

# A to B1102

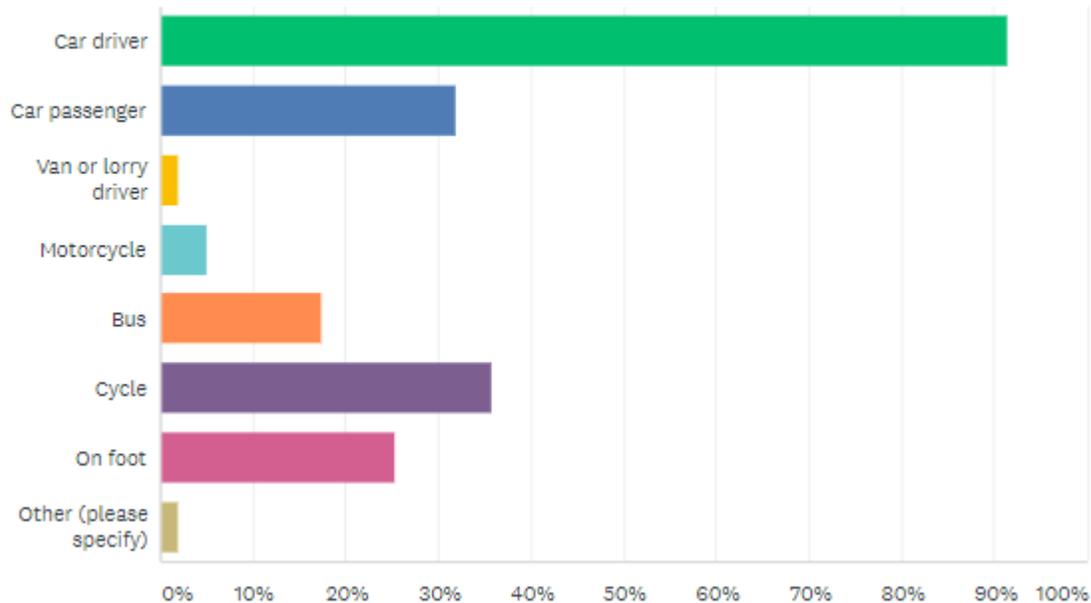
Improving the quality of the lives of those who ride, cycle, walk and live alongside the B1102 by helping residents to campaign for better transport

Traffic Survey Results – December 2020

The survey opened on 17 November and been completed by 202 people to date. Unsurprisingly car use is the usual mode of travel, we managed to reach a broad age range and is reflective of both the working and retired population.

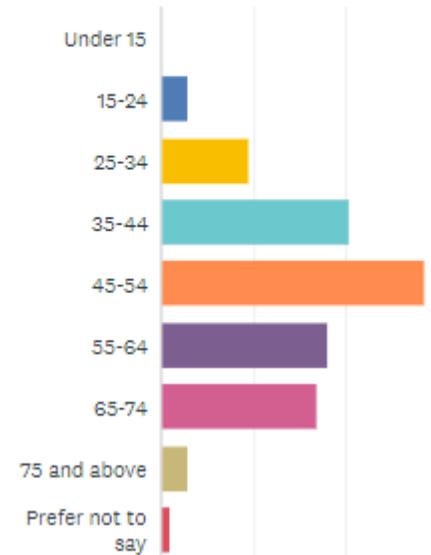
### How do you usually travel in the area? Tick all that apply

Answered: 201 Skipped: 1



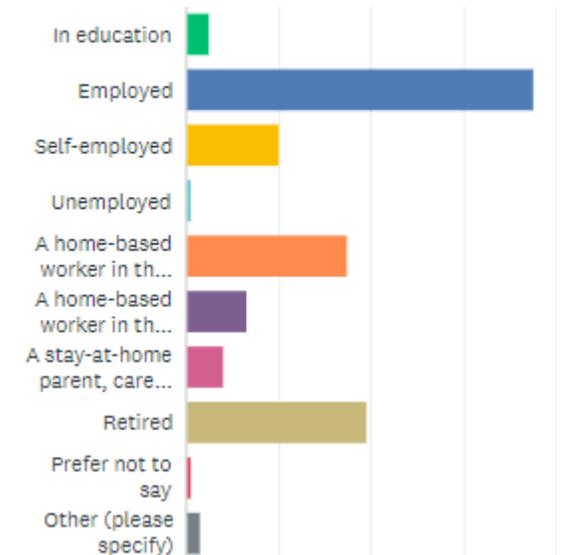
### Please indicate your age range

Answered: 201 Skipped: 1



### Are you:

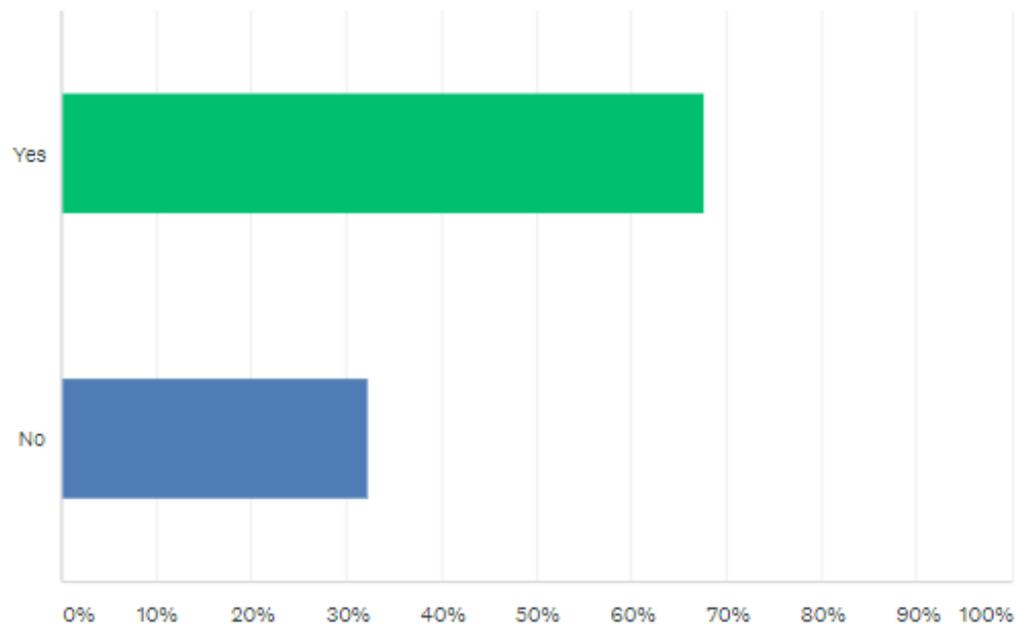
Answered: 200 Skipped: 2



Approximately 2/3<sup>rd</sup> of respondents have taken the No. 11 bus from the villages to Cambridge or Newmarket with around 1/3 never having taking the bus. Frequency of buses and longer operating hours were the main key factors to encourage greater use of the bus. This is followed by Sunday services and fewer stops. Cheaper fares feature highly as a response in 'Other' – also friendlier drivers and greener, quieter electric buses.

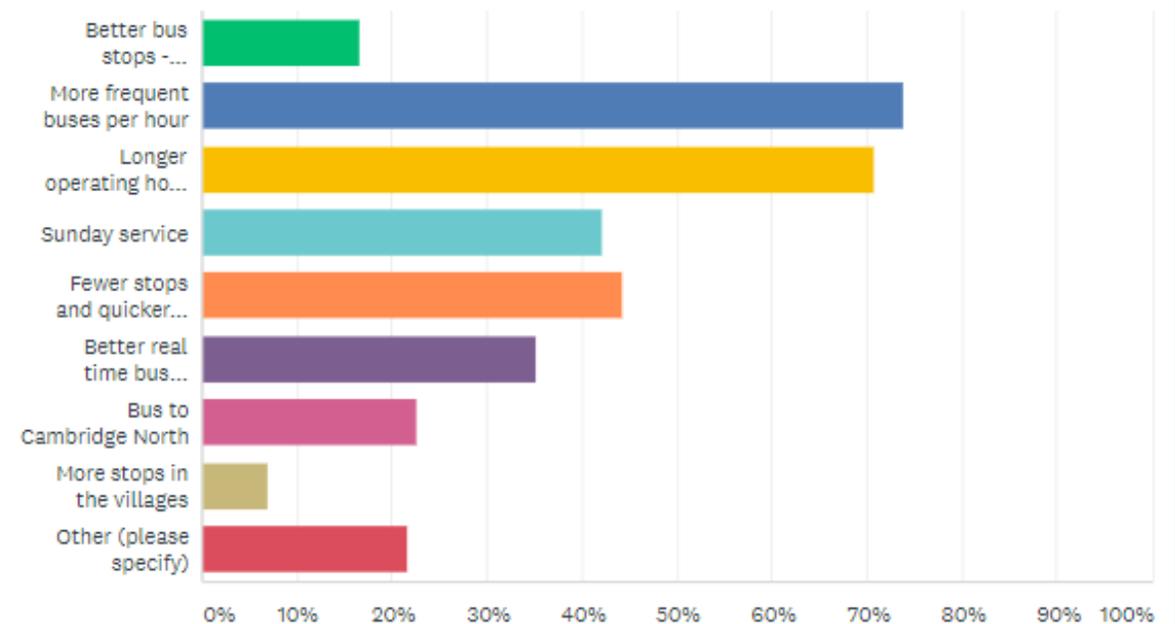
### Have you ever taken the bus into or from Cambridge or Newmarket?

Answered: 201 Skipped: 1



### What would encourage you to take the bus more to Cambridge? (Tick ...

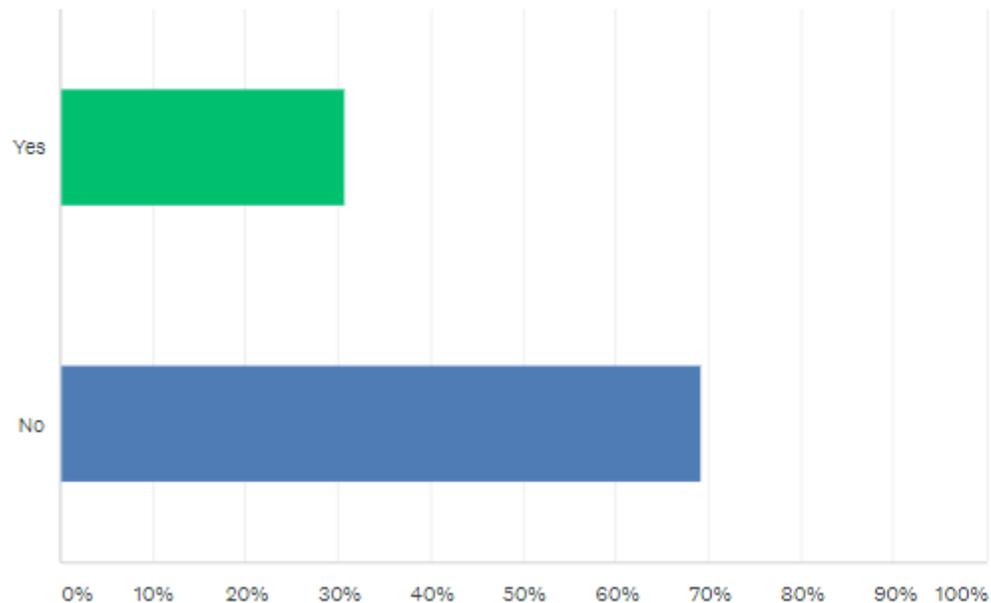
Answered: 199 Skipped: 3



In a reverse of the bus question, 1/3rd of respondents have cycled to Cambridge as a commuter whilst 2/3rds have not. Better, segregated cycleways would encourage some to take to their wheels however a fair proportion still believe they would not cycle. Safe, secure, weather-proof cycle storage and shower facilities at work together with a safer crossing at Quy are specifically mentioned by respondents in 'Other'.

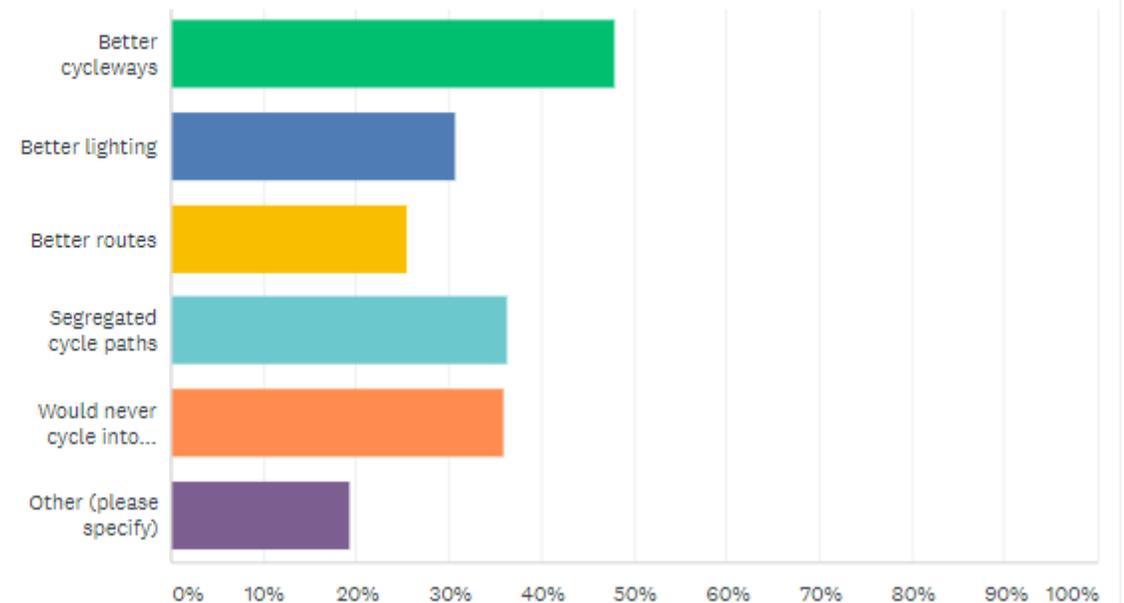
### Have you ever cycled into Cambridge as a commuter?

Answered: 202 Skipped: 0



### What would encourage you to cycle more into Cambridge?

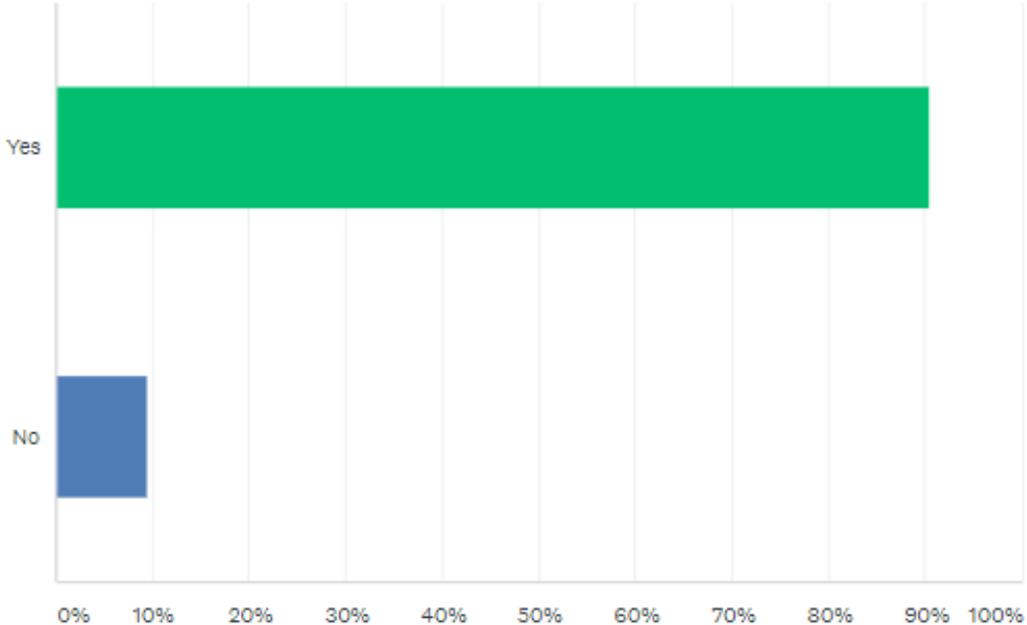
Answered: 192 Skipped: 10



Following on from the bus use response, there is a clear result with respect to the use of the Newmarket Road Park and Ride – over 90% have used the facility. Free parking appears to be key (as shown by the drop off in usage when a charge was previously trialed) together with longer hours of opening, greater frequency of buses and tap to pay on buses (which is offered but not many people are aware). Using the P&R as a true transport hub to reach other locations around Cambridge was a strong message in ‘Other’ together with the need to have traffic free access i.e. no long queues as experienced now.

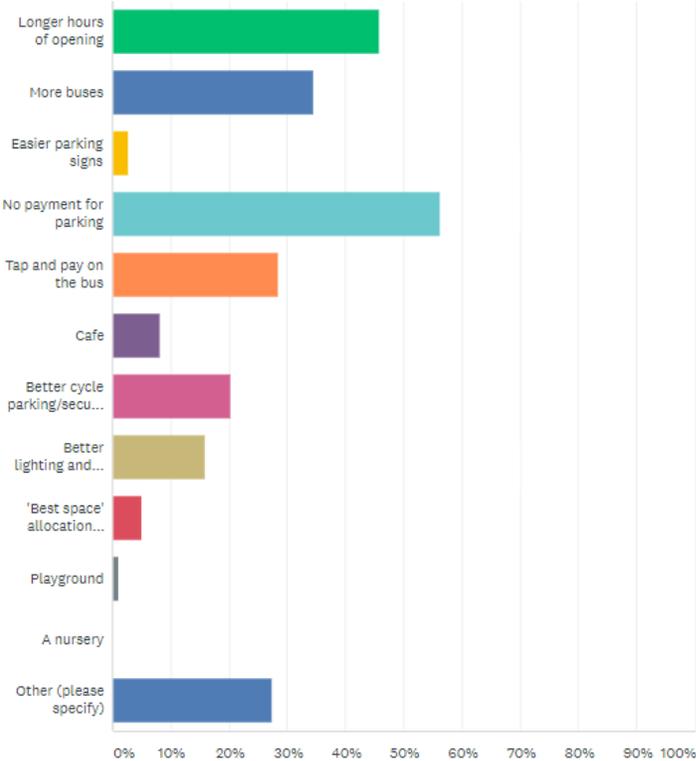
### Have you ever used Newmarket Road Park and Ride?

Answered: 201 Skipped: 1

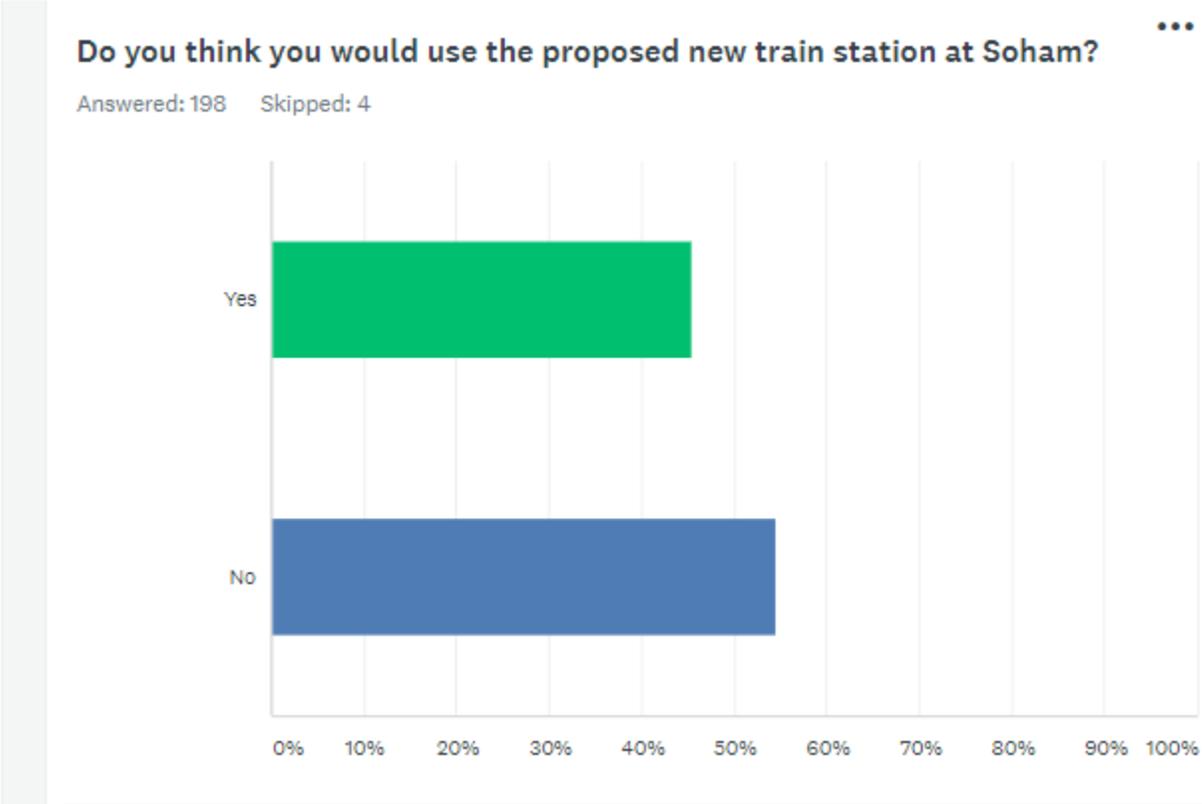
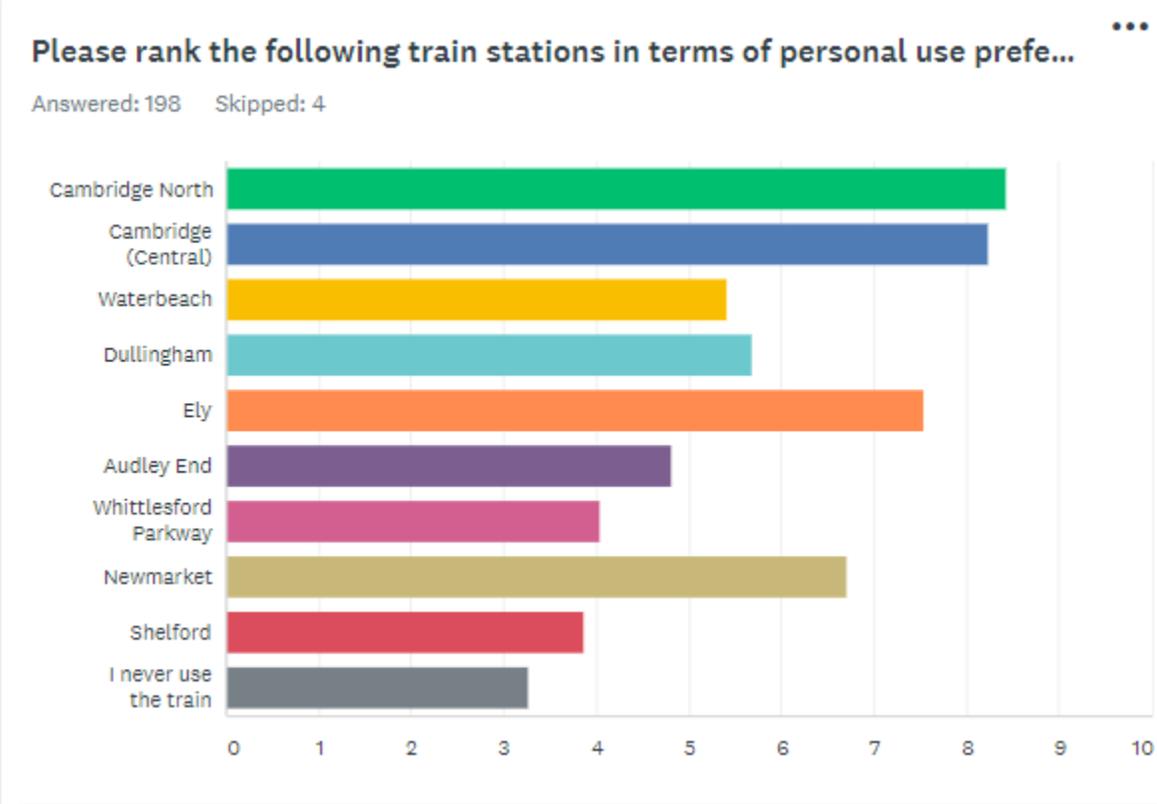


What would encourage you to use Newmarket Road Park and Ride more - either the existing location or a far larger one nearer Quy?

Answered: 183 Skipped: 19



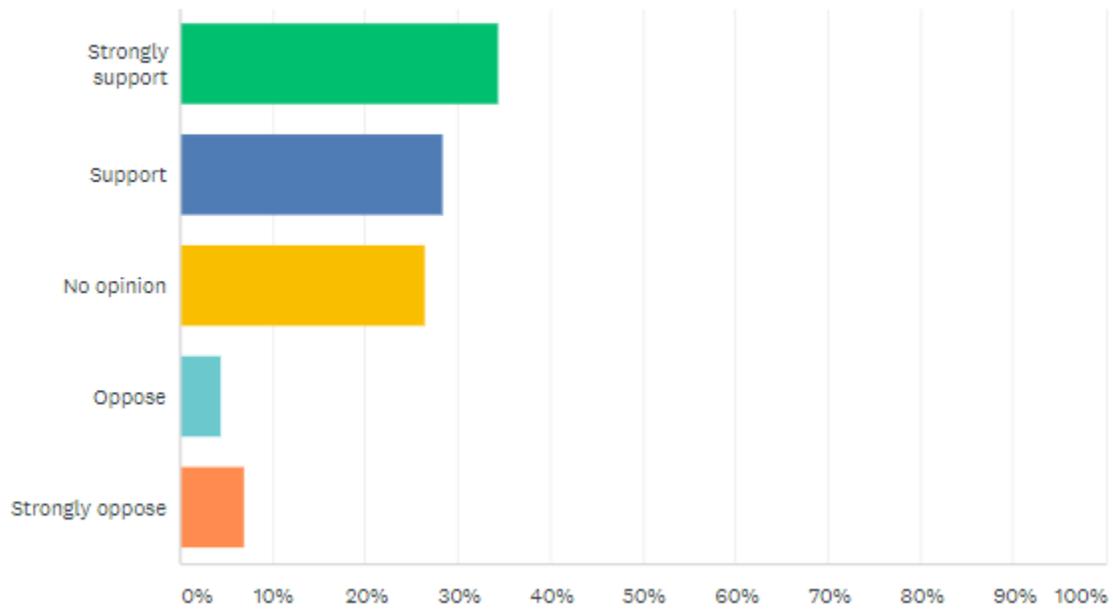
The addition of Cambridge North to the local station offering has seen a rise in popularity, ranking next to Cambridge central station. Ely and Newmarket are still key locations for station use. Whilst possibly not an obvious station over 45% thought they would use the new Soham station. With no bus link or cycle path, it would suggest that people would probably drive to the station therefore car parking will be key for patronage unless these connections are fixed.



The suggestion of the CAM metro received 63% of responses in support or strong support. This suggests that many people are willing to make a modal shift but want a frequent liable service, akin to a tube station or the park & ride where services appear at least within a 10-15 minute window and not once an hour. In reverse there was 52% opposition to the closure of the junction at Horningsea but the 43% lack of opinion suggests possibly a lack of information or understanding of the consequences.

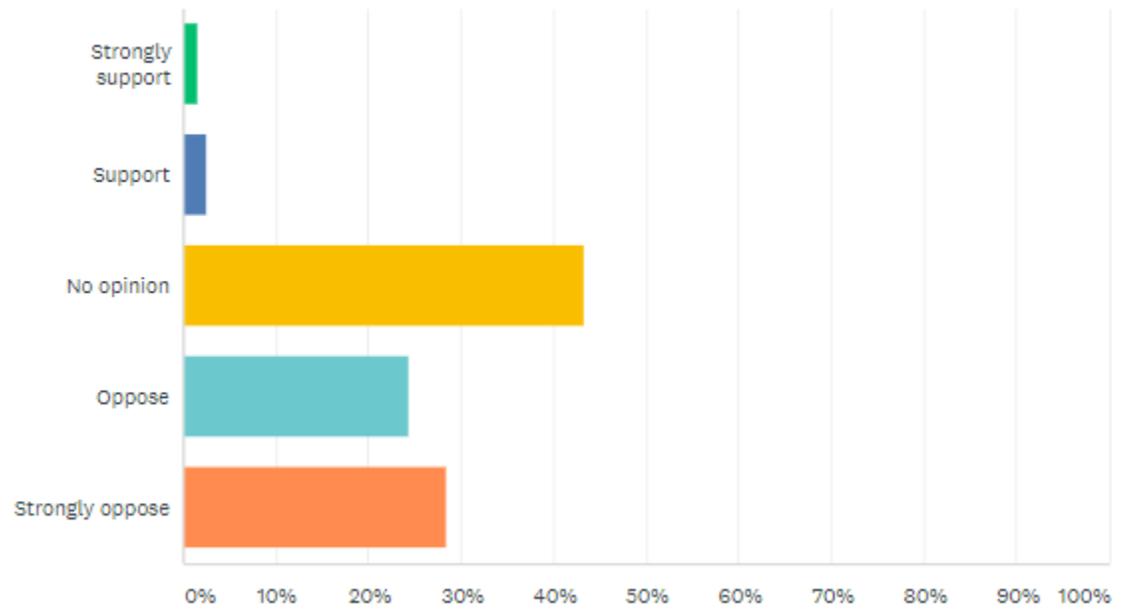
Would you support a CAM metro style busway connecting from Cambr...

Answered: 200 Skipped: 2



How do you feel about the proposed closure of the A14 junction at Hor...

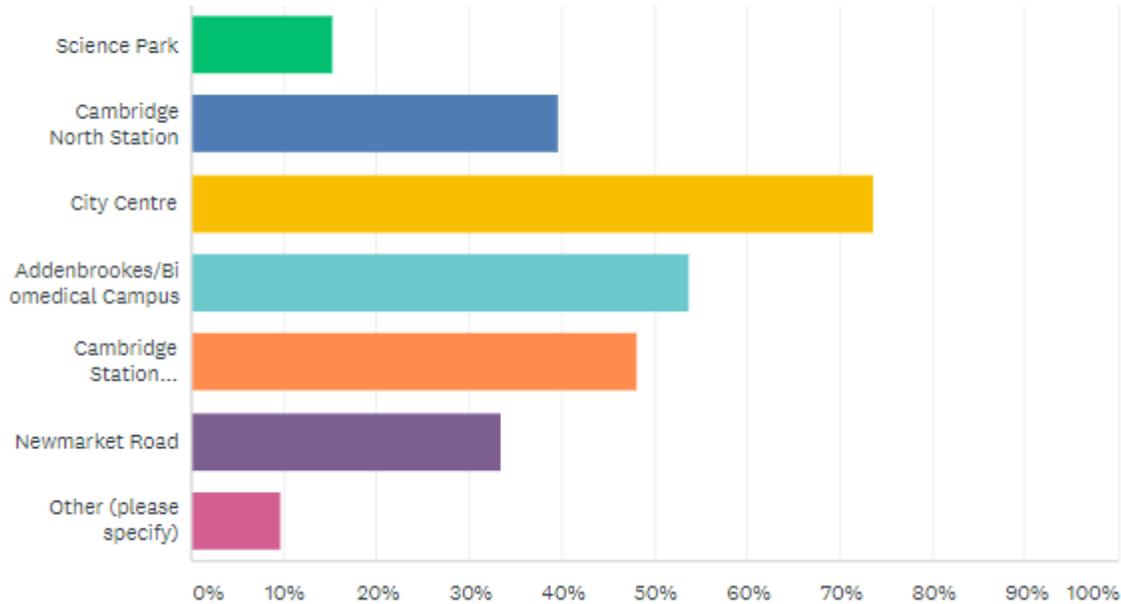
Answered: 201 Skipped: 1



A key question however is really where people wish to go. On its own the City Centre appears to be the major pull, however when the Science Park and Cambridge North are combined, they poll neck and neck with Addenbrookes/Bio-medical campus, with Cambridge Central station close behind. This reinforces the many comments about the need for a hub at the Park & Ride to provide a far wider access to the City via public transport/cycle networks. For many the preference is however still to drive in their own car to the P&R rather than take the bus. For any significant modal shift taking a bus instead would appear to be key to getting our community out of their car, at least in the short to medium term when the much-discussed CAM might appear.

### Where would you like public transport to go after Qy?

Answered: 197 Skipped: 5



### Many of the proposals stop or significantly restrict car access along N...

Answered: 196 Skipped: 6

