

Tanya Sheridan
Director – Greater Cambridge City Deal
City Deal Team, SH1311,
Shire Hall, Castle Hill,
Cambridge, CB3 0AP

Date 10th October 2016

Dear Tanya

City Deal 8 Point Plan consultation: response from the University of Cambridge

I am writing on behalf of the University of Cambridge in response to the City Deal consultation to tackle peak-time congestion in Cambridge. The University welcomes the focus on this area and the City Deal ambitions.

The University is a major employer in Cambridge, and around half of our staff commute in to the city. Peak-time congestion therefore has an impact on our productivity, the health and well-being of our staff, and the environmental quality of our operational sites.

The University recognises that changes to the way people travel are dependent upon the provision of realistic opportunities for walking, cycling and public transport, and improvements to the use of technology. Transport networks surrounding Cambridge are often at capacity during peak times so solutions will need to be far reaching and not just shift the issues to the periphery of the city and/or to more localised hotspots in the outlying towns and villages.

The University is supportive of bold actions that support real change and we believe that a number of the City Deal proposals go some way to enacting this change and are therefore to be embraced. However, we do object to the Workplace Parking Levy (WPL), for reasons outlined in paragraph 4 below.

The following paragraphs provide more details concerning the individual 8 points.

1 - Better public transport

The University welcomes further investment by the bus companies to improve reliability and journey times which are linked to key interchange hubs across the city including the new Addenbrooke's station.

To support these improvements the University would welcome a collaborative and strategic approach to public transport delivery to include: route planning, interchange and technological solutions for ticketing, intuitive information and journey planning.

The University is committed to improving bus services and has itself invested in the new Universal bus services. There is potential for the network of commercial bus services to develop as growth in the City

Greenwich House
Madingley Road
Cambridge
CB3 0TX

Tel: 01223 337806
Email: Jason.Matthews@admin.cam.ac.uk
www.admin.cam.ac.uk/offices/em

continues and as measures to tackle congestion are implemented. This should include the identification of interchange hubs for people, services.

From our own experience, ticketing and poor quality information are barriers to using public transport. The University would welcome a collaborative approach to ticketing across operators and modes of travel, with one ticket and one payment from origin to destination. In addition, information regarding journey and travel options can be confusing and the University would welcome a collaborative approach to information provision and access to information.

We are all aware that congestion is not limited to the city centre or to vehicular traffic. The University looks forward to receiving more details concerning improvement to the existing park and ride (bus and train) sites and facilities to enable interchange between all modes.

The University would also be keen to better understand how the City Deal propose to work with Network Rail and train operators to ensure the rail infrastructure is improved to cope with proposed increases on services already at capacity at key times of the day.

2 - Better cycling and walking

The University would welcome improvements to walking and cycling networks to connect residential, business, leisure and transport hubs/interchanges across the city and with surrounding towns and villages.

To support this we would hope that the plans include improved infrastructure such as cycle parking and lockers provided at park and ride sites and railway station interchange. All park and ride sites should support park and cycle.

3 - Peak-time congestion control points (PCCP)

The University is supportive in principle of traffic controls through the use of PCCP. More detailed information is required, however, to assess the operational impact on our sites and on key services including security, maintenance and the emergency veterinary service. The use of ANPR is welcomed to support free flowing traffic and improvements in air quality.

We are, however, concerned about the effect that current traffic control points have in funnelling traffic from the west and the south into central Cambridge, with significant impacts along Trumpington Street, Pembroke Street, Downing Street and Tennis Court Road, which has a harmful effect on a number of University sites in central Cambridge relative to severance, air pollution and conflict between people and vehicles. This area has the potential to create quality urban realm to support the promotion of cultural facilities including a number of University museums.

We would therefore welcome a review of the current arrangements and identify how traffic levels on Trumpington Street, Pembroke Street, Downing Street and Tennis Court Road can be reduced substantially.

4 - Workplace Parking Levy (WPL)

The University accepts that a revenue stream is needed to support the wider City Deal objectives of enabling growth and reducing traffic; however, we do not accept that the WPL is the best solution to achieve that and therefore do not support the introduction of the WPL into the City for the following reasons:

- WPL is a revenue generating tool rather than a travel demand management tool. It is unlikely to result directly in modal shift or reduced congestion as the scheme has demonstrated in Nottingham.
- The cost impact would not be equitable, targeting only on major employers and excluding a range of other significant peak-time trip generators including parents on the school-run, retail customer car parks, publicly accessible car parks, small employers and (unless removed entirely) on-street car parking. There would therefore be a disproportionate cost burden on major employers. We estimate that the cost to the University could be in excess of £1M p.a., a very significant amount for an educational institution with charitable status.

- The University's existing investment in travel planning measures might need to be diverted in order to meet the WPL costs;
- Alternatively, if the full costs were passed on to staff, a perverse incentive could be created for people to exploit the car parking resource fully, having paid for it.

5 - On-street parking controls

The University acknowledges parking controls as a fundamental aspect of its own and the city's transport strategy in managing all traffic and the choices people make when considering their journey. There should be certainty that non-car transport services and infrastructure can cope with the displacement of vehicles.

6 Smart transport technology

The University supports the use of smart technology and welcomes that this is recognised as part of the solution.

There are a number of technology based solutions linked to transport and the University would welcome consideration by the City Deal in providing the following;

- Intuitive journey planning which guides individuals to the best travel option (origin to destination) based on weather, diary, congestion, time of day, etc.)
- One ticket one payment to include multimodal bundles across all modes inclusive of parking.

7 - Travel planning

The University supports travel planning as a means to reduce car travel in favour of sustainable modes. We are concerned, however, that the implementation of travel plans secured through the town planning process is not subject to adequate monitoring or enforcement. The existing advisory service should be supplemented so as to ensure delivery.

The University would support a service that links travel planning directly to interchange hubs, master planning of key employment hubs (i.e. West Cambridge, City Centre, CBC, Science Park and others) and strategic networks.

We would welcome innovation in travel planning and transport policy. The Area Travel Planning work undertaken with the Science Park appeared to be successful and we would welcome that approach being rolled out to other employment areas.

8 - Public space and air quality

The University supports the City Deal's ambition to make improvements to public space and to air quality. We referred above to the potential of bringing forward urban realm improvements at Trumpington Street, Pembroke Street, Downing Street and Tennis Court Road, to support the promotion of cultural facilities including a number of University museums.

General Comments

The University is committed to supporting the delivery of a new transport system for Cambridge and will work with officers to develop the above proposals in greater detail to ensure that it delivers the required results.

Yours sincerely,



Jason Matthews

