6. Improving the Transport network

This section details what methods the Strategy will use to reduce the negative impacts of transport on the environment and people who live, work and travel through East Cambridgeshire. It looks to combat the key challenges in the district in line with the strategy polices.

The passenger transport network

The passenger transport network will connect major engines of growth along our main transport corridors, and the effects of congestion will be limited on the wider transport network. From a user perspective it will operate as a single system, whatever the combination of modes that are required to complete a journey. The need for interchange would be minimised, but where required, connections will be straightforward and timely.

We will work with developers to provide advice regarding passenger transport provision in new developments and to ensure connections with interchanges and hubs. Furthermore, the strategy will help to ensure that new developments make a contribution towards the passenger transport network.

Advances in technology will be utilised to ensure information about travel options is easily available. New and improved technology and broadband services will enable faster and simpler ticketing and booking systems to be in place. This may be particularly useful for communities in rural areas to access Community Transport services. Technology may also reduce the need to travel and could facilitate people working from home.

It should be noted that this Strategy does not focus on the detailed operational issues of the passenger transport network in the district. The County Council works with partners and passenger transport operators to develop and improve passenger transport networks across the district and further afield. In more rural areas such as East Cambridgeshire it is less economically viable for commercial bus operators to run services. The County Council does support a number of services with a subsidy, however the funding available to subsidise services is ever decreasing. The County Council works with partners including local communities to ensure that subsidised services are delivering value for money and meeting the needs of local communities best they can. This is done through the work of Cambridgeshire Future Transport. More information is available online http://www.cambridgeshire.gov.uk/info/20051/transport_projects/465/cambridgeshire_future_transport.

Rural transport services

For our large rural areas, the strategy recognises that the private car will often be the most viable option for many journeys. However, for those without access to a private car, the bus and community transport network is vitally important. The strategy will support rural bus services by helping to:

- Develop services designed by local communities that meet their needs;
- Ensure services provide better value for money;
- Better integrate health, education and social services transport.

It will result in locally led tailored transport solutions, in conjunction with the commercial bus network, which are appropriate to the area and meet the needs of local communities; there will not be a one size fits all approach to rural bus services. This flexible approach will enable the implementation of appropriate transport provision in rural areas, which could comprise of:

- Better local connections to main bus corridors and / or Park and Ride services;
- Demand Responsive Transport (DRT) such as Dial-a-Ride, including timetabled services at peak times;
- Taxi sharing schemes;
- Community / voluntary car schemes (more information community transport is provided below);
- Traditional bus services.

Alongside this approach, the following priorities have been set for rural areas:

- Working with service providers to be innovative in the way services are delivered locally, recognising that it is not simply about providing a transport service but as much about where, when and how the service is provided based on need.
- Reviewing local bus services when major developments come forward.
- Rural interchange sites on main bus corridors, with high quality waiting facilities, cycle parking, car parking (as appropriate to the site / service), stopping space for local community transport and taxis.
- Improved access to the rail network through new and enhanced cycle routes, increased cycle parking, pedestrian enhancements and bus links / interchanges
- Enhanced rail frequencies and more stops at rural stations.
- Making better use of technology and increasing broadband coverage to provide improved travel information and booking services for transport.

Total Transport is a cross sector approach to the delivery of supported public road passenger transport schemes. Its purpose is to integrate transport services to become more economically efficient with resources. The County Council undertook a scoping consultation within East Cambridgeshire in early 2016 to determine people’s views on the scheme which will include replacing the existing system with a revised network of fixed bus routes, largely based around school journeys, and a new flexible minibus service, whilst continuing to support a social car scheme.

There are a number of different community transport schemes available in East Cambridgeshire. More information regarding them is available online. The two main type of community transport available in the district are: Dial-a-ride services which provide a door to door service to dial-a-ride members and Volunteer car schemes which offer organised lifts to those needing to make essential journeys where no suitable public transport services exists.

22 [http://www.cambridgeshire.gov.uk/news/article/456/total_transport_set_to_change_the_way_we_travel](http://www.cambridgeshire.gov.uk/news/article/456/total_transport_set_to_change_the_way_we_travel)
23 [http://www.cambridgeshire.gov.uk/info/20123/community_transport](http://www.cambridgeshire.gov.uk/info/20123/community_transport)
The rail network

There is great potential to achieve further increases in rail travel. To achieve this we will:

- Build the case for opening new railway stations and railway lines, and for improvements to existing stations;
- Support Network Rail / Department for Transport (DfT) plans for improved rail frequencies and faster journey times;
- Support new track infrastructure, electrification of existing railway lines and the provision of enhanced rolling stock;
- Improve sustainable access to railway stations e.g. cycle routes, footways, bus routes and cycle parking facilities.
- Engage with rail operators as improvements are brought forward through franchise agreements.

Image of track between Ely and Soham courtesy of Network Rail
There are a number of key rail schemes included in the action plan of this Strategy and a short summary of the key schemes and the current position of these is given below.

In November 2015 the Hendy Review\(^2\) was carried out. Sir Peter Hendy was appointed to review the Network Rail enhancement programme to 2019 and re-plan it. The majority of projects will go ahead for delivery by 2019. The review states that no projects have been cancelled although some may be delivered after 2019.

\(^2\) [https://www.networkrail.co.uk/Hendy-review/](https://www.networkrail.co.uk/Hendy-review/)
The Hendy Review highlights which projects are going to be delivered in Control Period 5 2014-19 and those that will be delivered in Control Period 6 2019-24.

Projects to be delivered in Control Period 5 in East Cambridgeshire are:

Kings Lynn to Cambridge 8 car - the Hendy Report states the following: “Network Rail is undertaking development on a scheme to allow the lengthening of peak time services on the Cambridge to Kings Lynn corridor from 4 to 8 car length to tackle overcrowding and will report back to DfT on costs and programme for delivery in spring of 2019.”

Projects to be delivered in Control Period 6 in East Cambridgeshire are:

Ely North Junction- the Hendy Report states the following: “This scheme will be delivered now in CP6 to allow co-ordination with safety critical level crossing works nearby. Despite this Network Rail is aware of the strong aspiration of the DfT and local user groups and MPs to see improvements to services on the Cambridge to Kings Lynn corridor as soon as practicable.”

And Ely to Soham Doubling- to increase capacity for freight on the Felixstowe to Nuneaton route.

The Soham Station Project is currently being developed by the County Council and East Cambridgeshire District Council. Network Rail have been commissioned the carry out a GRIP 3 Options Selection Study- which will select a preferred option for the station. This is due to concluded in early 2017. Alongside the Options Selection Study the business case for the station is being developed.

It should be noted that to achieve the full benefits and to increase rail capacity in the Ely area there are many interdependencies between the projects mentioned above. Network Rail are currently reviewing this to ensure that projects are delivered in the most effective way. Work carried out to date has highlighted that the Ely North Junction and associated Ely Area Capacity Enhancements are vital to bringing forward improved train services – (passenger and freight).There are a number of other rail infrastructure improvements which require Ely North Junction to be in place otherwise this junction will remain a key constraint, and the full benefits of other infrastructure improvements will not be realised...

The Ely North Task Force, made up of local authorities and other key organisations, is working to bring forward these improvements as soon as possible. The benefits that the Ely North Junction and Ely Area Capacity Enhancements would be seen much more widely than just East Cambridgeshire.

There are a serval smaller stations within East Cambridgeshire- Dullingham, Kennett and Shippea Hill the County Council will continue to work with Train Operating Companies and Network Rail- to ensure that the needs of rail travel at these stations are met and to lobby for improvements in both services and infrastructure at these stations.

The cycle and pedestrian networks

Greater levels of walking and cycling are critical if existing traffic problems are not to be exacerbated and investment in the cycle and pedestrian network is therefore one of the key investment priorities in this strategy. The benefits of walking and cycling reach much further than simply keeping additional vehicles off the road; walking and cycling contribute to the health agenda, and can provide those without access to a car or a good public
transport service to take advantage of opportunities to access employment, training and other essential services.

We will look to increase the levels of walking and cycling trip in East Cambridgeshire:

- Increase walking and cycling levels in Ely and its hinterland by enhancing and adding to the current networks.
- Develop the cycle network in and around Ely, providing greater opportunity for cycling to replace the use of the private car for more trips into the city.
- Provide greater opportunity to walk and cycle in Soham and Littleport by enhancing their pedestrian and cycle networks, with higher quality links to more key destinations.
- Enhance or develop rural cycle and pedestrian networks around key destinations in the rural area such as village colleges, larger village centres, major employment sites, doctor’s surgeries, and transport hubs on the main transport corridors, especially through improvements to PROW.
- Develop a comprehensive longer distance cycle network across the district.
- To enhance cycle parking provision across the county, recognising that the lack of secure areas to park a bicycle can be a deciding factor in the choice to cycle.
- Ensure that developments in all areas of the county provide high quality linkages into existing pedestrian and cycle networks, and to key destinations where new links are needed.
- Identify and tackle local barriers to walking and cycling such as missing links, unsuitable provision, difficulties crossing the road and lack of cycle parking facilities

We will seek to raise the standard of provision so that walking and cycling will be a more obvious choice for many more medium and longer-distance trips, for either the whole or part of the journey.

Where possible we will seek to segregate cyclists from general traffic, particularly on the main transport corridors and on busier rural routes. However, there are areas where road provision will be the most appropriate solution for cyclists. In practical terms, there is a
balance between usability, convenience, traffic and safety concerns that needs to be considered. Safe but inconvenient off-road routes are often not well used.

Photo – On-road cycle lane at junction of Downham Road / Egremont Street, Ely

**Walking and Cycling for Leisure and Public Rights of Way**

Providing access for leisure purposes is vital for improving the local economy, promoting health and mental wellbeing as well as enabling community cohesion. By providing conveniently located off-road routes for walking and cycling, access for leisure as well as for employment and services will be promoted.

A number of key visitor areas are located around East Cambridgeshire, which when paired with enhanced pedestrian and cycle access and Smarter Choices could lead to more visitors arriving by foot or other sustainable modes for all or part of the journey. East Cambridgeshire is primarily a rural district, which naturally lends itself to providing access to green spaces for leisure purposes, particularly through the good network of PROW provision already in the district. Despite this percentage of PROW with Bridleway status or higher is lower in the East Cambridgeshire than in other areas of the UK, even though East Cambridgeshire has one of the strongest equestrian communities in the UK. Therefore, in order to provide suitable access for all user groups, we will work to increase the number of Public Rights of Way (PROW) with Bridleway designation in East Cambridgeshire.

The County Council Rights of Way Improvement Plan (ROWIP) provides a list of possible solutions to the challenges faced and a future programme of improvements for PROW across Cambridgeshire. The TSEC will help to implement these and tackle the specific challenges in East Cambridgeshire by:
• Improving and extending routes, and completing missing links, especially between communities.
• Increasing the number of PROW with Bridleway status or higher.
• Working with land owners to formally designate new routes.
• Considering equestrian needs during scheme development.
• Ensuring that new communities formed through the planning process are linked into the existing PROW network, and that these links are of the same status.
• Promoting the funding opportunities which can ensure that existing routes around new developments are upgraded to allow access for walkers of all abilities.
• Ensuring that any new infrastructure improvements are considered on a site by site basis to cater for local needs and preferences.
• Providing safe alternative routes to access the current PROW network.

We will help promote recreational travel in East Cambridgeshire:
• Promote walking in the countryside through publicity and joint projects including guided walks and organised events.
• Seek cycle parking opportunities at key sites, especially alongside the development process.
• Promote cycling routes through publicity, education and events.
• Provide cycle training opportunities for school age children and adults.

The strategy recognises the importance of the Cambridgeshire Local Access Forum as an independent advisory body which works with the County Council to improve enjoyment of the Cambridgeshire countryside whilst safeguarding its future. More information on the Cambridgeshire Access Forum is available online25.

The road network

This strategy does not generally prioritise major increases in capacity for car trips, and reflects that the provision of additional road capacity along some of our major transport corridors would be difficult or impossible to match with additional capacity within Cambridge and the market towns. Nonetheless, there are a number of areas on the strategic and primary route network that require measures to be introduced for capacity reasons, with a particular emphasis on longer distance trips. These include:

• The A14 Trunk Road in the south of the district, including junctions 37 and 38
• The A10 connecting Cambridge, Ely, Littleport and Downham Market
• The A142 connecting Chatteris to Newmarket via Ely
• The A1123 which offers a connection for villages in the district to Huntingdonshire.

In the more sparsely populated or remote areas of the county, the car will be the mode of choice for all or part of many trips. However, new and upgraded transport interchanges – railway stations, park and ride, kiss and ride – will encourage more car trips to transfer to the passenger transport network at an earlier stage in the journey. Improvements to the accessibility of those interchanges will also be required and an efficient strategic road network is needed to maintain accessibility for rural populations.

25 http://www.cambridgeshire.gov.uk/info/20012/arts_green_spaces_and_activities/559/local_access_forum
The strategy will support the use of measures which reduce inappropriate through traffic in our towns and villages and encourage all traffic to use the most appropriate route, with a particular focus on Heavy Commercial Vehicles (see below). The strategy will consider measures or mechanisms to keep strategic traffic on the strategic road network.

![Figure 7– Ely Southern Bypass](image)

**Freight movements and Heavy Goods Vehicles (HGVs)**

The efficient movement of road and rail freight is essential to our economy and prosperity, with the demand for goods continuing to increase over the next 20-30 years. This will lead to increased freight traffic.

East Cambridgeshire is a largely rural district, therefore heavy agricultural vehicles and machinery are commonplace on local and strategic roads. While the use of these heavy vehicles is vital for the successful operation of farms, the size and weight of the vehicles can impact on the quality of the road network and road verges.

Road freight and the use of inappropriate routes can have considerable impacts on villages in the county. It can lead to localised congestion, noise, vibration, and poor air quality, and can significantly impact on people’s quality of life, health and well-being. Particular issues arise when these large vehicles attempt to negotiate small roads through villages, which were not built or designed to withstand road freight, in order to have a shorter journey. This is a problem in several villages in East Cambridgeshire; most notably, the villages along and linking to A1123, such as Sutton, Wilburton and Haddenham,

This Strategy supports the transfer of more freight onto the rail network, and the improvements being made to the line between Newmarket and Peterborough through East Cambridgeshire as part of Network Rail’s Felixstowe to Nuneaton (F2N) route improvements. This work will allow for a quadrupling of rail freight traffic through the county, and remove some pressure from the A14 Trunk Road, which would otherwise take much of this traffic. Schemes to remove level crossings on the A142 at Ely address the
local impacts of increased use of the rail network and show the strong commitment of the local authorities to the better use strategic rail freight link.

We will take all available measures and continue to work with freight operators to ensure the use of the most appropriate strategic routes for road freight. This will involve avoiding local village routes where HGV’s do not have a legitimate reason to travel along that road. The Strategy aims to minimise and mitigate the environmental impact of HGVs and address safety issues for all users of the network. The strategy will also need to balance the needs of local communities and haulage operators.

Cambridgeshire County Council has a HGV Policy\textsuperscript{26} which aims to balance the needs of local communities with the requirements of lorry operators. It explains that the police are responsible for the enforcement of weight restrictions and the difficulties with restricting HGVs from using the road network. The process for implementing an HGV restriction is outlined. Such a restriction is currently being investigated in the Sutton – Earith – Aldreth – Wilburton diamond area.

The Cambridgeshire County Council HGV policy also includes the Cambridgeshire Advisory Freight Map\textsuperscript{27}; we aim to better manage HGV traffic by giving freight companies information on appropriate routing when planning their journeys. In addition, as part of planning agreements we will work with the operators and the District Council to ensure that all new planning permissions involving general haulage HGV operation secure a s106 agreement where necessary which encompass routing and time of day agreements, which ensure that freight operators are using the most appropriate routes for their journeys and minimising impacts on local communities.

In order to promote a proactive approach a Covenant between local communities and Commercial Vehicle Operators in Cambridgeshire to reduce noise, pollution and increase safety is being supported by Cambridgeshire County Council. The document, originally created by ‘Community Roadwatch’ in December 2015 and adapted for local use by the County Council in February 2016, has been developed for the benefit of local parishes and community groups who were concerned by the impact lorries and other large vehicles were having on their villages.

Local parishes and community groups are free to use the document as a template and tailor it to meet their specific requirements in discussion with local hauliers. The Covenant, which hauliers are invited to sign, sets out an agreement covering what communities will expect from haulage companies and their drivers and what they will do in return. If this Covenant could be promoted to new planning applicants this could assist in the businesses taking a more proactive approach to addressing concerns about HGV movements which raised frequently by local residents in the county. The HGV Covenant is available on the County Council’s website\textsuperscript{28}.

We will also explore the use of faster broadband and improved ICT to improve freight efficiencies, logistics and fleet management. And we will also work with operators and the

\textsuperscript{26}http://www.cambridgeshire.gov.uk/info/20081/roads_and_pathways/113/heavy_vehiclesabnormal_loadson_the_road
\textsuperscript{27}http://www.cambridgeshire.gov.uk/downloads/file/87/cambridgeshire_freight_map
\textsuperscript{28}https://www.cambridgeshire.gov.uk/residents/travel-roads-and-parking/roads-and-pathways/heavy-or-abnormal-loads-on-the-highway/
police to encourage the fitting of vehicle tracking systems which assist enforcement of routing agreements, speed limits and good driving practice.

Air Pollution, Noise and Vibration

The above have been mentioned in other parts of the strategy but a summary and links to the parts of the strategy where the above are mentioned are provided below. The County Council understand that transport can have a negative impact on both the local and global environment. Examples of these negative impacts include- poor air quality, noise and vibration.

Air quality is mentioned in more detail in other places within the Transport Strategy- these are- as a Strategy Objective, “reducing transport’s contribution to air quality emissions- as Policy TSEC 16- Air Quality- improve air quality. Air quality is also mentioned in the Transport and Health section and in more detail in Appendix 1 Transport and Public Health.

The County Council will continue to work with the District Council who have a responsibility to monitor air quality to investigate options for monitoring air quality across the district investigating areas that are most likely to experience poor air quality. Poor air quality is particular harmful to young children, elderly people and those with existing health problems. It also has a negative impact on biodiversity and the built environment. More information on air quality is available on the District Council’s website. Air quality in Cambridgeshire is included as a topic by the Cambridgeshire and Peterborough Pollution Group which acts as a forum for discussion on the policy and strategy development on pollution issues, in the context of environmental health, pollution monitoring, promotion and enforcement across the county.

The below Figure 8 shows Trends in annual Mean Nitrogen Dioxide Concentrations measured at Diffusion Tube Sites 2006-14. It is taken from the ECDC- 2015 Updating and Screening Assessment- June 2015.

29 https://www.eastcambs.gov.uk/pollution/air-quality
Figure 8 Trends in Annual Mean Nitrogen Dioxide measured at Diffusion Tube Sites 2006-14 Note: Sheriffs Court is in Borough Green.

Noise

Noise from traffic is dependent on a number of factors including: the amount or mix of vehicles on the road, vehicle speeds, road surface and other factors. Traffic noise is made up of both engine noise and tyres on the road. The impact of this noise on the listener dependents on distance from the source of the noise and the characteristics of the environment between the source and the listener.

There are a number of ways that traffic noise can be reduced. The first is to reduce the amount of traffic on the road in question, changing the vehicle mix can normally reduce the
number of HGVs can help to reduce noise. If these two aspects are not possible changing the road surface and removing defects like potholes and crack can assist with reducing noise. The County Council will work with the District to manage traffic noise in the district. The map below indicates the annual average noise level for 16 hour period between 0700 and 2300. The Department for Environment and Rural Affairs (DEFRA) published strategic noise maps that give a snapshot of estimated noise for major road and rail source in England in 2012. This data was developed as part of the implantation of the Environmental Noise Directive\(^{30}\).

![Noise Map](https://example.com/noise_map.png)

**Figure 9 Noise Map, LAeq, 16h: indicates the annual average noise levels for the 16-hour period between 0700 – 2300 2012 Source: Extrium Ltd\(^{31}\)**

**Vibration**

Vibration and the effect that they have on people and buildings and people is technical and complex. The impacts that vibration can have on people and buildings varies greatly. Vibration from traffic is almost always caused by heavy vehicles such as lorries and buses. The condition of the road surface and speed seem to be factors that affect vibration. Road maintenance and the speed limits are usually have the greatest impact in managing traffic related vibration. Research indicates that vibration from road traffic is unlikely to cause

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\(^{31}\) [http://extrium.co.uk/noiseviewer.html](http://extrium.co.uk/noiseviewer.html)
structural problems to fairly robust building. The management of freight and HGVs in East Cambridgeshire will help manage the vibrations caused by traffic in the district. The correct loading of vehicles can also help to reduce the vibration for HGVs.

Improving Road Safety

In Cambridgeshire the number of collisions involving car occupants, motor cycles and pedestrians which have resulted in people being killed or seriously injured has generally decreased since 2005. However the number of collisions involving pedal cycles has slightly increased.

In 2015, 8% of the total combined Cambridgeshire and Peterborough casualty record occurred in East Cambridgeshire. This equates to a total of 198 casualties, 8 of which were fatal and 34 were serious.

As part of the Cambridgeshire and Peterborough Road Safety Partnership (CPRSP), we consider every death and life changing injury on Cambridgeshire and Peterborough’s roads or to a Cambridgeshire or Peterborough resident as being one too many. The impact of accidents is devastating for everyone involved and impacts last for years past the event, both physically and psychologically, and it is recognised that the social and economic burden of road casualties is felt much wider than just those immediately involved in the collision. As such, working towards a safer road network is one of the key objectives of the strategy.

The CPRSP has produced a 5 year strategy which details the vision to prevent all road deaths across Cambridgeshire and Peterborough and to significantly reduce the severity of injuries and subsequent costs and social impacts from road traffic collisions. The following groups have been identified as the key priorities for intervention at the outset of this strategy:

- Collisions involving young people
- Collisions involving pedal cycles
- Collisions involving motorcycles
- Collisions on rural roads (including inappropriate speed)

As part of this partnership we will work to improve road safety in East Cambridgeshire to achieve the three targets adopted by CPRSP to achieve this vision:

32 https://trl.co.uk/reports/RR156
33 https://trl.co.uk/reports/RR207
• To reduce the number of people killed or seriously injured (KSI) in collisions by at least 40% by 2020.
• To reduce the number of children killed or seriously injured in collisions by at least 40% by 2020.
• To reduce the number of cyclists and pedestrian killed or seriously injured in collisions by at least 40% by 2020.

This Partnership recognises that social and economic costs of road collisions extends to wider provision not previously associated with typical road safety programmes, such as victim support and rehabilitation and has therefore sought a new model for the delivery of a “holistic approach” to road safety. This includes preventing collisions, particularly through road safety campaigns including initiatives such as BikeSafe and Drive to Arrive; as well as analysing data and reducing the impact of collisions.

We will also help ensure that school age children can access schools safely and sustainably through the development of School Travel Plans, the aim of which is to reduce car use for school journeys and adopt a more sustainable approach to getting to school by walking and cycling thereby increasing independence, health and fitness. These School Travel Plans enable schools to identify and address problems that often form barriers to sustainable travel to school. Cambridgeshire County Council has signed up to the National Modeshift STARS34 school travel planning scheme. It is the only national accreditation scheme for rewarding sustainable school travel plans.

The CPRSP strategy outlines a number of aims and objectives in order to meet the agreed targets for casualty reduction by 2020. These include:

**Aims**

- To prevent road users from being killed or seriously injured (KSI) through enabling behaviour change, delivering better education and delivering road engineering schemes
- To reduce the social impact of road casualties, at an individual, family and community level
- To reduce the cost to public agencies in dealing with the impact of road collisions including identifying invest
- To undertake targeted road safety enforcement as part of a strategy to reduce KSI’s
- To develop a financially sustainable model of delivering road safety activity across Cambridgeshire and Peterborough

**Objectives**

- To reduce year on year the numbers of people KSI on Cambridgeshire and Peterborough roads
- To support the victims of road collisions and reduce the social impact for individuals, families and communities
- To identify high risk road users and deliver targeted initiatives to prevent collisions
- To identify high risk collision locations and develop preventative measures (including road engineering solutions) to decrease the risk of future collisions

34[https://modeshiftstars.org/](https://modeshiftstars.org/)
• To share data and intelligence across public agencies to prevent future road collisions
• To work across the police tri-force area to identify methods of reducing partnership costs.

The Country Council monitors road accidents to identify high risk locations and routes so funding can be prioritised in the most effective way.

Technology

In East Cambridgeshire, over 13% of people worked from home in 2011\textsuperscript{35}. To build on this, we will make better use of ICT, faster broadband and communications technologies. Adequate broadband, ICT and training is needed to facilitate increased levels of teleworking, helping to reduce the need for personal travel. Furthermore, increased availability of video conferencing will help to reduce business mileage.

Enhanced internet and broadband access will also be important for improving accessibility. For example, the internet is an important channel for matching employers to job seekers. Furthermore, teleworking could be an option for those who would otherwise be unable to access the labour market, for example people with disabilities and carers.

Connecting Cambridgeshire is working to spread superfast broadband across Cambridgeshire, more information on their work can be found at their website: http://www.connectingcambridgeshire.co.uk/

Technology will also be utilised to enhance the standard and availability of information about travel options as well as helping to improve booking options and ticketing systems for passenger transport services, car sharing schemes, and other transport services. Improvements in travel information can enable drivers to make informed decisions and minimise delays.

Technological advances improve efficiency and cleanliness of vehicles whilst providing greener methods of travel. As such, the installation of electric charging points in public car parks will be encouraged.

Influencing travel choices and behaviour

Smarter Choices

The Smarter Choices strategy approach is aimed at influencing the travel behaviour of people that live in, work and visit East Cambridgeshire by providing information on alternative travel options in order to reduce the reliance on private car travel.

Although Smarter Choices measures are identified in this section specifically, behavioural measures have a crucial part to play in order for the full benefits of the wider transport strategy to be realised.

The twin elements of the Smarter Choices approach are:

\textsuperscript{35} 2011 Census
Promoting the different travel options available to people that live, work and visit East Cambridgeshire.

Raising awareness of the positive impacts of travel by sustainable modes.

Smarter choices are measures that aim to encourage environmentally sustainable travel by influencing individual travel behaviour, they can also contribute towards the transition to low carbon living.

For Smarter Choices measures to have the greatest effect, the benefits need to be ‘locked in’ with other sustainable transport initiatives, such as improved walking routes, cycling facilities, bus priority measures and parking controls.

Lack of information often presents a barrier to the uptake of sustainable travel, therefore improving sustainable travel awareness is very important to achieving modal shift, reducing carbon dioxide emissions and improving air quality. Travel awareness campaigns encourage people to consider their own travel behaviour and increase acceptance of the need to reduce car use.

The strategy will build on existing Smarter Choices related programmes that are being rolled out in East Cambridgeshire at present and in the near future:

- The Local Transport Plan (2011-2026) focuses on a wide range of smarter choices including workplace and residential travel planning, raising awareness of the different transport choices available to people, and promoting car sharing and car clubs.
- Cambridgeshire County Council’s Local Sustainable Transport Fund programme (LSTF) set out a range of Smarter Choices measures implemented in Ely. Specifically the programme focused on travel to the workplace. The strategy approach set out in this section will look to build upon the measures programmed for Cambridge.

**Menu of Smarter Choices Measures**

- Workplace, school and residential travel planning.
- Promotion and operation of car sharing initiatives, Car clubs and locally led transport solutions.
- Sustainable travel information and raising awareness.
- Journey planning tools.
- Flexible working initiatives.
- Technology such as electric vehicle charging infrastructure.

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Extract from Ely Active Travel leaflet and map

**Walking & Cycling**

- **How long does walking really take?**
  - For short trips of less than a quarter of a mile (0.5 minutes walk) it will almost certainly be quicker to walk than to drive.
  - People often overestimate how long it will take to get around by foot, but underestimate the time it takes to drive. Research shows that most car trips take 1 minute to go nowhere! This is the time it takes to set the car started, on to the road, find a parking space and then walk to the final destination.
  - Why not try walking to your local shops and see how long it takes you?

- **Walking and cycling are healthy**
  - Walking for 20 minutes burns about 87 calories. Walk 30 minutes a day, 5 days a week and it burns the equivalent calories of approximately 2 chocolate bars! Cycling for 20 minutes at 10mph burns about 95 calories.

- **Menu of Smarter Choices Measures**

  - Workplace, school and residential travel planning.
  - Promotion and operation of car sharing initiatives, Car clubs and locally led transport solutions.
  - Sustainable travel information and raising awareness.
  - Journey planning tools.
  - Flexible working initiatives.
  - Technology such as electric vehicle charging infrastructure.

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Extract from Ely Active Travel leaflet and map
beyond the 2014/15 LSTF period.

- The Travel for Cambridgeshire Partnership\textsuperscript{36} assists developers and employers with developing sustainable and effective travel initiatives including travel plans, cycle training and loan schemes.

\[\text{Travel for Cambridgeshire website}\]

\[\text{The Travel for Cambridgeshire website}\]

- CamShare\textsuperscript{37} is a car sharing service which provides opportunities for people who live or work in Cambridgeshire to share journeys. CamShare operates a website which provides information and opportunities for car sharing. In addition Camshare operates BikeBUDi\textsuperscript{38}, a tool to connect experienced cyclists and those wanting to know the best cycle routes.

- Education on travel options can give people the confidence required to use public transport and similarly can cycle training can give people the confidence to travel by bike.

\textbf{Sharing information}

Timely information using the data we collect can help people plan their journeys or make decisions during their journey that in turn helps make the most efficient use of the network. The County Council has online tools - such as SmartTravel Cambridgeshire\textsuperscript{39} - to help people compare various modes of transport when planning their journey, and to see real time traffic information to help inform the way they travel. These initiatives will continue to play a significant role in the future, as Council services shift towards a “digital first” approach. Such tools can help promote sustainable and well-planned transport, and improve understanding of customer needs.

\textsuperscript{36} http://www.travelcambs.org.uk/
\textsuperscript{37} https://camshare.liftshare.com/default.asp
\textsuperscript{38} https://camshare.liftshare.com/bikebudi.asp
\textsuperscript{39} http://www.smarttravelcambs.co.uk/
In combination with other traffic and weather information, the information the Integrated Highway Management Centre collects can be used to inform people already out on the transport network of any problems or issues in real time. Variable Message Signs (VMS), car park information signs and social media in the form of Twitter all help the travelling public to make informed decisions about their journey, which in turn can help the network operate more efficiently.

Significant investment has also been made into real-time passenger information for public transport. Developing this further, a live traffic webpage will soon become available, that can be accessed easily so that people can be kept up to date on whether they are at their desk or already out on the road.

**Further work to develop the Transport Strategy for East Cambridgeshire**

There are areas where a more detailed consideration of the wider issues raised by traffic growth and route choices on a transport network coping with major growth is needed. Detailed study work will be undertaken in the long term looking at a number of areas, including:

- **Improvements to the A10 between Cambridge and Ely.** The A10 North Study is focused on the corridor between Ely and Cambridge. The objective of the study is to identify transport improvements required on the corridor to meet existing capacity issues and the future likely impacts from major growth at Ely, Waterbeach and Cambridge Northern Fringe East. The study will complete in 2017 and preferred options will be considered by the City Deal Executive Board as part of the Tranche 2 (post 2020) prioritisation for funding from the City Deal. Investigations into the A10 North of Ely to Kings Lynn are also going to take place to look at the economic case for improving this route. This study is expected to be completed in 2017.

- **Working with partners in Suffolk and the Highways England to conduct a review of potential improvements to junctions on the A14,** including but not limited to junctions 37 and 38

In looking at these issues, the strategy will seek to take a holistic view of the areas, recognising that to address individual problems in isolation may lead to greater problems elsewhere. We will seek to avoid interventions that move problems from one part of the transport network to another.

**Funding**

To make best use of budgets, the County Council has produced a Highways Asset Management Strategy\(^\text{40}\) which identifies the approach to maintaining the county’s local highway network including cycle and footways, in order to help deliver the best short and long term outcomes for local communities. The Strategy will be used to inform the highway maintenance schemes that are to be implemented within the Council’s Transport Delivery Plan.

A key challenge for the new strategy will be ensuring that it is achievable within the funding that is likely to be available over time. At the same time, it is important that the needs and

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\(^{40}\) Further information is available on the following webpage: http://www.cambridgeshire.gov.uk/info/20006/travel_roads_and_parking/66/transport_plans_and_policies/4
aspirations of transport users are reflected, as this gives a strong basis on which to seek additional funding and lobby for improvements.

The current funding environment is challenging. It is important to maintain a level of realism over what might be delivered in the current funding environment; but a strategy which outlines a realistic assessment of the needs of the area is necessary. A strategy that is constrained by known funding will not provide the evidence base to support calls for investment. An ambitious strategy is therefore presented, as without this ambitious action plan, investment plans will take longer to deliver.

Funding is a key consideration and it is acknowledged that there are challenges given the current financial climate. However, despite this there is recognition of the need to be clear on aspirations for this area which is one of the highest performing areas in the country, to help secure investment towards transport infrastructure as a key enabler of growth.

**Local Transport Plan funding from government**

The County Council receives Local Transport Plan funding for small scale transport improvements from government. In 2014/15, this funding is likely to be in the region of £5.7 Million for all of Cambridgeshire. However the level of grant funding received from this source is likely to significantly reduce from 2015/16 as money is top sliced by government into the Single Local Growth Fund – see below.

**Funding from development**

The Transport Strategy supports committed and planned growth and as such funding from development will be critically important to help deliver the strategy. Funding from Section 106 of the Town and Country Planning Act 1990 will be used to deliver site specific infrastructure and to improve and mitigate the impacts of growth proposals. This funding can only be used for improvements which are directly impacted by the development.

East Cambridgeshire District Council adopted the Community Infrastructure Levy (CIL) in 2013. This now plays an important part in providing funding for off site development mitigation measures this is a levy that local authorities can choose to charge on new developments in their area. The money raised will help to fund the key infrastructure related to growth, and priorities will need to be established as CIL funding won’t be sufficient to cover the full list of infrastructure requirements.

**Community Infrastructure Levy (CIL)**

CIL is a levy that local authorities can choose to charge on new developments in their area. It was introduced through the Planning Act 2008. The money raised from CIL is used to contribute towards the cost of infrastructure that it will rely upon, such as schools and roads. CIL is charged at a rate per square meter which varies for different locations and development types in East Cambridgeshire.

For schemes to be funded by CIL they have to be listed on a Regulation 123 list, schemes on this list cannot be funded via section 106 planning obligations this is to ensure no duplication or double funding between the two types of developer contributions.

The Regulation 123 list can be reviewed and updated regularly and the inclusion of a project or scheme does not mean there is a commitment of funding in whole or part.

Below is a copy of the East Cambridgeshire CIL Regulation 123 List as of 13.09.2016
<table>
<thead>
<tr>
<th>Infrastructure Type</th>
<th>Category</th>
<th>Project</th>
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<tr>
<td>Education</td>
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<tr>
<td>Sport &amp; Leisure</td>
<td>Strategic</td>
<td>District Leisure Centre</td>
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<td>Transport</td>
<td>Strategic</td>
<td>Soham Railway Station</td>
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<td>Transport</td>
<td>Strategic</td>
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<td>Strategic</td>
<td>Health Facilities</td>
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<tr>
<td>Sport &amp; Leisure</td>
<td>Major</td>
<td>North Ely Country Park</td>
</tr>
<tr>
<td>Health</td>
<td>Major</td>
<td>Staploe Medical Centre Improvements</td>
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<td>Major</td>
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<td>Transport</td>
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<td>Transport</td>
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<tr>
<td>Strategic Waste</td>
<td>Major</td>
<td>Witchford Household Recycling Centre</td>
</tr>
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</table>

Table 6 East Cambridgeshire CIL Regulation 123 List as of 13.09.2016

It should be noted that the table is in no particular order and no priorities have been identified.

More information regarding CIL in East Cambridgeshire can be found online.\(^{41}\)

**Local major scheme funding from Government- Local Growth Fund- Growth Deal**

The majority of major transport schemes (schemes greater than £2m in cost) will be funded through Growth Deal funding. The Local Growth Fund brings together resources to support housing, transport and skills and includes funding for major transport schemes (approximately over £2m). In the GCGP LEP area the Local Growth Fund is managed by the Local Transport Board, which is in the process of becoming the Local Transport Panel. Government Allocated £2bn for the Local Growth Fund across the country for the year 2015/16 to 2020/21.

To gain Local Growth Funding a Strategic Economic Plan has to be developed by the LEP. The Local Transport Board and Local Authorities supported the LEP in creating the Strategic Economic Plan. More information about the Growth Deal, Local Growth Fund and the Strategic Economic Plan can be found on the LEP’s website\textsuperscript{42}. So far there have been two rounds of Growth Deal funding and it is expected that a third will be announced towards the end of 2016. In East Cambridgeshire, Ely Southern Bypass and Soham Station have been allocated Growth Deal funding.

**Other funding opportunities**

The County Council takes a proactive approach to securing funding from external sources towards priorities across the County. Opportunities to fund specific schemes or programmes from Government or from European funding (subject to availability in the future) have and may continue to be available. For example, the Local Sustainable Transport Fund and the Better Bus Areas Fund allocated a total of £6.7 Million to programmes in Cambridgeshire in the three year period to March 2015.

In areas such as rail, where there is an income stream as well as a capital cost associated with infrastructure or service investment, there are commercial opportunities that may allow investment to be made.

**Summary of possible funding for the action plan**

- **LTP funding** - The integrated transport block provides capital funding which is used primarily for relatively small scale physical improvements to the local transport network.

- **District Council and Parish Council funding / contributions towards schemes.** District, City, Town and Parish Councils sometimes contribute funding towards the delivery of transport infrastructure and services that help them deliver local priorities in their areas.

- **Local Highways Improvement Initiative (LHI)**\textsuperscript{43} This initiative invites community groups to submit a proposal for funding from the LHI fund. Schemes are delivered on a jointly funded basis with applicants able to apply for up to £10,000 as a contribution to their scheme. The applicant is expected to provide a minimum contribution to their scheme of at least 10% of the total scheme costs.

- **Developer funding** - Community Infrastructure Levy (CIL) and S106 funding negotiated from developers towards schemes to mitigate the impacts of development proposals on the transport network. It should be noted that for a scheme to be able to be funded via CIL it needs to be on the CIL Reg 123 list. More information around this process and CIL is available on East Cambridgeshire District Councils website\textsuperscript{44}.

- **Local Growth Fund (LGF)** - Started in 2015/16 to support projects which support and help drive economic growth. A significant amount of the funding is being allocated from Department for Transport Major Schemes Funding. Government is

\textsuperscript{42} \url{http://www.gcgp.co.uk/local-growth-strategy/}

\textsuperscript{43} \url{http://www.cambridgeshire.gov.uk/info/20081/roads_and_pathways/118/improving_highways}

\textsuperscript{44} \url{http://www.eastcambs.gov.uk/planning/community-infrastructure-levy}
keen to ensure that Local Economic Partnerships (LEPs) are at the forefront of driving forward economic growth and are devolving responsibilities and funding to LEP’s through a new £2bn per annum (Single) Local Growth Fund.

Much of the LGF is funding for housing, transport and skills that would have been allocated on a grant basis but now will have to be bid for on a competitive basis. In order to secure the competitive-based funding LEP’s have developed a bid, expressed as a Strategic Economic Plan (SEP) which clarifies economic growth ambitions. A key criterion for assessing eligibility for funding is to assess economic benefits. The first round of LGF was announced in June 2014 and a second round was announced in January 2015.

- Grant funding from other sources - Other opportunities to fund transport measures may occur, particularly where the interventions achieve wider social, environmental or economic benefits. Possible sources included future Local Growth Fund, European funding (subject to availability in the future), funding from government departments other that the Department for Transport, and funding from local stakeholders.

- Devolution – More information around devolution is mentioned in the planning and wider context section. As the devolution deal is yet to be finalised it is hard to predict the impact it will have on transport funding but it is likely to have a major impact on how transport schemes will be funded in the future and the current deal highlights a number of transport schemes within East Cambridgeshire.

Prioritisation and delivery of the strategy programme

The County Council will work with East Cambridgeshire District Councils to prioritise the schemes that are required to directly facilitate the delivery of housing and jobs growth contained in the East Cambridgeshire Local Plans. Once prioritised and funding has been identified for delivery schemes, will be added to the Transport Delivery Plan (TDP) which acts as the implementation plan for the delivery of major schemes, cycleways, minor improvements and maintenance derived from the Local Transport Plan and other funding streams. As funding for the TDP is limited, schemes go through a prioritisation based on County Council priorities and feasibility. Schemes funded through development will be delivered as appropriate developments come forward.

All new major schemes are assessed through the County Council planning approval process. For particular schemes this involves consultation on the design and impact of the scheme; in particular the highway and environmental impact. The majority of schemes within the action plan require further development, and all new schemes should be designed appropriately to cater for local needs and take account of local circumstances.

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45 [http://www.gccp.co.uk/local-growth-strategy/](http://www.gccp.co.uk/local-growth-strategy/)
Monitoring and review

Monitoring of outcomes

Schemes within the strategy will be monitored in a number of ways. Examples include:

- Selected schemes will be subject to before and after monitoring of usage.
- Monitoring the environmental impact including the impact on biodiversity, trends in air quality and how many schemes contribute to the Green Infrastructure Strategy.
- Monitor the impact on public health including mortality rates and reasons and the number of people using active transport.
- Monitoring of the speed of traffic on the road network.
- Monitoring of trends in the number of road accident casualties.
- Annual monitoring of trends in transport on the wider network will also inform consideration of progress towards the aims and desired outcomes of the strategy.

The monitoring of overall progress and of individual schemes will inform the ongoing review of the strategy. Traffic is monitored in the market towns in the county and on roads in East Cambridgeshire. An annual monitoring report by the County Council and road traffic data is available on the County Council’s website49.

Review of the strategy

As noted above, this strategy takes a long term view. It should be capable of evolving to reflect any change in circumstances, and to remain current and relevant.

A forward programme of between eight and ten years will be maintained. The whole programme will be reviewed at least once every two years. These reviews will:

- Ensure that there is a pipeline of schemes for delivery that reflects the availability of known funding in the medium term.
- Ensure that progress towards the delivery of the strategy is reflected accurately and robustly, and that any variances are accounted for in the forward programme.
- Reflect on the monitored outcomes of schemes that have been delivered, and consider any changes to the forward programme as a result that might lead to more positive outcomes to be achieved.
- Consider whether the monitored outcomes of schemes, and progress towards the delivery of the programme would lead to the consideration of changes to the strategy to reflect the effectiveness of interventions to date.

In addition, on an on-going basis, the strategy will be kept under review to:

- Reflect on wider societal or regulatory changes that might require different strategy approaches to be taken.

• Reflect on progress toward the delivery of planned housing and jobs growth, and any changes that might be needed to support the growth agenda.

• It is important that the strategy is not seen as a barrier to the exploiting of future opportunities that might occur. Rather, the strategy should be capable of evolving and should seek to take advantage of any such opportunities.
## References

<table>
<thead>
<tr>
<th>Source Documents</th>
<th>Location</th>
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<td>Kings Lynn and West Norfolk – core strategy</td>
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