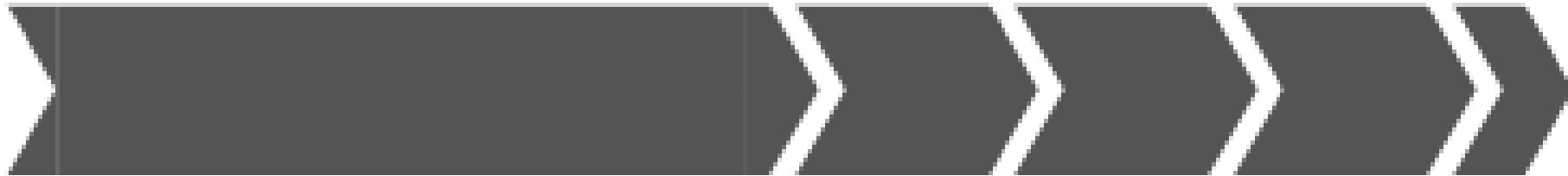


A TO B 1102



Proposed Fast Bus Route

To be supplemented by current slow routes as needed.

Summary

- This document is purely for consultation purposes at this time
- We are seeking views from all our communities along the B1102
- We have presented to Parish Councils, District and County Councillors
- We have not made contact with any landowners regarding our proposals – they are just that, proposals
- It is not a 'done deal' but we are hoping to save our bus service by proposing a commercially viable solution that works for the many
- The next stage is to gather wider feedback and then seek funding to create a feasibility study including data collection to understand our communities transport needs
- This is not an anti-car proposal, rather us taking control of our situation when faced with public transport (ie. the bus) being the only solution to gain long term access to Cambridge
- We also are proposing to create a cyclepath/footpath improvement plan to tie with these proposals. This will follow later
- Please see the following slides for greater context.



Why have we developed this proposal?

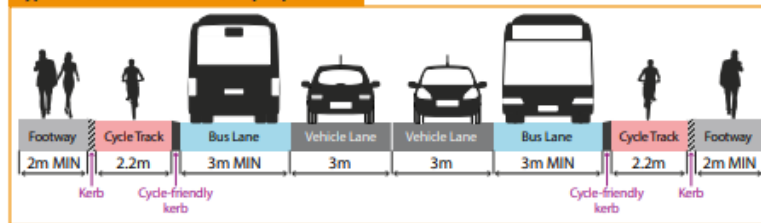
- Clear from the various consultations that the GCP intend to pursue policies that will constrain private vehicle access to Cambridge City
- Congestion / traffic volumes continue to increase along the B1102 corridor
- 2 fundamental issues which are separate yet linked involving 2 different stakeholder groups:
 - How to make public transport more accessible / faster / reliable for **existing users**
 - How to create a public transport solution which is attractive, fast and reliable to entice car drivers out of their cars = **new users**
- Current bus patronage and service costs are likely to constrain or even remove existing services unless a step-change in usage / reliability and desirability can be achieved

Why have we developed this proposal?

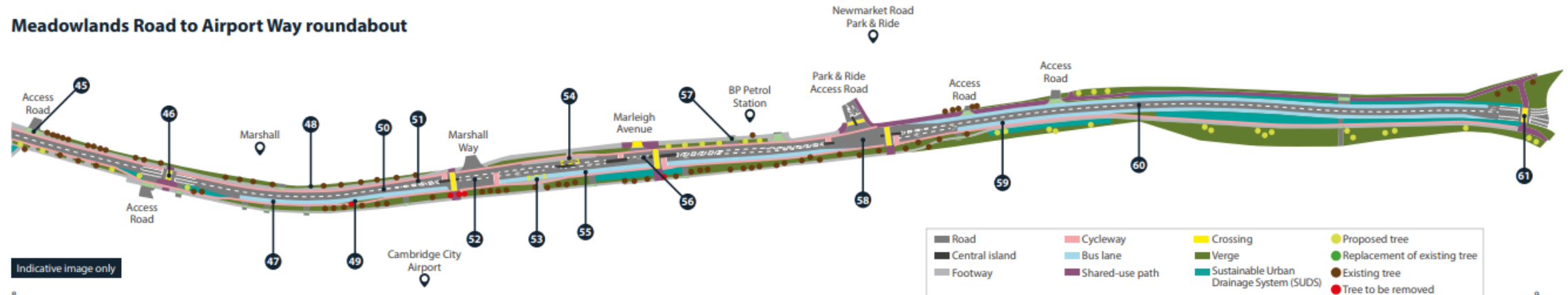
- Significant changes likely along Newmarket Road which will increase the space available to walking, cycling, buses with a reduction of space for other vehicles

NEWMARKET ROAD PRELIMINARY DESIGN

Typical cross section within 30mph speed limit



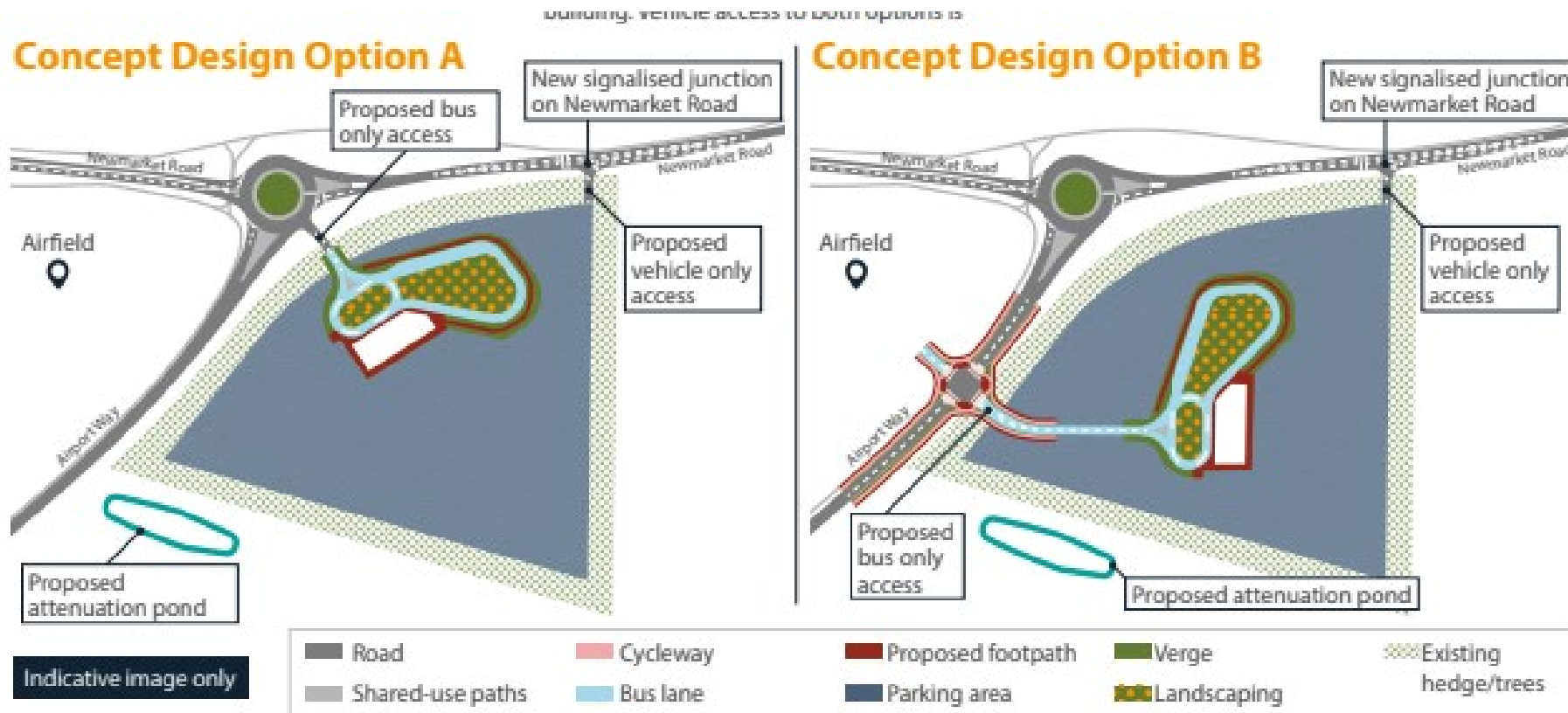
Meadowlands Road to Airport Way roundabout



Indicative image only

Why have we developed this proposal?

- New proposed location for Newmarket Road Park & Ride
- Whilst we believe a better site would be the Quay side of the A14, this is unlikely to be chosen as CCC own the land adjacent to the Marshall site / Airport Way



Why have we developed this proposal?

- We conclude that the best option for our villages is to entice people out of their cars BEFORE they get to the A14 / Park & Ride
- Reduce traffic volumes by getting people onto buses IN the villages
- Create infrastructure in our villages which promotes Active Travel (for those who can / want to use this)
- Potentially creates infrastructure to keep and grow businesses / commerce in our communities
- Otherwise any solution is constrained by available Park & Ride parking space
- Our villages continue to be plagued by ever increasing volumes of traffic!



The Concept

- To create a series of fast interconnecting bus routes between our communities enabling fast connectivity to Cambridge, Newmarket, Soham and Bury St Edmunds
- Aim – to service Fordham to Cambridge Newmarket Road Park & Ride in less than 30 minutes
- To provide a direct route with a ‘mini’ Travel Hub in each of the villages where people can interconnect – park their car, cycle / walk to, safely store their bike, charge their electric car, even potentially shop at to pick up provisions on the way to or from work.



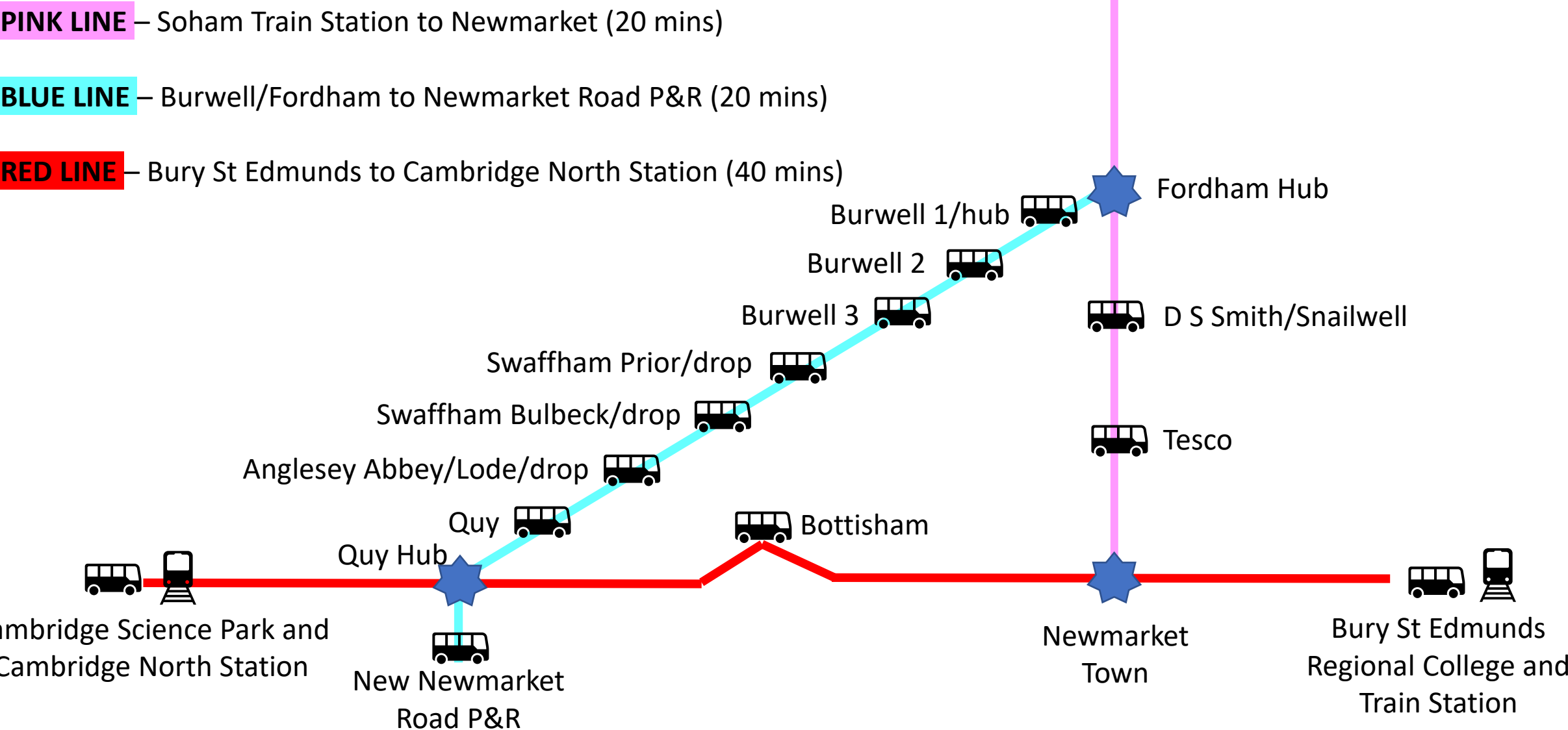
Attractive 'Offering' to Increase Patronage

- We understand that **bus providers are a commercial operation**.
- Currently there is a **decreasing amount of public subsidy** and the outcome of mayoral bus franchising discussions is unknown.
- As a group of villages **we want to have thriving communities** who have a decent public transport offer that, on the whole, provides a **quick reliable service** and a network of buses that **works for the whole community**.
- There is a **balance between speed and coverage** but currently we have minimal speed and a truncated service.
- **We want to work with Stephenson/Stagecoach/Commercial Operator** to develop a robust sensible network that works for the majority of our community **in addition** to the existing No11 Bus Route.

Working together

- It is clear that our area falls **on the edge** of everyone's patch.
- Our **residents do not see political boundaries**, they move around and outside B1102 north, south and east.
- Movement west is on the whole curtailed by the River Cam and forces movement south then west or north then west.
- We are **outside the GCP funding area** (apart from Quy).
- We now realise **we need to deliver our future** and for that to happen **we need to align our thoughts with those of a commercial bus operator**.
- The next slide shows our thoughts.....

Proposed Route Plan



Connectivity

The needs for connectivity varies on age and stage:

Education Years – in by 8.15am and back around 5pm:

- 11 to 16 Soham, Bottisham Village College, Ely and Cambridge
- 16+ Cambridge and Bury St Edmunds Regional Colleges, Hills Road, Long Road, Ely, Cambridge
- 18+ Anglian Ruskin, Suffolk University, UEA, Cambridge and London

Employment Years – in by 7am and back between 5pm and 9pm:

- Cambridge, Newmarket, Soham, Ely, Bury St Edmunds, Ipswich, Norwich and London
- Cambridge North Station, Soham Station, Ely Station
- Addenbrookes campus

Retirement Years – in after 9.30am and back before 5pm:

- Cambridge, Newmarket, Soham, Ely, Bury St Edmunds, Ipswich and Norwich
- Addenbrookes and West Suffolk Hospital

Leisure

- The leisure market is also large in the area with increasing car numbers to the National Trust house and gardens at **Anglesey Abbey**.
- The **late night Friday bus** (disbanded around 10 years ago) could be part funded by the Parish Councils if needed as our community has rapidly grown, especially with large new developments in Bottisham and Burwell.
- **Soham station** has opened and also could be better used by residents if connected to a bus. This would open up public transport opportunities to Norwich, Ipswich and the coastal locations beyond.
- Whilst not entirely leisure, the lack of retail offer in the villages provides a need to get to our **market towns for shopping, food and services**.

Its not just us!

Our thoughts closely marry those
of Smarter Cambridge Transport

[https://www.smartertransport.uk/
wp-content/uploads/2021/12/GCP-
Making-Connections-2021-1b.pdf](https://www.smartertransport.uk/wp-content/uploads/2021/12/GCP-Making-Connections-2021-1b.pdf)



Smarter
Cambridge Transport

www.smartertransport.uk
@SmarterCam

To: Greater Cambridge Partnership
Date: 20 December 2021
Subject: Response to Making Connections consultation
Contact: Edward Leigh / 01223 312 377 / edward@smartertransport.uk

Executive summary

The Greater Cambridge Partnership (GCP) has never developed a compelling vision for what it is trying to achieve, and this consultation is no exception. It assumes the proposed transport interventions sell themselves. They don't. In general, people who don't use buses now don't believe their quality of life will be improved by taking the bus; and people who don't cycle now don't believe their quality of life will be improved by cycling. Therefore, most people are likely to perceive GCP's *Making Connections* proposals as being about making them pay more to drive in order to fund better transport for other people.

The consultation provides spuriously detailed information on the proposed new and enhanced bus services. It is unclear what evidence has been used to design the routes, specify operating hours, frequencies and fares, and calculate the subsidy cost. It is also unclear whether bus operators have been consulted. Their buy-in will be essential if these changes are to be introduced under Enhanced Partnership Agreements, which is likely to be quicker than using the Combined Authority's franchising powers.

The proposed hourly services on 'Rural Connector' routes are unlikely to attract many new bus users. Detail on the 'regular connecting' and 'demand responsive' services is absent, so people cannot judge how attractive those will be.

There is an inconsistency between GCP's proposals to improve rural bus services and... to build Park & Ride, which...



Similarities with Smarter Cambridge Transport

- ✓ We recommend building a **network of travel hubs, all served by express bus** services, rather than Park & Rides, to enable people to make many more trips without a car
- ✓ **Has GCP examined where people live and work now** (rather than at the time of the 2011 Census)? Or where secondary and further education pupils live and go to school?
- ✓ The proposed **hourly services for 'Rural Connector' services are unlikely to be very attractive** to people who currently do not use the bus
- ✓ **Easy and intuitive interchanging** between all routes
- ✓ **Travel hubs should be located and designed to reduce car trips**
- ✓ Travel hubs can significantly **reduce carbon emissions; reduce traffic and congestion** on rural roads; **improve air quality and health** in rural areas; and reduce car dependency, **increasing social mobility in rural areas** (benefiting in particular the young, poor and disabled).
- ✓ **Travel hubs are small railway or bus stations, served by trains and/or express bus services to major local destinations** (e.g. Cambridge city centre, Cambridge Biomedical Campus, and railway stations).
- ✓ **Bus services would normally run frequently from early morning (before 6am) to late evening (at least 11pm).**



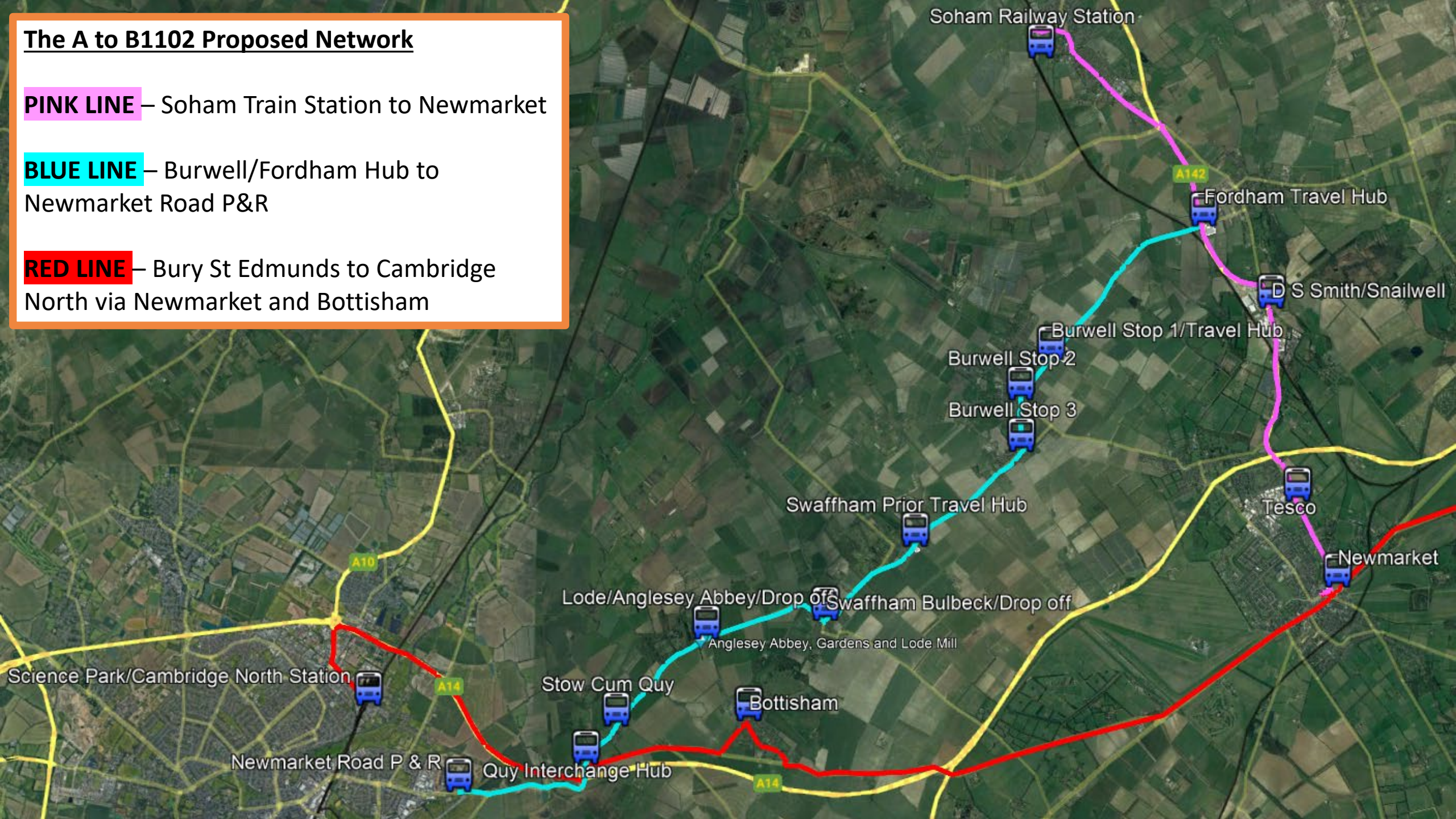
More detailed thoughts
for routes and hubs...

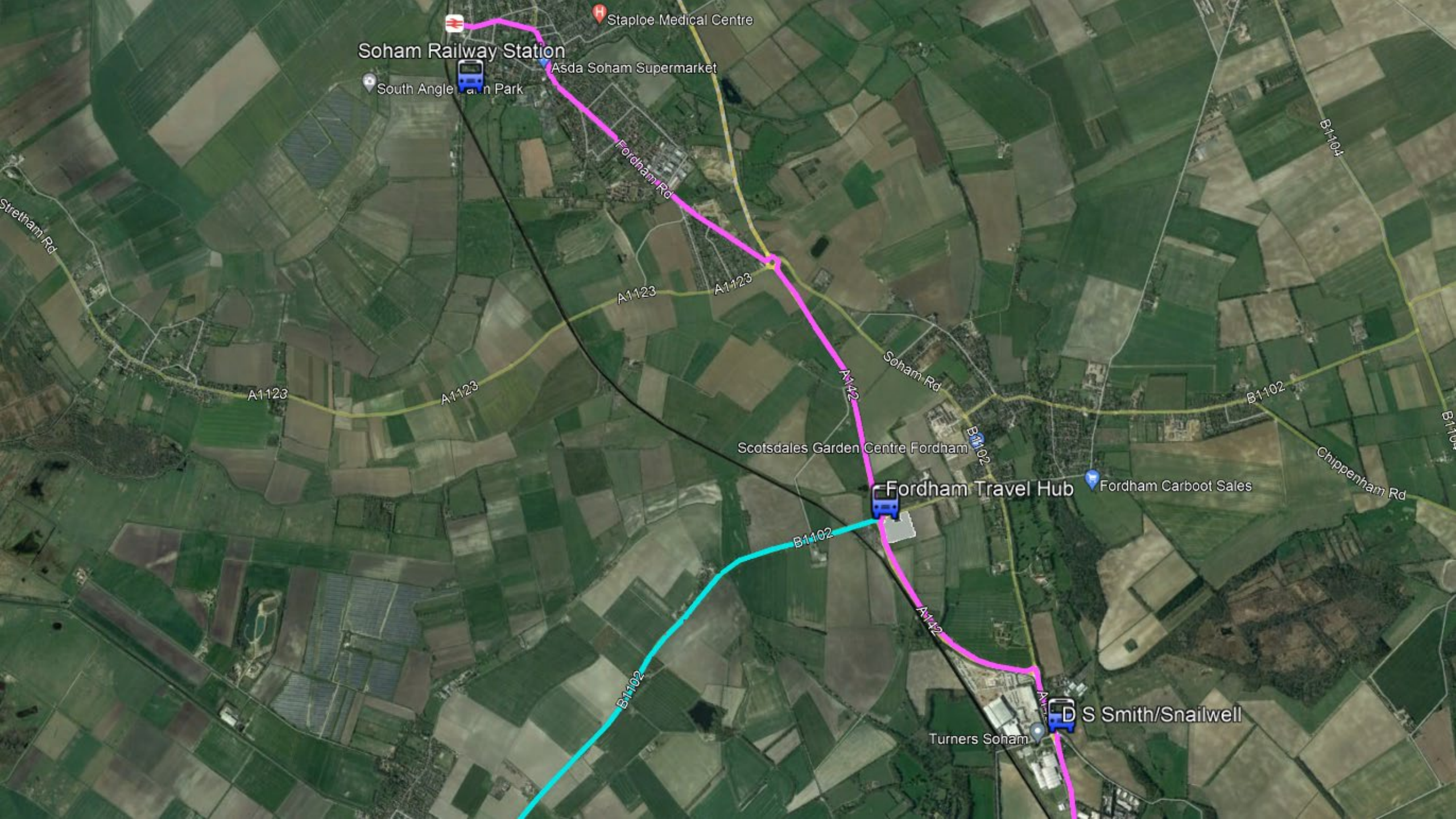
The A to B1102 Proposed Network

PINK LINE – Soham Train Station to Newmarket

BLUE LINE – Burwell/Fordham Hub to Newmarket Road P&R

RED LINE – Bury St Edmunds to Cambridge North via Newmarket and Bottisham





Soham Railway Station

Staploe Medical Centre

Asda Soham Supermarket

South Angle Farm Park

Fordham Rd

A1123

A1123

A1123

A1123

A142

Soham Rd

Scotsdales Garden Centre Fordham

B1102

Fordham Travel Hub

Fordham Carboot Sales

B1102

Chippenham Rd

B1104

B1102

A142

B1102

A142

S Smith/Snailwell

Turners Soham



B & B Building Contractors

Cockpen Rd

A142

A142

Fordham Travel Hub

VKVP Haulage - Fordham Yard

H & F International

B1102

Caravan Services

Ash Rd

Simpson's Nurseries Limited

Williams Driving School (AA Driving Instructor)

B1102 Mail Order Trees

River Ln

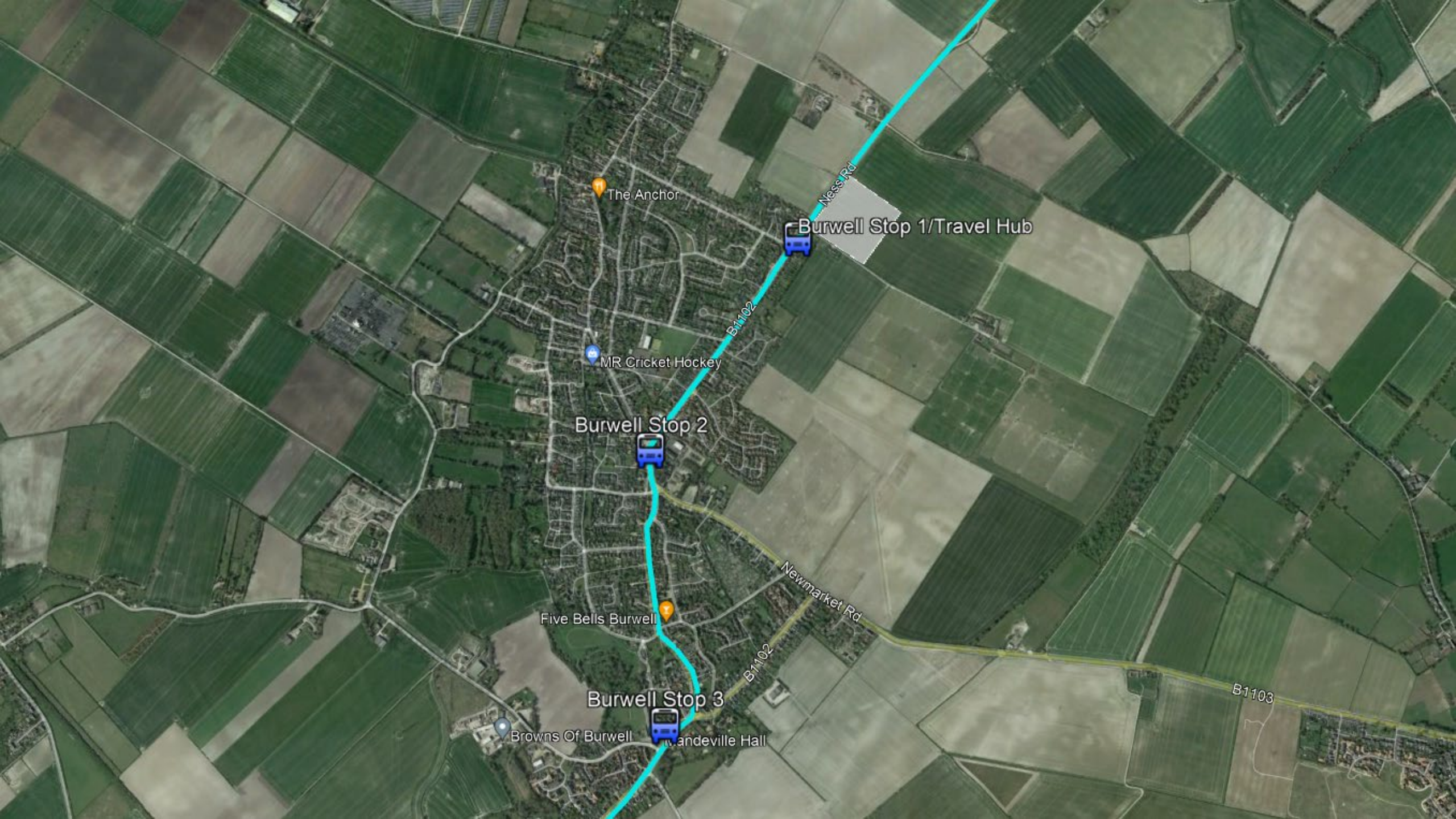
Worlington Riding Club

Newmarket Rd

Dojima Sake

Mill Ln

The Royal B
B11



The Anchor

Burwell Stop 1/Travel Hub

MR Cricket Hockey

Burwell Stop 2

Five Bells Burwell

Burwell Stop 3

Browns Of Burwell

Wandeville Hall

Ness Rd

Newmarket Rd

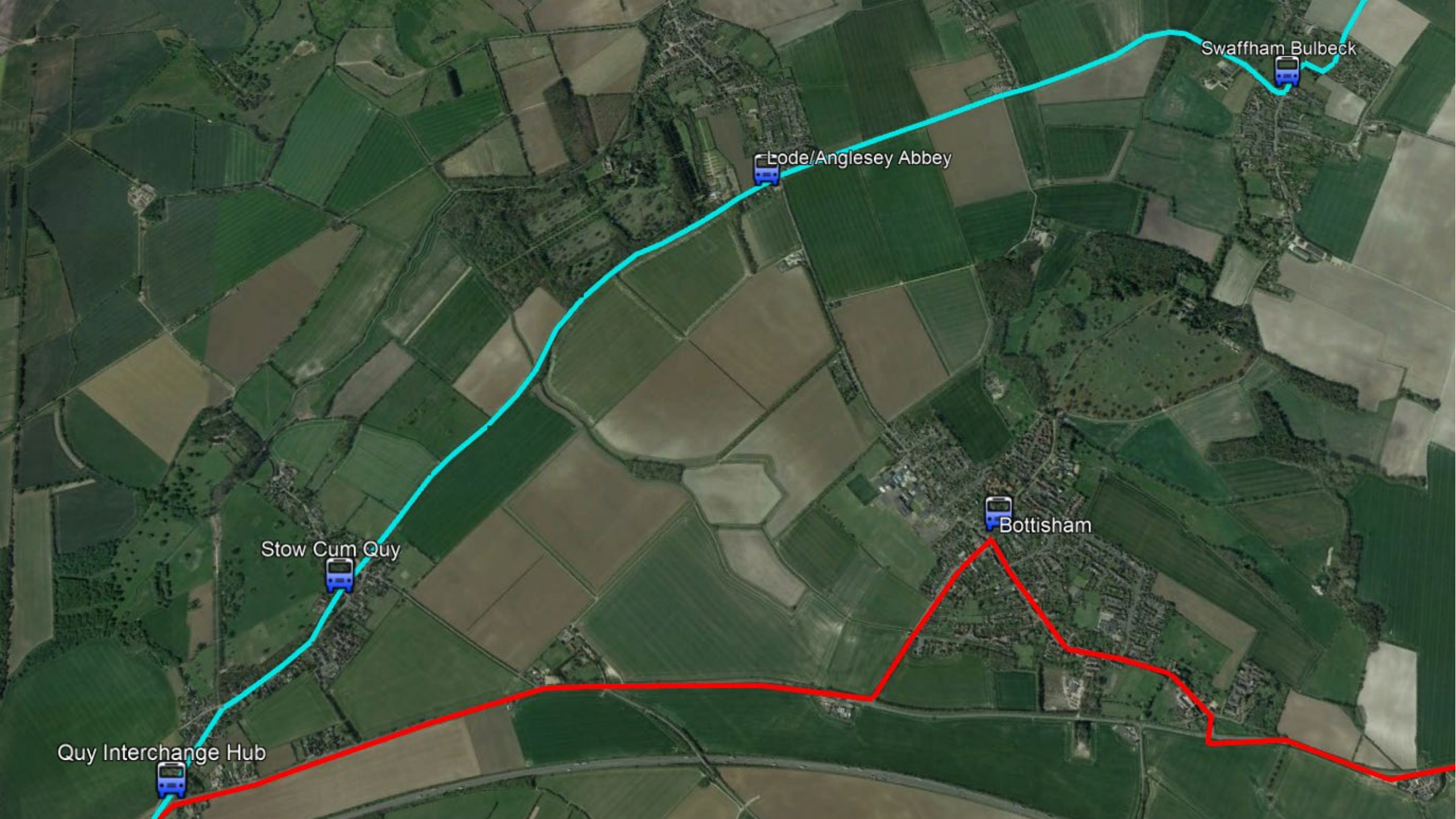
B1102

B1102

B1103

Swaffham Prior Travel Hub





Swaffham Bulbeck

Lode/Anglesey Abbey

Stow Cum Quy

Bottisham

Quay Interchange Hub

The A to B1102 Proposed Network

Quy Interchange bus stop at the church – could service Anglian Water works as well as allowing interchange between Bury St Edmunds to Cambridge North station and also Soham to Newmarket Road P&R

Science Park/Cambridge North Station



Newmarket Road P & R



Cambridge City Airport



Stow Cum Quy



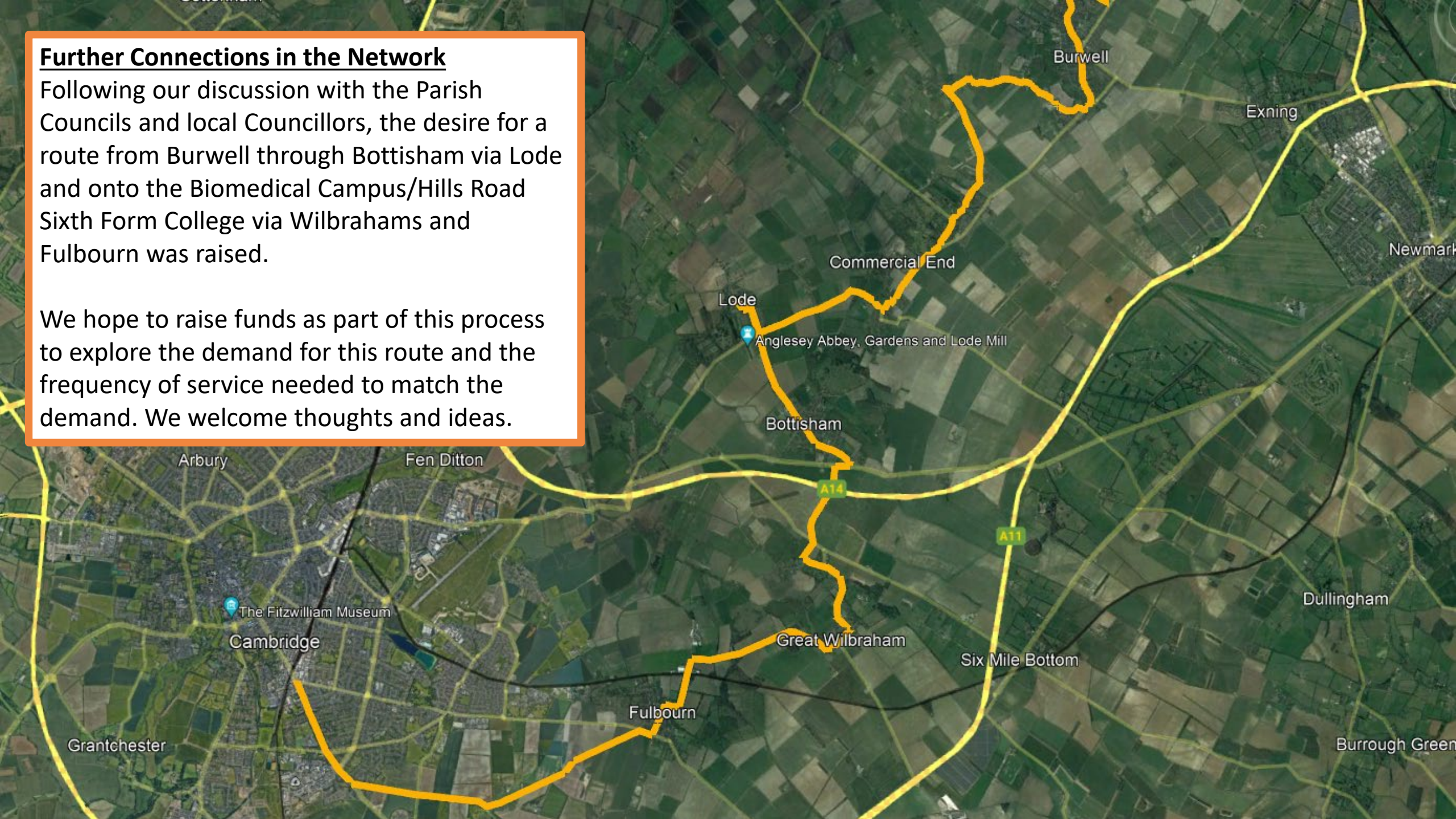
Quy Interchange Hub



Further Connections in the Network

Following our discussion with the Parish Councils and local Councillors, the desire for a route from Burwell through Bottisham via Lode and onto the Biomedical Campus/Hills Road Sixth Form College via Wilbrahams and Fulbourn was raised.

We hope to raise funds as part of this process to explore the demand for this route and the frequency of service needed to match the demand. We welcome thoughts and ideas.



Envisaging a Travel Hub



Travel Hub – concept explained



