

# South Cambridgeshire Rural Travel Hubs

Skanska Engineering Solutions

Wednesday 6th September 2017

**SKANSKA**



**GREATER  
CAMBRIDGE  
PARTNERSHIP**



**Cambridgeshire  
County Council**

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## Introduction – Feasibility Study

- Who are we...?
- What we have been asked to do?
- What is a Rural Travel Hub?
- Why we need Rural Travel Hubs
- Why we need your help

# Order of Presentation

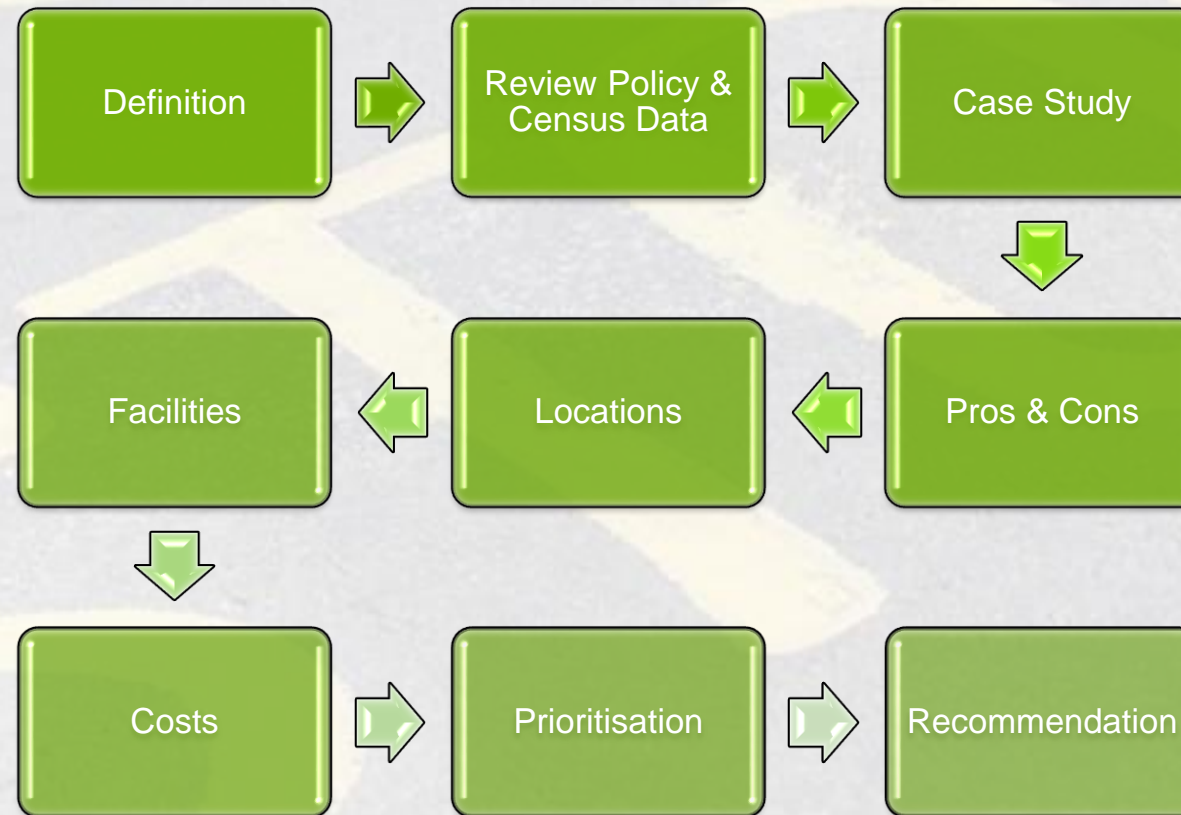
- Key Objectives of the Study
- Study Methodology
- Considerations when identifying sites
- Travel Patterns in South Cambridgeshire
- Case Study – Swavesey
- Design Considerations
- Typical Facilities
- Workshop



## Key Objectives of the Study

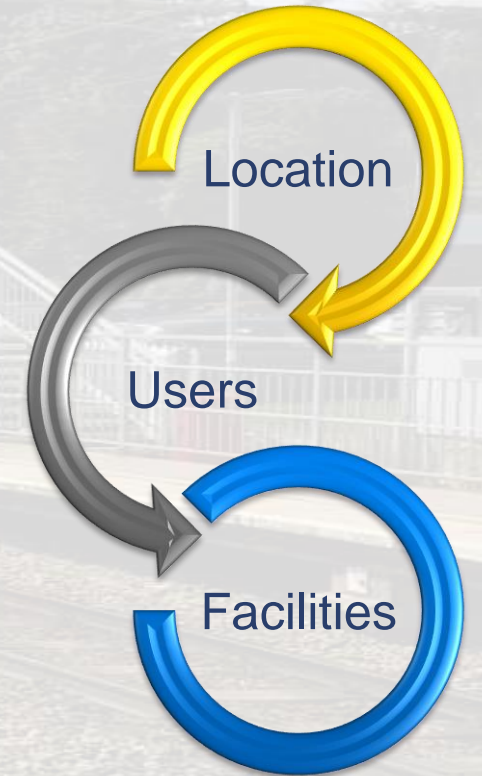
- To provide a community-led understanding of what a Rural Travel Hub is and their purpose
- Identification of rural communities travel connections to Cambridge city
- Develop an outline specification and criteria for Rural Travel Hubs based on community views
- Identify areas within South Cambridgeshire that may benefit from the provision of a Rural Travel Hub
- Consider high-level planning issues that would be relevant to any planning application
- Recommend two sites that could be used as a pilot schemes to test the Rural Travel Hubs concept

# Study Methodology



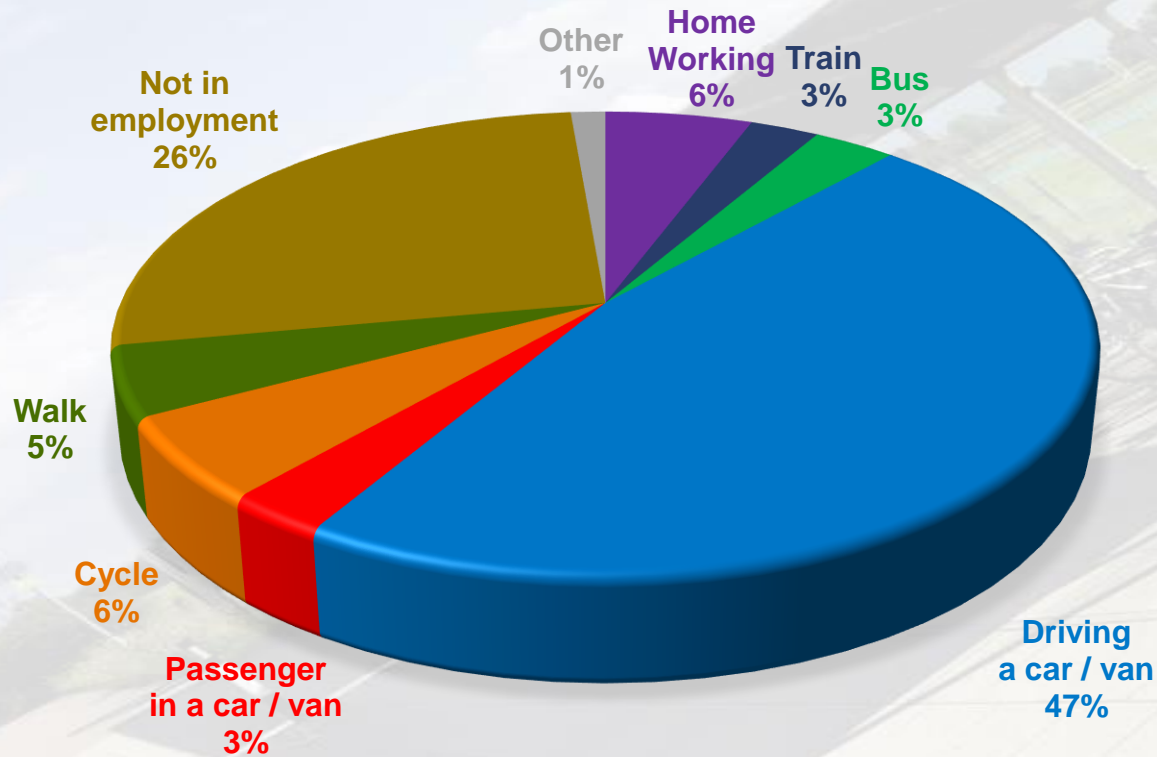
# Considerations when identifying sites

- Proximity to Public Transport network and/or other major Non-Motorised User routes
- Proximity to intended users & accessibility
- Review of Public Transport Service levels
- Future development & infrastructure improvements planned in the locality
- Availability of land
- Review local census data to better understand the local demographic and travel patterns
- The attractiveness of the site and ease of access

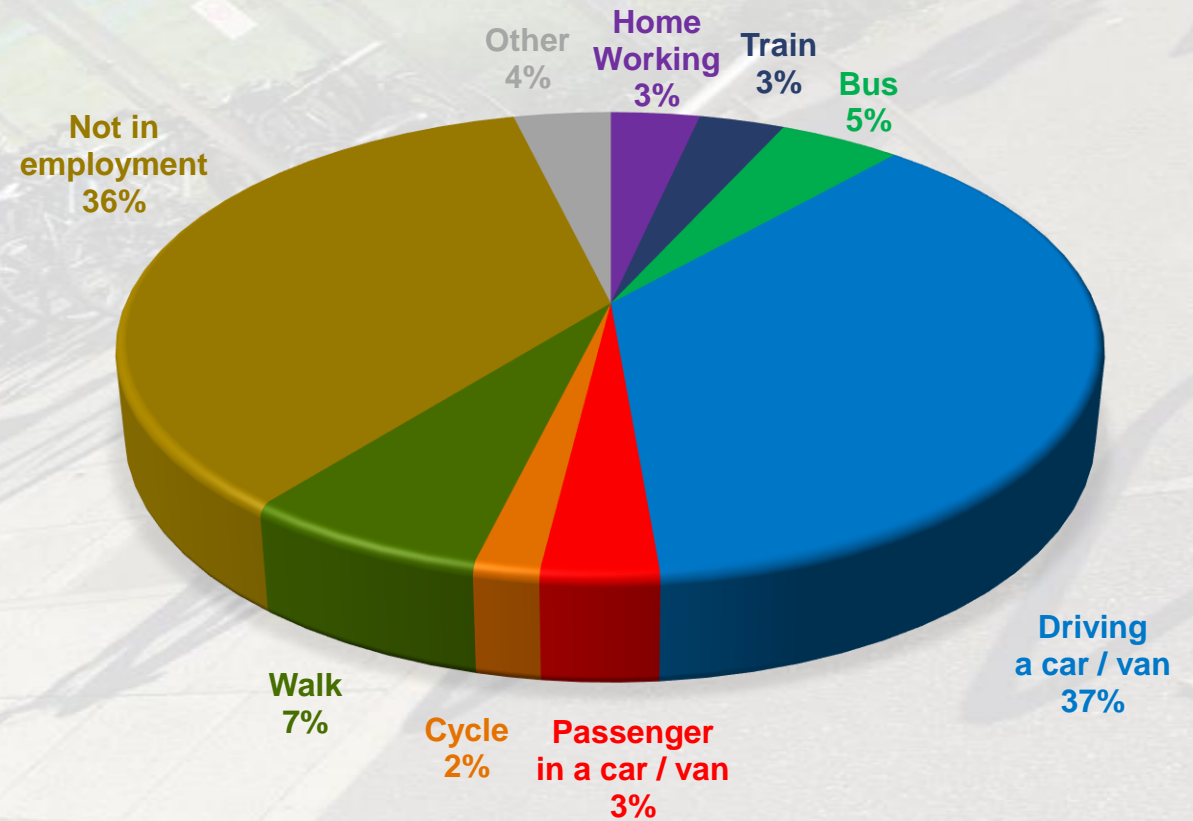


# Travel Patterns in South Cambridgeshire: Travel to Work – Census 2011

## South Cambridgeshire



## England & Wales



## Case Study – Swavesey

### Swavesey Guided Busway Stop:

- St Ives – Cambridge Busway officially opened in August 2011
- Shared use footway/cycleway adjacent to Busway
- Swavesey Bus Stop has 'evolved' into something akin to a 'Rural Travel Hub'

### Facilities at the Swavesey 'Hub':

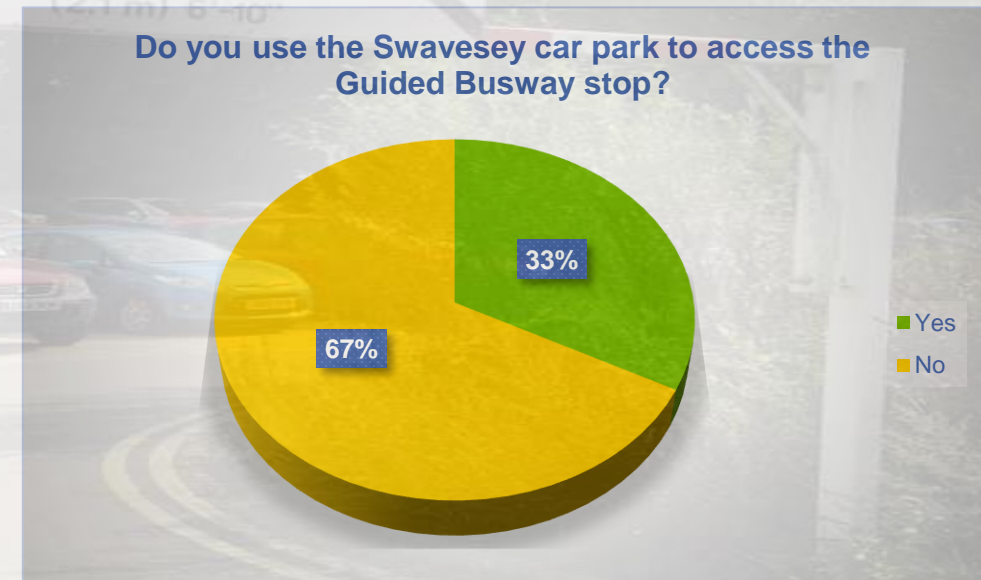
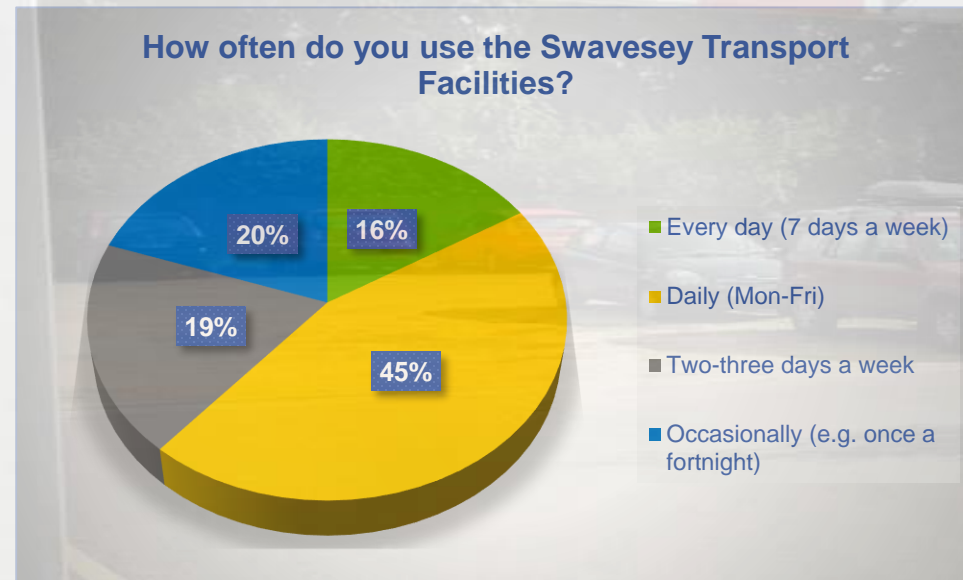
- Car park
- Cycle parking
- CCTV at bus stop & cycle storage facility
- Real Time Information Displays
- Ticket Machines
- Bus shelters



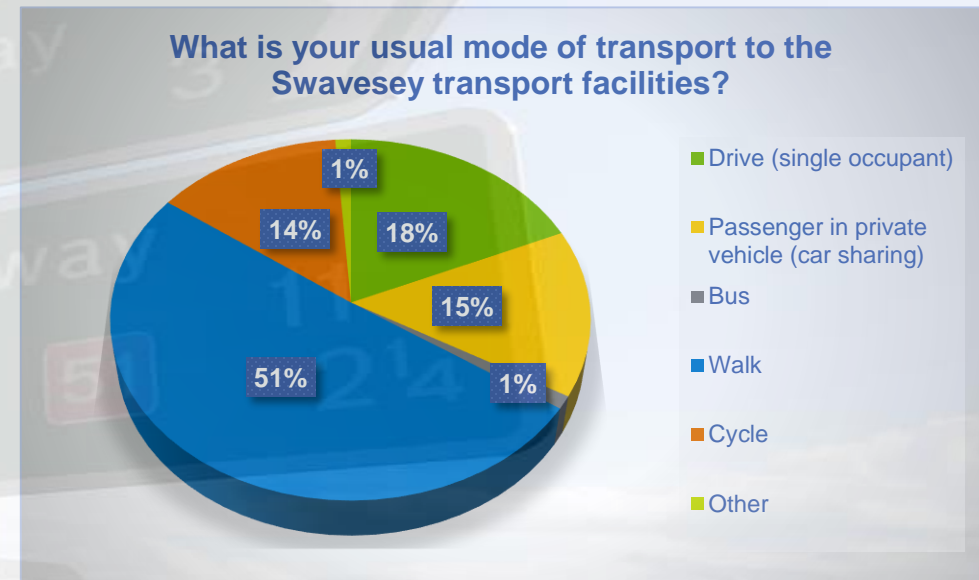
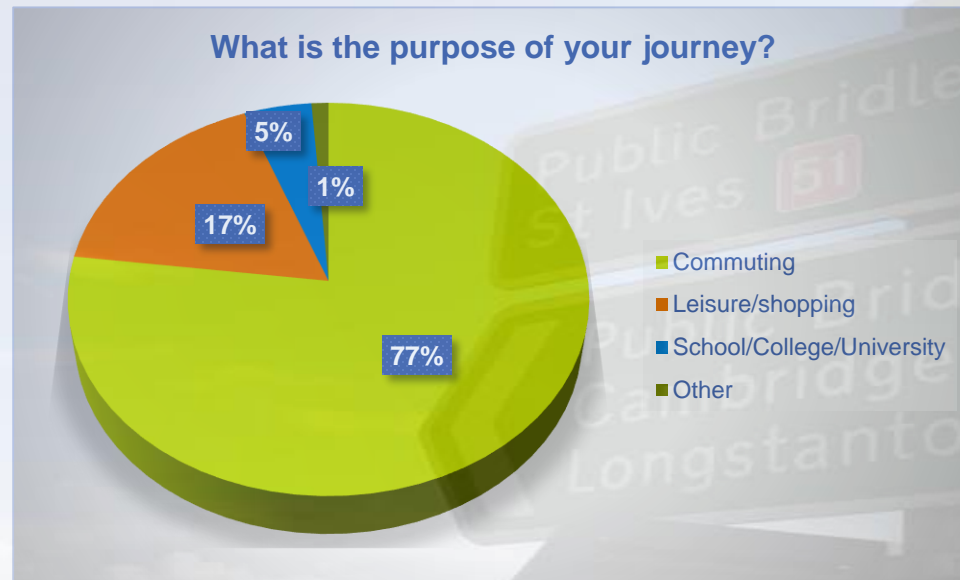
# Case Study – Swavesey



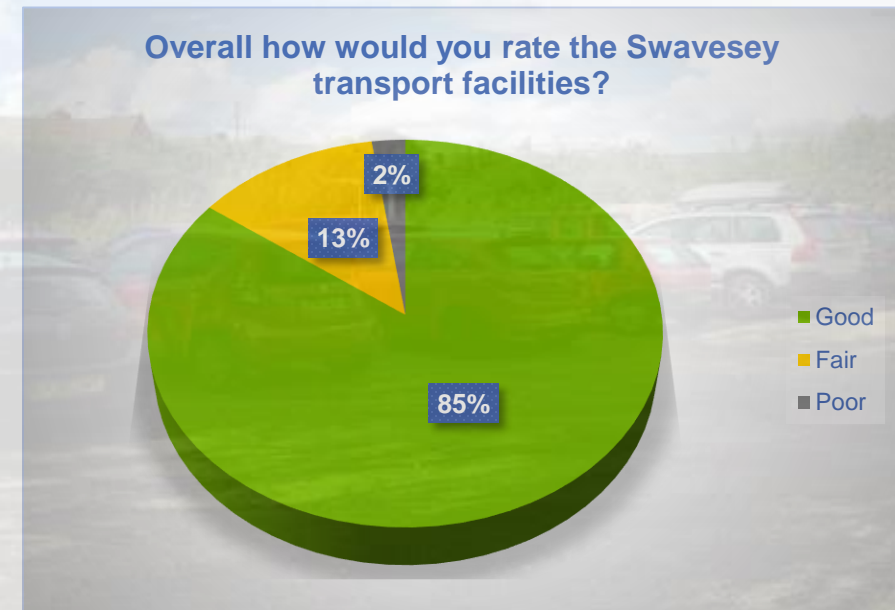
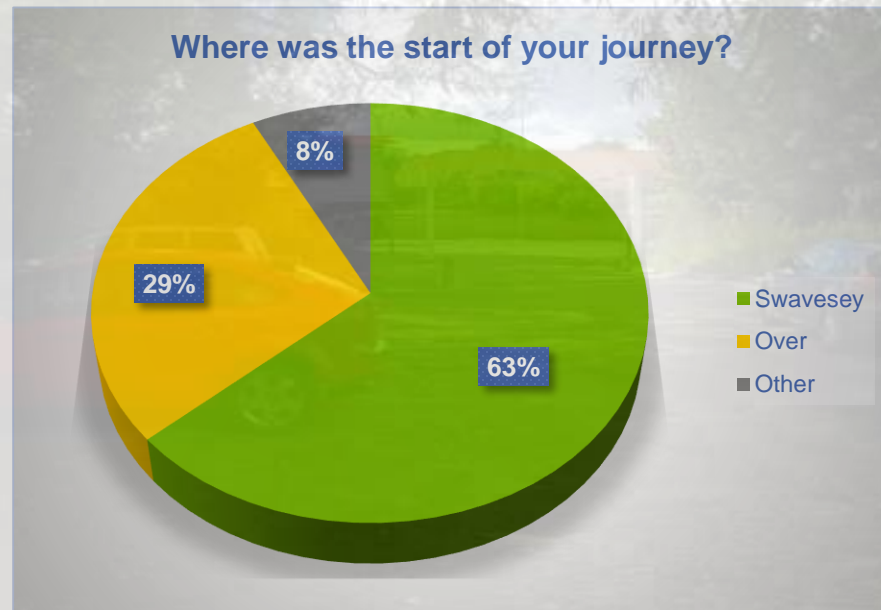
# Case Study – Swavesey Survey Results



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# Case Study – Swavesey Survey Results



# Design Considerations

The Rural Travel Hubs must be designed to...

- be in-keeping with the 'rural' setting and local aesthetics
- be visually attractive, not obtrusive

Additional Design Considerations:

- Use of local materials wherever possible
- Use of environmentally sustainable and/or recycled materials from a known source
- Keeping the number of signs to a minimum
- Sympathetic lighting
- Landscaping & visual screening
- Access control



# Design Considerations



## Potential Facilities

- Car parking
- Access for both vehicles and Non-Motorised Users
- Cycle parking/security
- Bus stop provision
- Drop-off provision
- Bus shelters
- Public information and Real Time Information
- Lighting



## Potential Facilities



# Summary

- Background
- Objectives & Drivers of the Rural Travel Hub concept
- Analysis of Census data
- Swavesey Case Study
- Each Hub will be bespoke
- Design Considerations
- Facilities
- Understanding needs of rural communities

Thank you...