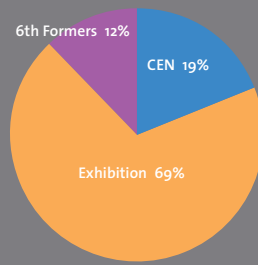


RESPONDENTS TO THE SURVEY

Method of Response



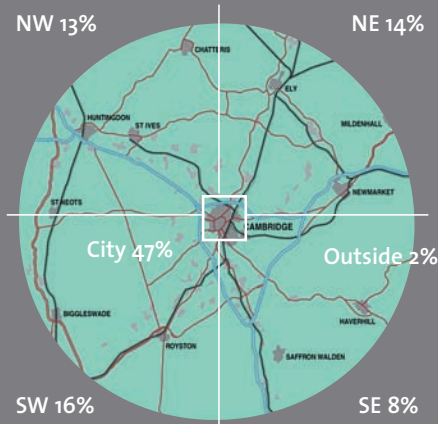
The survey formed part of an exhibition, which was launched in Cambridge's Lion Yard shopping centre before going to the Central Library, Addenbrooke's Hospital and other venues in the region. Using panels, a video and a brochure, the exhibition explained the aim of Cambridge Futures and described the five transport options in detail.

People were also offered the opportunity to comment by filling in a tear-off slip in the local newspaper, the Cambridge Evening News. In addition 38 students completed the survey during a Geographical Association sixth form conference on transport for Cambridge.

326 people completed the survey; 226 of these by filling in a survey form at the exhibition, 62 by filling in the form in the Evening News and 38 students at sixth form college. The Evening News only asked respondents their opinion about the options.

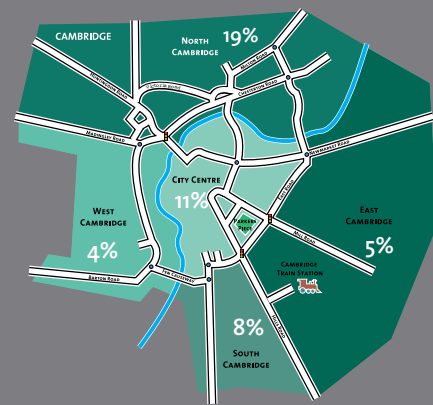
Although many people answering the survey were self-selected, the indications are that they are representative of Cambridge people rather than any pressure group.

We conclude that this is a sufficiently good sample to have confidence that it reflects public opinion in and around Cambridge.



Sub-region

About half of the respondents live in the city and half in the county. All parts of the region are well represented. The distribution is very similar to the previous Cambridge Futures survey in 1999.

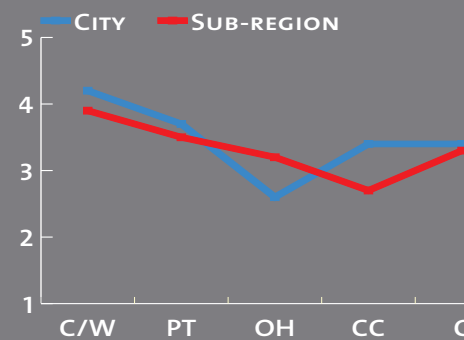


Cambridge

Residents of parts of the city are over-represented by the sample, which reflects both density of housing and patronage of Lion Yard shopping centre and the Central Library, where many of the respondents completed the survey or collected a form.

Effects of residence

Residence does not have as big an influence on people's preferences as one might imagine.

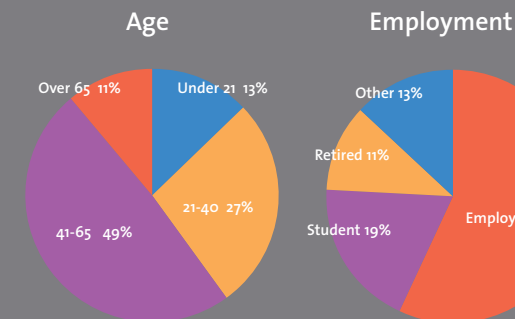


Options

Cycling/walking and Public transport are well liked by people in all areas. Orbital highway marginally more liked by people living outside Cambridge whilst congestion charging is marginally more liked by people living in the city.

Statements

Attitudes are similar regardless of where people live. However, people living in the city disagree more than those living in the region that 'Major road building will reduce car use'.



Effects of age

There is very little difference in preference between age groups.

Options

The 21-40 age group marginally prefer public transport and dislike the orbital highway, while 65+ year olds marginally like the orbital highway option. These differences, although statistically significant, are small.

Statements

There is little difference of opinion with age. 21-40 year olds are more positive about the statement 'If there was high quality public transport people would use it' while 65+ year olds are more positive about 'People needing to live nearer to work and school'.

Effects of employment

There are some small differences between employment groups.

Options

Students like cycling/walking, public transport and the combined option more than average, while the retired favour the orbital option more than average.

Statements

Tourists are the only group whose voting differs. In general they are more pessimistic than residents.

Cambridge Futures

Cambridge Futures is a group of local business leaders, politicians, government officers, professionals and academics who have been looking at options for growth in the Cambridge region. The intention has been to demonstrate the possibilities open to society—and in so doing, to generate informed debate. Established in 1996, it is coming to the end of its second phase of activity which has focused on transport options.

Cambridge Architectural Research

CAR is an independent consultancy which provides specialist advice for the construction industry and design professions and undertakes a broad range of research for policy-making institutions. Founded in 1987 by architects, engineers, software developers and researchers, CAR has established an international reputation for consultancy in Energy and Environment, Building Design and Use, New Media Applications and Risk Management.

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What transport for Cambridge?

Survey Report July 2004

Cambridge Architectural Research Ltd

MAIN FINDINGS

As part of Cambridge Futures 2, a study of transport in the Cambridge sub-region, the views of the public have been sought and analysed. People were asked what they thought of five transport options, and whether they agreed or disagreed with ten statements about the future of the region. People voted in a five-point scale from strongly like to strongly dislike. Some clear messages emerged.

Support for action

People are positive about taking action to reduce traffic and improve transport in the region and are fairly optimistic about the chances of success.

Shared values

There is a high degree of consensus of opinion even when the survey results are broken down by age, employment or home location. There is no evidence of opposing camps and the variations that do exist are differences of emphasis.

Quality of life

People want the benefits of growth without having to sacrifice their quality of life. 57% agree and 24% disagree that 'The region must be allowed to grow'. 71% agree and only 9% disagree that 'Quality of life is more important than economic development'.

Support for cycling/walking and public transport

The dominant message is that transport alternatives to the car must be encouraged. The cycling/walking and public transport options received most support. In the previous Cambridge Futures study of planning options the statement 'More money should be invested in railways and other public transport than in roads' was the most popular.

Orbital highway

There is fairly strong support for a ring road that would reduce cross-town traffic. Marginally more people like rather than dislike the orbital highway option. It was liked by 45% and disliked by 37%. But there is also opposition to new road building. Only 26% agree and 52% disagree that 'Major road building will reduce traffic congestion'.

Ambivalence about congestion charging

People are ambivalent about congestion charging. They accept that it is likely to be effective in reducing car use and city congestion but they don't want to pay. 64% agree that 'Congestion charging will reduce car use' but the option to introduce a congestion charge in Cambridge is liked by only 43% and disliked by 47%.

Combined option

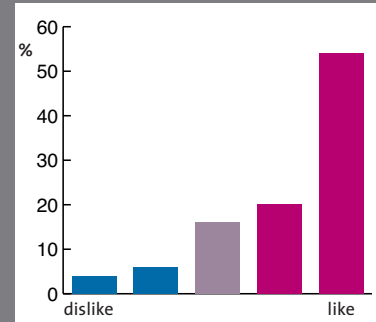
Marginally more people like this option than dislike it. It was liked by 48% and disliked by 33%. Including the orbital option and congestion charging with the other options seems, therefore, to increase public acceptance. Nevertheless many of the people who object to these two options also dislike them when combined.

The popular view

The main support is for proposals that reduce the need to use a car. The majority think that 'If there was high quality public transport people would use it'. They don't think 'Major road building will reduce traffic congestion' but there is some support for the orbital highway. Opinion is polarised on congestion charging but the majority think it would be effective in reducing congestion.

OPTIONS

Option Cycling/walking

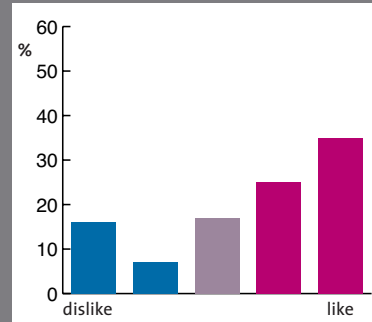


Clearly the preferred option. Liked by 74% of people and disliked by only 10%.

Inference

Given this degree of support better provision needs to be made to encourage more people to cycle as the City expands.

Option Public transport

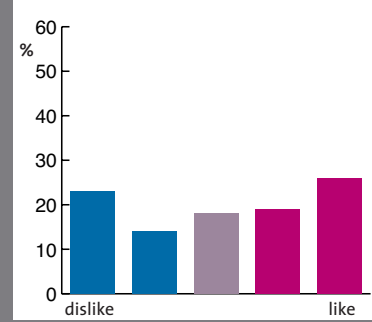


There is also strong support for public transport. Liked by 60% of people and disliked by 23%.

Inference

The preferred solution for reducing car use for longer journeys. In Cambridge Future's previous study in 1999, 86% of people thought 'More should be invested in public transport than in roads'.

Option Orbital highway

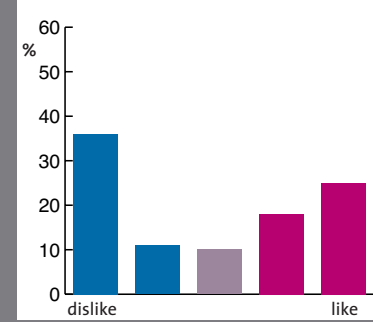


Marginally more people like rather than dislike this option. Liked by 45% of people and disliked by 37%.

Inference

There is some support for a ring road to reduce cross-town traffic but there is also opposition from those who think new roads will quickly fill-up.

Option Congestion charging

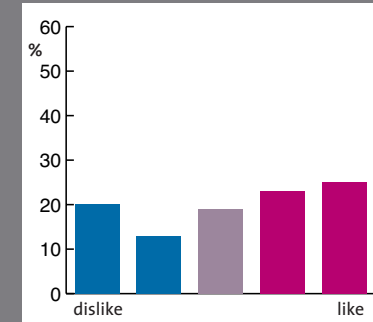


Almost equally liked and disliked. Liked by 43% of people and disliked by 47%.

Inference

Opinion about congestion charging is polarised, yet two-thirds of people believe that it will reduce car use. Opposition must be to paying rather than likely impact on traffic.

Option Combined option



Marginally more people like this option than dislike it. Liked by 48% of people and disliked by 33%.

Inference

Combining the options may reduce opposition, but some people who object to orbital highway and congestion charging also dislike them when combined.

Options described

Five transport options were devised and tested. Using a computer model the outcomes of each option were compared to a base case of Structure Plan commitments for 2016 which involve A14 widening; M11 link to Addenbrookes; guided bus Huntingdon to Cambridge; Chesterton railway station; extension of bus service; improvements to footpaths and cycleways.

Cycling/walking

Extension of cycleways to new development on the edge of the City; introduction of the green ring linking cycle routes around the City; extending the network into the region.

Public transport

Expansion of the guided bus network to east Cambridge; underground interchanges at Drummer Street and railway station connecting routes from north, south and east of the City.

Orbital highway

New highway connecting M11 with A14 on southeast side of City, running in tunnel near Gog Magog.

Congestion charging

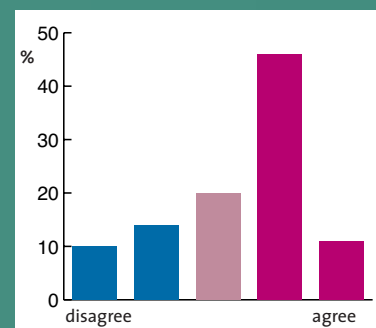
Creation of a charging zone during peak hours 7-10am and 3:30-6:30pm. No charge for cars entering edge locations of park and ride sites and Addenbrookes.

Combined option

All the above.

STATEMENTS

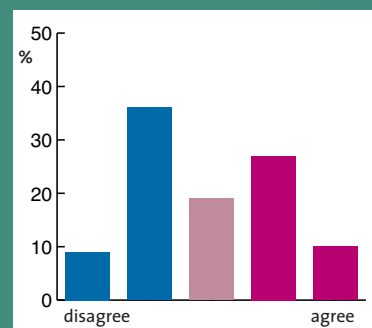
Growth



57% of people agree and 24% disagree that:

"The region must be allowed to grow."

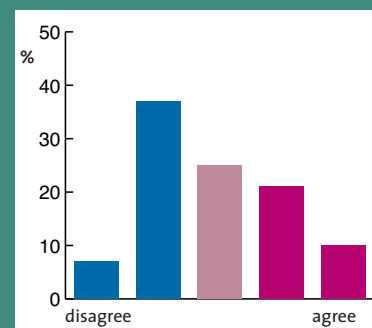
Behaviour



37% of people agree and 45% disagree that:

"Whatever we do Cambridge will end up being congested."

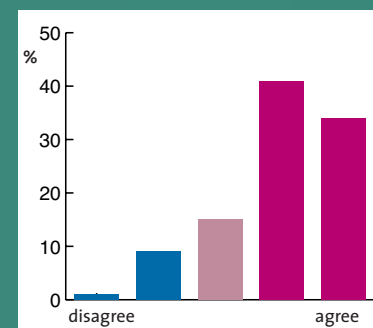
Public transport



31% of people agree and 44% disagree that:

"People will never give up their cars to use public transport."

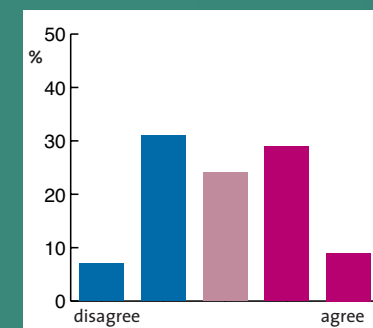
New roads



75% of people agree and 10% disagree that:

"Increased car use will quickly fill up any new roads."

Congestion charging



38% of people agree and 38% disagree that:

"Congestion charging will only have a short-term effect."

Discussion

The ten statements have been arranged in pairs, the top row reflecting a less interventionist and the bottom row a more interventionist approach or attitude.

Growth

Whilst most people (71%) agree 'Quality of life is more important than economic development' over half (57%) also believe that 'The region must be allowed to grow'. Clearly people value quality of life yet many also want the benefits of growth. Traffic congestion is probably seen having a big impact on quality of life.

Behaviour

More people think something can be done to alleviate traffic congestion than think whatever we do Cambridge will end up being congested. But the options are not only seen as transport interventions. Reducing journeys is also seen as an option. Two-thirds of people think that it would be desirable if we lived nearer to work and school so that we could walk or cycle more easily.

Public transport

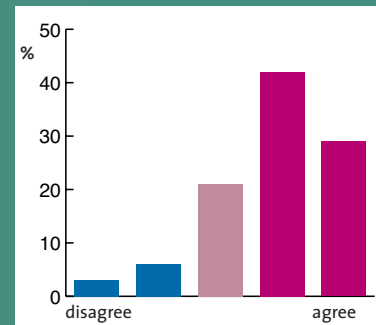
People are very positive about the public transport option. 78% of people think that 'If there was high quality public transport people would use it', while only 31% of people think that 'People will never give up their cars to use public transport'. Given this attitude to public transport, it is surprising that the public transport option didn't receive more support. The option will only reduce car traffic slightly and the public probably realise that without a more comprehensive public transport network, which is unrealistic in Cambridge, many people will not give up using their cars.

New roads

Building new roads is not seen as the solution to congestion. Only 26% think 'Major road building will reduce traffic congestion' while 75% think 'New roads will quickly fill up'. It is perhaps surprising, therefore, that the orbital highway is as liked as it is. Perhaps ring roads are seen as an exception.

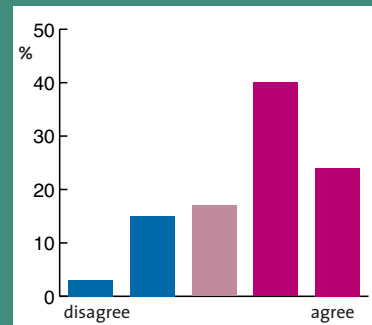
Congestion charging

Most people think that congestion charging will be effective in reducing traffic. 64% think 'Congestion charging will reduce car use' whilst only 38% think 'Congestion charging will only have a short-term effect'. Given this positive attitude to an untried measure, the relative lack of support for the congestion charging option must mean that people don't want to pay.



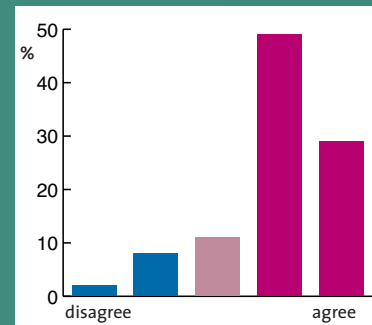
71% of people agree and 9% disagree that:

"Quality of life is more important than economic development."



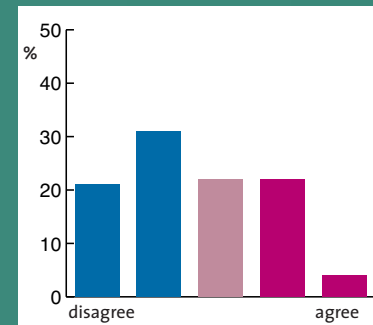
64% of people agree and 18% disagree that:

"People need to live nearer to work and school so they can walk or cycle."



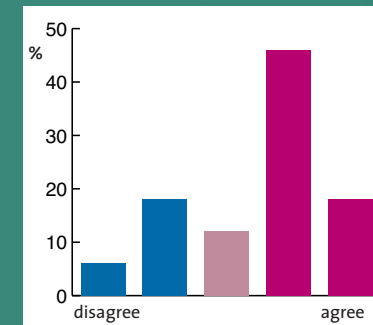
78% of people agree and 10% disagree that:

"If there was high quality public transport people would use it."



26% of people agree and 52% disagree that:

"Major road building will reduce traffic congestion."



64% of people agree and 24% disagree that:

"Congestion charging will reduce car use."