

Local Sustainable Transport Fund

Getting Cambridge to Work

2012—2015 Report

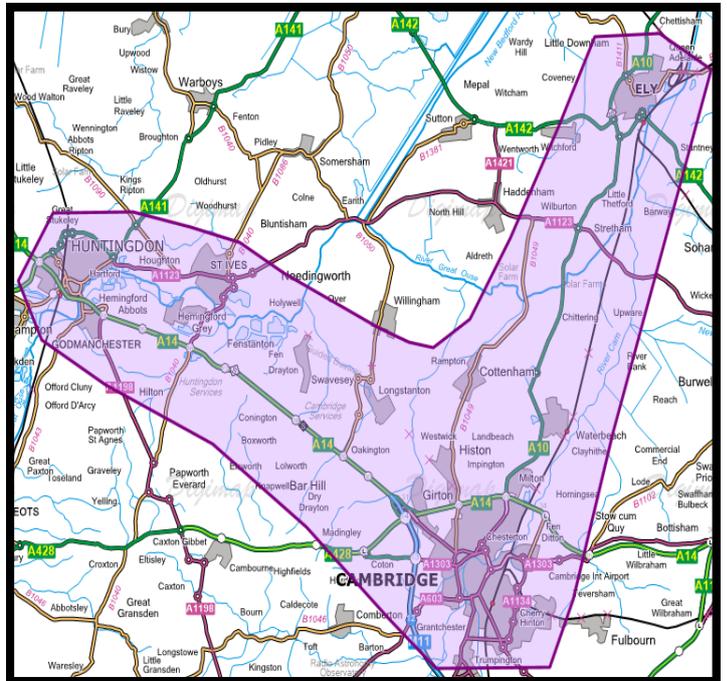
In 2012 Cambridgeshire County Council was awarded £5 million through the Local Sustainable Transport Fund, to spend on sustainable transport projects between the years 2012 to 2015.

The areas selected for funding projects were the main commuter corridors between Cambridge and Huntingdon and Cambridge and Ely. The main aim of the LSTF in Cambridge was 'Getting Cambridge to Work'.

In the first year of LSTF, Cambridgeshire had £1.1m to spend. This increased to £2.4m for 13/14 and finally £1.5m for 15/16.

Cambridgeshire's LSTF programme was divided up into three elements which are:

- ⇒ Improving links to transport interchanges and corridors
- ⇒ Improving links to employment areas and educational sites
- ⇒ Targeted marketing and information



A map highlighting the LSTF areas in Cambridgeshire

This report explains how each element has developed over the three years of funding and details many of the different projects that have taken place.

A timeline of funding runs throughout the report. This timeline includes some of the key achievements in numbers that have been made since funding has been awarded.



April 2012

£5 million awarded
£1.1 million to spend
between 2012-2013



**11 miles of solar
powered lighting**
installed along the
guided busway



22 events in 2012 –
2013 attended by
1,450 employees



CCTV and new and improved **cycle parking** at train stations (**Cambridge and Waterbeach**) and P&R sites (**Trumpington and Swavesey**)

April 2013

£1.5 million to spend by 2014

Improving links to transport interchanges and corridors



New **travel maps** for Ely and Huntingdon.

Funding for this element of the programme was focused on building new routes or improving existing ones. Uptake of sustainable transport can be encouraged by improving the transport interchanges and making walking, cycling and public transport more appealing.

and the Thicket path, which connects Addenbrookes hospital with the Railway.

Public bike pumps were installed along major cycling corridors, including the busway and in the centre of Cambridge. Due to the popularity of the first pump, two more were installed. The public bike pumps are located along the busway at St Ives and Swavesey; and in the centre of Cambridge near the tourist information office.

For those who travel by bus, a number of bus stops were improved. Not only does this help bus users, but it also encourages more bus use. Real time information was made available at some bus stops, and in others better seating was installed.



Bike-It officers helped over **20 schools**

Solar powered cats eye lighting was installed along 11 miles of the busway. This helps to encourage more night time cycling, especially during the autumn and winter months.

New and improved cycle parking, with CCTV was installed at major transport interchanges, such as Cambridge and Waterbeach Railway Stations, Madingley and Trumpington Park & Ride Sites, and Swavesey Busway stop.

Pedestrian and cycle routes along major transport corridors were either introduced or improved. This included a new cycle way between a small residential area in Trumpington and the Busway,



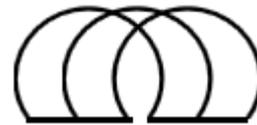
Real time information installed at **Longstanton** and **St Ives** P&R



136 companies taking part in the **Cycle Challenge**



1km long and 2m wide walking and cycle path along the A10 from Milton to Landbeach created



210 new cycle spaces installed

Improving links to employment and educational sites

The aim of this element of the programme was to improve links to major employment hubs to make it easier for people to travel to and from work in a variety of different ways. By offering grants to companies and organisations, £45,000 of match funding was generated in the first year.

New infrastructure links were created to join St Ives East with St Ives Business park, and a shared use path was created along the A1096, providing commuters with more sustainable ways to travel to work.

Around 50 employers have become members of Travel for Cambridgeshire. As a member, employers are offered travel plan support, development and maintenance services. Along with a range of sustainable travel discounts such as money off bicycles, accessories and clothing, discounted cycle training and money off rail travel.

Over 3000 individuals took part in the Cycle Challenge in 2014 and 2015. Funding helped to deliver the third and fourth cycle challenges in Cambridgeshire. The challenge was open to businesses in the LSTF corridors and offered prizes from cinema tickets to meals out.

The programme Bike It ran in over 20 different schools, helping to teach children the skills they need to cycle safely on the streets. Not only does this help to ease traffic congestion in peak times, it also helps to keep children fit and healthy.

Schools were able to take part in the Sustainable Travel Accreditation and Recognition for Schools (STARS) scheme. To do this they have to create and implement a travel plan which they are then graded on. At least 43 schools have signed up to STARS thanks to LSTF funding.

62 employer travel plans created



11 events for the **Festival of Cycling**



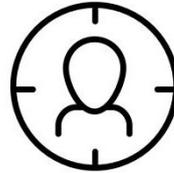
8,400 households in Ely targeted with **Personalised Travel Planning**



May 2014
£2.4 million to spend by 2015



953 active cycle challenge users



12,760 residential households targeted with Personalised Travel Planning



Additional funding gained for the year 2015/16!

Targeted marketing and information



29 children involved in pedestrian training

This element of the programme aimed to help provide people with the information that they need to use sustainable transport and infrastructure that is available to them.

The LSTF has been able to support over 35 employer events within the LSTF area. These events have involved Dr. Bike and try-out sessions. The Festival of Cycling events also took place in 2013 and 2014. These events provided the public with a chance to have a go on a velodrome, play on a pedal-powered scalextric and a vintage bike demonstration.



43 schools taking part in STARS

Personalised Travel Planning was a major part of this programme. 11549 households in the LSTF area had a conversation with travel advisors to discuss alternative and more sustainable ways to travel. Since having a conversation with travel plan advisors, there has been a 10% reduction in car use in Huntingdon, Godmanchester and St Ives. In Ely, 8% of participants said that they would make a sustained change.

Information was improved at Park & Ride sites, with real time car park counters being installed at Longstandon and St Ives Park & Ride sites. A variable messaging sign was installed at St Ives Park & Ride to provide information about the transport network to motorists, allowing them to make an informed decision about their journey.



37 bus stops improved

New Active Travel maps were created for Ely and St Ives, Huntingdon and Godmanchester that combine walking, cycling and public transport information into a simple format. Travel materials were given out at events and on request to provide the public with information with new ways to travel in their local area.

Due to the success of the 2012-2015 LSTF projects, Cambridgeshire County Council has been awarded further funding for the 15/16 financial year. This funding will focus on three new areas; the A10 corridor, the A428 corridor, and the town of Wisbech in north Cambridgeshire.