



# Rebooting the City Deal

How can we make transport in the Cambridge region  
work better for everyone?

**Friday 14 October 2016**

7:30-9pm

Lee Hall, Wolfson College

Barton Road,

Cambridge CB3 9BB



**Smarter**  
Cambridge Transport

## About Our Panel

**Dr Rachel Aldred** is Reader in Transport at the University of Westminster, teaching on Westminster's MSc in Transport Planning and Management. She also sits on the editorial board of *Transport Reviews*. In 2016, she was awarded the ESRC Outstanding Impact in Public Policy Prize, and has been named as one of the 'Progress 1000' Most Influential Londoners.

**Dr Colin Harris** is Director of the environmental planning and spatial data business Environmental Research & Assessment, located in Coton. He founded Cambridge Connect to help create an enduring system of rapid and sustainable transit that would help address the transport challenges facing Cambridge, while ensuring that the social, educational, economic, environmental, historic and cultural qualities that define the City are maintained and enhanced.

**Dr Julian Huppert** was MP for Cambridge from 2005 to 2010. He has been named one of the most influential people in UK cycling, and as an MP was Co-Chair of the All Party Parliamentary Group on Cycling. As a County Councillor, he was chair of the Cambridge Traffic Management Committee.

**Edward Leigh** is the leader of Smarter Cambridge Transport. He readily admits to not being a transport expert (his work is in IT, marketing and business development), but enjoys the challenge of drawing together best practice and ideas in transport from around the world, and combining them with local knowledge. He is also an independent member of the Cambridgeshire Police and Crime Panel and chair of his local residents association.

**February Phillips** has wide-ranging experience working as a lead consultant, project architect, project manager and contract administrator on multi-award-winning projects including listed buildings, new buildings, landscaping and public-realm design. Projects she has led at 5th Studio include New Court, Trinity College, Wolfson Flats, Churchill College and Creative Exchange, St Neots.

**Daniel Zeichner MP** is the Member of Parliament for Cambridge. Before entering Parliament in 2015, he served as a councillor for eight years. He was appointed as a Shadow Transport Minister (with responsibility for buses, bikes and walking) in September 2015. He is a keen environmentalist and is an executive member of Labour's national environmental campaigning group, making a case for a shift to a greener tax policy.



Smarter Cambridge Transport is a broad group of impartial, unpaid volunteers and advisers from Railfuture East Anglia, the Cambridge Cycling Campaign, Cambridge residents associations, parish councils, plus experts in transport planning and technology, land development, urban and landscape design, built and natural heritage, and more. The team, led by Edward Leigh, has been developing and promoting the adoption of community-led ideas for the City Deal over the past year.

Using 24/7 online internal debate, Smarter Cambridge Transport aims to be a model of mobilising community expertise. The organisation has no political or commercial allegiance and its agenda is transparently about seeking out and promoting the best transport-related ideas for making Cambridge and the surrounding region a great place to live, work and study.

[www.smartertransport.uk](http://www.smartertransport.uk)

# A Vision For The Region

The Smarter Cambridge Transport team is developing and promoting a modern vision for integrated and sustainable transport for Cambridge, South Cambridgeshire and beyond.

We want people to have:

- More travel options
- More predictable and quicker bus journey times
- Easier interchanging between transport modes
- Simple payment for transport and parking
- Safer and more enjoyable cycling and walking
- Transport infrastructure designed for people not vehicles
- Protection and enhancement of the natural and built environment
- Promotion of social cohesion and inclusion

We have created a 10-point plan for realising these aims, evolving all the time. We have focused for now on what is deliverable within 5+ years, but we are actively discussing the role of a light rail network (see page 7), road pricing, driverless taxis and minibuses, drone delivery, and much else!

## Smarter Cambridge Transport's 10-Point Plan

**1 Implement Smart Traffic Management in the city, making all traffic lights responsive to traffic flows, and prioritising emergency service vehicles and buses without widening or building new roads.**

**2 Build travel hubs throughout the region, making trains and buses more accessible.**

**3 Reorganise city, rural, park-and-ride, works and school bus services into express and local services.**

**4 Implement smart ticketing for public transport, car parking and cycle hire to facilitate multi-modal journeys.**

**5 Create a website and app to plan journeys, see real-time travel updates, purchase tickets and reserve car parking.**

**6 Create a connected network of segregated cycle ways throughout the city and between villages.**

**7 Reduce congestion in and around Cambridge by limiting through access around the inner ring road, restricting right-turns where a less-disruptive alternative route exists, and creating more home zones. Reduce congestion in local villages by adding missing connectivity at the Girton interchange, A14–A11 and M11–A11.**

**8 Build new train stations, such as Addenbrooke's Biomedical Campus, Fulbourn, Soham and Waterbeach North.**

**9 Promote city-wide goods delivery services to and from businesses via collection points at travel hubs.**

**10 Rationalise car parking in the city, by phasing out free parking for commuters on residential roads and charging a workplace parking levy.**

# Let's make these schemes our priority – now

Smarter Cambridge Transport believes that we should re-prioritise the schemes to be delivered by the City Deal's Tranche 1 (£100m to 2019). We should choose schemes which have the strongest evidence base for encouraging people to change their travel habits, have popular buy-in, and will enhance rather than damage the environment and character of the region.

This list comprises schemes that are relatively uncontroversial, and which would lay the foundations for a step change in the attractiveness and convenience of public and active transport in the region. Many of these already feature in the County Council's Long-Term Transport Strategy and the Transport Strategy for Cambridge and South Cambridgeshire, and just need to be brought forward, ahead of City Deal schemes for bus lanes or busways.

## Chisholm Trail

This mostly off-road, cycle/footway between the central and new train station at Chesterton is now at the planning application stage.

## Improved city cycle lanes/junctions

A few improvements are already being progressed in the City Deal Cross City Cycling projects and other schemes, but there are many gaps in the existing network that need joining up. The priority should be to create Dutch-style, segregated cycle lanes and junctions wherever possible. Segregation is more important than lane width for encouraging new people to cycle.

## Smart City data collection platform

...and multi-modal real-time journey planner. This is part of the City Deal Smart Cambridge programme, but needs to be more ambitious and better resourced.

## Acquire high quality travel data sets

This is part of the Smart Cambridge programme, though we believe a large budget is required to obtain historical data from third parties.

## TROs and signage for parking controls

Residents' parking policy for the city is currently under review by the Cambridge City Joint Area Committee. We have proposed a city-wide approach that recognises free parking attracts traffic and creates congestion; and that better enforcement of parking controls would reduce congestion and delays to buses.

[TRO = Traffic Regulation Order]

## ANPR-monitored access control points

We have proposed alternative locations on and close to the inner ring road in our paper on buses, which we believe would be more effective and less disruptive than the Peak-Time Congestion Control Points proposed by the City Deal.

[ANPR = Automatic Number Plate Recognition camera]

## Smart Traffic Management

Upgrade and integrate traffic signals on all arterial roads to optimise traffic flows, reduce congestion and delays, and permit quicker and more effective responses in the event of incidents, especially on the A14 and M11, which can cause huge volumes of traffic to be diverted into Cambridge.

## Co-locate teams

Currently the traffic signals and road monitoring teams, whose work is intimately connected, work out of two locations (respectively, Girton and Shire Hall) and have to talk over the phone when dealing with an incident. The signals team could make quicker and better decisions if they had a more complete picture of traffic conditions.

## 'Green ways' cycle route network

These would connect Cambridge, South Cambridgeshire villages and travel hubs.

## Access and parking permit management

Develop a centralised billing and enforcement system for paid-permit-based access and parking in the city. This would enable vehicle owners to pre-register for automatic charging when passing through access control points in the city during peak hours, or parking at park-and-rides, multi-storey car parks or on-street. Pricing of permits can be tailored to different road users, taking into account need to drive, social and environmental impacts, etc.

## Unified, multi-operator ticketing

Develop or purchase a platform to support Oyster Card-style ticketing, with automatic price capping, no matter what permutation of transport is used (including cycle hire). Ideally this would be integrated into the access and parking management system.

## New city centre cycle park

There is an urgent need for more cycle parking in Cambridge city centre. A possible location for a 600+ space secure cycle park is in the section of the Grand Arcade car park immediately below the Hilton hotel.

## Train station at Fulbourn Hospital

This location on the Newmarket train line is within easy walking or cycling distance of 15,000 people in Cherry Hinton, Fulbourn and Teversham. It would significantly reduce car traffic to the city centre, central train station and Biomedical Campus. It would serve the various new developments planned in the area, including the redevelopment of the hospital site.

## New bus stations

Cambourne, Fenstanton, Cottenham, Burwell, Linton, Babraham and Comberton are the highest priority locations we have identified for travel hubs, readily accessible by foot, cycle or car, and served by regular express bus services into Cambridge.

## Upgraded facilities at existing stations

Better facilities would attract more people to use public transport at St Ives bus station (waiting room and toilets), Swavesey Guided Bus station (car park), Oakington Guided Bus station (car park), Shelford train station (more secure cycle parking), Foxton train station (100-space car park plus cycle parking, co-ordinated with Network Rail project to replace level crossing), and Addenbrooke's bus station (waiting room, kiosk, etc.).

## New and upgraded bus shelters

These could be introduced alongside appropriate amenities throughout the region. The locations should be chosen and prioritised in consultation with parish councils.

**“We should choose schemes which have the strongest evidence base for encouraging people to change their travel habits, have popular buy-in, and which will enhance rather than damage the environment and character of the region”**



# Steps to getting the City Deal back on track

**There is still time to reboot the City Deal.** Good work has been done, but some of it has been misdirected. The purpose of the City Deal is to support the next few decades of growth in population and jobs in the region, but it will fail in the short term if there is not popular belief and support for the measures implemented. It will fail in the medium term if schemes do not deliver a marked improvement in mobility for all. And it will fail in the long term if infrastructure built now does not serve the needs of people in 2030 and beyond. We offer this roadmap as a way to ensure the success of the City Deal.

**Vision** Develop and articulate (visually as well as in words) a vision of transport of the future that takes into account social trends and technological developments. That vision must be worthy of Cambridge: bold, exciting and benefitting everyone.

**Methodology** Plan a fully-integrated transport policy and infrastructure. Replace simplistic cause-and-effect models in favour of a systems approach. Adopt a scientific, experimental method of testing hypotheses before committing large amounts of money, and apply the theory of marginal gains (used by British Cycling).

**Research** Allocate funding and time to enable council officers and decision-makers to attend Smart Cities and Future Transport conferences, and visit exemplary cities. Set up a working group to review everything about buses: routes, timetabling, ticketing, Traffic Regulation Order enforcement, stop locations, interchanging, economic viability, ownership models and sources of subsidy.

**Data & modelling** Provide more funding to obtain high-quality travel and traffic data, and primary and secondary research into why people don't choose sustainable and active modes of transport.

**Communication & consultation** Invest more resources into consultations to make them effective, interesting and useful for all parties. Promote open dialogue and debate, rather than one-way 'consultation' and 'engagement' exercises (e.g. using Commonplace).

**Governance** Modify the management structure and processes to strike a better balance between public input, accountability and speed. Create working groups that meet in public to develop proposals for specific schemes, with greater transparency around who is involved in each scheme.

**Design** Engage the best urban realm designers to design (not just review) new infrastructure. Include a landscape architect on each project board.

# Fast Forward to 2031

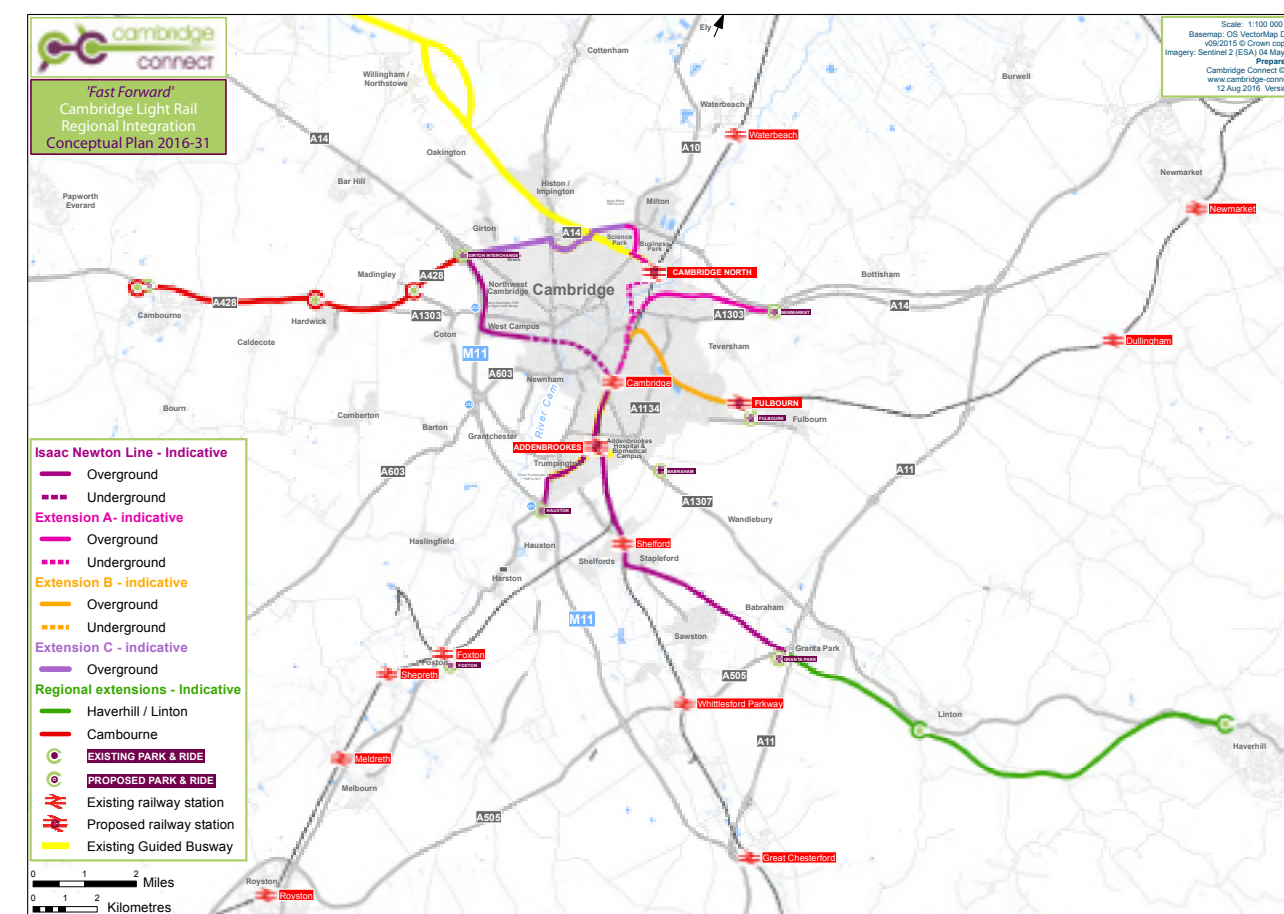


Smarter Cambridge Transport welcomes the far-sighted approach of **Cambridge Connect** in proposing light rail for Cambridge. Moving commuters and tourists in and out of the city requires reliable mass transit, which at the moment only rail can provide efficiently. If the aim is to bring people to points in the city from where they can easily walk or cycle to their destination, we need to expand the existing rail network.

Cambridge Connect says: "Light Rail is a practical potential solution to Cambridge transport challenges, adopted in hundreds of cities world-wide. It offers the speed, capacity, frequency, reliability, convenience and accessibility to bring about the major improvements needed in the connectivity and efficiency of the transport network. *Light Rail is the technology most likely to enable the substantial change in people's journey decisions that is needed to create a more sustainable region.*

"At present, the Greater Cambridge City Deal is not considering light rail proposals because they are not viewed as deliverable within funding and time constraints for this programme. Whether within the City Deal framework, or outside, a longer-term approach to an integrated and sustainable transport strategy for the Cambridge region is needed.

"Cambridge Connect has therefore developed conceptual plans for five illustrative alternatives for a Cambridge Light Rail system. The first priority amongst those we call the 'Isaac Newton Line', in reference to the innovative and creative approaches that are a hallmark of Cambridge. Extensions could be developed in a phased manner. Much detailed technical work needs to be done before any alternative could be selected. These models are designed to help promote reconsideration of the types of solution that will be fit for purpose for the Cambridge region in the 21st century."



# What can you do to make a difference?

**Join** Smarter Cambridge Transport (it's free and gives us influence):

[bit.ly/sct-join](http://bit.ly/sct-join)

...or join our mailing list: [bit.ly/sct-mailings](http://bit.ly/sct-mailings)

**Participate** in your parish council, local residents association, business group or other community group you support, and encourage them to endorse Smarter Cambridge Transport's proposals.

**Volunteer** for Smarter Cambridge Transport: [bit.ly/sct-help](http://bit.ly/sct-help)

**Sign** petitions with which you agree. We have one on parking controls:

[bit.ly/act-on-parking](http://bit.ly/act-on-parking)

**Write** to your councillors and MP to ask for Smarter Cambridge Transport ideas to be tested and adopted: [writetothem.com](http://writetothem.com)

**Respond** to City Deal and Council consultations.

**Attend** election hustings and challenge candidates on their manifesto on transport (the next County Council elections are in May 2017).

## If you're a councillor...

**Invest** as much time as you can afford in developing and scrutinising project briefs because these are where strong foundations are laid.

**Look out** for project objectives that predetermine a particular solution: solving problems in the best possible way requires creative freedom.

**Consult** your constituents at every stage of a project to draw on their collective expertise and local knowledge.

**Challenge** officers to justify their recommendations, especially when it comes to ruling out options that you or your constituents favour.

**Request** officers obtain independent expert evaluation of recommendations that you feel uncomfortable with.

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