

# Rebooting the City Deal

A few ways to achieve  
“better bus journeys”



**Smarter**  
Cambridge Transport

14 October 2016  
Wolfson College



Winston Churchill

Who's your  
political hero?



Emmeline Pankhurst



Aneurin Bevan



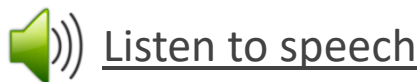
Boudicca



John F Kennedy

“We choose to [do these things] not because they are easy, but because they are hard, because that goal will serve to organize and measure the best of our energies and skills ...”

*John F Kennedy*



What are we trying to achieve?

# Modal shift!

From driving to:

- Walking
- Cycling
- Train
- Bus

# What's missing from Tranche 1?

- Smart Traffic Management
- Travel hubs
- Extensive cycleway network
- IT platform for public transport ticketing, parking and road pricing.
- City centre cycle park
- Research & planning for major road and rail infrastructure projects



## Current Park & Ride sites

- Milton
- Newmarket Rd
- Babraham Rd
- Trumpington
- Madingley Rd



# More Park & Rides please!

- Huntingdon Rd
- Histon Rd
- Milton Rd
- Newmarket Rd
- Babraham Rd
- Hauxton Rd
- Barton Rd
- Madingley Rd



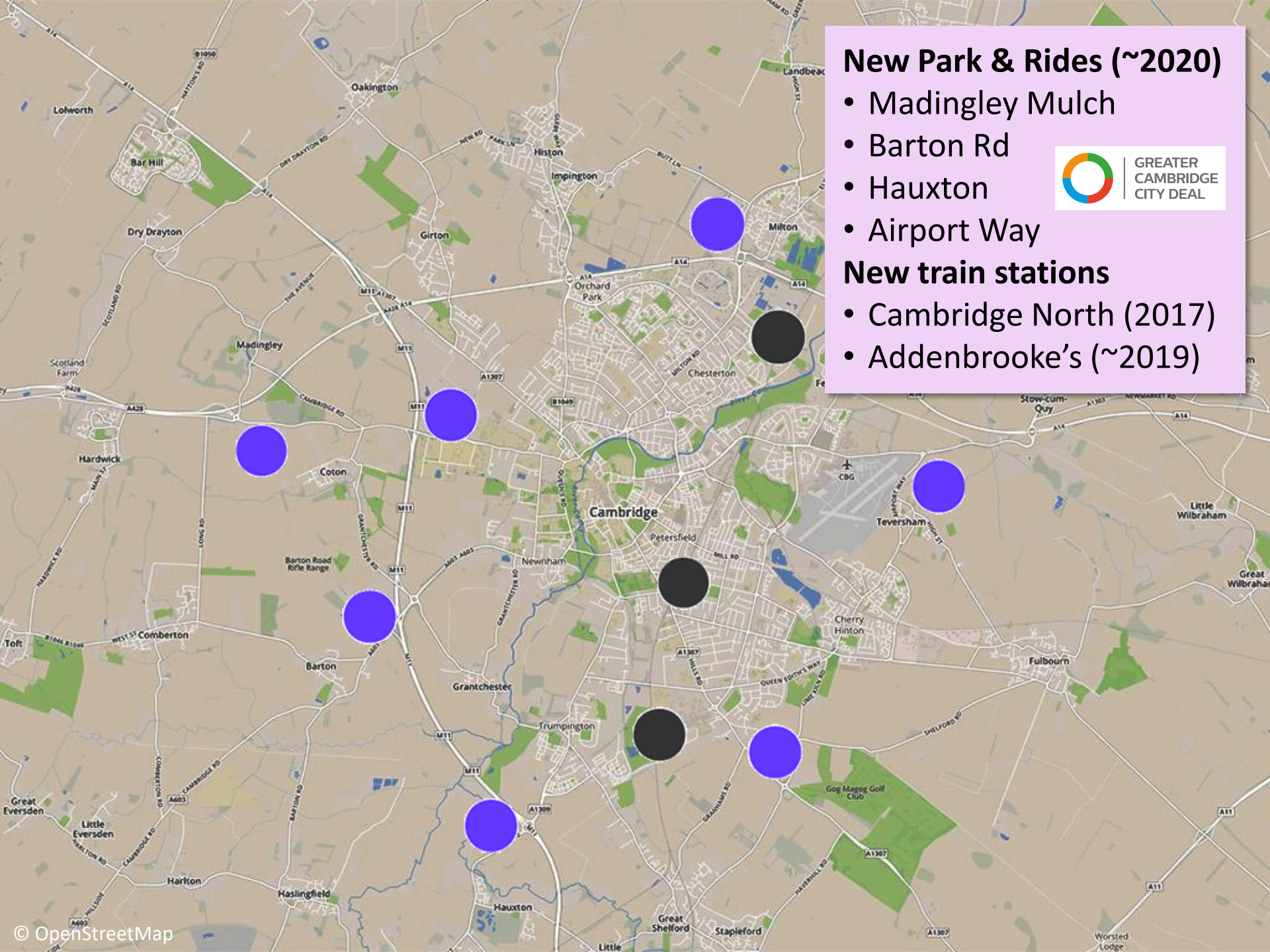
## New Park & Rides (~2020)

- Madingley Mulch
- Barton Rd
- Hauxton
- Airport Way



## New train stations

- Cambridge North (2017)
- Addenbrooke's (~2019)








# The hidden costs of P&R

- Competes with regular/rural services
- Serves only those with a car  
*40% of the poorest quintile do not own a car.*
- Causes localised congestion

# Fewer Park & Rides please!

- Huntingdon Rd  Girton Interchange
- Histon Rd
- x Milton Rd
- Newmarket Rd  Quy Interchange
- x Babraham Rd
- Hauxton Rd  Trumpington
- Barton Rd
- x Madingley Rd

## P&R

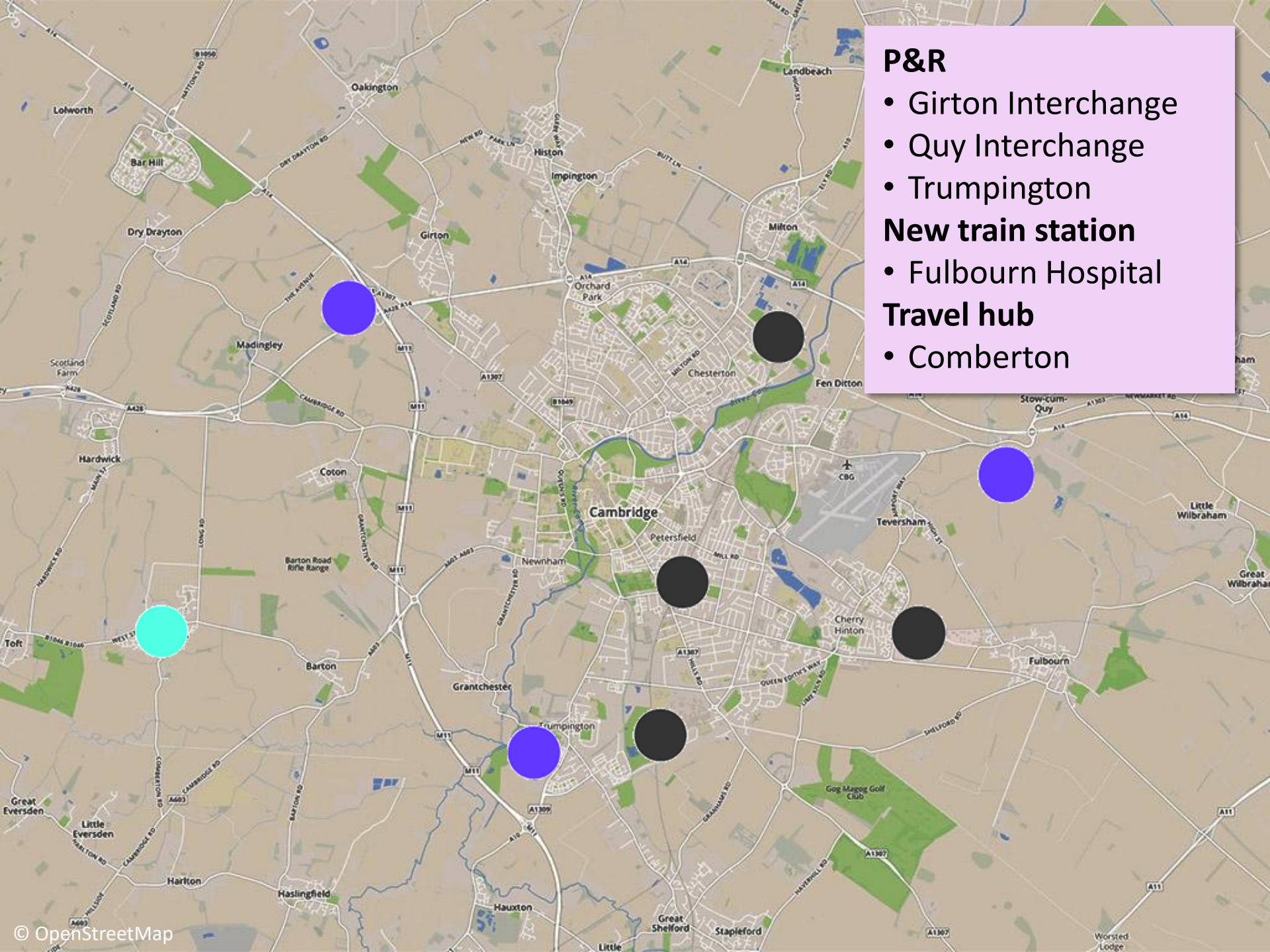
- Girton Interchange
- Quoy Interchange
- Trumpington

## New train station

- Fulbourn Hospital

## Travel hub

- Comberton







## P&R & travel hubs

- Car & cycle parking
- Served by express buses





- Waiting room
- Toilets
- Exhibition space
- Office for staff
- Eco-building

# What makes for a 'better bus journey'?

- Reliability (no cancellations)

- Punctuality

- Journey time

- Operating hours

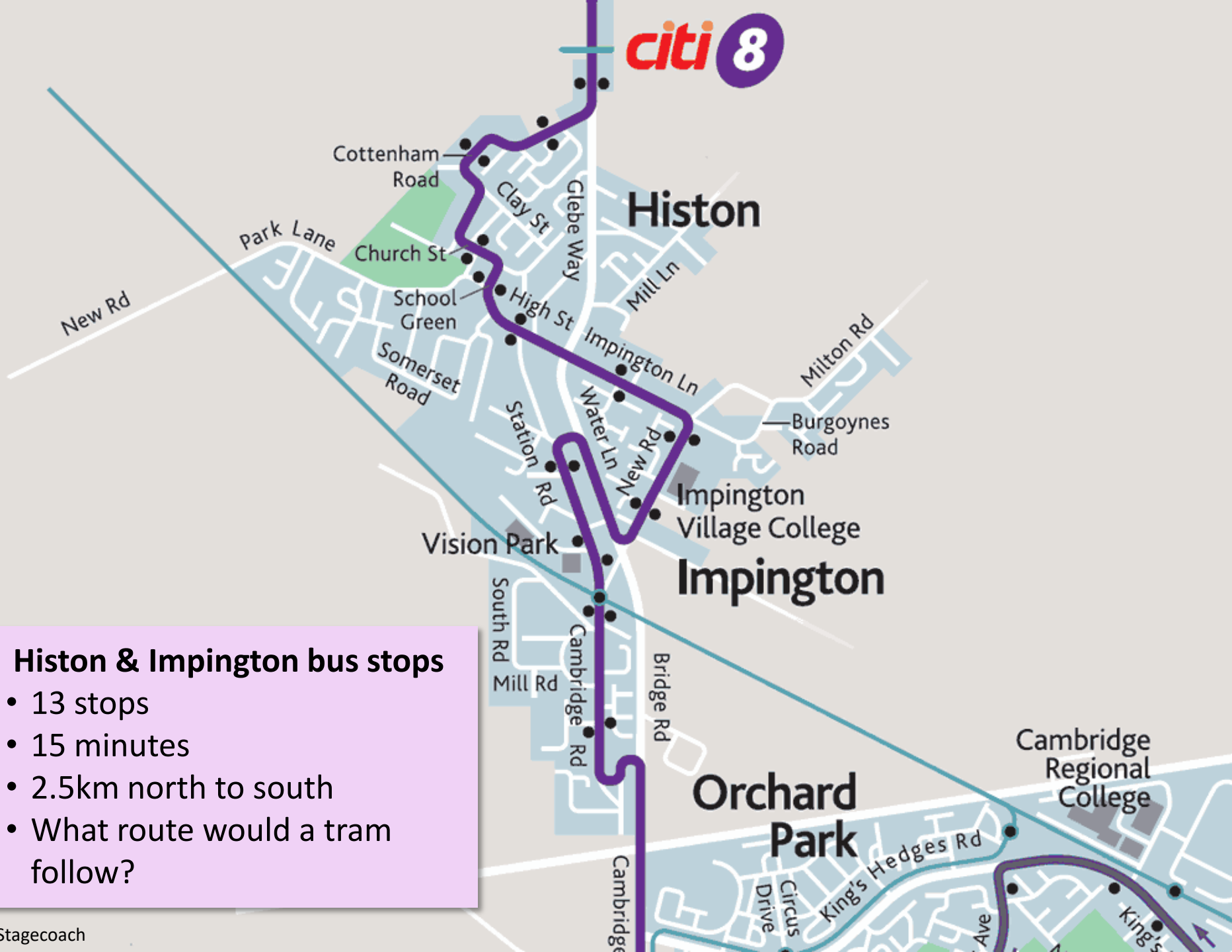
- Frequency

- Access and interchanging

- Safety & comfort



GREATER  
CAMBRIDGE  
CITY DEAL



## Histon & Impington bus stops

- 13 stops
- 15 minutes
- 2.5km north to south
- What route would a tram follow?



- 3 stops
- Inner circle:  
5 mins walk (400m)
- Outer circle:  
10 mins walk (800m)

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## **Impington Guided Busway stop**

Opportunity to create a mini travel hub / express stop here

- Pick-up/set-down area
- More secure cycle parking
- High quality shelter



An aerial photograph showing a street intersection and surrounding area. A large, dense forest of green trees occupies the upper half of the image. Below the trees, there is a white building with a grey roof and a small extension. To the left of the building is a paved area with some markings. In the foreground, there is a parking lot with several cars parked. A road runs horizontally across the middle of the image, and another road runs vertically on the right side. The overall scene is a mix of natural greenery and built-up infrastructure.

**Impington Guided Busway stop**  
Opportunity to work with pub  
owner to create attractive,  
useful public space.

# Changing buses in the city centre

- 26 bays
- Up to 300m walk
- Poor information
- No intuitive logic

## From Drummer Street Bus Station

<b>Bay 2</b>	334 Ivel Sprinter	towards Standon towards Bedford	<b>Bay 7</b>	26 27 28 132	towards Royston towards Guilden Morden towards Guilden Morden towards Saffron Walden
<b>Bay 3</b>	1 2 8 31	towards St Ives towards Childerley towards Papworth towards Barley	<b>Bay 8</b>	13 / 13A / X13 16A	towards Haverhill towards The Thurlows
<b>Bay 4</b>	1A/1B 5 75	towards Huntingdon towards Huntingdon towards Wrestlingworth	<b>Bay 9</b>	10 / 10A 196	towards Newmarket towards Waterbeach
<b>Bay 5</b>	18 / 18A	towards Gamlingay	<b>Bay 10</b>	11 12	towards Newmarket & Bury St Edmunds towards Newmarket & Ely
<b>Bay 6</b>	9	towards Ely & March	<b>Bay 11</b>	The Busway C	towards St Ives
			<b>Bay 12</b>	The Busway B	towards Huntingdon

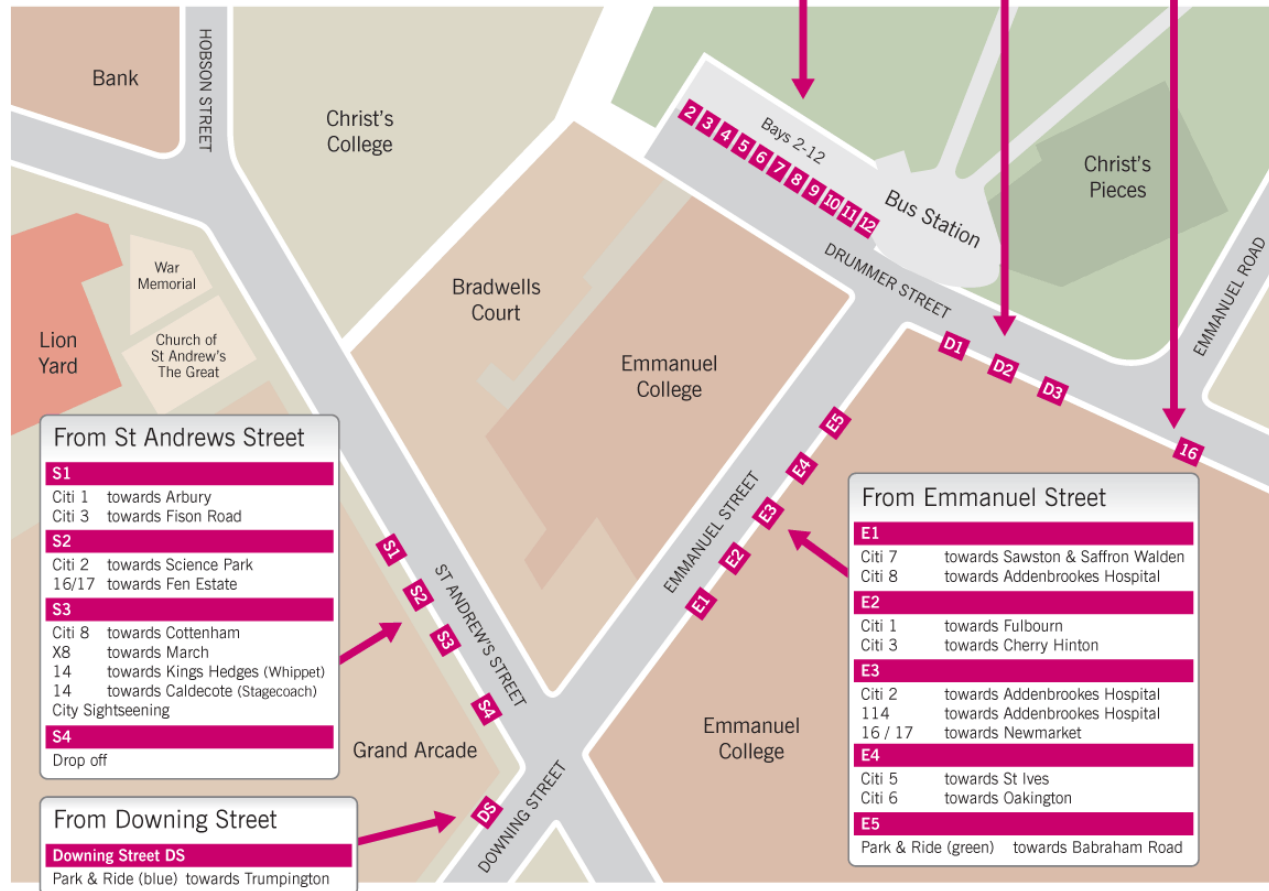
Note: The Busway A leaves from Emmanuel Road, opp New Square towards St Ives

## From Drummer Street

<b>D1</b>	Park & Ride (red)	towards Newmarket Road
<b>D2</b>	City Sightseeing Bus	
<b>D2</b>	Park & Ride (green)	towards Milton
<b>D2</b>	Park & Ride (red)	towards Madingley Road
<b>D3</b>	Citi 4	towards St Neots

## From Parkside

<b>16</b>	X5	towards Oxford
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## From St Andrews Street

<b>S1</b>	Citi 1 Citi 3	towards Arbury towards Fison Road
<b>S2</b>	Citi 2 16/17	towards Science Park towards Fen Estate
<b>S3</b>	Citi 8 X8 14 14 City Sightseeing	towards Cottenham towards March towards Kings Hedges (Whippet) towards Caldecote (Stagecoach)
<b>S4</b>	Drop off	

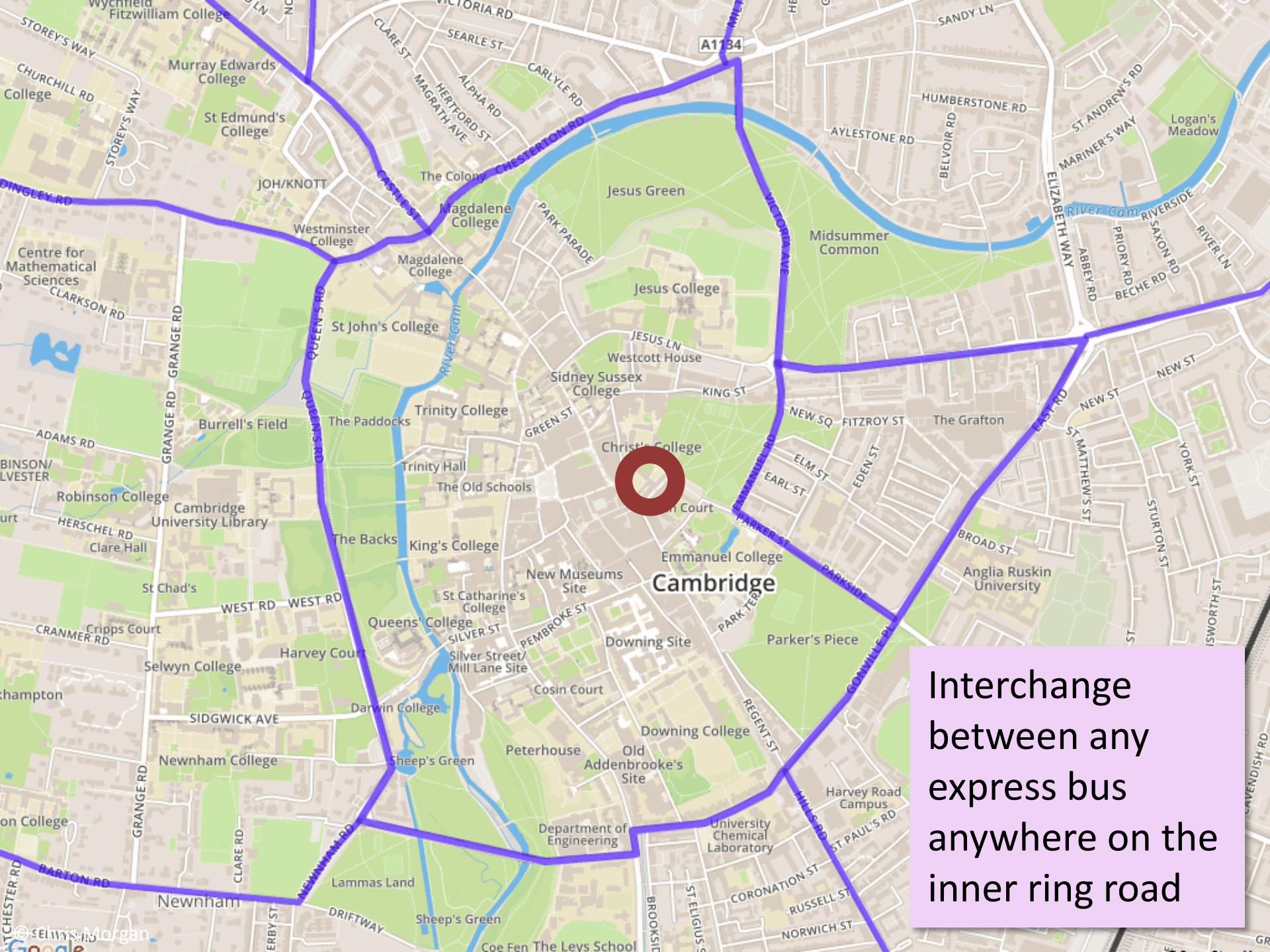
## From Downing Street

<b>Downing Street DS</b>	Park & Ride (blue)	towards Trumpington
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## From Emmanuel Street

<b>E1</b>	Citi 7 Citi 8	towards Sawston & Saffron Walden towards Addenbrookes Hospital
<b>E2</b>	Citi 1 Citi 3	towards Fulbourn towards Cherry Hinton
<b>E3</b>	Citi 2 114 16 / 17	towards Addenbrookes Hospital towards Addenbrookes Hospital towards Newmarket
<b>E4</b>	Citi 5 Citi 6	towards St Ives towards Oakington
<b>E5</b>	Park & Ride (green)	towards Babraham Road





Interchange  
between any  
express bus  
anywhere on the  
inner ring road



# Conclusion

- Don't lose sight of the goal: **MODAL SHIFT**
- Don't believe that Park & Ride is **the** solution.
- Ask people who **don't** use buses why not.
- Focus on making **interchanging** easier.
- Use **visionary designers** to make great public spaces around bus stops/stations.
- Have **ambition** for Greater Cambridge!

All we need to do is ...



*Ben Goldacre*



**Smarter**  
Cambridge Transport

Find out more on our website

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



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