

# Cambridge Biomedical Campus

## Travel and Transport Plan Summary Version

2024-2029

Produced November 2024



## Introduction

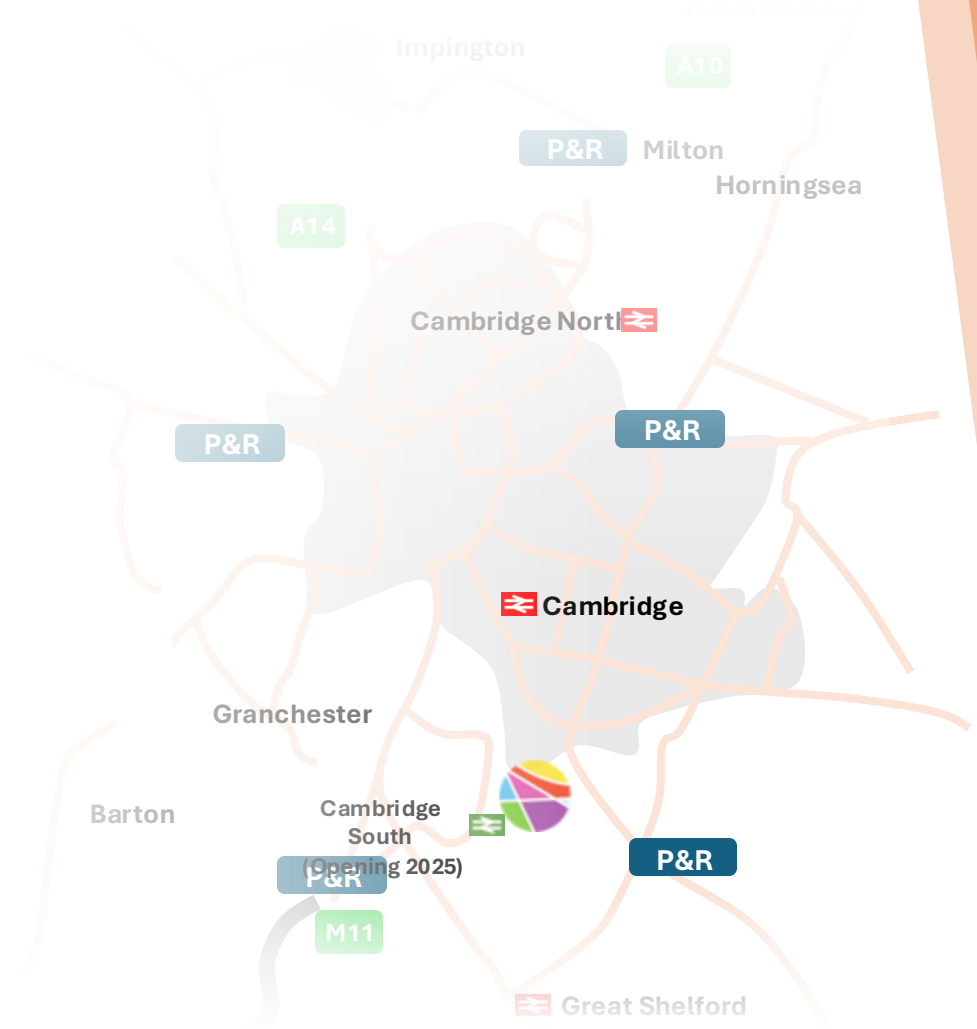
The CBC Travel & Transport Plan (2024-2029) has been prepared by KMC Transport Planning for the next five-year period.

Cambridge and the CBC is a thriving and growing area. To facilitate this, appropriate travel demand management must be in place that not only manages CBC travel but also considers the local area.

This plan holds the all-encompassing aspiration to improve all journeys to, from and within the Campus for all users, whether it may be staff, visitors, and patients.

The plan looks to build upon successes and achievements of the previous Transport Strategy and 5-Year Implementation Plan and assist in achieving the longer-term CBC 'Vision 2050'.

It also sets out and details the key transport moves that should be made over the next 5-year period, to ensure the continued improvement on the day-to-day operations.



## Engagement

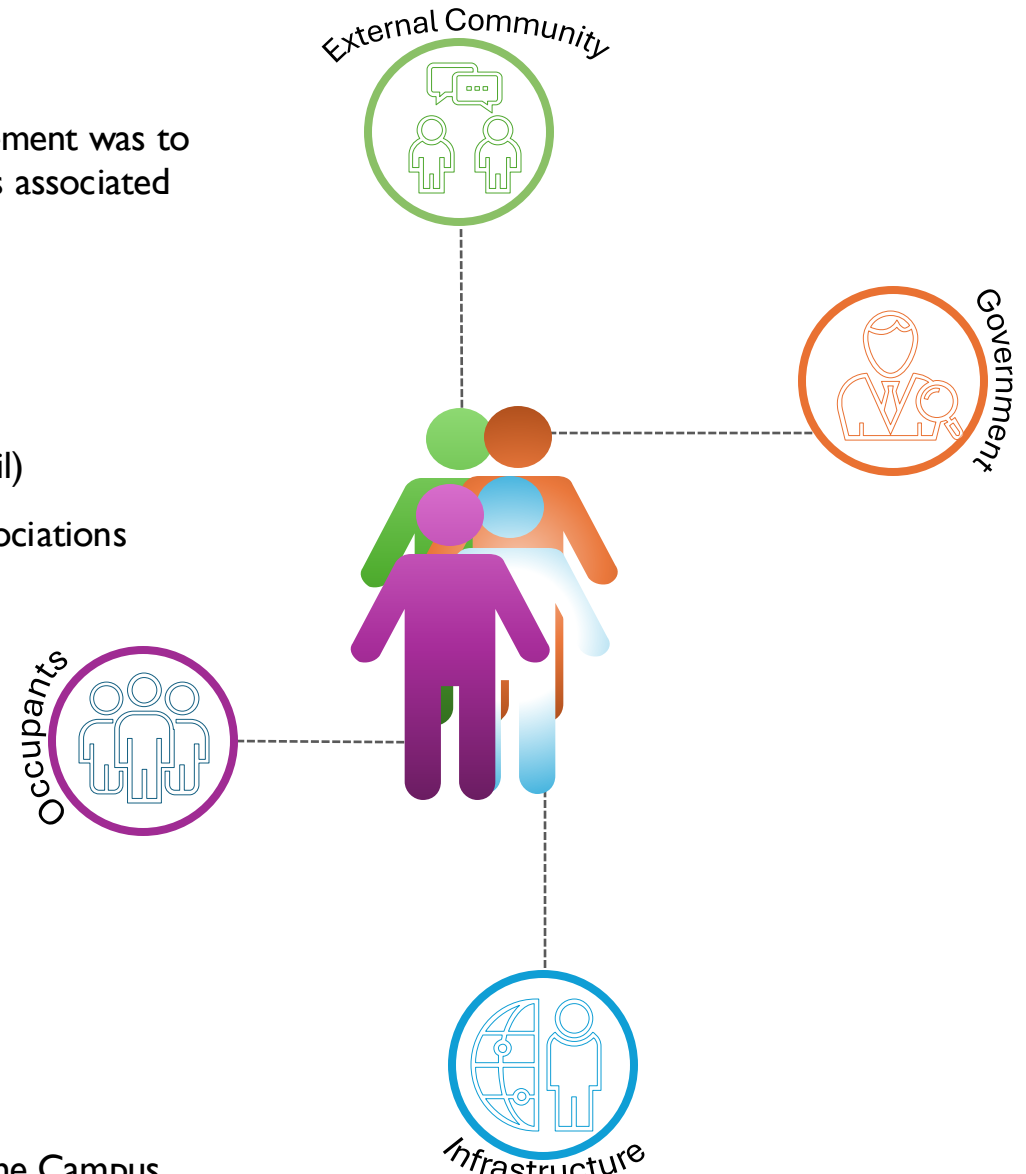
A range of engagement and consultation with different groups. Purpose of engagement was to understand the existing situation, constraints, opportunities and needs of all users associated with the Campus. The key groups were:

- **Campus Occupants** (e.g., ABCAM, AstraZeneca, CUH)
- **Local Government and Authorities Representatives** (e.g., GCP, CCC)
- **Infrastructure and Service Providers** (e.g., Stagecoach East, Network Rail)
- **External Community Stakeholders** (e.g., Parish Council & Residents associations representatives)

Engagement was tailored based on each group, and included:

- Site visits
- Questionnaires
- One-to-One Meetings
- Forums and Discussions
- Attendance at CBC Sub-Group meetings

The engagement has provided valuable insight from those who live and breathe the Campus.

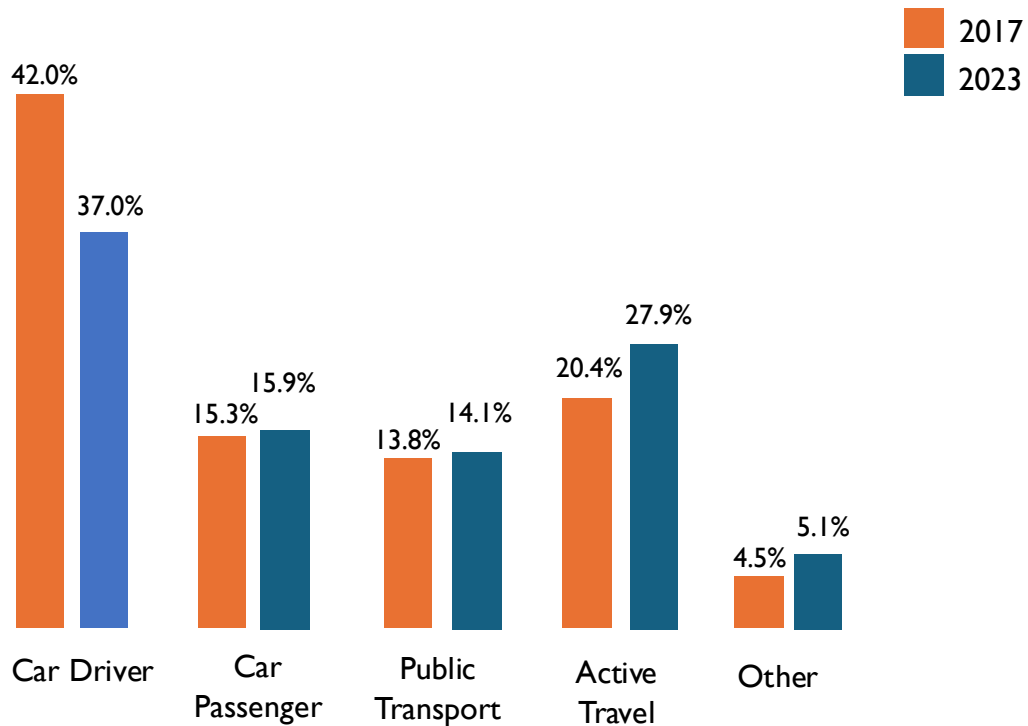


## Current Situation

Range of datasets have been reviewed to provide insight into the existing travel patterns and behaviours at the Campus.

### Existing Arrival Mode Share

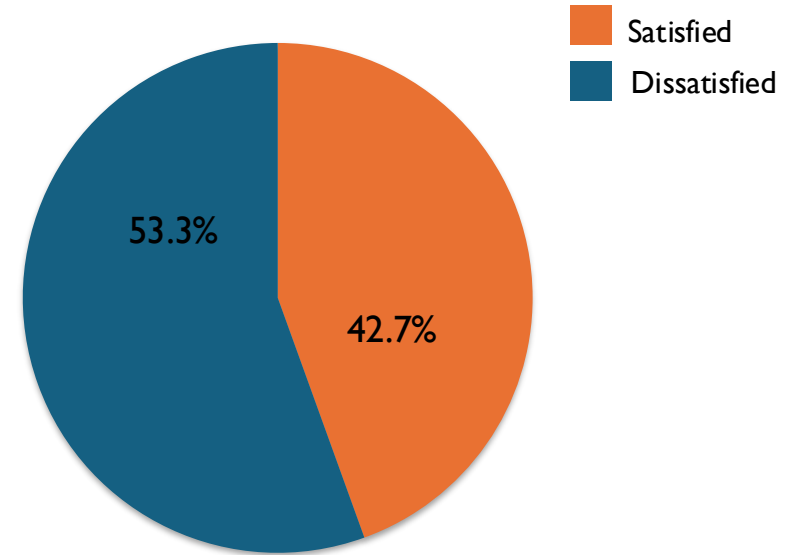
Lower percentage of people are driving to the Campus than in 2017.



Source: 2023 Travel Survey

### Staff Travel Satisfaction

A higher percentage of staff are currently unhappy with travel to and from the Campus.



Source: 2023 Travel Survey

## Key Opportunities

Through Campus partner engagement and consultation, along with a review of the existing Campus situation, there are several transport-related opportunities for the CBC that have been considered throughout the Travel & Transport Plan.

### Technological Advancements

Multiple technological advancements have emerged since the last Travel & Transport Plan. These have the potential to have a profound impact on travel to and from the Campus. Including sensor-based technology, mobility as a service, autonomous vehicles and app-based technology.

### Travel Hub Status

No clear east-west active travel or public transport links at the Campus. It can therefore be a barrier to access & movement in Cambridge. With widescale strategic transport infrastructure investments in the area, there is opportunity to address this and act as a 'travel hub' for movement within Cambridge.

### Upgrade Existing Campus Infrastructure

Opportunity to develop new infrastructure, enhance of current infrastructure to connect desire lines, support sustainable travel, and enable additional bus service provision.

### Strategic Transport Investments

The Campus can take advantage of the range of external infrastructure investment placed in the South Cambridge corridor.

### Cambridge Growth

Large-scale growth is anticipated across Cambridge over both the next 5-year period and beyond. There is the opportunity for an increased quantity of key worker housing and affordable housing, that leads to an increased number of staff living within Cambridge. This would reduce the need to travel by car.

### Partnerships and Collaboration

The CBC should work continue to develop relationships with local communities, delivery groups, infrastructure & service providers and local authorities. Organisations on the campus should also continue to cross-collaborate.

## Ambition Statement

The ambition statement for the plan has remained constant, pertinent to the previous iteration of the Travel & Transport Plan. This is a goal that should be strived to be achieved.

*“The ambition of the Cambridge Biomedical Campus Travel & Transport Plan is to support all to be able to access the Campus easily, efficiently and sustainably whilst supporting the day to-day operations of one of the largest and best-known hospitals and biomedical campuses in the country. This Travel & Transport Plan will support the creation of an exemplar ‘sustainable travel’ Campus environment, which encourages active, healthy and sustainable travel. All organisations on the Campus will work in partnership to help deliver this Travel & Transport Plan, making a positive contribution to the development of CBC and Greater Cambridge.”*

### **Travel & Transport Plan Ambition Statement**



## Objectives

Ten objectives have been set that will guide the plan over the next five-years and underpin the ambition statement.

Each objective supported by SMART (Specific, Measurable, Achievable, Relevant, Time Based) targets. These are the key performance indicators.

- 1 Access & Connectivity**  
Facilitate convenient, predictable, and where possible, cost-effective travel to CBC for staff, patients, business representatives and visitors.
- 2 Transport Infrastructure**  
Provide supportive transport infrastructure on the CBC to seamlessly support people to arrive at their destination and move intra-site in an effective, efficient and safe way.
- 3 Contribution to Greater Cambridge**  
Through the expansion of the CBC and the promotion of sustainable travel modes, make a positive contribution to the Greater Cambridge area.
- 4 Strategic Partnerships**  
Work with city and regional partners to make a positive contribution to the growth of the Cambridge economy, the quality of life for new and existing communities, and the development and delivery of transport and planning policies and schemes for the city and surrounding area.
- 5 Affordable Housing**  
Support and influence the development of affordable housing and staff accommodation located close to CBC, both reducing travel demand and reliance on motorised travel.
- 6 Air Quality**  
Minimise the CBC's environmental impact from transport and improve air quality.
- 7 Future Technologies**  
Support the above objectives by exploiting emerging and future technologies effectively and making the best use of world-class research from our partner organisations.
- 8 Campus Collaboration**  
To ensure cross-Campus collaboration amongst partners and collective empowerment for best practice, outcomes and efficiency.
- 9 Strategic Investments**  
Make the best use of external transport investments and opportunities within the next five years.
- 10 Wider Movement, Access and Interchange**  
Ensure that wider transport interchange and access is achieved at a Campus level. CBC having responsibility and a role for city-wide movement.

## Measures

Set of transport measures aligning with the objectives that illustrate the key moves over the next five years have been derived. The measures will seek to enhance the transport network within and surrounding the CBC.



### Active Travel

- On-site active travel route improvements\*
- Off-site active travel route improvements
- Cycle parking and micromobility audit\*
- Develop near miss register\*
- Encourage cycle promotional schemes\*



### Public Transport

- Explore campus-wide bus strategy\*
- On-site public transport facility improvements
- Off-site public transport improvements



### Car Users

- Car park utilisation monitoring\*
- Explore campus-wide car sharing\*
- Electric vehicle car parking strategy\*



### Goods and Logistics

- Construction, roadworks and utilities forum and live database\*
- Last mile delivery strategy and consolidation



### Technology

- Utilise app-based technology\*
- Sensor-based real time monitoring\*
- Air quality monitoring\*
- Utilise future technological innovation and advancements



### Travel Behaviours

- Explore feasibility of flexible staff working patterns\*
- Undertake visitor travel surveys\*



### Other

- Review transport network for impaired individuals
- Utilise sustainable meanwhile uses approach
- Develop and adopt monitoring framework for the Travel & Transport Plan\*
- Develop new Travel and Transport Plan (2029-2034)\*
- Lobby for affordable housing
- Assist and support where possible with external transport infrastructure

\* Measures marked with an Asterix (\*) are those which are considered to be within the CBC's control and remit. Therefore, measures not marked with an Asterix are considered to be those that may be partially outside of CBC's remit (e.g., require cross collaboration).

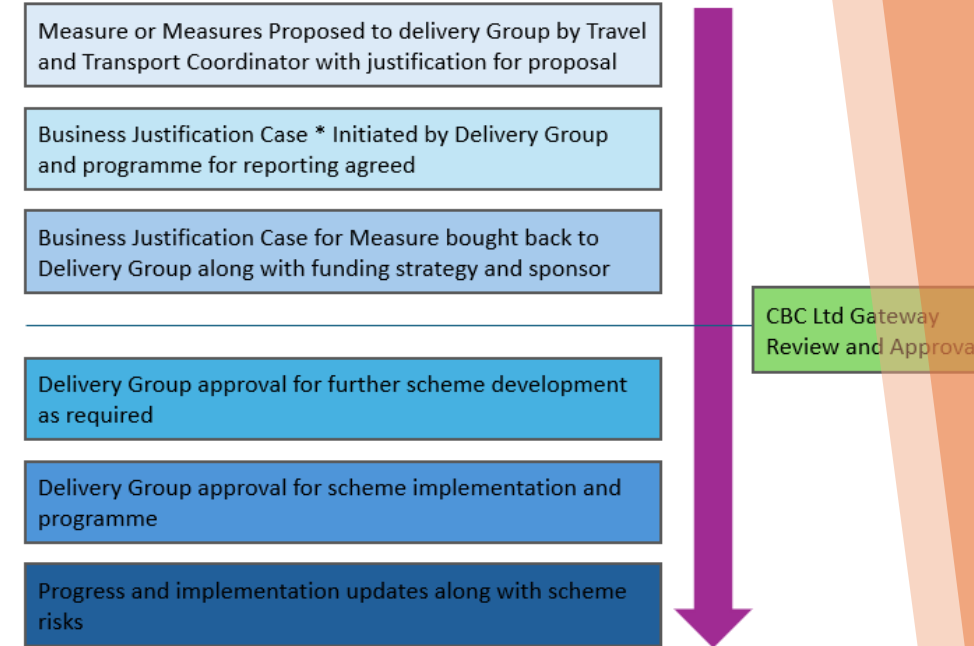


## Implementation

The Travel & Transport Plan has been designed to facilitate decisions and actions required for delivery. This includes:

- **Costs:** estimating the broad range of cost associated with implementing specific deliverables.
- **Benefits:** estimating the magnitude of quantitative and nature of qualitative benefits associated with deliverables.
- **Prioritisation:** derived from the initial understanding of costs and benefits, and indication of prioritisation for delivery.
- **Responsibility:** identifying the organisation(s) responsible for successful implementation of given deliverables.

The Campus Delivery Group (CDG) would continue to own the delivery process. The aim of the Campus Delivery Group is to agree which of the measures in the Travel and Transport Plan need to be progressed and how. Subject to the nature of the measure there will likely be the requirement for building the business case for funding and enabling cross partner support, discussion, and the sharing of good practice. Projects which require additional approval such as large infrastructure schemes will be reported directly to other Groups as required.



### Implementation Process

## Monitoring & Evaluation

Effective monitoring and evaluation are critical components of this Travel & Transport Plan. It ensures progress objectives and targets and tracks the impact of the measures and strategic transport schemes (e.g., Cambridge South Railway Station).

The principal approach to monitoring the progress and success should be undertaken by the implementation of real time sensor-based monitoring at the Campus. This will provide live, real-time outputs. Real time monitoring can provide insights too:

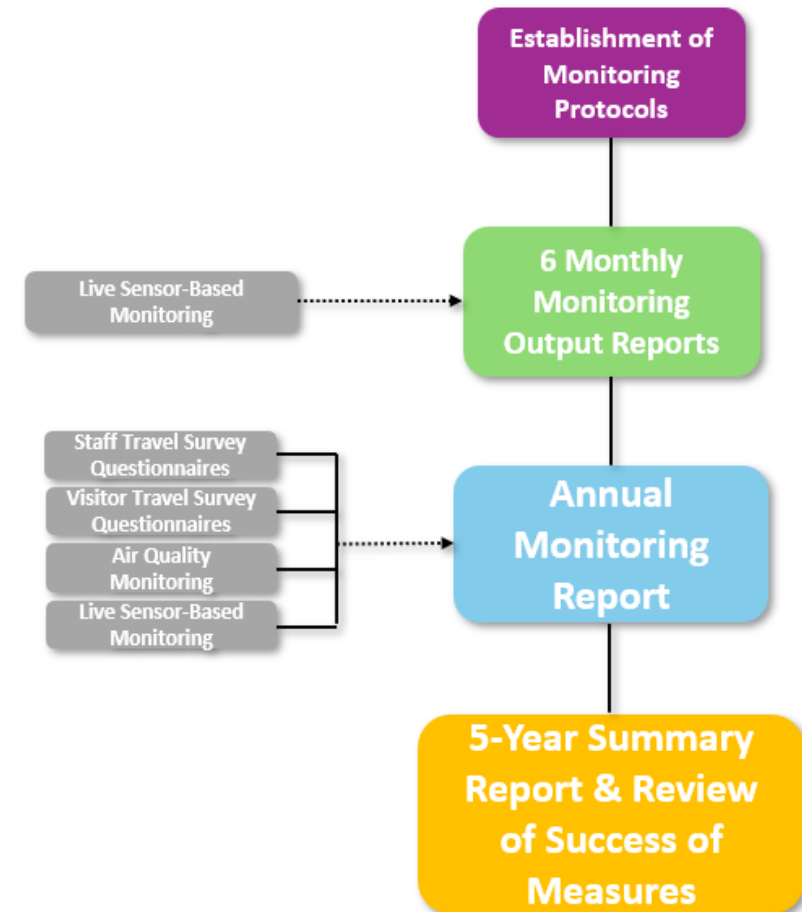
- Trend Analysis
- Mode Shares
- Travel Patterns
- Visual Behavioural Insights
- Introduce absolute numbers as opposed to percentages as a metric to evaluate measures.

Staff travel surveys will continue to be undertaken, to ensure qualitative information is collected (e.g., satisfaction). Visitor surveys should be undertaken to supplement.

Air quality will continue to be monitored at the Campus.

Data collected will inform regular monitoring reports and appraisals.

There may be instances where proposed external transport infrastructure faces delays. Transport infrastructure schemes will be monitored. Should schemes face delays or be withdrawn, this will be discussed by the CBC Travel and Transport group and interim solutions will be discussed.



*Outline Monitoring Framework*