759
Motor cycle	10	10	<5	<5	17
Bus	91	207	38	92	292
Van or Lorry	10	6	<5	<5	12
Other	16	13	<5	<5	33

JOURNEY PATTERNS

FREQUENCY

The first question asked how often respondents travelled along the A1307, and prompted them to tick as many as applicable². As this was a multiple answer question, the count of answers is higher than the total number of responses. The majority of people (31.1%) travelled along the A1307 “some weekdays”, with 26.5% travelling along it daily (Figure 5).

Figure 5 Response to Q1: How often do respondents travel along the A1307? (This was a multiple answer question).



² During the early stages of the consultation, a discrepancy between the paper and online survey was found whereby the online survey was set as a single choice answer. This was changed to a multiple answer question on 19th July 2016. This has resulted in 329 respondents (23%) being discounted in this question's analysis.

TIME AND DESTINATION

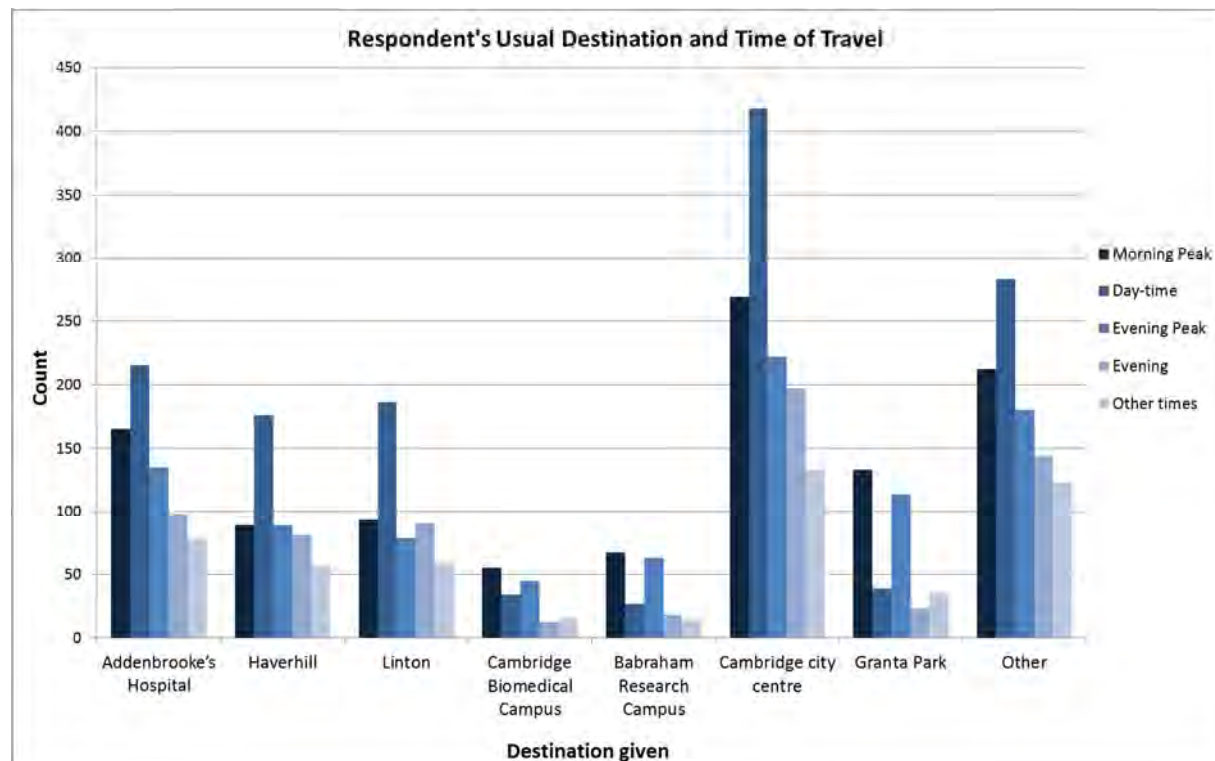
Overall 55.5% of all respondents travelled during the day-time, with 41.5% and 48.9% of all respondents traveling at evening peak and morning peak respectively.

Respondents were asked to give their usual destination and time of travel, with only 2.6% of respondents refraining from answering³. Overall, 41.5% of respondent's stated that their usual destination was Cambridge city centre, with 32.5% stating 'Other' destinations, most commonly being Saffron Walden, the A11 and the M11. Addenbrooke's was stated by 22.9% and Linton, by 17.2%.

Figure 6 shows the comparison of each destination and time travelled. Overall, 41.5% of respondent's usual destination was Cambridge city centre, with the majority travelling during the day-time. The next most popular destinations were Addenbrooke's Hospital (31.1%), Haverhill (35.8%), and Linton (36.7%), again most frequently being travelled to during the day-time.

In contrast, Granta Park (38.7% morning, 33.1% evening), Cambridge Biomedical Campus (34.2% morning, 28.0% evening) and Babraham Research Campus (35.5% morning, 33.3% evening) are predominantly travelled to during morning and evening peak times, reflecting the fact that these are major employment destinations.

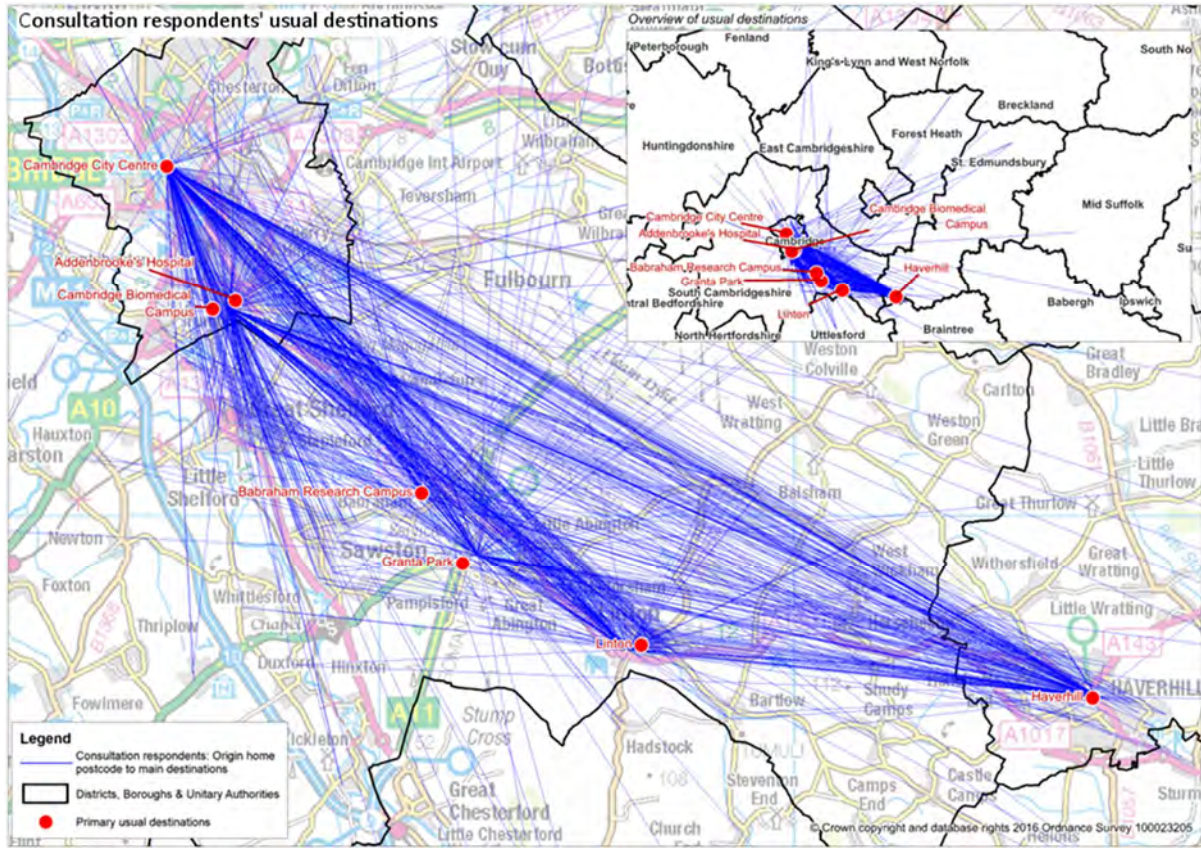
Figure 6 Respondent's usual destination and time of travel.



³ Due to a discrepancy between the paper and online survey, the option of "Other" from the online survey has been removed, resulting in 45 respondents not being included in this question's analysis.

Map 5 displays the travel patterns of the respondents. This map shows the origin point (each respondent's postcode), and links them to their usual destination. It also shows that there is a strong commuting pattern between Linton, Cambridge and Haverhill. All individual destination spider graphs⁴ can be found in Appendix Two.

Map 5 A spider graph showing the respondents' usual destinations compared to their postcode.



PURPOSE

Figure 7 shows the usual purpose for the respondents' trip, with work and leisure being the main reasons. Of the 8.1% other responses, the most common answer was visiting family or friends.

⁴ The Spider-Graph tool is a Geographic Information System (GIS) tool that draws lines from geographic point objects to create a visual representation of a join based on a common field such as a journey

Figure 7 Response to Q4: What is the usual purpose for respondents' travel along the A1307? (This was a multiple answer question).

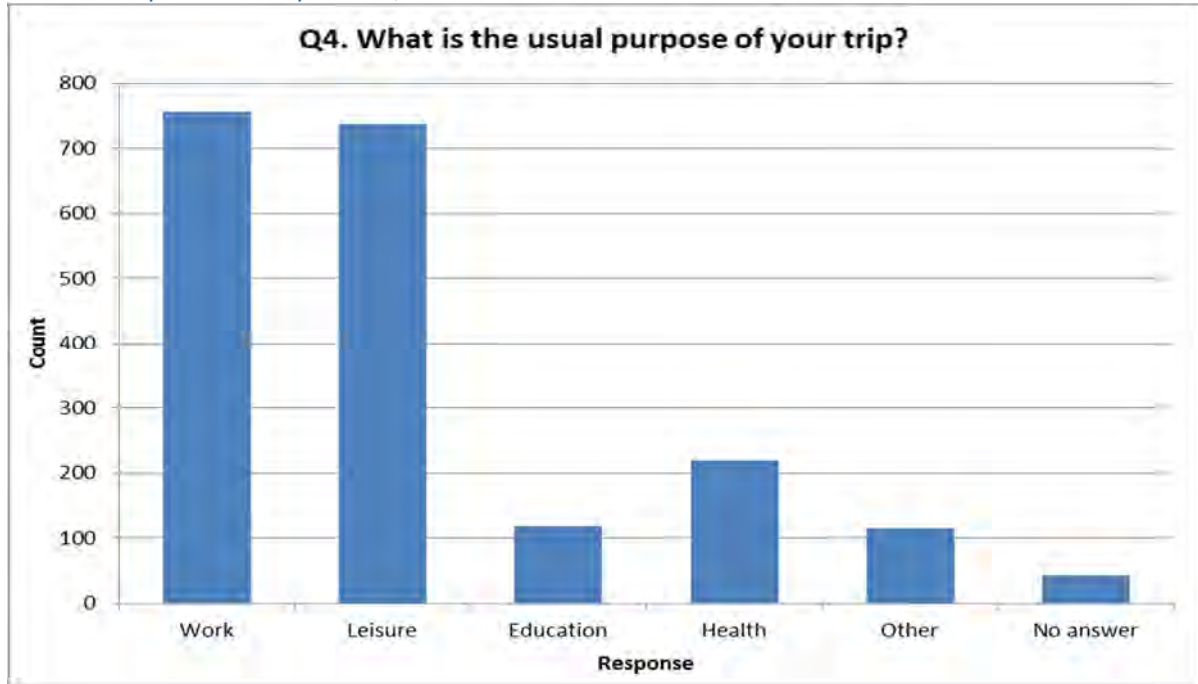


Table 3 is a crosstab comparing respondents' journey purpose and time of travel. From this it can be observed that, as expected, respondents travelling for work tend to do so in the morning and evening peak times whereas those travelling for leisure tend to do so during the day. Respondents who specified 'Other' as their answer indicate that they usually travel for shopping and childcare.

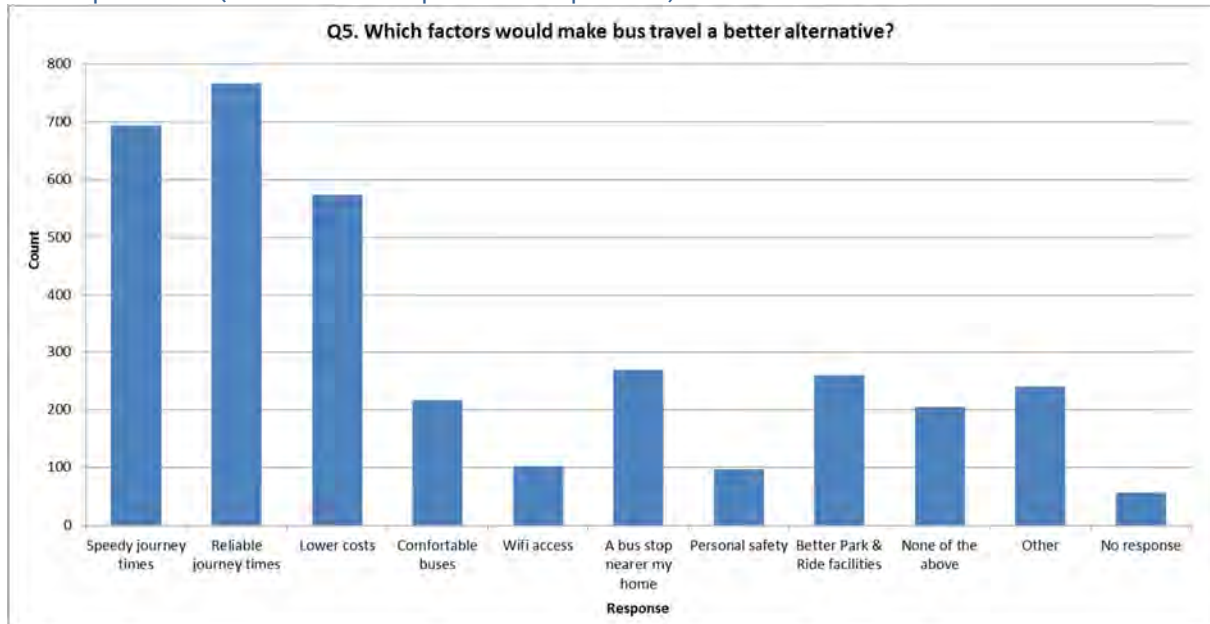
Table 3 Crosstab of usual journey purpose and usual time of travel.

		Purpose of travel				
		Work	Leisure	Education	Health	Other
Time of travel	Morning Peak	606	195	86	72	699
	Day-time	294	575	79	179	793
	Evening Peak	499	181	71	61	593
	Evening	190	246	52	74	359
	Other	179	182	38	54	312

BUS TRAVEL IMPROVEMENT FACTORS

Respondents were asked what improvements can be made to buses to make them a better alternative. A total of 53.7% stated that reliable journey times would make bus travel a better alternative transport. A breakdown of this question can be found in Figure 8.

Figure 8 Response to Q5: Which improvements to bus travel would make it a better alternative for the respondent? (This was a multiple answer question).



A total of 16.8% of respondents stated 'other' reasons for how bus travel could be made a better alternative. The most common responses⁵ were:

- Bus stop near their house/place of work
 - *"A route which went sensibly near my start point (Granta Park) or home (Sawston), and not via cambridge!"*
- Longer and more frequent running times
 - *"bus service until midnight"*
 - *"Buses that run more frequently"*
- Reliable bus times
 - *"Punctuality & reliability"*
- Direct buses
 - *"Direct bus route"*
- Cheaper and clearer ticket prices
 - *"Remove parking fee (£1) from P&R to get more people on it."*
 - *"more information, simple fares"*
 - *"cost is too expensive compared to cities like nottingham etc remember we are not London"*
- Environmental impact of buses
 - *"Green energy buses - no diesel!"*
- Seating Capacity/Overcrowding
 - *"Multiple buses so there are enough seats"*

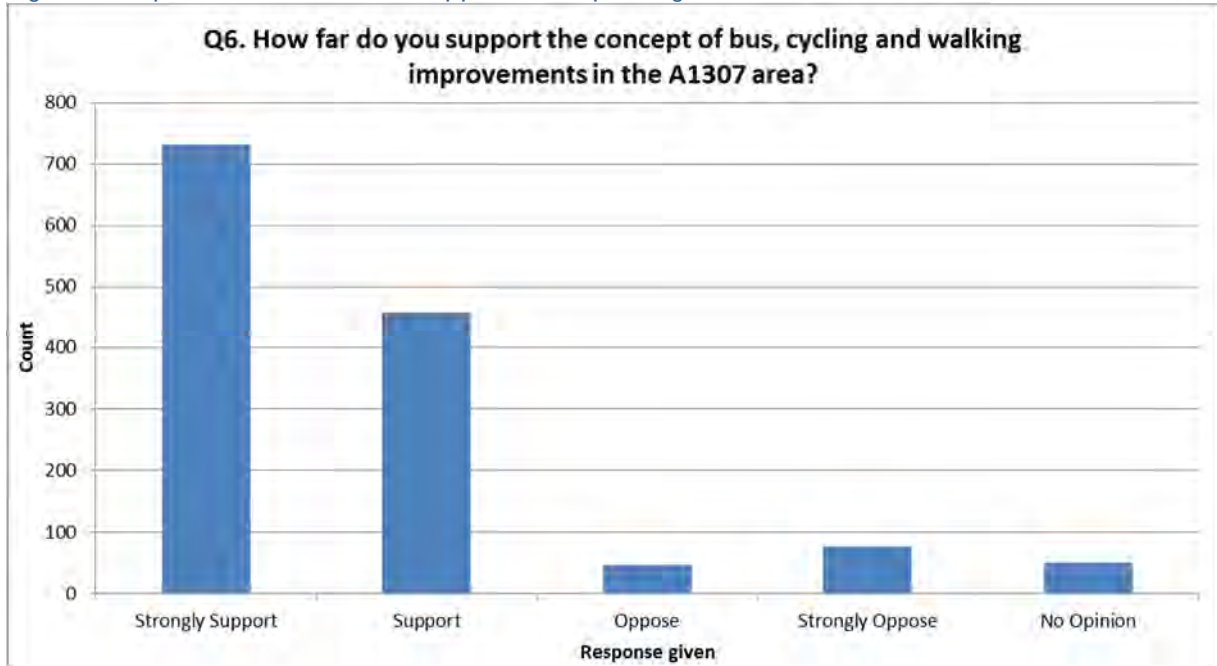
⁵ Comments are taken in situ.

LEVEL OF SUPPORT FOR CONCEPTS

OVERALL

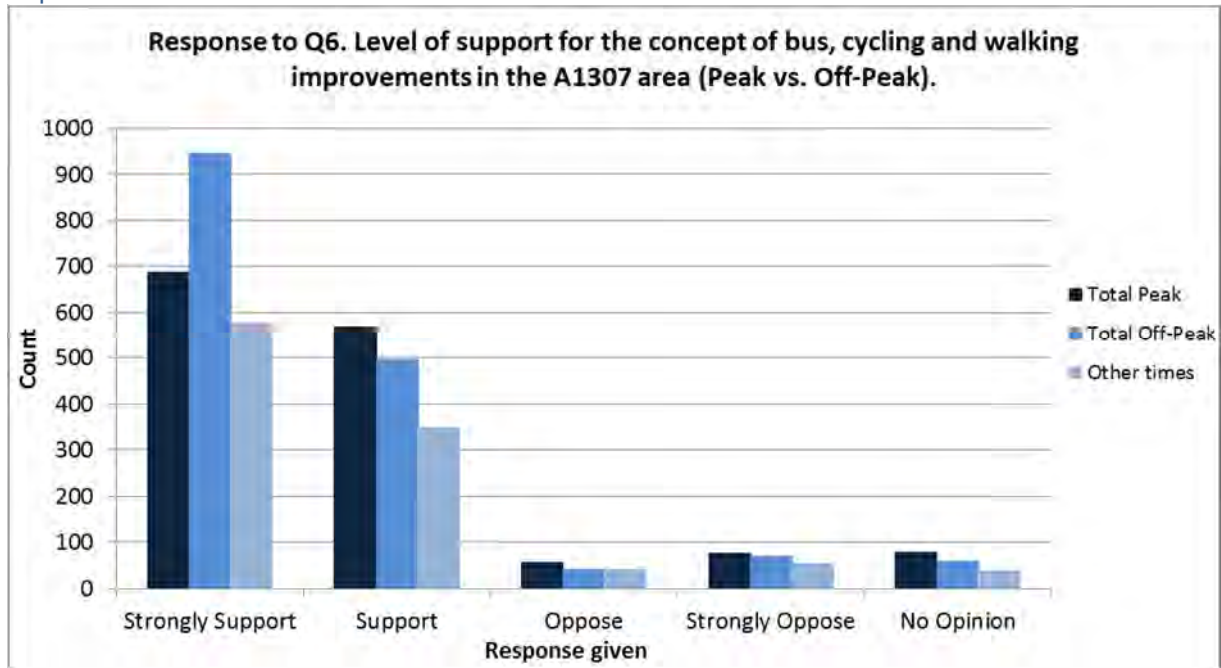
Overall, 83.3% of respondents supported or strongly supported the concept of bus, cycling and walking improvements on the A1307 - 46.7% of these respondents indicated they travelled mainly for work (Figure 9).

Figure 9 Response to Q6: Level of support for improving the A1307 area.



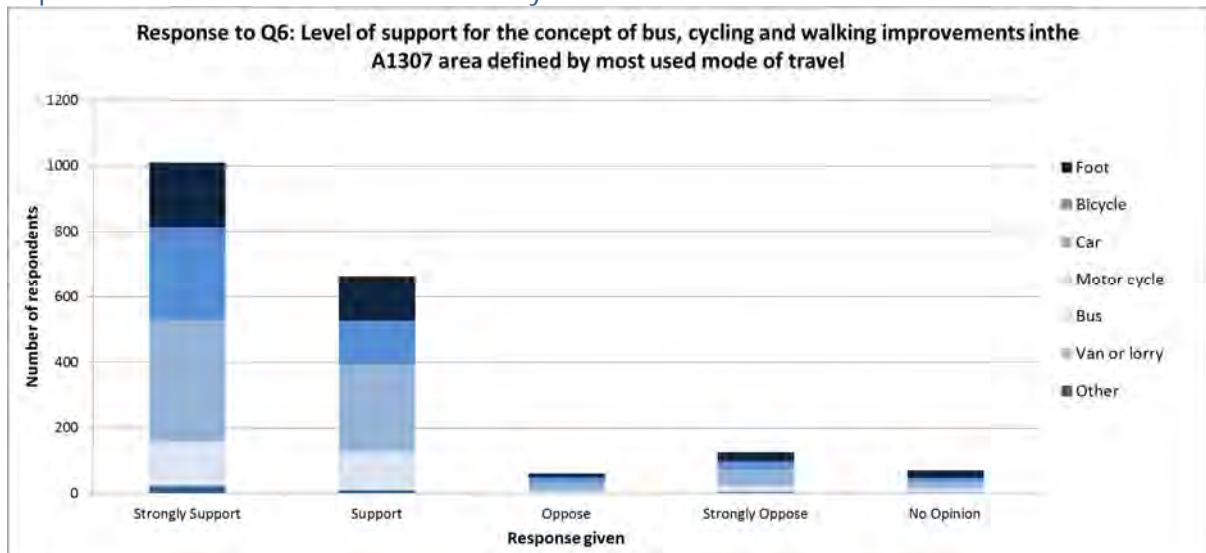
When respondents were split according to the time at which they travel i.e. peak or off-peak, a higher number of respondents travelling at off-peak times indicated strong support compared to peak time travellers (Figure 10). This is notable as overall there were a greater proportion of respondents indicating they usually travel at peak times.

Figure 10 A comparison between respondents travelling at peak, off-peak and 'other' times responding to question 6 measuring level of support for the concept of bus, cycling and walking improvements in the A1307 area.



Car users made up the majority of respondents who indicated strong support for the concept of bus, cycling and walking improvements in the A1307 area (36.7%). This is closely followed by bicycle users (28.2%) and those on foot (19.2%). This is shown in Figure 11.

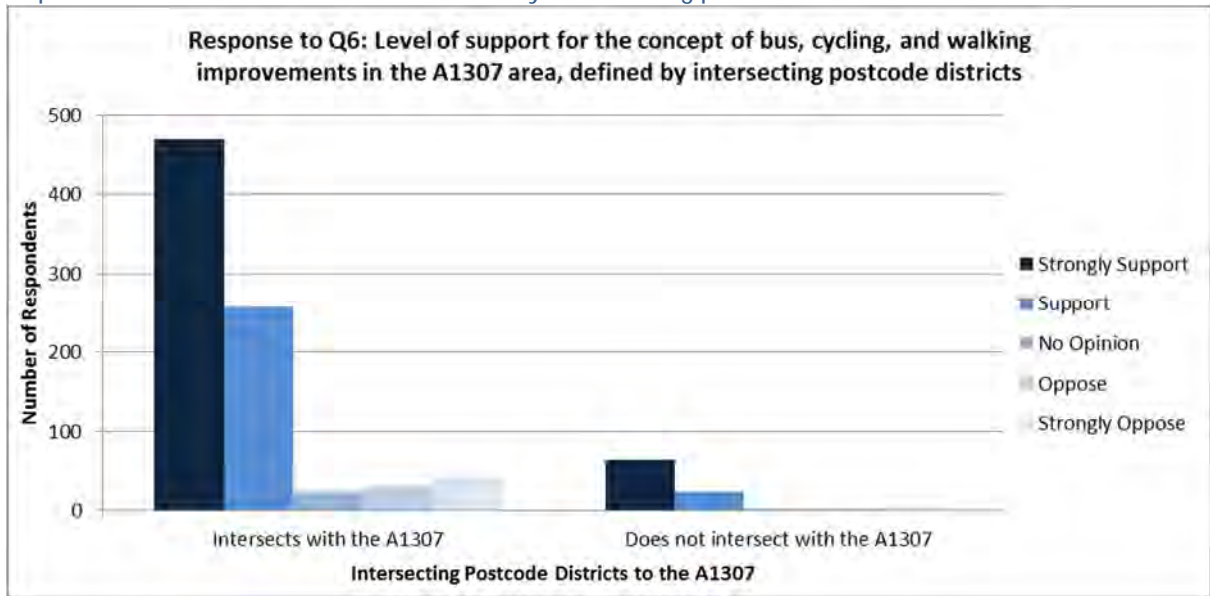
Figure 11 Response to Q6: Level of support for the concept of bus, cycling and walking improvements in the A1307 area defined by most used mode of travel.



When taking into account the location of the respondents, there was no geographic pattern found in the respondents support for the concepts, as the percentage of overall support is high. Key geographic indicators that were explored are respondents who intersect the A1307⁶ (Figure 12), proximity to Cambridge and proximity to green belt areas.

⁶ A list of postcode districts that do and do not intersect the A1307 can be found in Appendix Three.

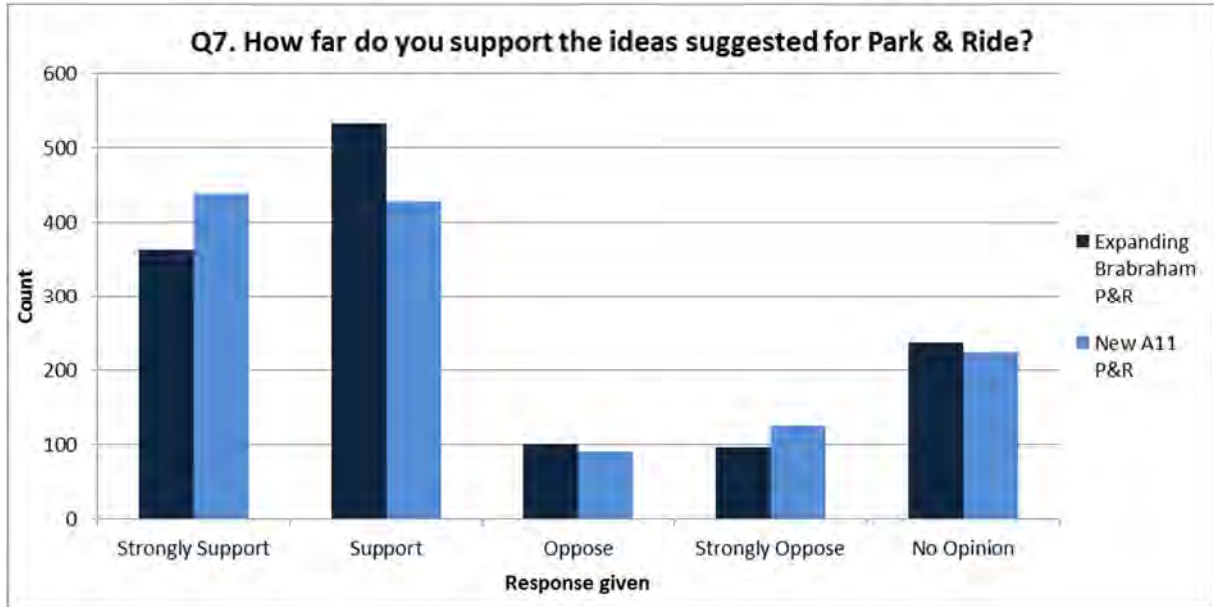
Figure 12 Response to Q6: Level of support for the concept of bus, cycling and walking improvements in the A1307 area defined by intersecting postcode districts.



PARK AND RIDE SITES

Of the two Park and Ride options, 62.8% of respondents supported or strongly supported the expansion of the current Babraham Road Park and Ride site. Of those expressing support, 53.0% are respondents who travel for work. This is compared to the 60.8% indicating support for the new A11 Park and Ride (54.1% travel for work) (Figure 13).

Figure 13 Response to Q7: Level of support for expanding Babraham Road Park and Ride and/or building a new A11 Park and Ride.



EXPANDING THE BABRAHAM ROAD PARK AND RIDE

Figure 14 breaks down the support for expanding the Babraham Road Park and Ride, compared to their usual mode of travel. Car users make up 38.4% of support respondents, followed by bicycle users (22.0%) and those travelling by foot (20.3%).

Figure 14 Response to Q7: Level for support for expanding Babraham Road Park and Ride defined by most used mode of travel.

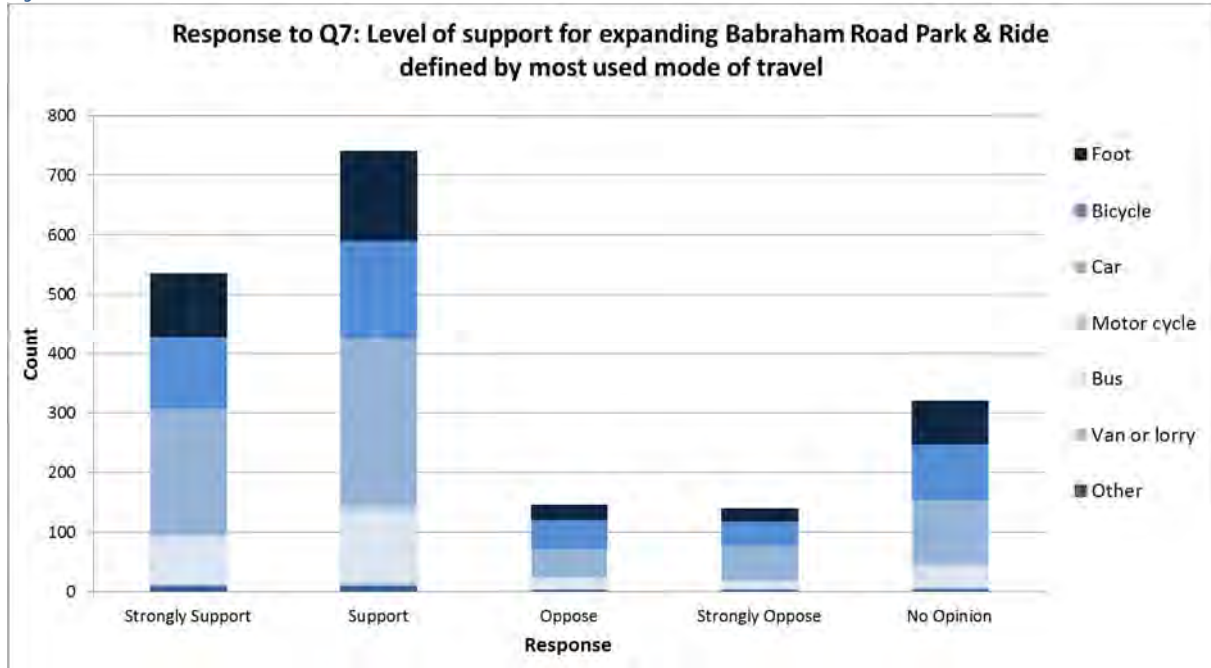
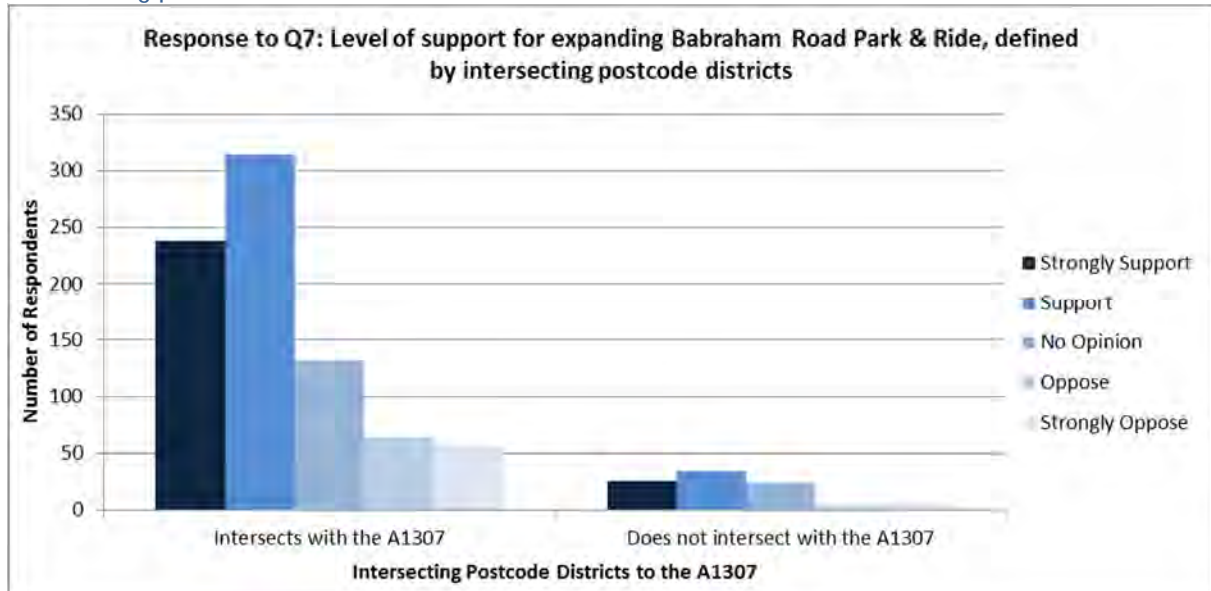


Figure 15 shows a similar pattern of support for both respondents who intersect the A1307 and those who do not intersect the A1307. When looking at the geographical distribution, there was no overall pattern for supporting or opposing respondents.

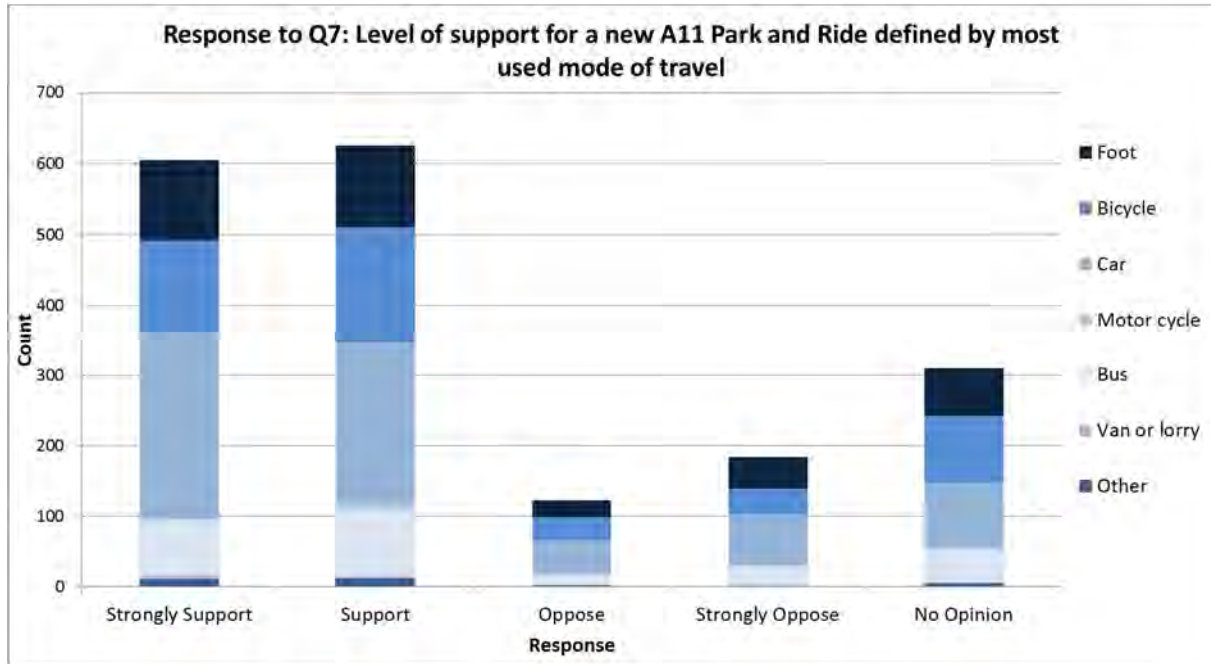
Figure 15 Response to Q7: Level of support for expanding Babraham Road Park & Ride, defined by intersecting postcode districts.



NEW A11 PARK AND RIDE

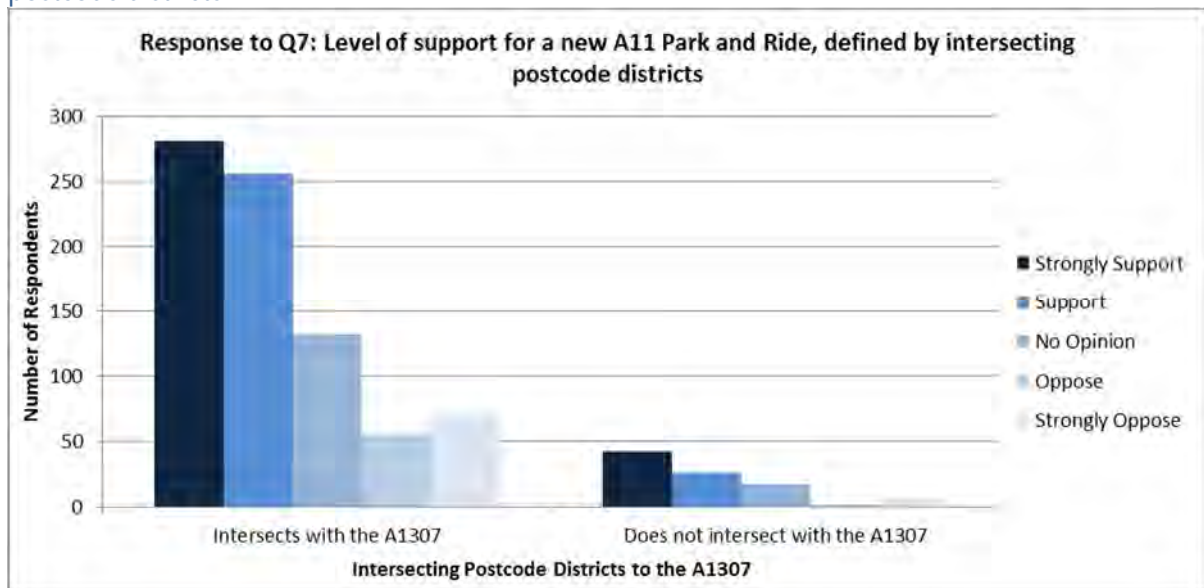
The breakdown for the new A11 Park and Ride by mode of travel is found in Figure 16. Cyclists were the highest proportion of respondents who said they had no opinion about the new A11 Park and Ride (30.7%). The respondents who indicated support were 36.6% car users and 26.2% were cyclists. A more detailed breakdown can be found in Figure 16.

Figure 16 Response to Q7: Level for support for a new A11 Park and Ride defined by most used mode of travel.



When comparing the respondents' proximity to the A1307, respondents further away were more likely to support the new A11 Park and Ride (Figure 17). Respondents who lived near Queen Edith's ward, Great Abington and Sawston, were more likely to oppose the new A11 Park and Ride.

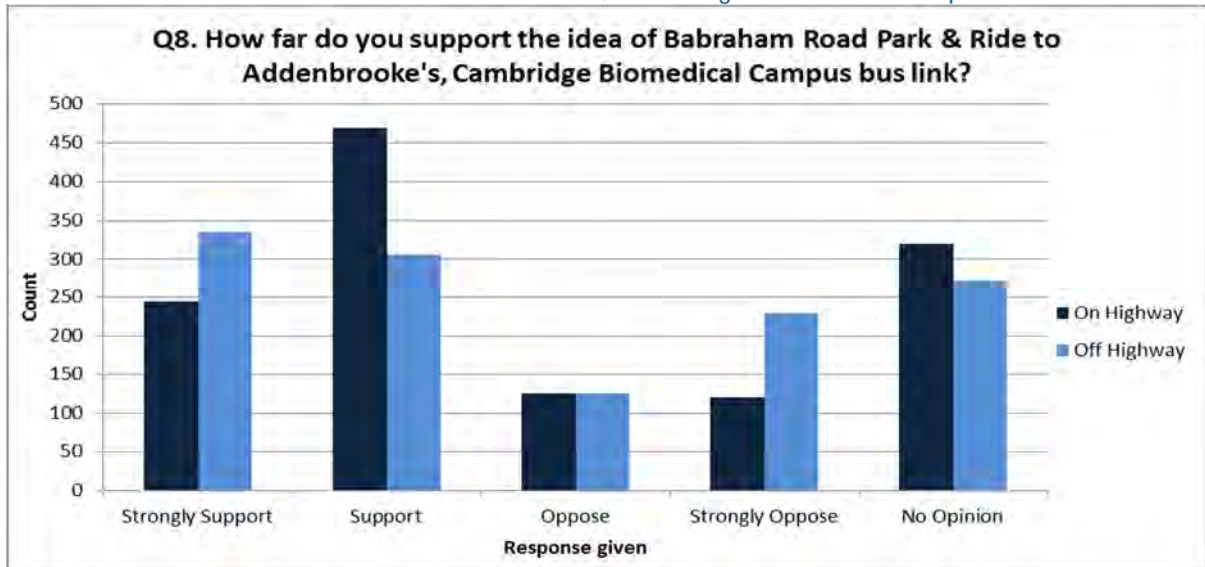
Figure 17 Response to Q7: Level of support for a new A11 Park and Ride, defined by intersecting postcode districts.



BUS LINK: BABRAHAM ROAD PARK AND RIDE TO CAMBRIDGE BIOMEDICAL CAMPUS

The majority of respondents supported or strongly supported a bus link from Babraham Road Park and Ride to Addenbrooke's, Cambridge Biomedical Campus, with 49.9% supporting the 'On Highway' option (55.3% travel for work), compared to the 44.9% support for the 'Off Highway' option (59.9% travel for work) (Figure 18). The 'Off Highway' option had a greater proportion of strongly opposed respondents, with 16.0% expressing their support – of these 50.6% are respondents who travel for work. In contrast, 8.5% strongly opposed the 'On Highway' option (60.0% of these travel for work).

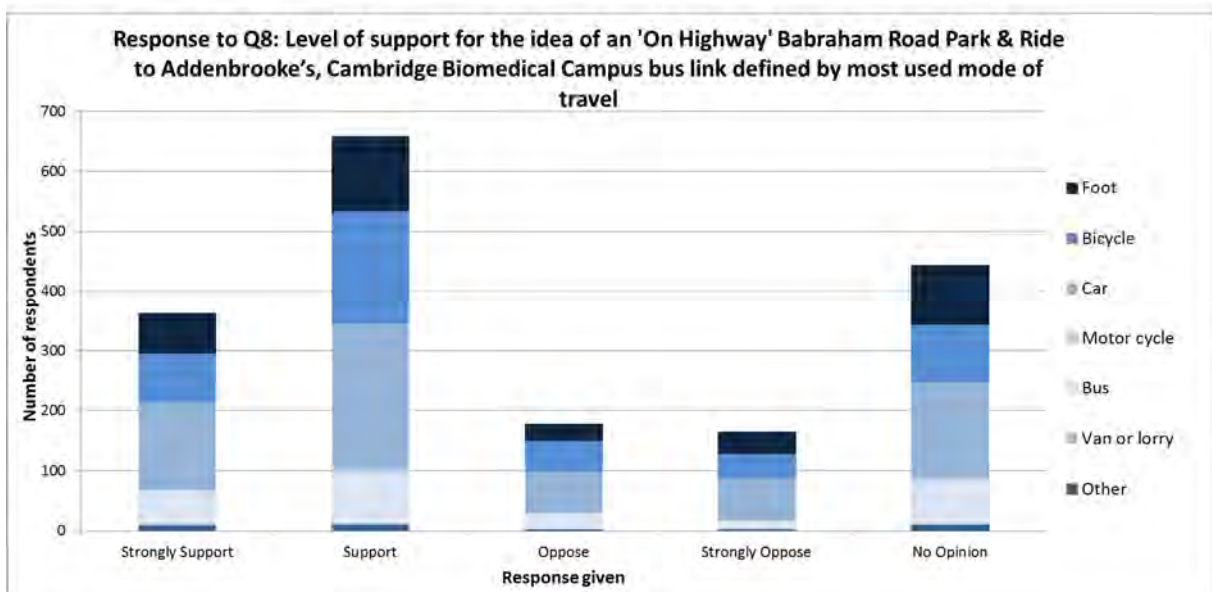
Figure 18 Response to Q8: Level of support for an 'On Highway' or 'Off Highway' bus link from Babraham Road Park and Ride to Addenbrooke's, Cambridge Biomedical Campus.



'ON HIGHWAY' OPTION

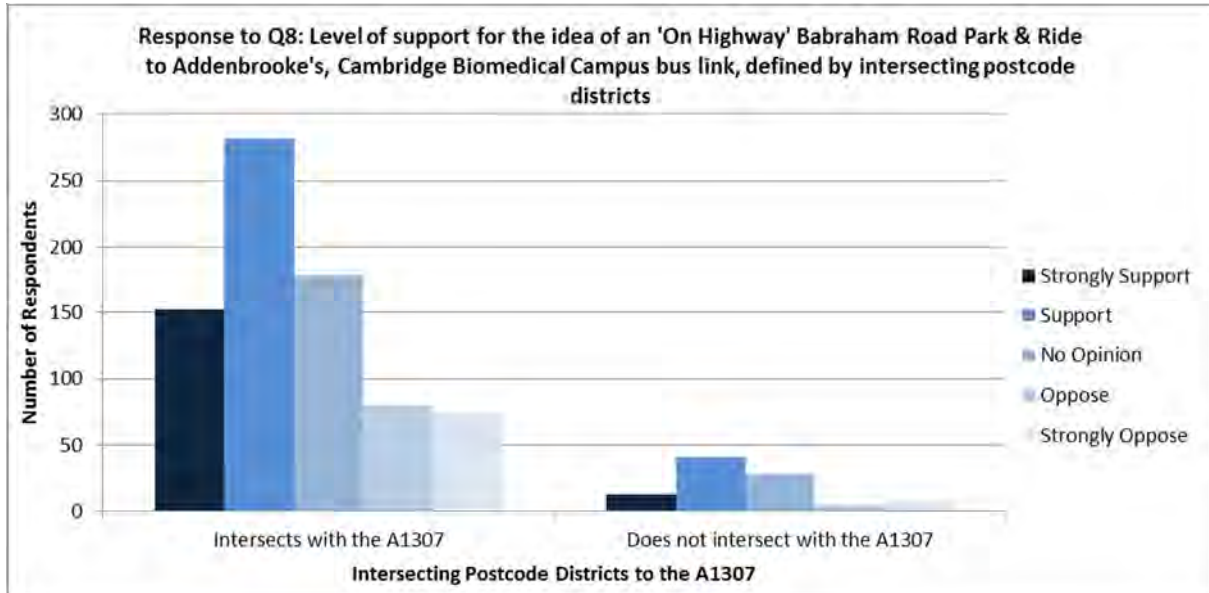
Breaking down the support for the 'On Highway' Babraham Road Park and Ride to Addenbrooke's, Cambridge Biomedical Campus bus link by mode of transport, shows that bus users mainly chose "no opinion" at 16.0%. A more detailed breakdown can be found in Figure 19.

Figure 19 Response to Q8: Level of support for the idea of an 'On Highway' Babraham Road Park & Ride to Addenbrooke's, Cambridge Biomedical Campus bus link defined by most used mode of travel.



Respondents in Linton were more likely to oppose or have no opinion on the 'On Highway' Babraham Road Park & Ride to Addenbrooke's, Cambridge Biomedical Campus bus link, whereas respondents there is a similar pattern of opinion for respondents how both intersect and do not intersect the A1307 (Figure 21).

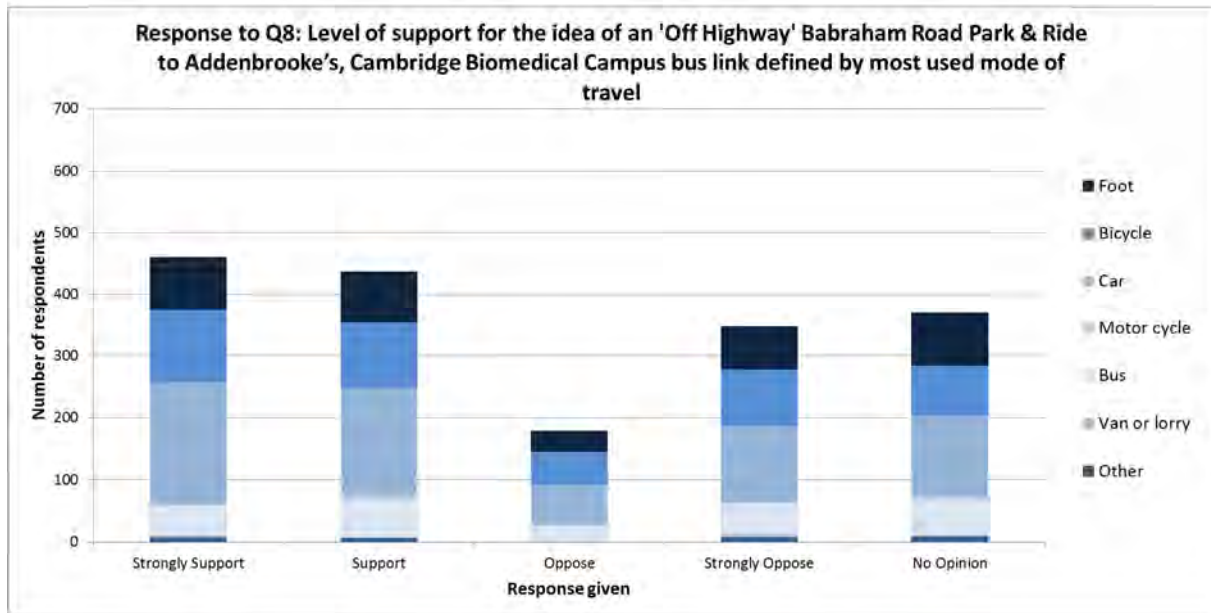
Figure 20 Response to Q8: Level of support for the idea of an 'On Highway' Babraham Road Park & Ride to Addenbrooke's, Cambridge Biomedical Campus bus link, defined by intersecting postcode districts.



'OFF HIGHWAY' OPTION

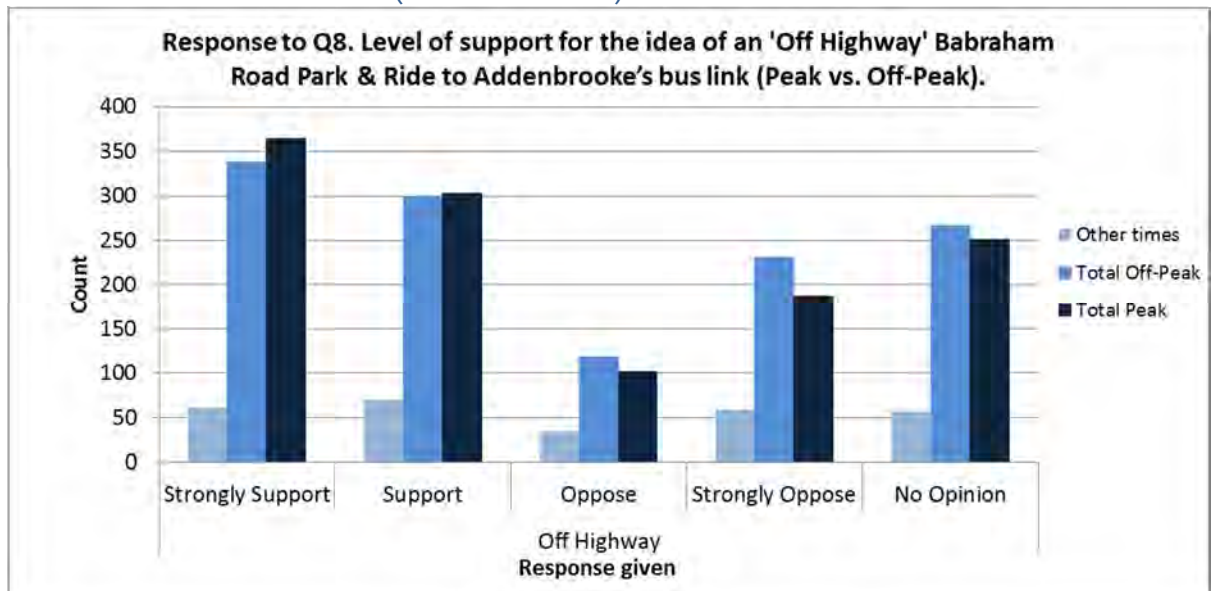
For the 'Off Highway' bus link option, the bus users make up the largest majority of "No Opinion" respondents (15.4%), with car users making up 43.0% of strong supporters. A more detailed breakdown can be found in Figure 21.

Figure 21 Response to Q8: Level of support for the idea of an 'Off Highway' Babraham Road Park & Ride to Addenbrooke's, Cambridge Biomedical Campus bus link defined by most used mode of travel.



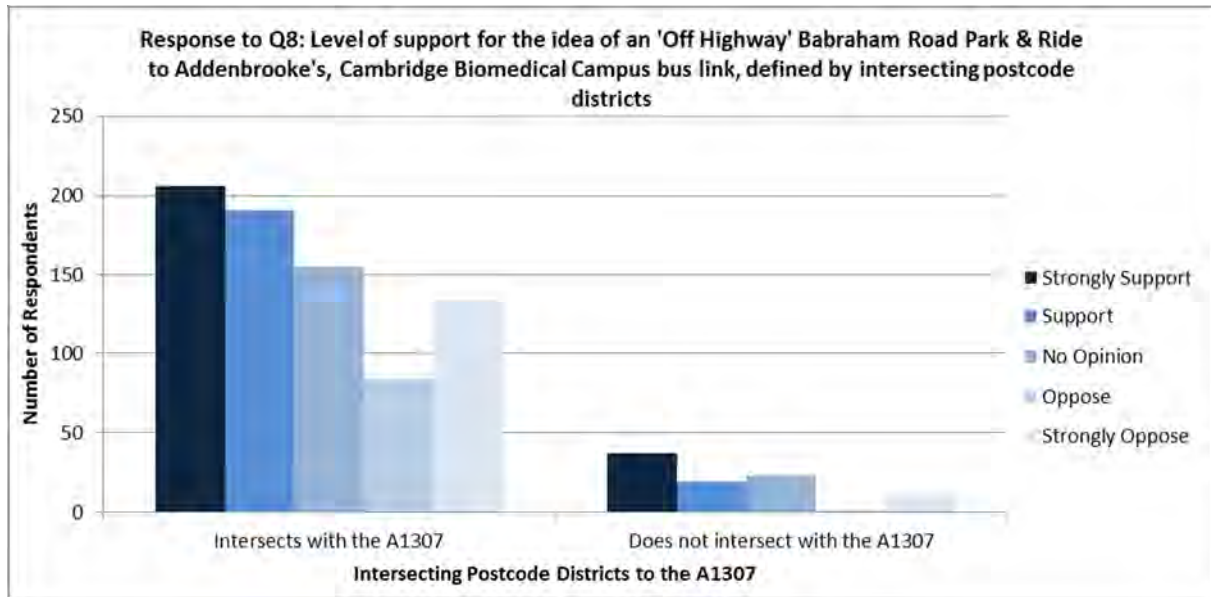
When comparing the opinion trend with its Peak/Off-Peak break down for an 'Off Highway' Park & Ride on Babraham Road, there is a disparity in the levels of support according to time of travel. There appears to be marginally greater opposition and lack of opinion amongst those travelling at off-peak times than peak time travellers. Similarly, there is slightly more peak time travellers expressing strong support (Figure 22).

Figure 22 Response to Q8: Level of support for the idea of an 'Off Highway' Babraham Road Park & Ride to Addenbrooke's bus link (Peak vs. Off-Peak).



Larger proportions of respondents who do not intersect the A1307 strongly support the 'Off Highway' option for the bus link from Babraham Road Park and Ride to Addenbrooke's, Cambridge Biomedical Campus (Figure 23). A high number of respondents who lived near Great Shelford and Queen Edith's Ward opposed this option, with respondents near Haverhill supporting this option.

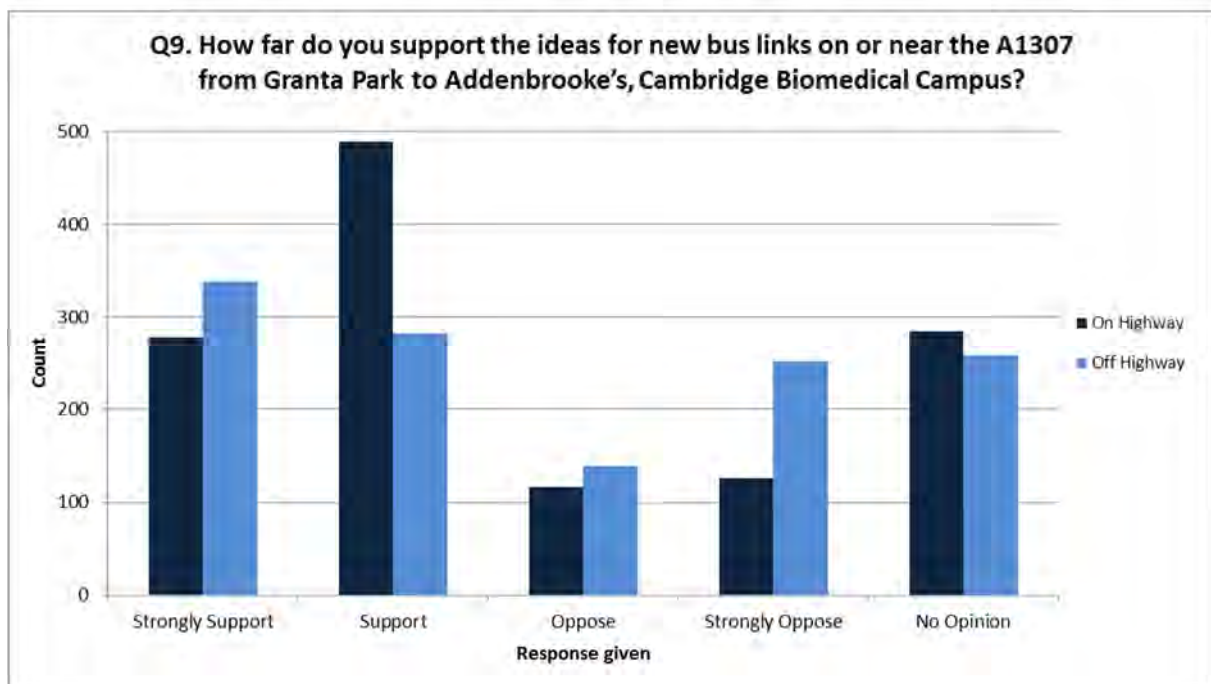
Figure 23 Response to Q8: Level of support for the idea of an 'Off Highway' Babraham Road Park & Ride to Addenbrooke's, Cambridge Biomedical Campus bus link, defined by intersecting postcode districts.



BUS LINK: GRANTA PARK TO ADDENBROOKE'S

Overall, 53.7% of respondents supported or strongly supported the 'On Highway' bus link from Granta Park to Addenbrooke's, Cambridge Biomedical Campus (57.9% travel for work), compared to 43.6% for the off highway option (64.2% travel for work). A more detailed breakdown can be found in Figure 24.

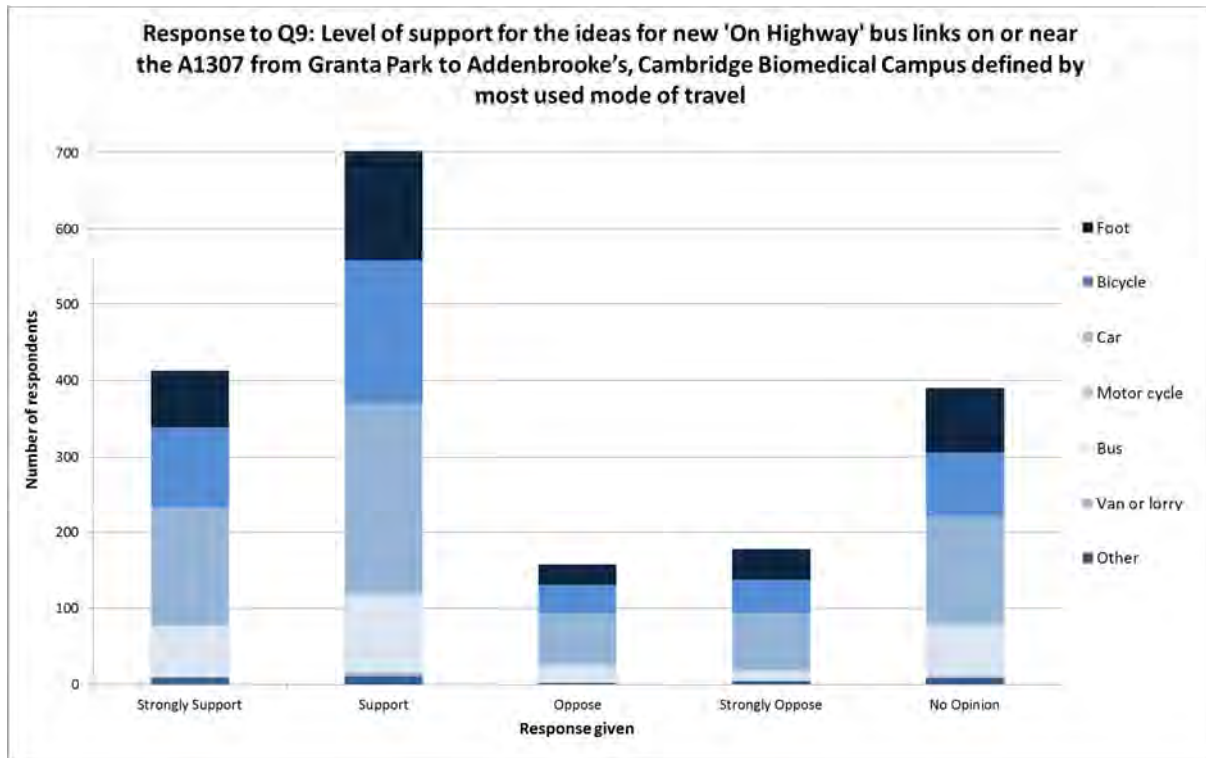
Figure 24 Response to Q9: Level of support for an 'On Highway' or 'Off Highway' bus link from Granta Park to Addenbrooke's, Cambridge Biomedical Campus.



'ON HIGHWAY' OPTION

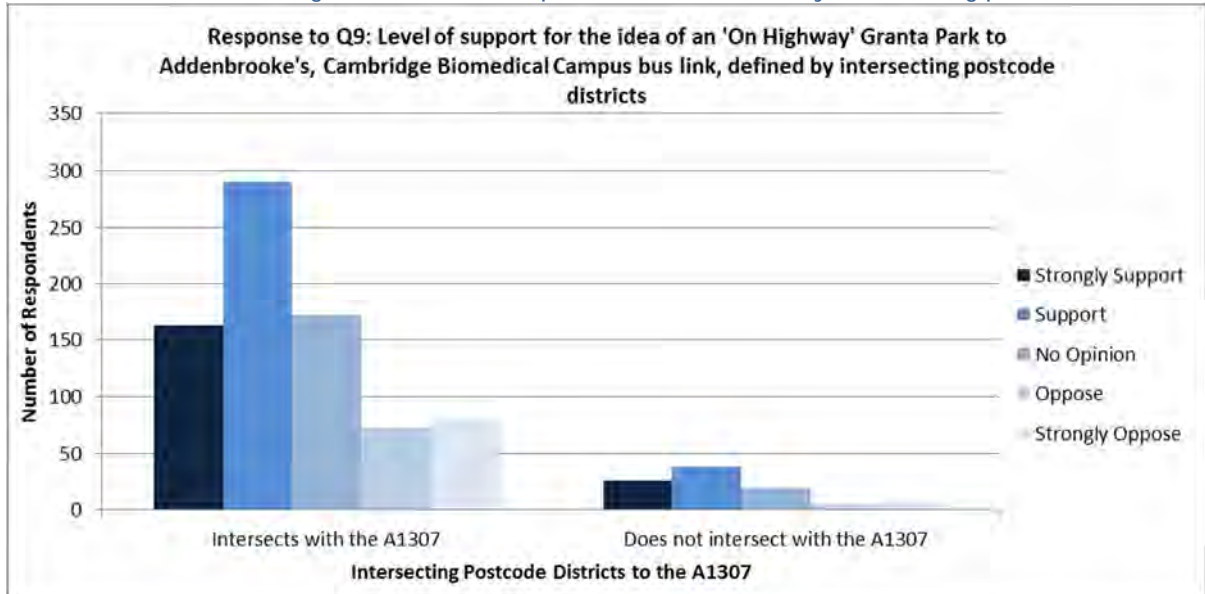
A total of 16.0% of strongly supporting respondents for the 'On Highway' bus links on or near the A1307 from Granta Park to Addenbrooke's, Cambridge Biomedical Campus were bus users, with 25.5% being cyclists. Only 6.8% of strongly opposing respondents were bus users. A more detailed breakdown can be found in Figure 25.

Figure 25 Response to Q9: Level of support for the idea for a new 'On Highway' bus link on or near the A1307 from Granta Park to Addenbrooke's, Cambridge Biomedical Campus defined by most used mode of travel.



There was no overall geographic trend in the opinion of respondents, with respondents intersecting the A1307 having the same opinion distribution as none intersecting respondents (Figure 26).

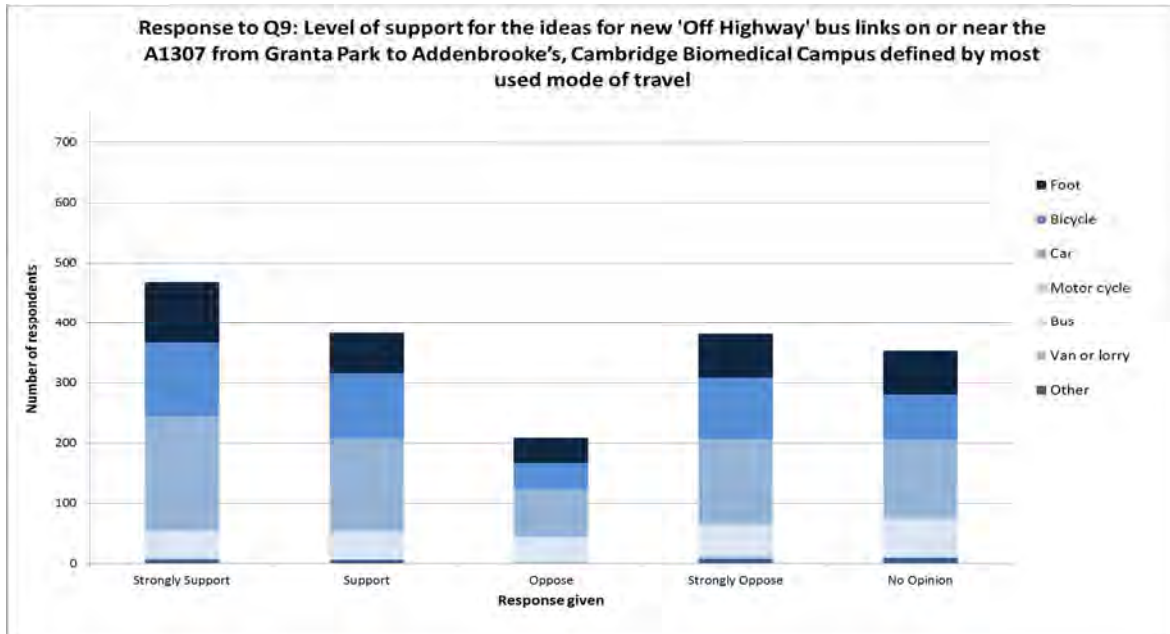
Figure 26 Response to Q9: Level of support for the idea of an 'On Highway' Granta Park to Addenbrooke's, Cambridge Biomedical Campus bus link, defined by intersecting postcode districts.



'OFF HIGHWAY' OPTION

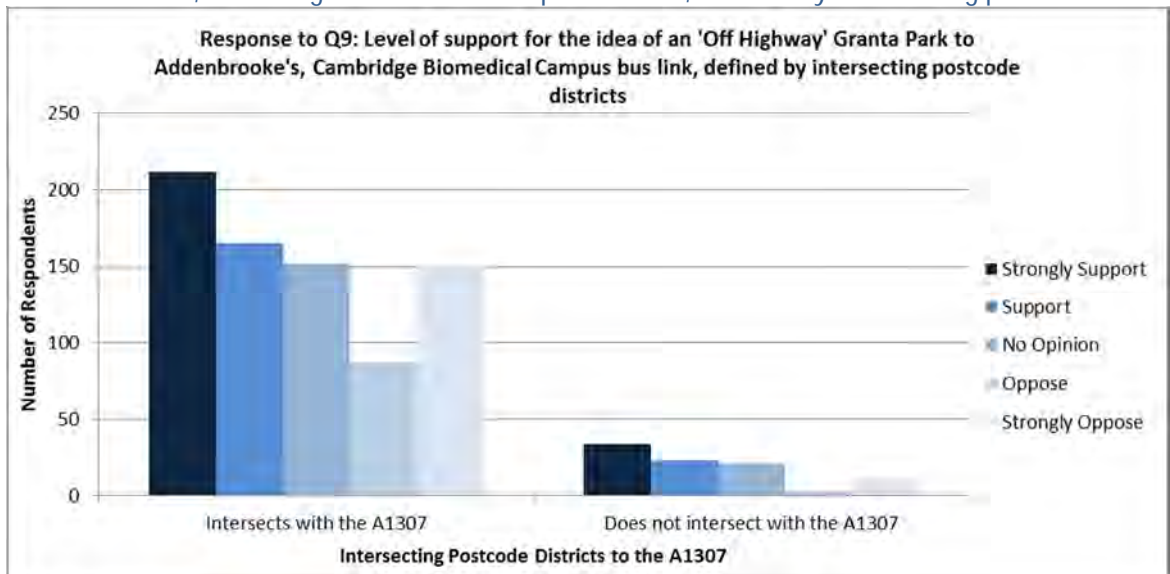
Figure 27 shows that 40.4% of strongly supporting respondents for the 'Off Highway' bus link are car users, with 19.7% of strongly opposing respondents being bus users.

Figure 27 Response to Q9: Level of support for the idea for new 'Off Highway' bus link on or near the A1307 from Granta Park to Addenbrooke's, Cambridge Biomedical Campus defined by most used mode of travel.



Respondents intersecting the A1307 are more likely to strongly support and less likely to oppose the 'Off Highway' bus link on or near the A1307 from Granta Park to Addenbrooke's, Cambridge Biomedical Campus (Figure 28). Respondents who live near Great Shelford and Great Abington were more likely to oppose the 'Off Highway' option.

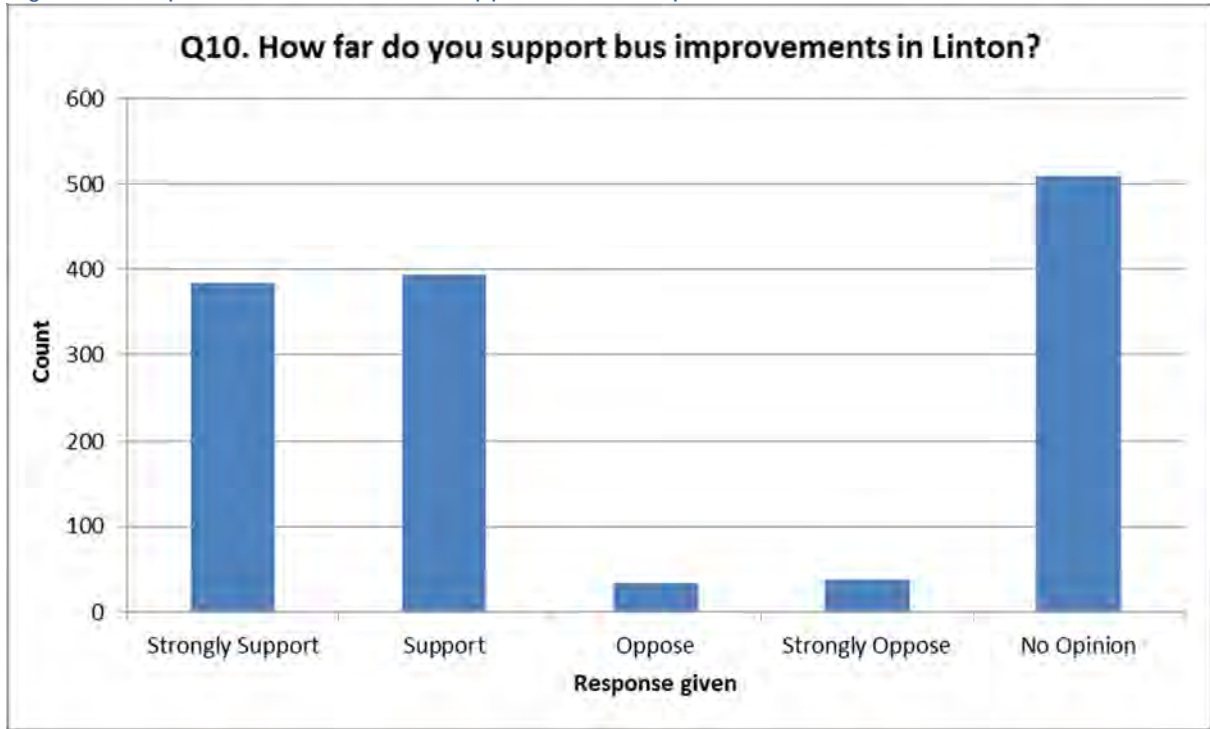
Figure 28 Response to Q9: Level of support for the idea of an 'Off Highway' Granta Park to Addenbrooke's, Cambridge Biomedical Campus bus link, defined by intersecting postcode districts.



LINTON BUS IMPROVEMENTS

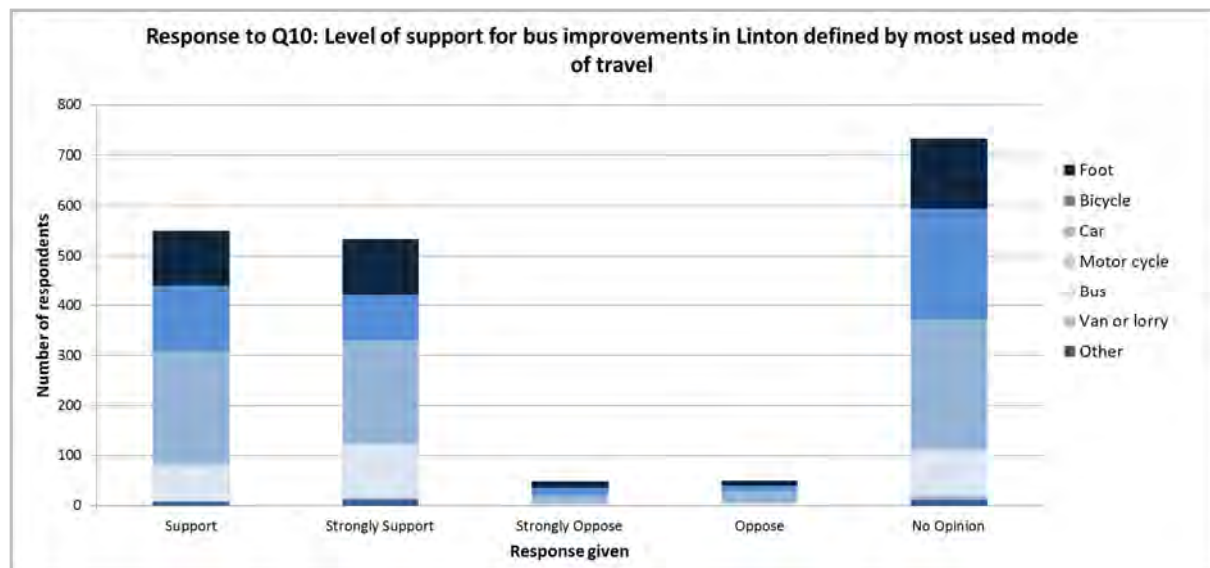
A total of 54.5% supported or strongly supported the bus improvements in Linton (54.3% travel for work); with 35.7% of respondents saying they had no opinion on the subject (52.7% travel for work). A more detailed breakdown can be found in Figure 29.

Figure 29 Response to Q10: Level of support for bus improvements in Linton.



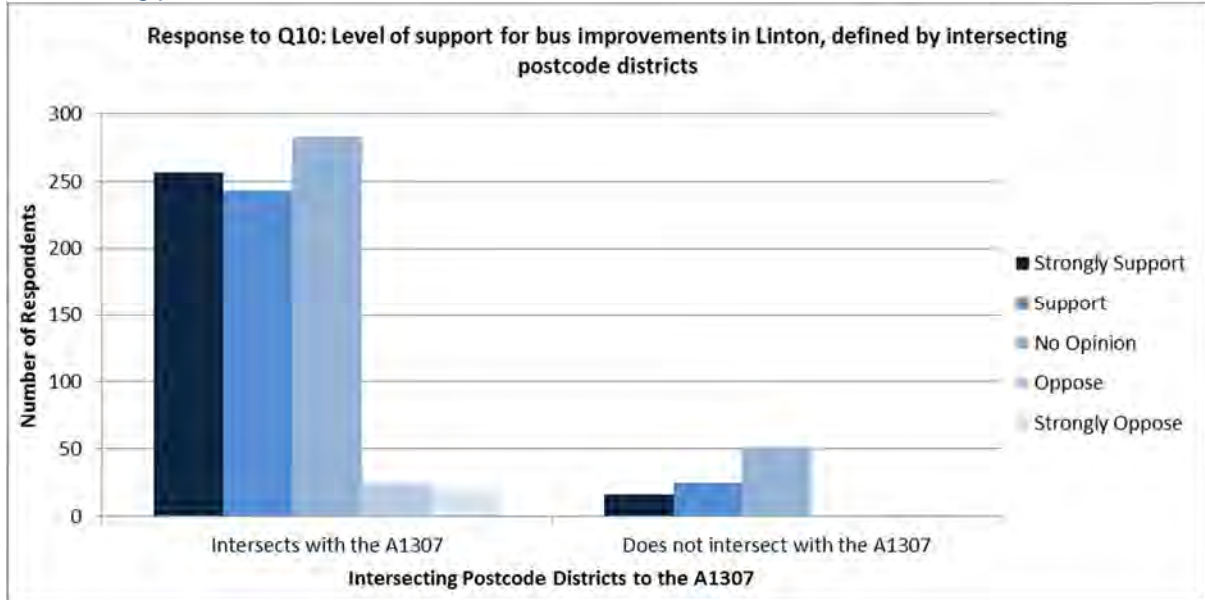
Of the strong supporters for the Linton bus improvements, 40.9% were car users, and 24.2% were cyclists. Car users made up 35.2% of 'no opinion' respondents, with cyclists making up 30.5%. A more detailed breakdown can be found in Figure 30.

Figure 30 Response to Q10: Level of support for bus improvements in Linton defined by most used mode of travel.



This question had the strongest geographic pattern, with respondents who live north of the A11 (Cambridge, Great Shelford, Sawston) and Haverhill stating that they had no opinion on the Linton bus improvements. This trend can be seen in Figure 31, showing over half of the respondents who do not intersect with the A1307 stated 'no opinion' on the Linton bus improvements.

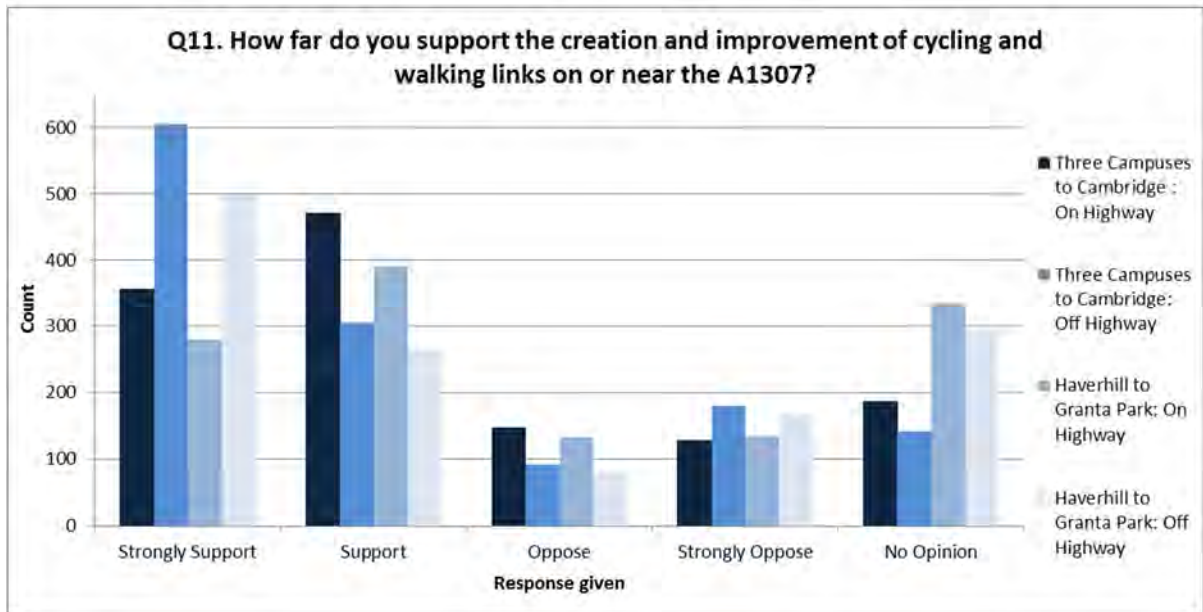
Figure 31 Response to Q10: Level of support for bus improvements in Linton, defined by intersecting postcode districts.



CYCLING AND WALKING LINKS

The most supported and strongly supported option for both cycle and walking links is for an off road option (63.8% for Three Campuses to Cambridge, and 53.6% for Haverhill to Granta Park). Between 7.3% - 10.9% of respondents did not answer this question (this is a range due to some respondents not answering for some proposed path options). A more detailed breakdown can be found in Figure 32.

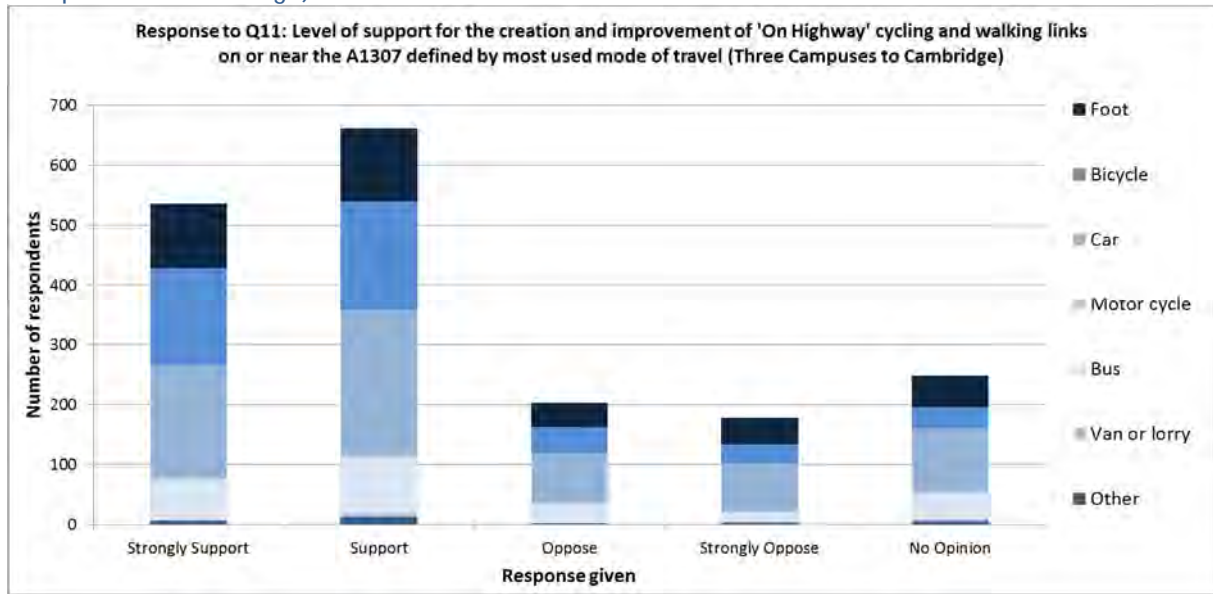
Figure 32 Response to Q11: Level of support for 'On Highway' or 'Off Highway' cycling and walking routes from the Three Campuses to Cambridge, and Haverhill to Granta Park.



THREE CAMPUSES TO CAMBRIDGE

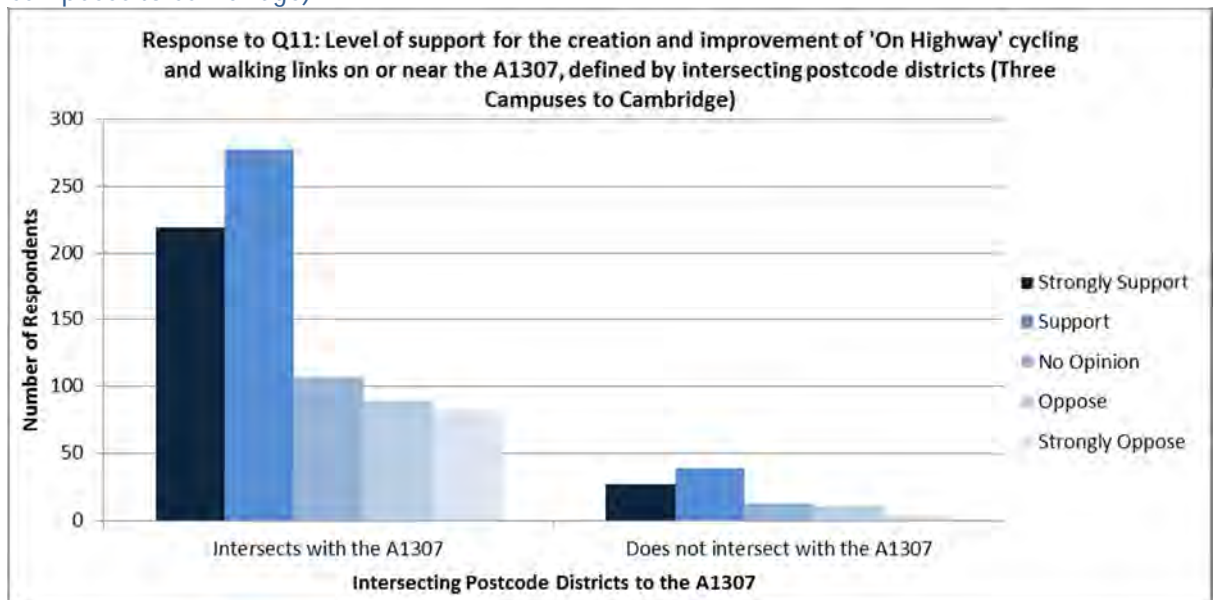
Breaking down the responses by mode of travel, 35.7% of supporters for the 'On Highway' Cycling and Walking links between the Three Campuses to Cambridge were car users. A more detailed breakdown can be found in Figure 33.

Figure 33 Response to Q11: Level of support for the creation and improvement of 'On Highway' cycling and walking links on or near the A1307 defined by most used mode of travel (Three Campuses to Cambridge).



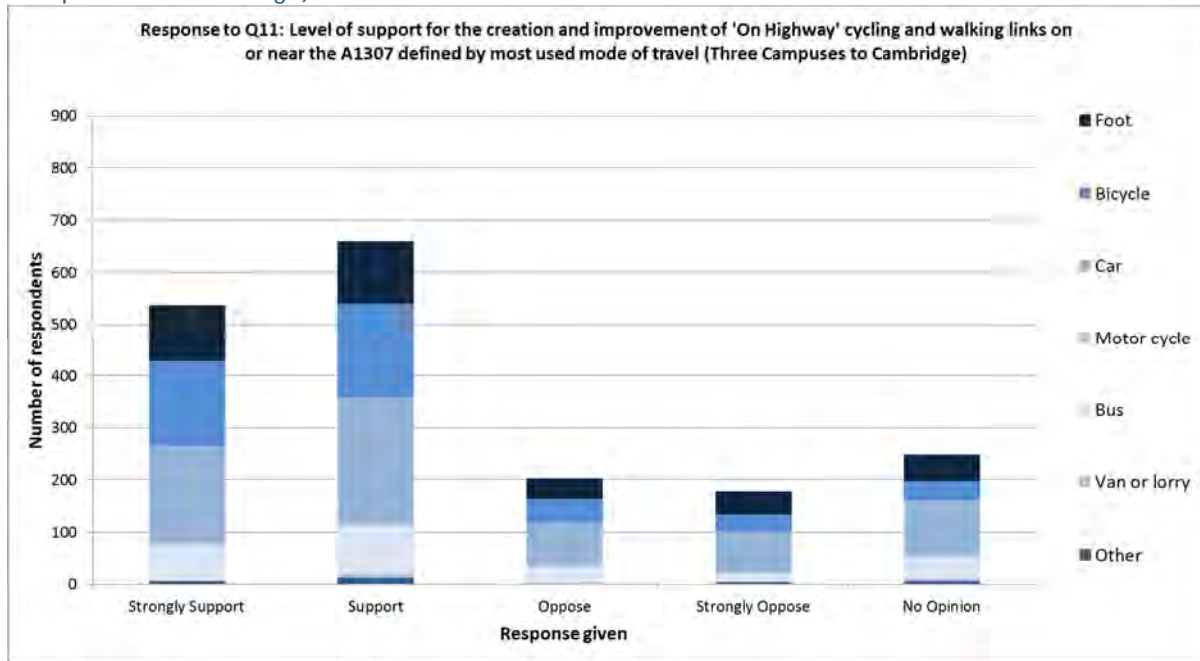
Opposing respondents for the 'On Highway' option were found to be located near Haverhill, Great Abington, north-east Cambridge, and Great Shelford. The opinion trend between intersecting and non-intersecting respondents was similar (Figure 34).

Figure 34 Response to Q11: Level of support for the creation and improvement of 'On Highway' cycling and walking links on or near the A1307, defined by intersecting postcode districts (Three Campuses to Cambridge)



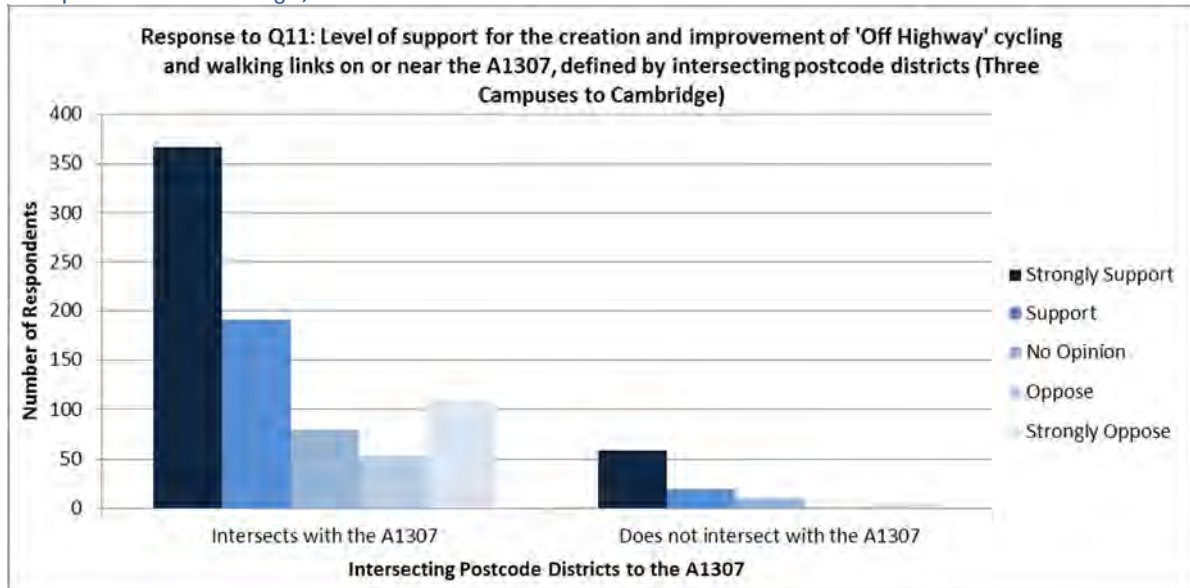
A breakdown of mode of transport and opinion of an 'Off Highway' option can be found in (Figure 35), with 40% of supporters being car users, and 27.6% being cyclists.

Figure 35 Response to Q11: Level of support for the creation and improvement of 'Off Highway' cycling and walking links on or near the A1307 defined by most used mode of travel (Three Campuses to Cambridge).



Respondent who do not intersect the A1307 strongly supported the 'Off Highway' option (Figure 36), with respondents near Great Shelford opposing this option, and respondents near Haverhill having 'no opinion'.

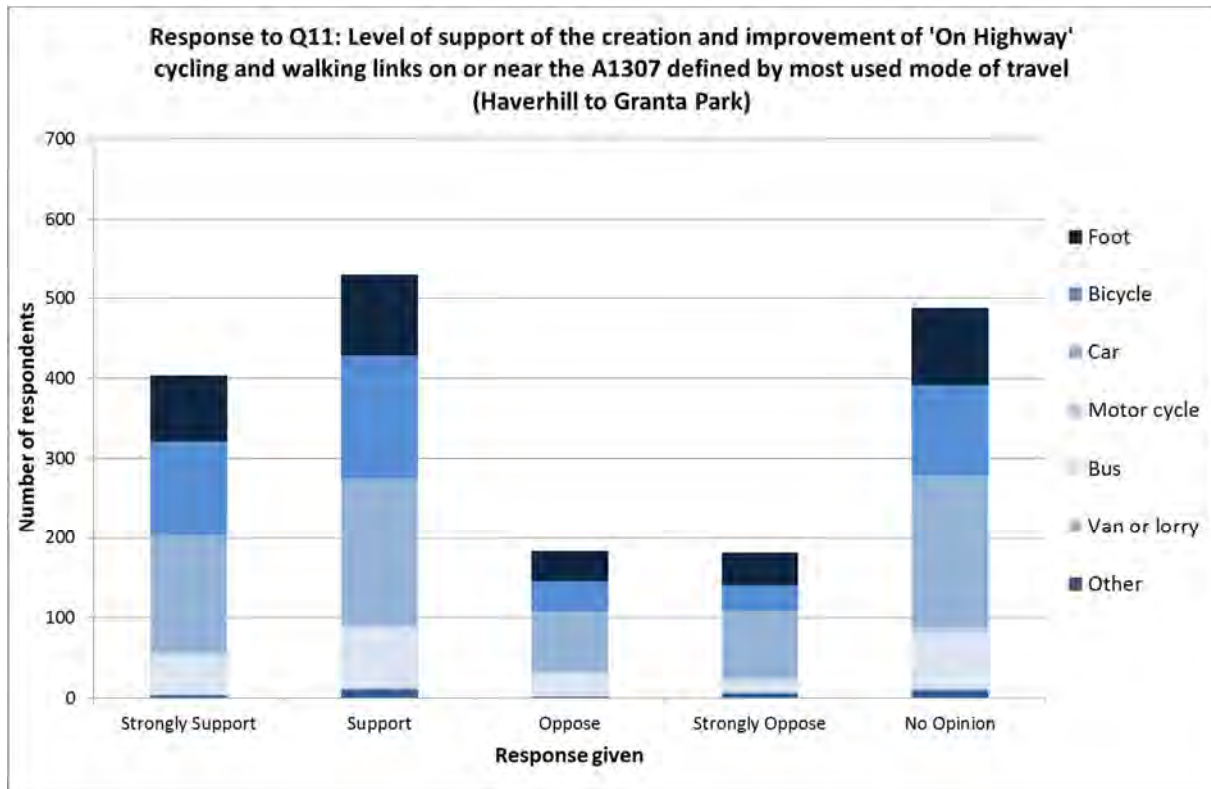
Figure 36 Response to Q11: Level of support for the creation and improvement of 'Off Highway' cycling and walking links on or near the A1307, defined by intersecting postcode districts (Three Campuses to Cambridge)



CYCLING AND WALKING LINKS: HAVERHILL TO GRANTA PARK

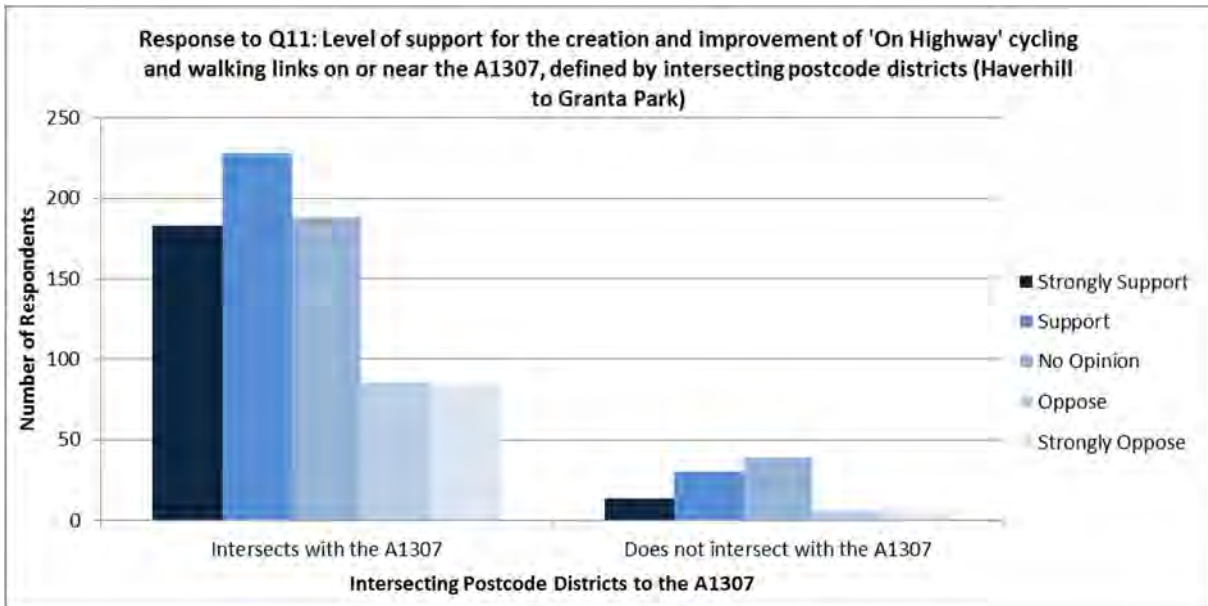
Overall, there were a larger number of respondents stating that they had no opinion (23.5% for the 'On Highway' option, and 20.5% for the 'Off Highway' option). Of these respondents with no opinion for the 'On Highway' cycling option, 39.4% were car users. A total of 47% of strongly opposing respondents were car users. A more detailed breakdown can be found in Figure 37.

Figure 37 Response to Q11: Level of support for the creation and improvement of 'On Highway' cycling and walking links on or near the A1307 defined by most used mode of travel (Haverhill to Granta Park).



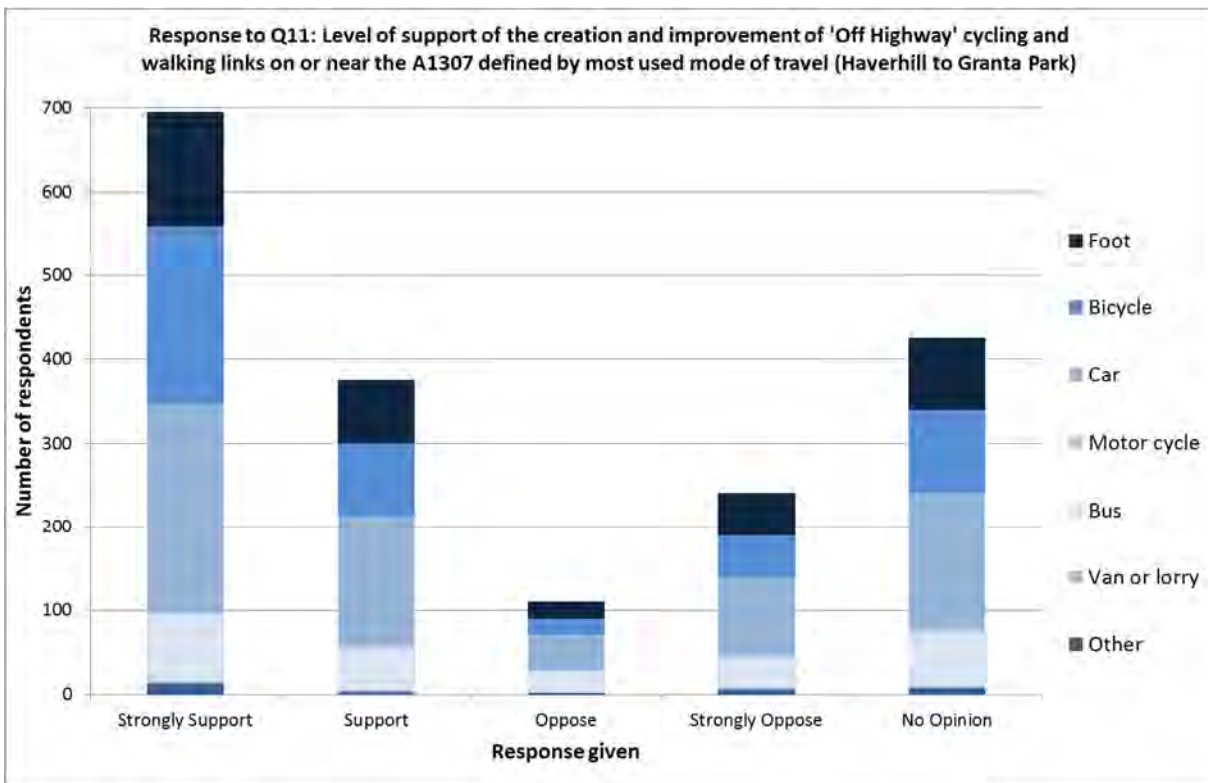
Respondents north of the A11 (near Sawston, Great Shelford and Cambridge) stated 'no opinion' for the 'On Highway' option from Haverhill to Granta Park, where as respondents in Great Abington, Linton, and Balsham supported this option. This trend can be seen in Figure 38, with the majority of respondents who do not intersect the A1307 stating they had no opinion on this option.

Figure 38 Response to Q11: Level of support for the creation and improvement of 'On Highway' cycling and walking links on or near the A1307, defined by intersecting postcode districts (Haverhill to Granta Park)



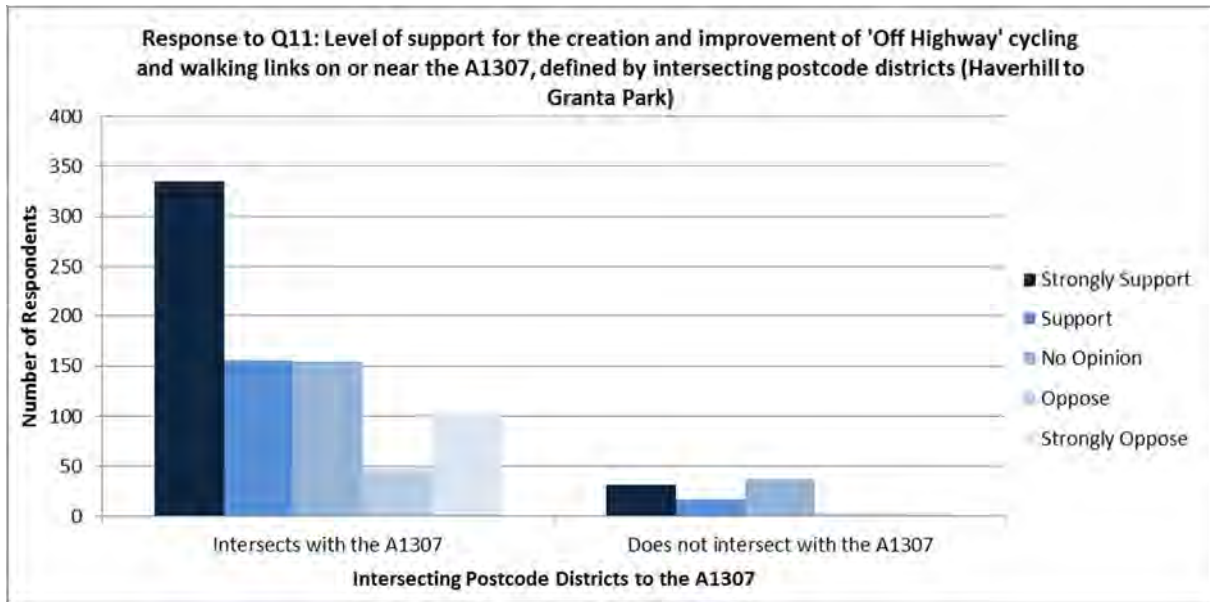
For the 'Off Highway' option, 23.6% of the opposing respondents were bus users, with 42.0% of supporting respondents being car users. A more detailed breakdown can be found in Figure 39.

Figure 39 Response to Q11: Level of support for the creation and improvement of 'Off Highway' cycling and walking links on or near the A1307 defined by most used mode of travel (Haverhill to Granta Park).



For the 'Off Highway' option, support increased around Haverhill, Linton, Great Abington and South of Cambridge, with a small number of opposing respondents living near Great Shelford and Queen Edith's Ward. Figure 40 shows that non-intersecting respondents are more likely to strongly support or have no opinion on the 'Off Highway' option compared to those intersecting.

Figure 40 Response to Q11: Level of support for the creation and improvement of 'Off Highway' cycling and walking links on or near the A1307, defined by intersecting postcode districts (Haverhill to Granta Park)



FURTHER COMMENTS

Within the survey, there were 2 free text comment boxes. Question 12 asked which one concept would be of most benefit to the respondent, and question 13 welcomed suggestions for alternative ideas. These comments were analysed using a qualitative content analysis programme.

MOST BENEFICIAL CONCEPT

In total, 1074 respondents answered question 12.

Of the two Park and Ride options, the proposed A11 Park and Ride site was mentioned and supported the most, although at times under different names (e.g. "Fourwentways" and "Granta Park"). The majority of the cycle and walking link responses did not refer to a specific section, but stated a general preference for 'Off Highway' links. This is in contrast to the 'On Highway' bus links being preferable, with the Babraham Road Park and Ride to Addenbrooke's, Cambridge Biomedical Campus bus link being favoured more.

ALTERNATIVE SUGGESTIONS

A total of 675 respondents gave additional suggestion for question 13.

The most popular suggestions were the following which are taken in situ:

- Using the old rail line and either reinstating the railway, building a light railway or building a tramway. Building an underground was also mentioned.
 - *"...reinstate the railway between Haverhill and Whittlesford/Shelford (Cambridge)."*
 - *"Tramway from Cambridge rail station to City Centre"*
 - *"Light driverless underground railways are the way to go."*
- Extending the busway to Haverhill, using the old rail line. However, there were many respondents who opposed this suggestion as well.
 - *"Ideally a guided busway along the old railway line to Haverhill"*
- Having a Park and Ride in Haverhill.
 - *"A new P&R site located between Horseheath and Haverhill, connected to Cambridge via a dedicated Off Highway bus link, would be the ideal solution."*
- Ensuring there is access to the villages west of the A1307, such as Sawston, Whittlesford and Stapleford. This is in relation to both bus stops and footpaths. Also wanted better access to Trumpington, Addenbrooke's (south approach) and the current busway.
 - *"An improved DNA path could be extended along the railway from the current end in Great Shelford until the Spicer's level crossing by the A1301 (opposite the junction with Mill Lane, Sawston). This would then link to the relatively recently improved Sawston-Whittlesford cycleway towards Whittlesford Village, and if possible continue with the railway to Whittlesford Station"*
- Dualling the entire A1307.
 - *"Upgrade the A 1307 to dual carriage from Haverhill to Addenbrooke's with cycle path alongside"*

- Using one lane of the current A1307 dual carriageway as a bus lane during peak times.
 - *"We support the on-highway bus route from Babraham to Addenbrookes but ONLY if existing dual carriageway and Wandlesbury/Magog Down used to house the new busway"*
- Ensure Park and Rides are Park, Ride and Cycle sites.
 - *"New A11 P&R: Strongly support. HOWEVER, if this happens, it must be considered a Park, Ride and Cycle site"*
- Change the speed limit for the entire road
 - *"50 mph speed limit from Haverhill to Cambridge would help increase A1307 safety."*
- In reference to the Linton traffic lights, either change the timings or convert it into a roundabout.
 - *"Change the traffic lights at Linton school, this would dramatically reduce journey times both for cars and buses from Haverhill to Cambridge"*
 - *"Replace traffic lights in Linton with roundabout"*
- Install traffic lights at the Gog Magog roundabout.
 - *"Traffic lights at Gogs roundabout, Shelford peak times, to improve traffic flow and reduce accidents."*
- Change and/or lengthen the lane priority at the Gog Magog roundabout.
 - *"Additional filter lane to Babraham Road Park and Ride on A1307, starting top of Gog Magog Hill, to improve traffic flow to Babraham Road Park and Ride"*

Some respondents expressed their concerns in answering question 13. These include the following comments that are taken in situ:

- The cost of parking at the Park and Ride sites, and the cost of a bus ticket. Many stated it was cheaper to drive and park in the city centre, than get the bus.
 - *"It is the same price to travel to St Ives as it is to take the bus into Cambridge (...) Until a family of four can get to Cambridge significantly cheaper than driving we will continue to drive and park!"*
 - *"No charge for cars at P&R , one charge for use of bus"*
- The reliability, frequency and timings of the bus services. The buses will need to start early, finish late, and be very frequent during peak times.
 - *"More frequent buses in the morning peak times and evening to and from Cambridge and the campuses."*
- The destruction of green belt land and nature reserves in the area if any 'Off Highway' options are to be built. Particularly to the Gog Magog Hills and Wandlebury Country Park.
 - *"I am strongly opposed to taking any new land out for a dedicated busway, particularly over the Gog Magog hills."*
- Who would be covering the maintenance of the cycle and footpath? Such as trimming the verges and fixing potholes. And where will this additional maintenance money come from?
 - *"Unless maintained there is no point to any of these schemes (...) Without ongoing maintenance and details of the planned schemes I withhold any support."*

WRITTEN REPRESENTATIONS

A total of 61 additional written representations were received in response to this consultation, 2 of which were letters, the rest were emails. Table 4 shows the breakdown of the type of respondent who sent in a representation in a different format.

Table 4 Count of additional written representations, and who sent them.

Type of Respondent	Count
Individual (member of the public)	29
Organisations	19
Statutory Consultee (e.g. parish councils)	11

The majority of these additional written representations echoed similar suggestions and concerns to that of the survey respondents in question 13. However there was much stronger concern for environmental issues, and the apparent lack of care shown toward the environment. Additional suggestions from these responses are taken in situ:

- Increasing the scope to include other roads, such as the A1301 and the A505.
 - *“On the geographic area, I think this A1307 consultation is far too narrow in scope and that it should be expanded to look at a wider sector of the city, taking in the A1301 corridor and the A505 as well as the A1307 corridor”*
- Include access to the Genome Campus.
 - *“I think that the corridor should consider linkages to the Genome Campus, development on the former Spicers site on the A1301 and to the Sawston, Stapleford and Great Shelford areas”.*
- No consideration for A1307 users not going to Cambridge.
 - *“the most usual reason for using the A1307 is to access the major highway routes of A11 (north/east towards Suffolk, Ely, south to Stansted and London), the A505 (to Whittlesford Parkway Station, Royston and Hertford) and the M11 to north Cambridge and the A14. A very significant amount of the traffic using the A1307 between Haverhill and the A11 is not traveling into Cambridge but is using the A1307 to connect to other major roads systems. This does not appear to have been recognised or addressed effectively by the City Deal proposals”*



APPENDIX ONE

A1307, THREE CAMPUSES TO CAMBRIDGE QUESTIONNAIRE







If you would like to be kept updated on the progress of this scheme, please provide your contact details. Your details will only be used to improve Council services and will be stored in accordance with the Data Protection Act.

		Response Percent	Response Total
1	Name	90.74%	921
2	Date of Birth	76.95%	781
3	Email or Address	82.86%	841
4	Postcode	94.48%	959
		answered	1015
		skipped	413






Please keep me updated with City Deal projects?

		Response Percent	Response Total
1	Yes		70.15% 597
2	No		29.85% 254
Analysis	Mean:	1.3	Std. Deviation: 0.46
	Variance:	0.21	Std. Error: 0.02
		Satisfaction Rate:	29.85
		answered	851
		skipped	577

1. How often do you travel along the A1307? (Please tick all that apply)

		Response Percent	Response Total
1	Daily		35.10% 378
2	Some weekdays		41.23% 444
3	Weekends		28.41% 306
4	Monthly		4.36% 47
5	Occasionally		19.13% 206
6	Never		1.86% 20
Analysis	Mean:	3.27	Std. Deviation: 1.8
	Variance:	3.23	Std. Error: 0.05
		Satisfaction Rate:	39.39
		answered	1077
		skipped	351

2. What time of day do you usually travel? (Please tick all that apply)

		Response Percent	Response Total
1	Morning Peak		50.29% 699
2	Day-time		57.05% 793
3	Evening Peak		42.66% 593
4	Evening		25.83% 359
5	Other times		22.45% 312
Analysis	Mean:	5.08	Std. Deviation: 3.99
	Variance:	15.92	Std. Error: 0.11
		Satisfaction Rate:	77.41
		answered	1390
		skipped	38


6. How far do you support the concept of bus, cycling and walking improvements in the A1307 area?						Response Percent	Response Total	
1	Strongly Support					53.82%	732	
2	Support					33.60%	457	
3	Oppose					3.38%	46	
4	Strongly Oppose					5.51%	75	
5	No Opinion					3.68%	50	
Analysis	Mean:	1.72	Std. Deviation:	1.02	Satisfaction Rate:	17.9	answered	1360
	Variance:	1.04	Std. Error:	0.03			skipped	68

7. How far do you support the ideas suggested for Park & Ride?						
	Strongly Support	Support	Oppose	Strongly Oppose	No Opinion	Response Total
Expanding Babraham P&R	27.3% (364)	40.0% (533)	7.6% (101)	7.2% (96)	17.9% (238)	1332
New A11 P&R	33.5% (439)	32.8% (429)	7.0% (91)	9.6% (126)	17.1% (224)	1309
					answered	1390
					skipped	38

8. How far do you support the idea of Babraham Road Park & Ride to Addenbrooke's bus link?						
	Strongly Support	Support	Oppose	Strongly Oppose	No Opinion	Response Total
On Highway	19.1% (244)	36.7% (469)	9.8% (125)	9.5% (121)	25.0% (320)	1279
Off Highway	26.4% (335)	24.2% (306)	9.9% (125)	18.1% (229)	21.5% (272)	1267
					answered	1373
					skipped	55

9. How far do you support the ideas for new bus links on or near the A1307 from Granta Park to Addenbrooke's?						
	Strongly Support	Support	Oppose	Strongly Oppose	No Opinion	Response Total
On Highway	21.5% (278)	37.8% (489)	9.0% (116)	9.7% (126)	22.0% (285)	1294
Off Highway	26.7% (339)	22.3% (283)	10.9% (139)	19.8% (251)	20.3% (258)	1270
					answered	1382
					skipped	46










10. How far do you support bus improvements in Linton?						Response Percent	Response Total
1	Strongly Support					28.28%	384
2	Support					29.01%	394
3	Oppose					2.43%	33
4	Strongly Oppose					2.72%	37

10. How far do you support bus improvements in Linton?							Response Percent	Response Total
5	No Opinion						37.56%	510
Analysis	Mean:	2.92	Std. Deviation:	1.72	Satisfaction Rate:	48.07	answered	1358
	Variance:	2.94	Std. Error:	0.05			skipped	70










11. How far do you support the creation and improvement of cycling and walking links on or near the A1307?							
	Strongly Support	Support	Oppose	Strongly Oppose	No Opinion	Response Total	
Three Campuses to Cambridge : On Highway	27.7% (357)	36.6% (471)	11.3% (146)	9.9% (127)	14.5% (187)	1288	
Three Campuses to Cambridge: Off Highway	45.8% (606)	23.0% (305)	6.9% (92)	13.6% (180)	10.6% (141)	1324	
Haverhill to Granta Park: On Highway	21.9% (279)	30.7% (391)	10.4% (132)	10.5% (134)	26.4% (336)	1272	
Haverhill to Granta Park: Off Highway	38.3% (500)	20.3% (265)	6.2% (81)	12.7% (166)	22.5% (293)	1305	
						answered	1382
						skipped	46




12. Of the concepts presented in this leaflet which one concept would be of most benefit to you?			Response Percent	Response Total
1	Open-Ended Question		100.00%	1137
			answered	1137
			skipped	291










13. We welcome your suggestions for alternative ideas to improve links to employment sites. Please use the box below to let us know your views.			Response Percent	Response Total
1	Open-Ended Question		100.00%	965
			answered	965
			skipped	463

14. What is your age?			Response Percent	Response Total
1	Under 17		0.51%	7
2	17-24		2.83%	39
3	25-34		12.79%	176
4	35-44		17.44%	240
5	45-54		23.11%	318
6	55-64		17.59%	242
7	65-74		14.83%	204
8	75 or over		8.79%	121
9	Prefer not to say		2.11%	29

14. What is your age?							Response Percent	Response Total
Analysis	Mean:	5.28	Std. Deviation:	1.68	Satisfaction Rate:	53.56	answered	1376
	Variance:	2.84	Std. Error:	0.05			skipped	52

15. Are you:							Response Percent	Response Total
1	In education						4.25%	59
2	Employed						55.80%	775
3	Self-employed						8.06%	112
4	Unemployed						0.22%	3
5	A home-based worker						0.79%	11
6	A stay at home parent / carer or similar						3.17%	44
7	Retired						22.61%	314
8	Prefer not to say						2.09%	29
9	Other (please specify):						3.02%	42
Analysis	Mean:	3.66	Std. Deviation:	2.42	Satisfaction Rate:	33.25	answered	1389
	Variance:	5.84	Std. Error:	0.06			skipped	39

16. Do you have a disability that influences on the way you travel?							Response Percent	Response Total
1	Yes						5.85%	80
2	No						91.81%	1256
3	Prefer not to say						2.34%	32
Analysis	Mean:	1.96	Std. Deviation:	0.28	Satisfaction Rate:	48.25	answered	1368
	Variance:	0.08	Std. Error:	0.01			skipped	60

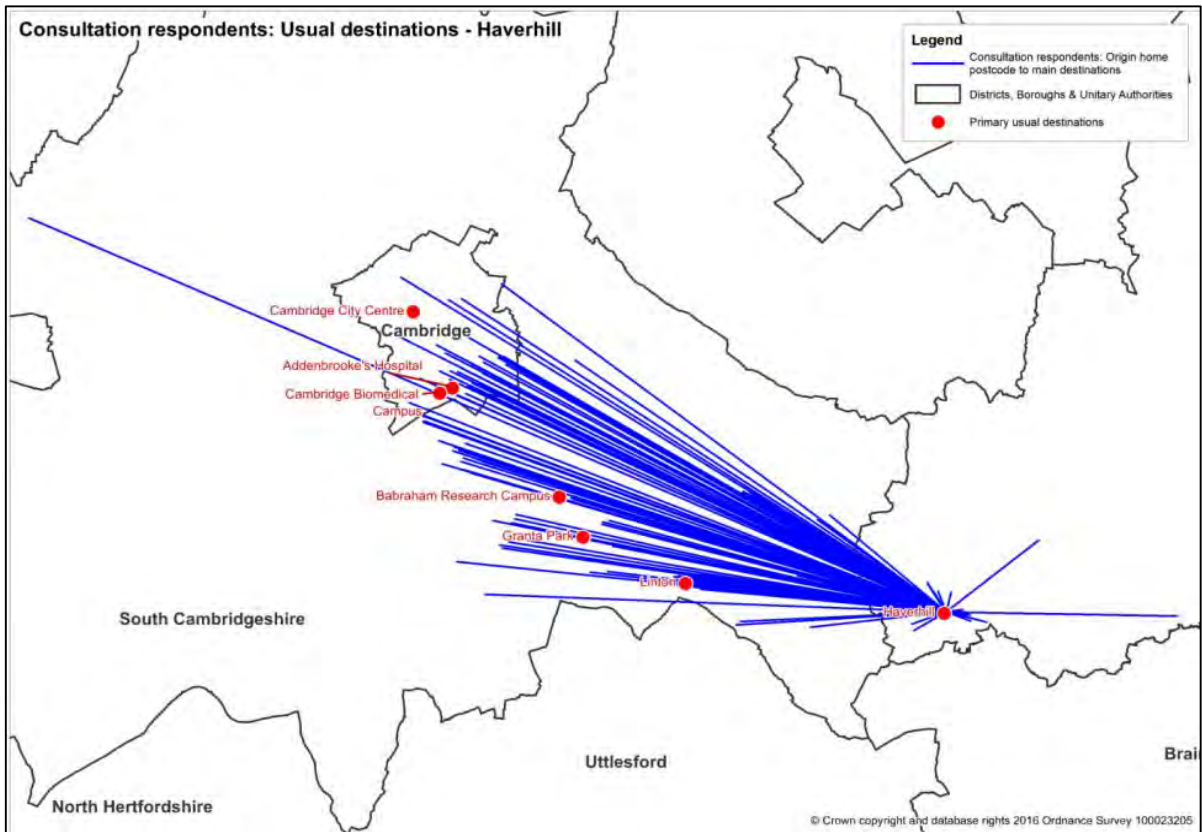
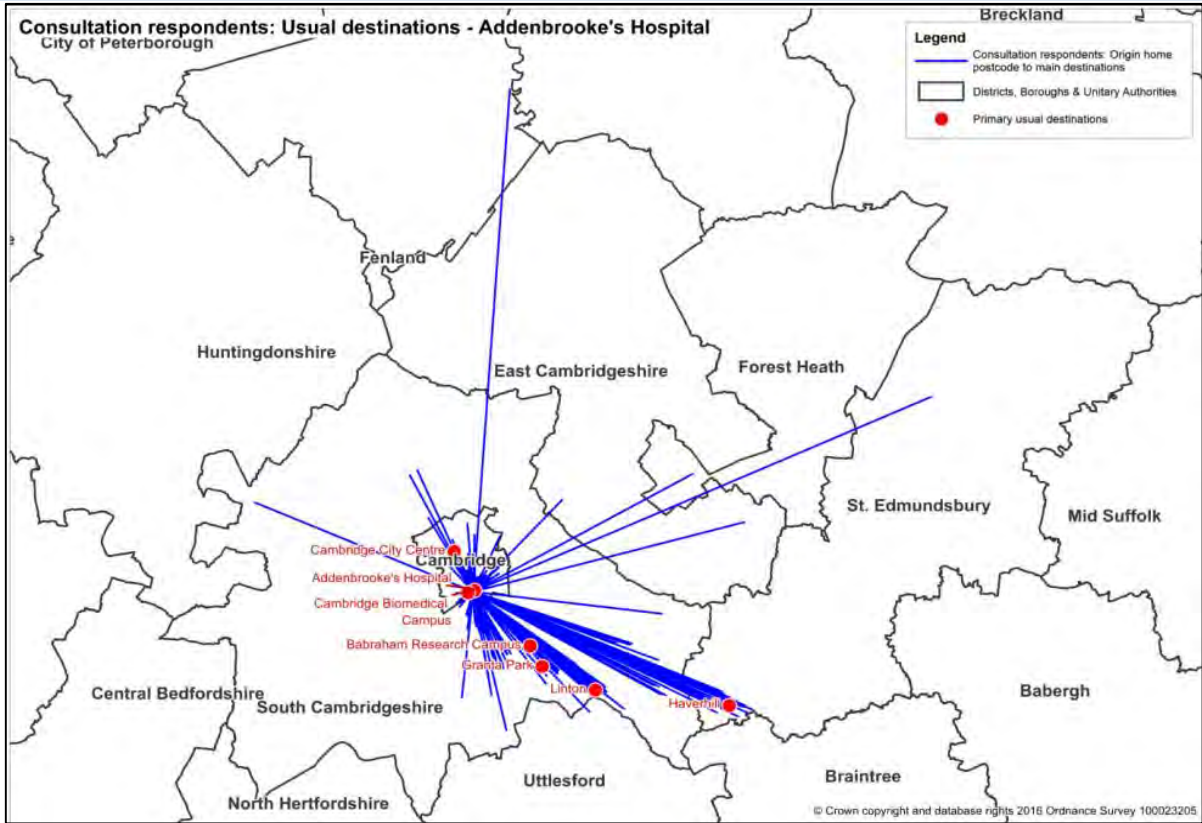
17. Most of the time, I travel around Cambridge by:							Response Percent	Response Total
1	Foot						28.83%	397
2	Bicycle						35.73%	492
3	Car						55.12%	759
4	Motor cycle						1.23%	17
5	Bus						21.21%	292
6	Van or lorry						0.87%	12
7	Driver						5.30%	73
8	Passenger						3.34%	46
9	Other						2.40%	33
Analysis	Mean:	4.67	Std. Deviation:	3.02	Satisfaction Rate:	39.15	answered	1377
	Variance:	9.13	Std. Error:	0.08			skipped	51

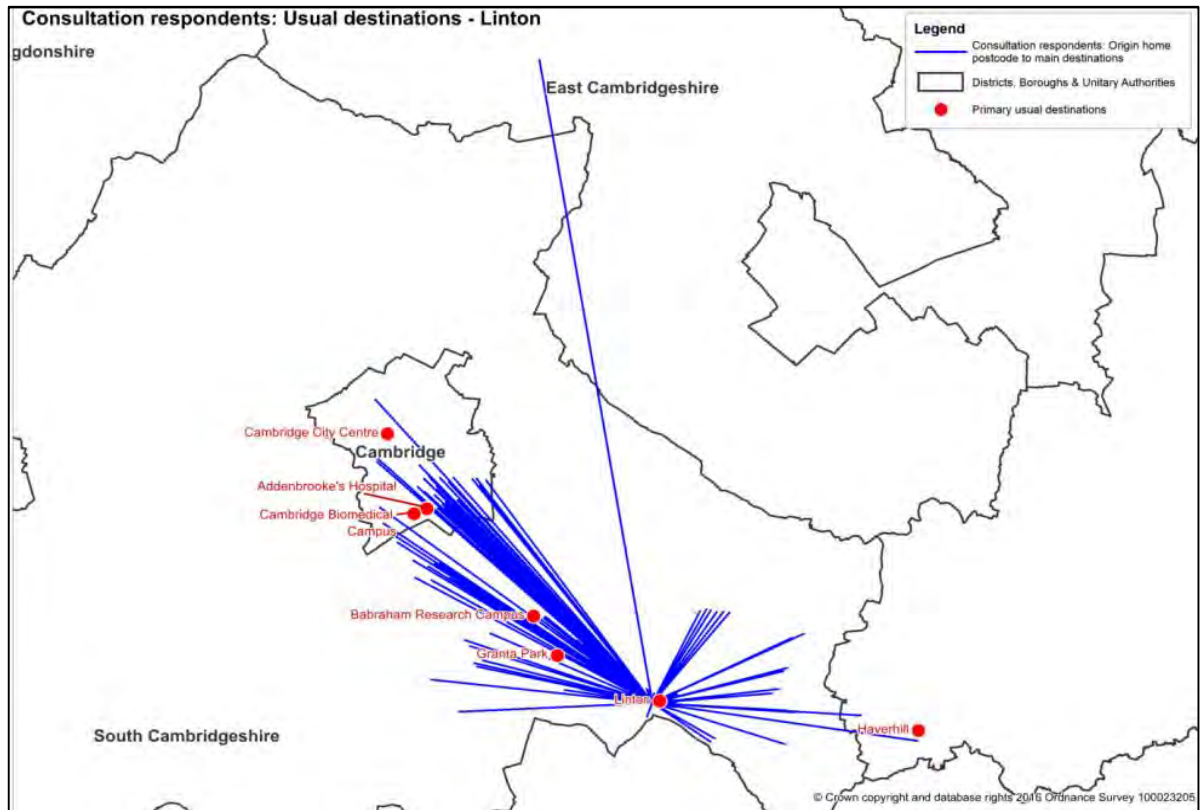
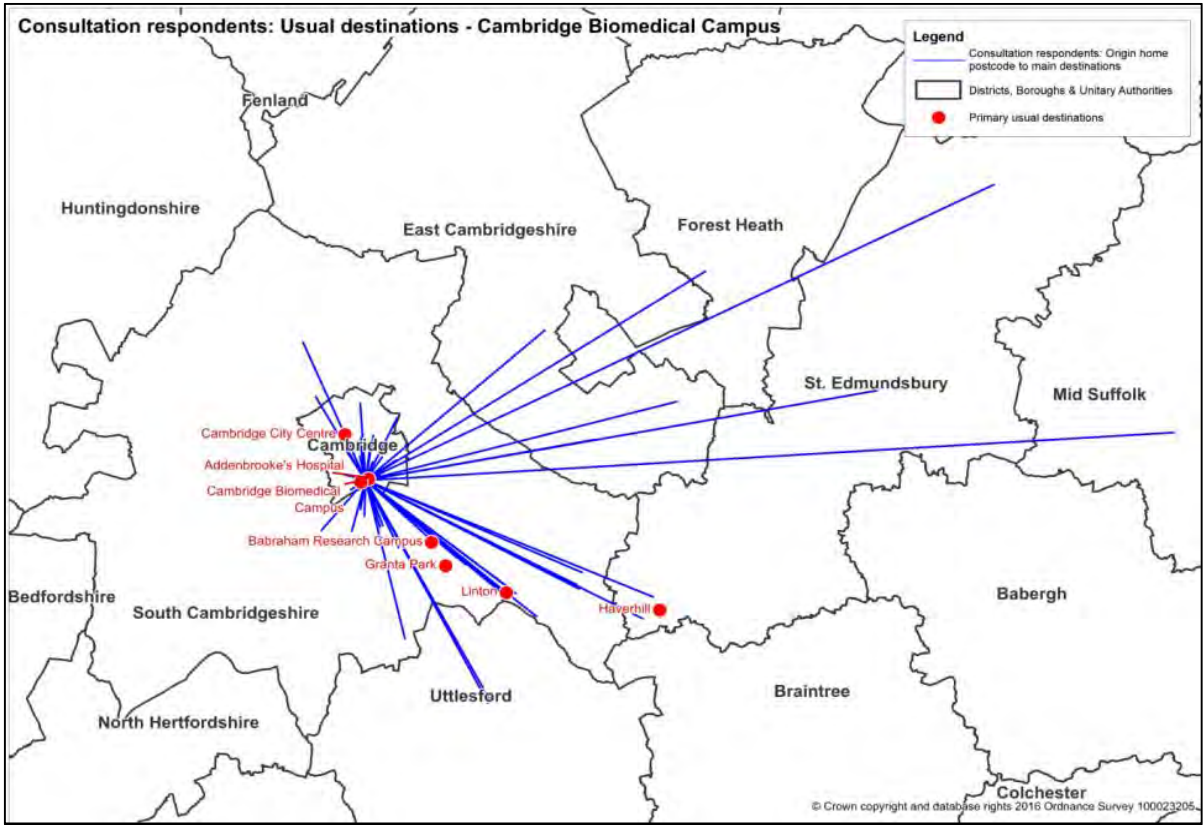
18. How did you hear about this consultation?						
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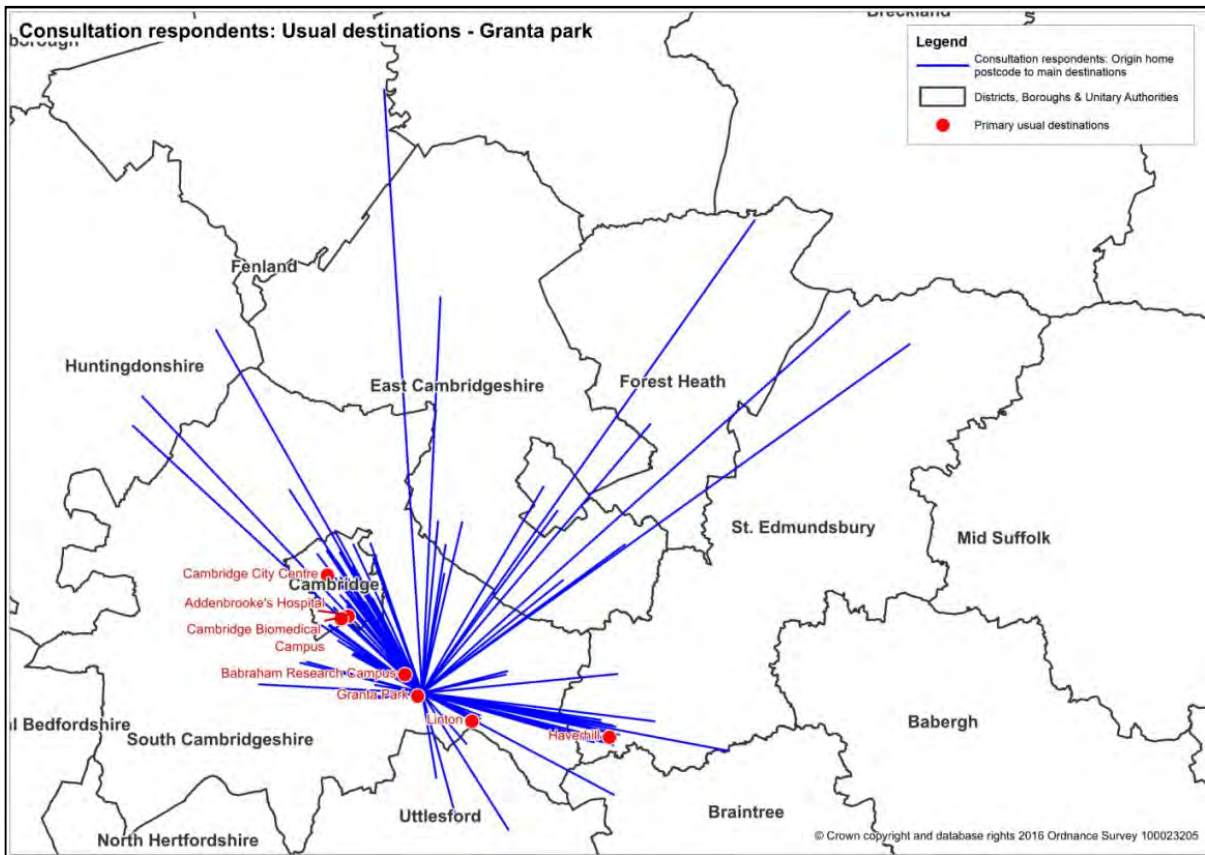
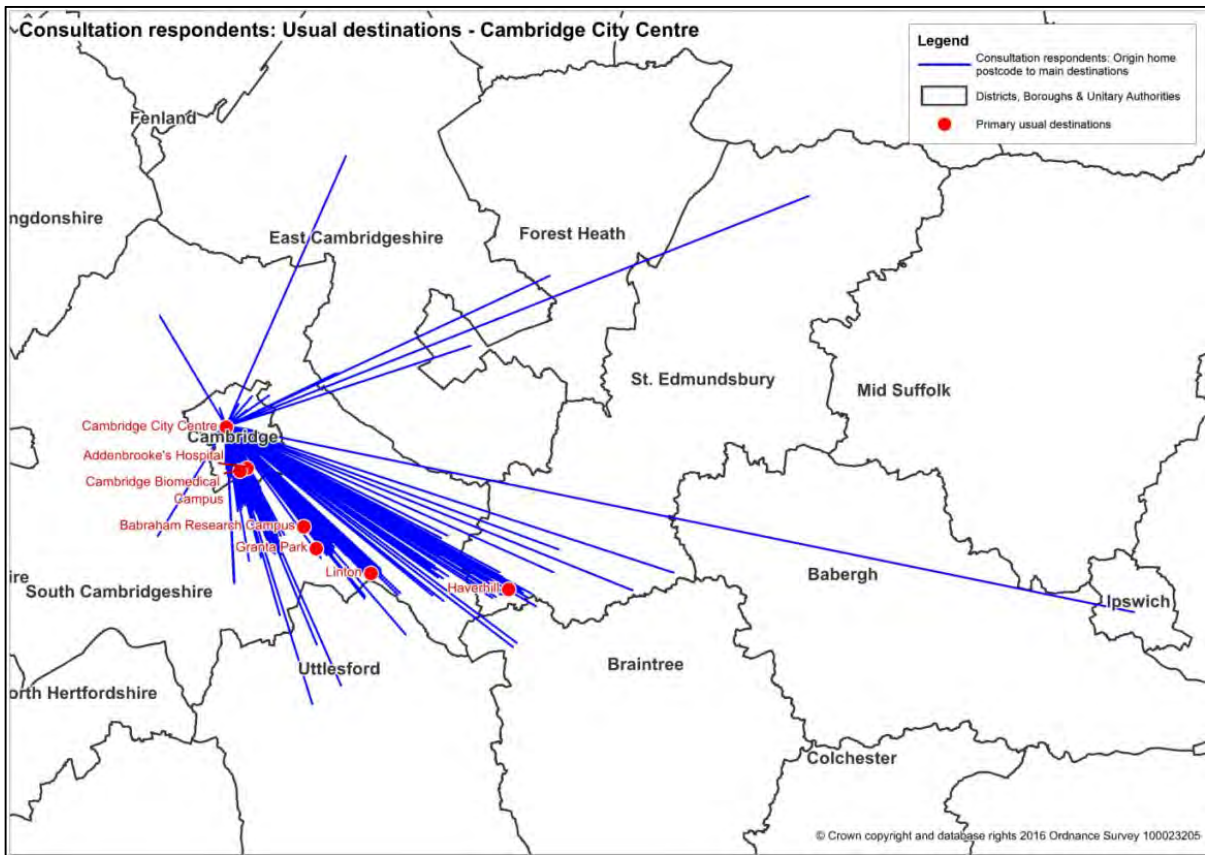
							Response Percent	Response Total	
1	Leaflet							64.49%	888
2	Postcard							1.38%	19
3	Newspaper							3.92%	54
4	Email							10.17%	140
5	Social Media (e.g. Twitter, Facebook)							2.83%	39
6	Library							2.03%	28
7	Word of Mouth							7.77%	107
8	Search engine							0.51%	7
9	On bus advert							1.31%	18
10	Bus stop advert							1.82%	25
11	Other (please specify):							13.14%	181
Analysis	Mean:	3.79	Std. Deviation:	3.74	Satisfaction Rate:	26.96	answered	1377	
	Variance:	14.01	Std. Error:	0.1			skipped	51	

APPENDIX TWO

INDIVIDUAL SPIDER GRAPHS FOR EACH USUAL DESTINATION FROM Q3







APPENDIX THREE

LIST OF INTERSECTING POSTCODE DISTRICTS TO THE A1307

The following postcode districts have been classified as intersecting the A1307:

- CB1
- CB2
- CB9
- CB21
- CB22

The following postcode districts have been classified as not intersecting the A1307:

- | | |
|--------|--------|
| • CB3 | • CO9 |
| • CB4 | • CO10 |
| • CB5 | • IP2 |
| • CB6 | • IP14 |
| • CB7 | • IP24 |
| • CB8 | • IP27 |
| • CB10 | • IP28 |
| • CB11 | • IP29 |
| • CB23 | • LE15 |
| • CB24 | • PE14 |
| • CB25 | • PE27 |
| | • PE28 |

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About the Cambridgeshire Research Group

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

Subjects covered by the team include:

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

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