

It is essential to consider the split of short-stay/long-stay parking that would best cater for the town centres requirements, mindful of the need to avoid prejudicing the success of other measures contained within the strategy.

The needs of people with disabilities

A number of measures in the strategy will benefit people with disabilities. These include:

- the introduction of taxis with wheelchair access – now a legal requirement for new taxi licences
- the careful introduction of road safety measures so as to make it easier for those with certain disabilities to get around St Neots
- continued support for disabled parking
- pedestrian enhancements in the form of improved paths.

As individual schemes from this strategy are brought forward, the needs of disabled people will also be considered.

Implementing the Strategy

Programme

The programme of schemes within the strategy reflects the priorities arising through public consultation combined with a recognition of the realistic timescale for the implementation of such schemes. It shows how the measures will be combined so as to provide an integrated package that will address the needs of St Neots. The overall programme, based on the previous sections, is shown in Table A8.25.

Funding

Funding for the strategy will need to come from a variety of sources. These include the Local Transport Plan, developer contributions, district council contributions and new sources of revenue arising as a result of some of the proposals within the strategy. The pace at which the strategy can be delivered will depend upon the availability of this funding. By providing a clear statement of the schemes for which there is public support in the town, this strategy aims to provide a clear platform for securing a wide range of funding sources.

Targets

The measures within this strategy are consistent with the Local Transport Plan objectives of achieving stability in peak hour traffic flow and a positive change in modal split in the Market Towns. To measure the performance of this strategy, a series of detailed targets have also been developed for St Neots. These are:

- a 10% increase in public transport use by 2006
- doubling the number of cyclists by 2006
- a 10% increase in walking by 2006.

If met, these targets will contribute significantly to the success of the Local Transport Plan.

Conclusions

“The Transport Strategy is a welcomed idea”

Questionnaire response

The St Neots Transport Strategy will provide a number of benefits for St Neots, it will:

- provide a clear programme of transport enhancements for the town to 2006

- significantly increase walking and cycling in the town
- improve public transport within the town
- improve access to parking within the town
- provide safety measures that will reduce the numbers of accidents.

The strategy gives a clear indication of the transport measures that should be introduced in St Neots up to 2006 and reflects the responses from the strategy consultation process. The measures in the strategy will ensure St Neots continues to be a pleasant place to live and visit.

A Transport Strategy for Huntingdon and Godmanchester

Introduction

This is the Huntingdon and Godmanchester Transport Strategy that forms part of the Local Transport Plan (LTP). The strategy provides a programme of integrated transport initiatives up until 2011, and, depending upon the pace of proposed development, possibly beyond, that supports the Local Transport Plan objectives and contributes towards the prosperity and well-being of the town.

The Huntingdon and Godmanchester strategy is unique in that the scale of development envisaged in the town, as a result of the Structure Plan and more particularly the Huntingdonshire Local Plan related development briefs, are of greater significance than with other market towns in the county. For this reason the strategy needs to be more wide ranging in order to ensure that these developments can be accommodated in an integrated and sustainable way. The towns also represent an individual case within a specific geographical context within the Cambridge Sub-Region and with strategic transport links passing through the towns they have a close relationship with Cambridge. The towns therefore experience similar economic growth and development-related infrastructure pressures to Cambridge.

Of longer term significance to the strategy are other parallel studies, with proposals for the A14, stemming from the Cambridge to Huntingdon Multi-Modal Study (CHUMMS), and the implementation of the Cambridge to Huntingdon Rapid Transit (CHRT) system arising from CHUMMS. For this very reason it is important that the strategy acknowledges CHUMMS and therefore the programme of schemes and measures also looks to the longer term, beyond 2008, and these issues are discussed further in Section 6.

The proposed schemes and measures for the CHRT system in Huntingdon are identified within the strategy, with funding coming through the new LTP. In addition, a number of the schemes and measures within the strategy will compliment the operation of the CHRT system and have therefore been integrated with the proposed timescales for implementation of the CHRT system within Huntingdon.

Other external influences in the longer term would be any development at Alconbury airfield, which may impact on the aims and objectives of the Strategy. Additionally, the need to consider issues arising from the operation and future role of the A141 Huntingdon Northern by-pass may arise, particularly in relation to the future of Alconbury and issues arising from CHUMMS.

Background

Huntingdon and Godmanchester are situated in the western quadrant of Cambridgeshire 15 km north of St Neots and 25 km west of Cambridge. Huntingdon stands on the north bank of the

River Great Ouse and is linked to Godmanchester via a medieval causeway and a stone bridge. Huntingdon has a population of about 19,000 and Godmanchester around 6,000, all within approximately 3 km of the town centre. Huntingdon is one of the most accessible market towns in the country due to its road and rail links. Huntingdon has grown very quickly over recent years; figures from the County Council's Research Group show that the number of dwellings rose by 10.8% between 1981 and 1998. The rate of employment growth in Huntingdonshire between 1991 and 1997 was 15.7%, much of this in Huntingdon itself. The rate of unemployment is well below the national and regional average at 2.3%. The level of car ownership is very high with 76% of residents in Godmanchester and 69% of residents in Huntingdon owning one car or more. The railway station is situated 0.25 km from the town centre. The majority (50%) of Huntingdon residents work locally within 2 km of where they live and nearly 80% of residents work within 20 km of their homes.

The towns form the most economically prosperous area in Huntingdonshire, due mainly to their central location both locally and regionally. It has become the main centre of retail interest in the area, attracting shoppers from the surrounding towns and villages. Traders in Huntingdon benefit from its unusually high office population. However, Huntingdon attracts very few high-profile leisure operators and misses out on potential income that would be generated after office hours.

In light of the future aspirations for the growth of Huntingdon and Godmanchester to further enhance its attraction, significant levels of development are currently being considered both in the emerging Huntingdonshire Local Plan and as allocated in the existing Local Plan.

Sites that could come forward for development within the time envelope of the strategy or soon afterwards include:

- West of Town Centre
- Walden Road
- Chequers Court
- residential developments in Oxmoor and north of A141 Spittals link
- expansion of the Ermine Business Park
- further growth of the Hinchingbrooke park area.

All of the sites listed above would generate significant additional travel demand in Huntingdon and therefore, to cater for this and to support the economic vitality of Huntingdon and Godmanchester and enhance the environment of both towns, it is important that transport and access to and within the towns is improved. There are a number of key transport issues that the strategy will address by providing specific schemes and measures for implementation.

Transport Issues

Background

Huntingdon and Godmanchester currently have a range of transport services, including rail and bus in addition to the major road links with the A1 and A14. The following travel patterns and transport issues were identified in the Transport Audit for Huntingdon and Godmanchester and through the workshop sessions with key stakeholders.

Huntingdon railway station, on the east-coast main line, primarily serves as a commuter feed station for London based work and leisure trips, with 91% of passengers using the station

for travelling to London. There is a relatively tight catchment area for trips from Huntingdon station, with 33% of users coming from the built-up areas of Huntingdon, Godmanchester and Brampton.

There are currently several bus companies operating a good level of services in the Huntingdon and Godmanchester area with frequent bus services running every 30 minutes or less around Huntingdon and Godmanchester, and to Cambridge, St Ives, Brampton, Fenstanton, Buckden and Alconbury. The more distant destinations of St Neots, Peterborough and Bedford are also well served, but less frequently. Whilst principle settlements are served, minor settlements have either a limited service or no daily service at all, although new and emerging community transport schemes are beginning to address this issue.

Huntingdon has excellent road links. The A14 links the town through to the east coast and also provides a western link to Birmingham and the West Midlands, with the A1 providing links to London, the South and the North. However, the A14 is one of the most congested roads in the country and passes, at an elevated level, directly through the town. This presents key problems for Huntingdon and Godmanchester in peak periods; and at certain times throughout the day there is evidence to suggest that traffic is diverting off the A14 and travelling through the town. The operation of the A14, and in particular the Spittals Interchange, is directly linked to transport issues in the town and the implementation of possible solutions.

After Cambridge, Huntingdon has the highest number of vehicles entering and leaving the town in Cambridgeshire – some 74,000 each day, of which 85% are cars. Within the town itself, 54% of all journeys are made by car or taxi. Travel patterns in and around the town are comparable to the average for the other market towns, although there are less light and Heavy Commercial Vehicles (HCV). Within the town, traffic congestion is concentrated on the ring road and the four main approach routes of Ermine Street, Hartford Road, The Avenue Godmanchester and George Street. Over recent years traffic growth has been about 2.5% each year.

In Huntingdon, 9% of journeys to work and 6% of all journeys are made by bike. Although the general topography of the town is relatively flat, these figures are slightly below the average for market towns in Cambridgeshire. The lack of cycle facilities and cycles routes in Huntingdon may contribute to this. Given that the maximum cycle journey in the town would be around 2-3 km there is great potential to increase the number of journeys made by cycle by providing sufficient high quality and safe facilities, such as those already in existence between the town centre and Godmanchester and the recently completed link to Brampton.

Issues that need to be addressed within the strategy include:

- the rural nature of the surrounding area, which has led to reliance on the private car for transport
- the significant levels of commuting within the towns and the close surrounding area, with 73% of people travelling no further than 9 km and 50% travelling up to just 2 km
- 60% of journeys to work are by car
- the majority of commuters using Huntingdon railway station travel to and from the station by car
- proposed development in the town will add to the amount of traffic which could lead to greater levels of congestion
- most key locations are reasonably close to the centre and residential areas, although they are often poorly linked and not conveniently served by public transport and cycle and walking facilities

- many roads are heavily trafficked and therefore discourage cycling in what is a relatively compact urban area suited to cycling and walking
- the Huntingdon Inner Ring Road (HIRR), as it is currently operating, creates unnecessary vehicular movements for traffic due to the need to navigate the one-way system
- the HIRR and its main approaches are often heavily congested in peak periods, which not only affects cars but makes bus services less reliable
- the A141 Huntingdon Northern Bypass is often busy, particularly in peak periods, and is therefore not operating effectively as a bypass. Traffic surveys have shown that this is leading to traffic travelling straight through Huntingdon to avoid the bypass and the A14 Spittals Interchange
- A14 traffic diverting through or near the towns to avoid congestion
- the rail station has generally poor accessibility, particularly for people who are mobility impaired, and very limited bus/rail interchange facilities
- Between 1996 and 2000 there has been a 7% increase in accidents involving cars and a 5% increase in accidents involving motor cycles. This is against the trends
- Huntingdon town centre is pedestrianised but further reinforcement and clarity is required
- the HIRR is described as a physical and psychological barrier for pedestrians and cyclists in the Civic Trust Report of October 2000. It prevents cross-town movements by foot, cycle and bus from being made easily as such journeys are difficult and indirect. In particular it is: difficult for pedestrians to safely cross the ring road along many sections due to a lack of crossing facilities; there are no defined cycle routes from one side of the town to the other; and bus journeys are perceived by users to take a long time to travel, what is a short distance of some 2 km, across the town.

- make travel safer
- promote integrated and sustainable transport
- manage effective transport networks.

The three objectives encapsulate the aspirations for travel within Huntingdon and Godmanchester and are shown in Table A8.26. Taken together, these could be expressed as a vision for the locality in the following terms – Sustainable transport and access arrangements that enhance the economy of the towns, promote the well being of residents and visitors and which integrate with wider transport strategies.

In addressing these, the strategy aims to contribute towards the economic vitality and viability of the towns. It will also contribute towards achieving the Local Transport Plan targets for reducing the number of accidents and stabilising traffic levels, and will help to address wider objectives such as reducing social exclusion, improving quality of life, air quality and promoting health.

The strategy also links in with a number of plans, schemes and initiatives currently being proposed or introduced in the area. Primary amongst these are:

- the Cambridge to Huntingdon Multi-Modal Study (CHUMMS), including the Cambridge to Huntingdon Rapid Transit (CHRT) system
- the Cambridgeshire and Peterborough Structure Plan
- the emerging Huntingdonshire Local Plan
- The town centre development brief's
- the County Council's Safer Routes to School programme
- the Civic Trust Report for Huntingdon
- community planning through Local Strategic Partnerships
- the proposed National Cycle Route that will pass through the town.

The strategy sets out a clear programme of transport schemes and measures that, in many cases, are linked to the proposed future developments in Huntingdon, giving a clear framework for seeking development-related contributions and infrastructure that integrate with and support the solutions identified in the strategy.

The following sections outline the schemes that form the Huntingdon and Godmanchester Transport Strategy under the

Aims of the strategy

The Huntingdon and Godmanchester Transport Strategy is a comprehensive and integrated transport strategy. It has at its core, three fundamental objectives drawn from the Local Transport Plan, and in addition the objective to provide a transport system that supports the economy, namely to:

Table A8.26 Local Transport Plan objectives

<i>Local Transport Plan Objective</i>	<i>Theme</i>	<i>Strategy measures</i>
Make travel safer	<ul style="list-style-type: none"> • Reduce road accidents and improve personal safety for all people using transport in Huntingdon and Godmanchester, including Safer Routes to Schools 	<ul style="list-style-type: none"> • Implement environmental and safety improvements to benefit all travel modes
Promote integrated and sustainable transport	<ul style="list-style-type: none"> • Reduce the adverse impact of traffic in the towns • Support the economy of the towns • Maximise accessibility to jobs and services • Help improve the health and well-being of people across the whole community 	<ul style="list-style-type: none"> • Cycling and Walking – new pedestrian and cycle routes • Town centre enhancement and improvements • Public transport improvements
Manage effective transport networks	<ul style="list-style-type: none"> • To maintain and optimise the use of road, public transport, cycling and walking facilities 	<ul style="list-style-type: none"> • Ring road and bypass improvements • Town centre enhancement and improvements • Car park management

areas of travel that make up the three key Local Transport Plan objectives. In each case, these are prioritised and indicative costs (at 2002 prices) are given. Detailed scheme costings will be prepared as each scheme within the strategy is developed.

Making Travel Safer

Road Safety (including Safer Routes to Schools)

Road safety goes beyond reducing the number of casualties, important though this is. Safer roads encourage people to use other more sustainable forms of transport than the car for appropriate journeys and contribute towards making the town more attractive to all those needing to travel.

To help achieve the Local Transport Plan targets, there is a need for a comprehensive range of road safety measures. To this end a number of schemes are included within the strategy. These have been chosen because, taken together, they will have the greatest impact in reducing accidents and will also complement other initiatives that promote sustainable transport.

The schemes within the strategy have been drawn up using a combination of the County Council's ranking system (which looks at the worst accident spots in the County and grades them accordingly) and a system which examines the costs of the schemes, how quickly they can be delivered and, following consultation, their relative importance to the local community.

The schemes in the strategy with safety as their primary aim are shown in Table A8.27. The locations of each of the schemes are shown in Map A8.28.

As the schemes within the strategy are implemented and improvements to facilities are seen on the ground, the County Council's Safer Routes to School team will also work in partnership with the schools in Huntingdon and Godmanchester to improve awareness of transport issues and encourage use of those facilities for journeys to and from schools. This work may well identify further measures that could be implemented.

Developing Integrated and Sustainable Transport

Cycling and Walking

Increasing opportunities for cycling and walking represents a key part of the Local Transport Plan's strategy for sustainable travel and consequently also forms a major part of the strategy for the Market Towns. Cycling and walking also link to the health agenda because of their contribution to reducing the risk of coronary heart disease.

Cycling and walking share a number of common themes. They:

- are modes of travel that can increase the health of the individual
- are non-income dependant modes
- are susceptible to considerations of personal safety
- contribute to, and benefit from, traffic reductions.

In order to promote cycling and walking in Huntingdon and Godmanchester, there is a need to create a comprehensive cycling and walking network. This will build on the success of recently completed schemes between Huntingdon and Brampton, between Sallowbush Road and Kings Ripton Road and The Avenue, Godmanchester. To this end a number of schemes have been developed and these have been chosen

because they will have the greatest impact in encouraging cycling and walking and promoting sustainable transport. The measures are described in Table A8.29 and shown in Map A3.30.

The above measures have been prioritised to concentrate on introducing key routes that provide the most important links between the main attractions in the town, such as the hospital, schools, the town centre, employment areas, the station and residential areas. The schemes will also provide secure and safe routes with improved lighting and signing, particularly on sections that pass through poorly lit enclosed paths. The chosen routes will actively encourage cycling and walking within the town and meet the objectives of reducing the impact of traffic in the town, maximising accessibility by non-car modes and help improve health. They will also link into and complement the National Cycle Network and will benefit from the other measures in the strategy, particularly those that promote safety and reduce traffic congestion.

Improving the walking environment will serve to encourage walking as a primary means of transport. An improved walking environment will also make it easier for car and public transport users to get around the town once they have reached a car park, bus stop or the rail station.

Public Transport

Public Transport – Bus Services

The bus is a vitally important means of transport that contributes towards improving the environment and reducing the need for car travel. Increasing bus travel is therefore a key aim of the Local Transport Plan and the Bus Strategy for Cambridgeshire.

The Local Transport Plan has three objectives relating to bus services in the Market Towns, which are reflected and further developed in the County Council's Bus Strategy. These are:

- enhancing links with main cities and towns
- improving bus provision within and between towns
- providing bus connections with railheads.

There are currently several bus companies operating in the Huntingdon and Godmanchester area. The companies that provide these services are Whippet, Huntingdon and District, Stagecoach Viscount, Stagecoach National Express, Premier Travel and Cavalier. The bus station is well located in the Town Centre between Walden Road and Princes Street, fairly close to the shops, however, the pedestrian route from the bus station to Benedict Court is not currently very clear or convenient. In addition, the traffic congestion and the nature of the road layout, particularly the operation of the ring road leads to bus services being less reliable and indirect due to increased journey times.

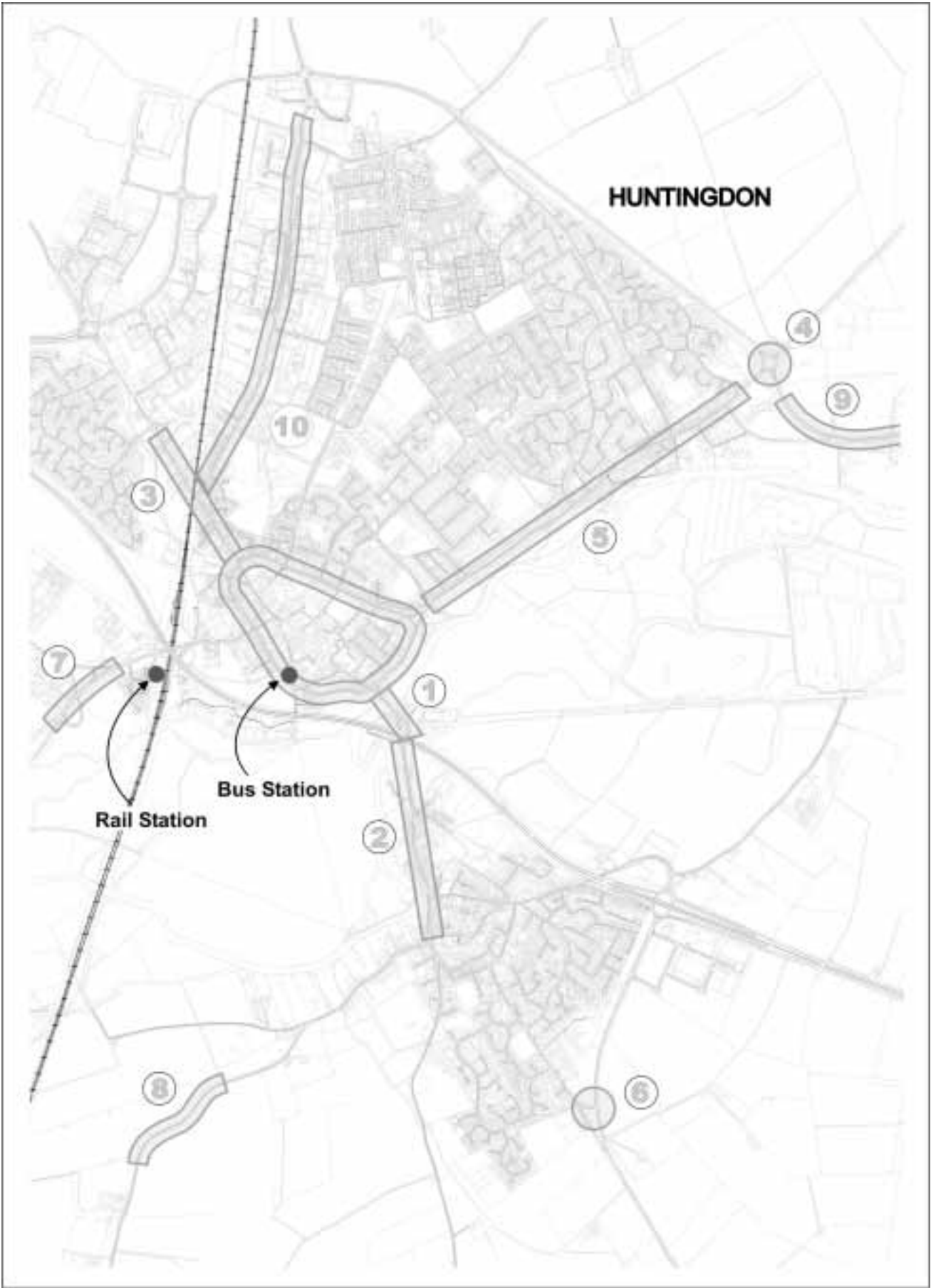
The strategy targets are set out in the new LTP and include increasing the level of public transport services and usage in Huntingdon and Godmanchester. These will be achieved through a combination of service improvements and enhanced infrastructure. The proposed improvements to bus services are shown in Table A8.31. In terms of the improved services, these will be progressed through and subject to the development of a Quality Bus Partnership and securing funding through development where appropriate. In addition, improving bus stop facilities such as adding seating and shelter from the elements would make waiting for a bus more comfortable and may increase the number of bus users.

Table A8.27 Priorities for safety improvements

Priority	Scheme	Cost
1	Huntingdon Inner Ring Road – Safety improvements to existing junctions, see Priorities 3, 4 and 5, improvements to signing (making clear directions to key destinations such as car parks, and the Hospital) and lining to improve lane discipline and reduce conflicts and additional pedestrian and cycle crossing facilities (see proposed cycle and walking network and HIRR improvements).	£75,000
2	Godmanchester to Huntingdon – Safety improvements to route including the provision of red surfacing, hatched markings around the bend south of the old bridge. Also look at parking issues around Park Lane junction. An additional crossing facility near the old bridge in the vicinity of the long-stay car park will increase the safety of pedestrian movements in the area. (See also HIRR improvements for junction with ring road). <i>Additional safety measures for Godmanchester will be delivered through the A14 Corridor Traffic Calming Scheme funding bid.</i>	£50,000
3	Ermine Street – Safety enhancements to the route including improvements to the road surface, the introduction of sheltered parking bays along the road to effectively narrow the carriageway and reduce speeds and improved crossing facilities. (See Route 6 of the cycling and walking network and HIRR improvements for junction with the ring road).	£75,000
4	Junction B1514 Hartford Road/A141 Bypass Roundabout at Hartford – Improvements to approach surfacing, signing and lining to improve lane discipline and reduce entry speeds. Review geometry in long-term.	£50,000
5	Hartford Road Safety Scheme – Package of safety and environmental measures to reduce traffic speeds and improve the route for pedestrians and cyclists. Including extending the 30 mph speed limit, traffic islands at key points and additional crossing facilities. (See also Route 1 of cycling and walking network and HIRR improvements).*	£75,000
–	<i>Investigate scheme for the residential areas to the north west of Hartford Road to provide possible 20 mph zones that aim to reduce the levels of ‘rat-running’ traffic whilst also improving safety.</i>	£200,000
6	A1198/London Road Junction – Safety Improvements including the provision of a right turn facility and street lighting.	£75,000
7	Brampton Road/Hinchingbrooke Park Road Junction – Safety improvements at junction.	£50,000
8	C339 South of Godmanchester (between Berry Lane/West Farm and Offord Hill) – Safety improvements including additional warning signs and markings on the approach to bends and carriageway adjustments (subject to monitoring of recent improvements to lining and surfacing).	£80,000
9	A1123 St Ives Approach to B1514/A141 Bypass Roundabout – Part of A1123 route treatment package of measures. Links to Old Hartford Road and Houghton and Wyton cycle route.*	£25,000
10	St Peters Road – Safety improvements that integrate with the provision of pedestrian and cycling measures (see Route 7) and signals at Redwongs Way.	£125,000
–	A141 Huntingdon Northern Bypass – Integrate improved safety with capacity changes on the A141 bypass roundabout junctions.	See bypass improvements
Total		£880,000

* This scheme will be implemented with the CHRT bus lane scheme for Hartford Road.

Map A8.28 Road Safety Schemes



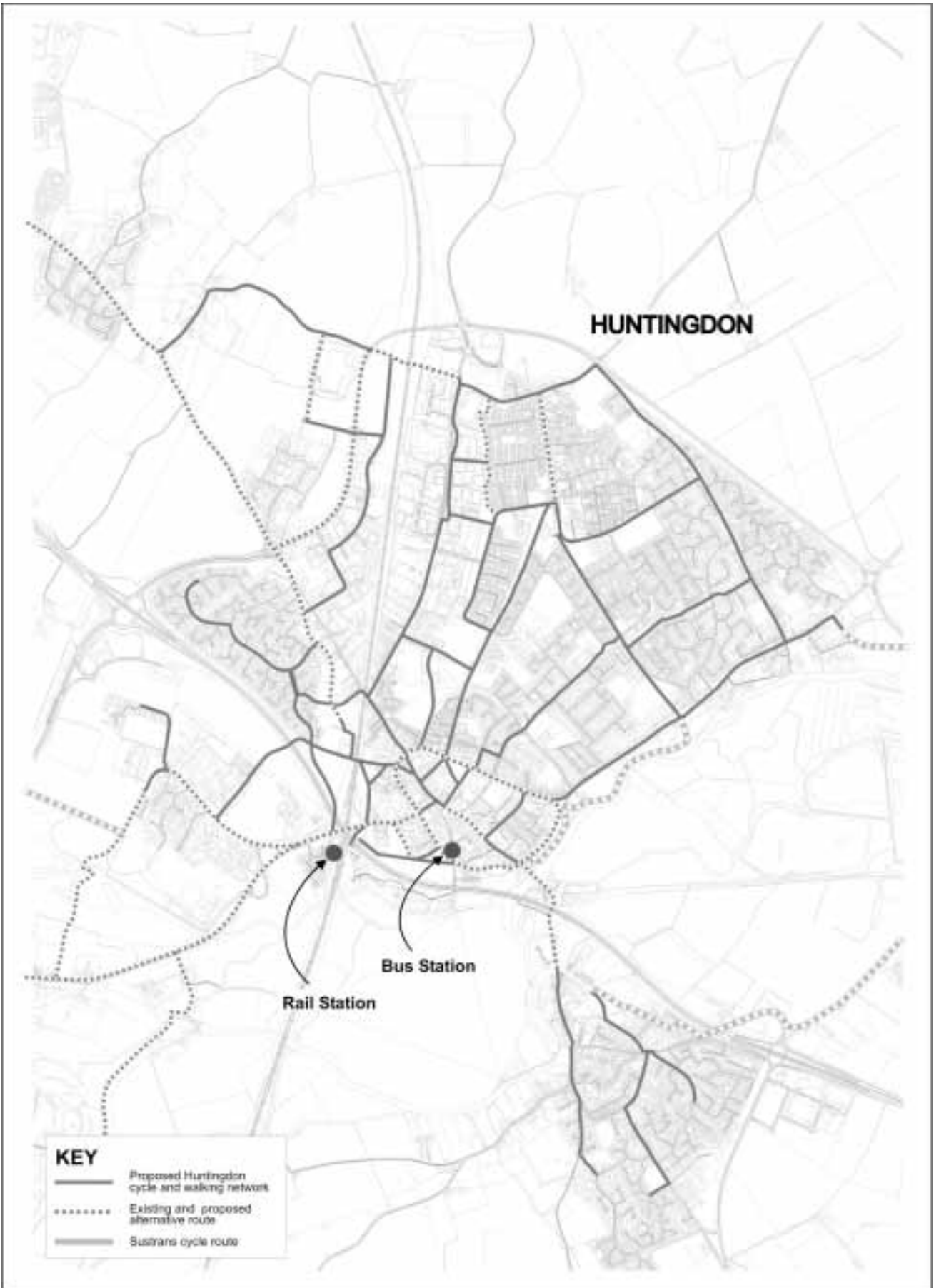
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Road Safety and Enhancement Schemes

Table A8.29 Proposed cycling and walking measures

Priority	Scheme	Cost
1	Route 1 – Godmanchester to Town Centre. This scheme complements the existing facilities along the route that provide important links between Godmanchester and the town centre, but in addition provides further facilities – a combination of segregated, shared use and on-road signed routes. Also included is a pedestrian crossing on West Street, Godmanchester.	£200,000
2	Route 2 – Sapley to Town Centre. The route links the northern residential areas of Huntingdon to the town centre by a number of interlocking routes. The scheme involves a mixture of 3 m segregated, shared use and on-road routes together with new street lighting.	£422,000
3	Route 3 – Brampton to Town Centre. This scheme complements the existing and improved facilities along the route and includes improved crossing facilities at the rail station junction and access to the station itself, and new 3 m segregated routes across Mill Common towards the Bus Station and new Toucan crossings on the ring road.	£172,000
4	Route 4 – Hartford/A1123 to Town Centre. This route will link with the Old Hartford Road to Houghton/Wyton junction route alongside the A1123. It provides links with the residential areas alongside and north of Hartford Road to the town centre. It involves new Toucan crossing facilities at Sapley Road and Desborough Road and other measures that integrate with the proposed safety scheme.* * This scheme will be implemented with the CHRT bus lane scheme for Hartford Road.	£200,000
5	Route 5 – Sapley Road/Oxmoor/Newtown to Hinchingsbrooke. This route provides a direct link between the residential areas of northeast Huntingdon to the town centre and on to the rail station and the major employment areas at Hinchingsbrooke to the southwest. It will consist of a mixture of segregated, shared use and on-road routes, new street lighting and include a direct link through the town centre and a section under the A14 to cross Views Common to Hinchingsbrooke Hospital.	£765,000
6	Route 6 – Great Stukeley to the Rail Station and Town Centre. This route provides links between Great Stukeley, Stukeley Meadows residential area and industrial estate and the rail station and town centre. Measures will complement existing facilities, and in addition will provide: two Toucan crossings across Stukeley Road and Ermine Street; a direct route under the A14 crossing the common between Lake Way and Brampton Road; subject to the west of town centre development a route under the east coast main rail line to Ferrars Road and via a new Toucan crossing on the ring road to the town centre and also to the rail station. A key issue for this route will be addressing the safety concerns of the at-grade A141 crossing point and therefore encourage safer cycling and walking along this route. This is likely to be dependant on a significant incremental increase in user numbers on this section of the route, possibly associated with additional development in this area.	£261,000
7	Route 7 – Great Stukeley to St Peter's Road and Town Centre. This route links Great Stukeley, Ermine Business Park and the industrial areas along St Peter's Road to the town centre. It will integrate with the safety measures on St Peter's Road with off-road cycle facilities and will provide additional crossing facilities particularly near to the Ermine Street junction and across the A141 to Washingley Road. The route will also provide a section between St Peter's School and the town centre via Spring/Horse Common.	£300,000
Total		£2,320,000
Priority	Support Infrastructure and Initiatives	Cost
1	Advanced Cycle Stop Lines – implementation of advanced stop lines at various signalised junctions.	£30,000
2	Improved Footway Quality – improvements to existing footways on key routes, such as from car parks, to provide increased width where applicable and better surfacing quality.	£50,000
3	Pedestrianisation Enhancements – introduce new signing to reinforce the existing pedestrianisation.	£15,000
4	Cycle Parking – additional covered provision in the town centre, bus station, educational establishments and other key destinations to complete current work on-going in 2002/03.	£40,000
5	Additional Street Lighting – provide additional street lighting on well-used poorly lit routes not covered above, to improve personal safety and security for pedestrians.	£50,000
6	Signing – provide new signing to direct pedestrians between key destinations, such as car parks and the town centre.	£20,000
7	CCTV – install further CCTV at key points at car parks and in busy areas where required.	£50,000
8	Huntingdon and Godmanchester Cycle and Access Map – on completion of the cycling and walking network publish a cycle and walking map to promote the network of routes.	£10,000
Total		£265,000

Map A8.30 Proposed Cycling and Walking Network



KEY	
—	Proposed Huntingdon cycle and walking network
.....	Existing and proposed alternative route
- - - - -	Bustrans cycle route

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Table A8.31 Proposed bus service improvements

Priority	Scheme	Cost
1	Extension to the Town Centre Service. Provide additional loop through Hinchingsbrooke residential areas and 10-15 minute frequency service over whole route with ongoing introduction of low-floor buses. Also investigate expanding the service through Stukeley Meadows residential areas and Ermine and Stukeley Business Parks.	Secured through developer funding and Quality Bus Partnership – integrated with implementation of new bus infrastructure delivered through the strategy.
2+ (2006/7)	Improved links in the Cambridge Sub-Region. Integrate the Cambridge to Huntingdon Rapid Transit system into the town and provide frequent services to Cambridge.	Part of CHRT system LTP bid.

Consultation with bus operators in Huntingdon and Godmanchester has established support for the development of a Quality Bus Partnership for the town on the basis of providing new and improved infrastructure through the programme. The strategy therefore represents a commitment to future working with the bus operators to improve services in Huntingdon and Godmanchester and the surrounding area and attract more use.

Public Transport – Improvements to Infrastructure and Facilities

The provision of additional bus services on their own is unlikely to lead to significant increases in patronage. Public perception of the services, the provision of accurate and easily comprehensible timetable information and provision of good quality waiting facilities also have a major role to play. At the most basic level, it is vitally important that potential bus passengers know that services are available which will cater for their needs.

The quality of bus stop facilities in Huntingdon and Godmanchester, whilst functional at present requires some improvements. Only 62 of the 101 stops have timetables, most are not up to date. Whilst the majority of flags show which services stop there, approximately only half the stops indicate the destination of the buses. Most of the bus stops are situated on pavements (80) although some were on grass or a combination of grass and pavement (14). Only 15 of the bus stops have seating and only 8 had a shelter. The County Council will be replacing bus stop infrastructure and providing timetable at all stops as an integral part of this strategy. The timetable information will, as part of contract arrangements, be regularly updated when services change.

Huntingdonshire District Council has renegotiated its district wide bus shelter contract. As a result 10 new shelters will also be installed in key locations in Huntingdon and Godmanchester during this year. It is important that the work detailed in the schemes is programmed as much as possible to complement the installation of new bus shelters.

A key element of the strategy is improving existing services by providing bus priority measures that will not only increase the satisfaction for existing users but will also attract new bus passengers. This can be achieved effectively by making existing services more reliable and offering increased frequencies to be delivered by the bus operators through the development of a Quality Bus Partnership. Such a partnership, once established, would be linked to specific targets in terms of improvement to performance, service levels and quality. To ensure that the bus operators commit to such a Quality Bus Partnership, that offers these benefits, significant bus measures in the vicinity of the ring road will be provided. These measures will take the form of new infrastructure, in particular a contra-flow bus lane alongside Walden Road (subject to Quality Bus Partnership and development proposals) and on Ambury Road and bus priority

measures direct from Brampton Road into Hinchingsbrooke Park and a new bus lane on the exit from Hinchingsbrooke Park. In addition, bus priority will form an integral part of existing and new signal installations on bus routes.

Further scope for bus priority measures within Huntingdon will be explored throughout the life of the strategy in relation to the Quality Bus Partnership and the CHRT scheme.

Details of proposed improvements to bus infrastructure, bus stop facilities and passenger information are shown, together with the CHRT measures, in Table A8.32 and the infrastructure proposals in Map A8.33. These measures are entirely consistent with the delivery of the CHRT system proposals for Huntingdon, in particular the contra-flow bus lane on the ring road along Walden Road.

Real-time Passenger Information (RTPI) has the potential to further improve the quality of information provided at bus stops and other key locations. While the provision of RTPI in Huntingdon and Godmanchester is not included as a scheme in the strategy, it is proposed to be delivered through the new LTP covering the period 2004-2011. However, in this context, it should be noted that all new bus shelters will be compatible with the future installation of RTPI.

In addition, throughout the life of the strategy up to 2011, the new LTP will be seeking to consider Park & Ride facilities in the Huntingdon area that will serve both the local area through better public transport access to both towns and also provide improved links to Cambridge. The schemes and measures within the strategy will compliment such a facility should it be implemented in the longer term.

The use of Taxis

Surveys carried out in preparing this strategy suggest that there is a very active taxi sector, both hackney carriage and private hire, operating in Huntingdon. The District Council currently is undertaking a detailed study of demand, capacity and management arrangements and this will inform a Taxi Strategy that will complement this strategy.

Managing and Operating Efficient Transport Networks

Town Centre Enhancement and Improvements

Huntingdon Inner Ring Road (HIRR)

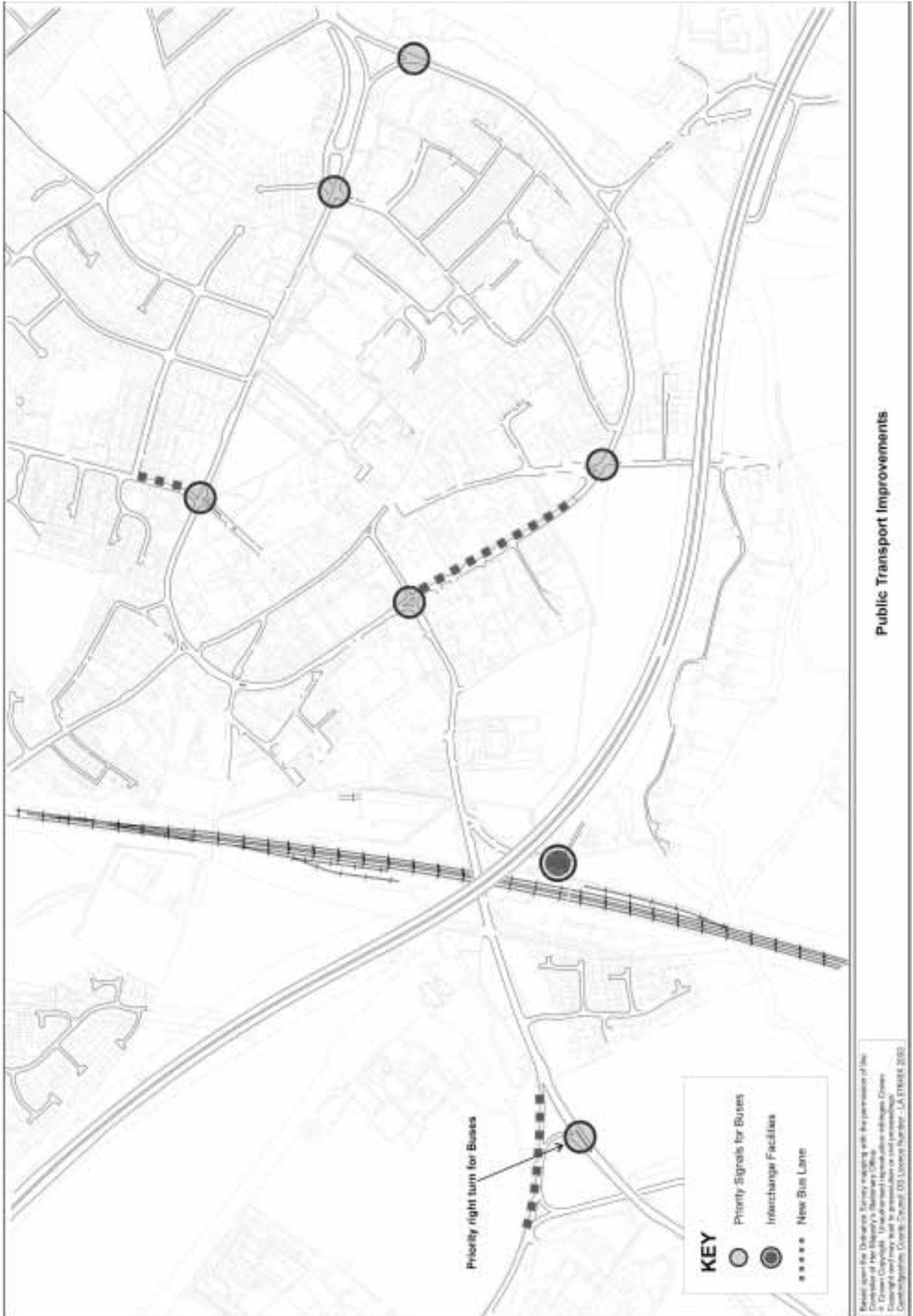
The ring road and the four main approach roads in Huntingdon – Ermine Street, Hartford Road, The Avenue, Godmanchester, and George Street – are key to the ongoing viability of the town. At present there is significant pressure on the network in the

Table A8.32 Proposed improvements to bus facilities

Priority	Scheme	Cost
1	Improved Rail/Bus Interchange at Huntingdon Railway Station – This scheme will improve the bus turning, waiting and information facilities at Huntingdon Railway Station. Additionally, it will look to improve information available to rail passengers both inside and outside the station building, and look at the timetabling of bus services to meet with train arrivals at the station.	£100,000
2	Rolling programme of improvements to bus stops in Huntingdon and Godmanchester – Improvements at individual stops will include some or all of the following measures: <ul style="list-style-type: none"> • raised kerbs at bus stops to allow easier access to buses for passengers (can be especially effective when low floor buses are used) • resurfacing of pavements/new footpath where required in the vicinity of bus stops where the surface is particularly poor • bus boarders (kerbs/footway built out into the carriageway at locations where buses have difficulties pulling into the kerb) • modifications to or introduction of waiting restrictions in the vicinity of bus stops where problems with parked vehicles prevent buses pulling into the stop • bus stop infrastructure provision and up to date timetable information • improved waiting facilities – seating and shelters (RTBI Compatible). 	£170,000 over 4 phases (£35,000 in year 1 and £45,000 in each of the next 3 phases).
	Hinchingbrooke Access and Bus Lane* – provide priority measures to improve right turn access from Brampton Road to Hinchingbrooke Park Road and reposition the Emergency Vehicle lane to the nearside and combine to make a bus lane. This scheme allows buses to avoid the congestion that occurs when entering/exiting this major employment and residential area.	£200,000
	Contra-flow Bus Lane* – provide a southbound contra-flow bus lane alongside the ring road on Walden Road between George Street and the Bus Station with priority signals at both ends (traffic modelling has shown the likely time saving to be between on average 3-6 minutes per bus). This scheme will also need to be integrated with issues arising from both the Walden Road and West of Town Centre development proposals.	£900,000
	<i>Delivery timescale to tie in with CHRT.</i>	
	Ambury Road Bus Lane* – remove one of the northbound one-way traffic lanes and replace with a southbound bus only lane with priority signals onto the ring road. This scheme enables buses to have a more direct route onto the ring road.	£75,000
2006/7	Cambridge to Huntingdon Rapid Transit (CHRT) system bus priority schemes and measures These measures will be provided for the operation of the CHRT system in Huntingdon and to benefit existing and future local bus services in the area: <ul style="list-style-type: none"> • bus and cycle only road on section of 'Old Houghton Road' between Hartford Road and A1123 • eastbound and westbound bus lanes on Hartford Road • bus priority and signals along the route • additional traffic lane in the same direction as existing traffic flow on the ring road between Hartford Road (inner) and Hartford Road (outer). 	Costs to be determined
3	Promotion of Improved and Enhanced Services. Promotion of bus services improved through the Quality Bus Partnership.	£25,000
	Integrated Information and Promotion – a clear, concise leaflet detailing bus service provision, community transport and service provider contact details will be produced for the area, including details of taxi companies.	£10,000
	Bus Station Improvements – explore additional evening staff, improved waiting facilities and additional information through partnership approach.	Funded elsewhere
	Total	£1,480,000

* Implementation subject to outcome of feasibility study and detailed design.

Map A8.33 Proposed Bus Infrastructure



peak periods and when travelling in Huntingdon, whether by bus or other motor vehicle, congestion is often experienced. This has been confirmed by traffic modelling carried out to inform the proposals in this strategy.

The modelling also showed that in future years such congestion will be more frequently experienced, putting a serious stranglehold on the future vitality and viability of the town. This therefore clearly demonstrates that measures need to be introduced for Huntingdon and Godmanchester.

Key conclusions drawn from the modelling are that:

- ‘do-nothing’ is not an option
- the current development proposals will lead to unacceptable levels of congestion in Huntingdon if significant new transport measures are not introduced
- two-way operation of the ring road will not work in terms of capacity and safety
- a link road through the west of town centre development site between Ermine Street and George Street will provide significant relief to the northern section of the HIRR, particularly in respect of the increased travel demand from the development, and also allow more direct and appropriate access to the rail station area from northern areas of Huntingdon
- the measures proposed under the ‘Developing Integrated and Sustainable Transport’ section of the strategy will significantly reduce traffic congestion
- measures to enhance the town centre by removing through traffic, except for access, by buses and taxis, from St Mary’s Street and Hartford Road (inner) and providing relief to the HIRR by introducing an additional anti-clockwise contra-flow lane between Godmanchester to Hartford Road (outer) and on to Hartford Road (inner) will benefit all modes and in particular will reduce unnecessary vehicle journeys on the HIRR
- measures to improve the capacity of the A141 bypass that re-route and remove traffic from the town will increase the accessibility for journeys that have a true destination in the town.

Measures arising from the modelling work, together with their costs, are shown in Table A8.34 and also shown in Map A8.35.

The implementation of these measures will be integrated and the delivery phased with the CHRT system through Huntingdon town centre.

Taken as a comprehensive package these proposals offer significant benefits to Huntingdon and Godmanchester as they deliver clear advantages for all modes. Vehicles have more efficient journeys into and around both towns and in addition the town centre area is made more attractive to walking and cycling and easier to travel through for buses and taxis.

Huntingdon Bypass Improvements and Town Centre Relief Measures

The background work for the strategy included a number of extensive traffic surveys, both in terms of numbers and patterns of vehicle movements and times taken for certain journeys around the Huntingdon area. These surveys have raised a number of key issues for the town. In particular, it has been established that there is a significant movement from the Hartford Road/A141 Bypass roundabout through the town via the HIRR and out to the Hinchbrooke area, Brampton and beyond. In both the am and pm peaks the largest movement on the HIRR is that between Hartford Road and George Street.

This gives a clear indication of possible solutions that can ensure traffic uses the most appropriate route. The A141 Huntingdon Northern Bypass is not operating in an effective way. This is in part due to the lack of capacity at the roundabout junctions along its length and also the congestion experienced at the Spittals Interchange junction with the A14. Therefore, this option is considered on the basis of short to medium-term measures and longer term measures that integrate with the implementation of the CHUMMS recommendations, as shown in Table A8.36 and Map A8.37.

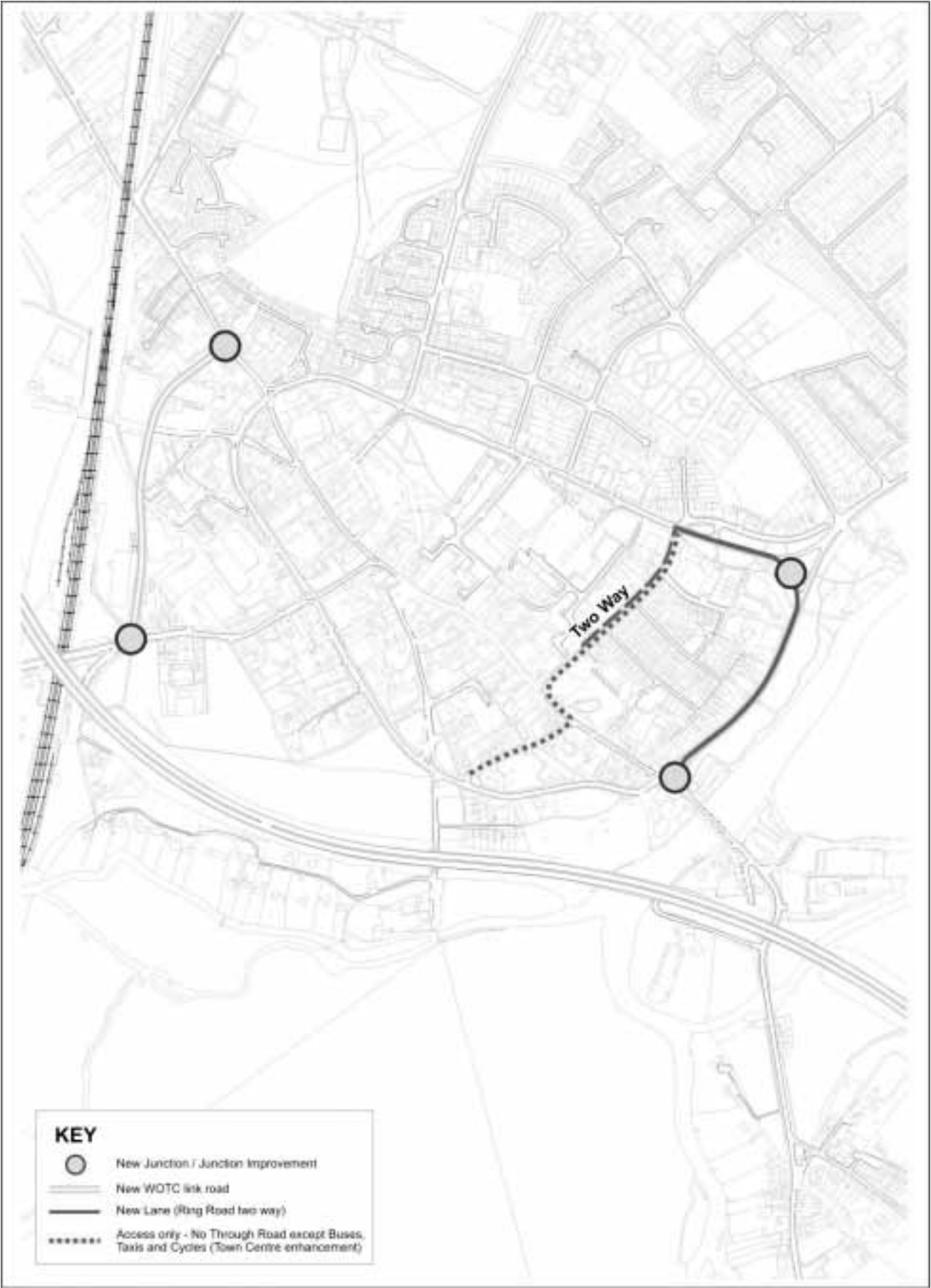
With the completion of this package of measures the strategy, although dependent in part upon the longer term delivery of CHUMMS, would deliver significant benefits for the town. There is scope for encouraging traffic to switch from the HIRR route and use the bypass route if the identified capacity improvements are carried out and the journey times made shorter and more attractive to drivers.

Table A8.34 Proposed town centre and ring road measures

<i>Scheme</i>	<i>Cost</i>
West of town centre link road. * Provides a northern entry route to the western area of Huntingdon from the bypass and in particular access to the new development, Hinchbrooke, and the rail station. It also provides relief to the congestion on the HIRR in conjunction with the west of town centre development.	£2,000,000
Additional riverside road ring road lane. * An additional anti-clockwise traffic lane on the HIRR between Godmanchester Old Bridge and Hartford Road with modifications to both junctions to allow the additional turning movements.	£1,250,000
Additional nursery road northbound ring road lane. * An additional anti-clockwise lane on the HIRR northbound from the re-modelled Hartford Road junction up to the Fire Station junction area.	£500,000
Town centre enhancement. * Changes to St Mary’s Street and Hartford Road (inner) route to remove through traffic and allow ‘access only’ and buses, taxis, cyclists and pedestrians as through traffic only.	£50,000
Hartford Road (inner) and St Mary’s Street improvements. *Alterations to reflect the town centre enhancement proposals.	£100,000
Total	£3,900,000

* Implementation subject to development proposals and outcome of feasibility study and detailed design.

Map A8.35 Proposed Town Centre Enhancements and HIRR Relief Measures



KEY	
○	New Junction / Junction Improvement
==	New WOTC link road
—	New Lane (Ring Road two way)
.....	Access only - No Through Road except Buses, Taxis and Cycles (Town Centre enhancement)

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Huntingdon Town Centre Enhancement and Ring Road Relief Measures

Table A8.36 Proposed Town Centre and Bypass Relief Measures

Priority	Scheme	Cost
–	Hartford Road Safety Scheme. <i>This scheme will include an element of discouraging through journeys from entering the urban area from the bypass.*</i> * Will be integrated with CHRT.	As given in Table 3 – £200,000
1	Bypass Junction Safety and Capacity Improvements. The provision of additional capacity at the three roundabouts on the A141 bypass between Hartford and the A14 with particular attention to the northern 'Tesco' roundabout. The A141/B1044 Stukeley Road roundabout will also need to be addressed as a result of the proposed residential development north of the dualled A141 Spittals link.	£650,000
2+	A14 Spittals Interchange Signalisation and CHUMMS Implementation. In the longer term, up to around 2011, the A14 route may be diverted south of Brampton away from the built up area of Huntingdon and Godmanchester and the A14, on its present alignment, is proposed to become a local road. This will present significant opportunities for improving travel in the Huntingdon area, such as exploring direct links onto Brampton Road. However, such proposals are outside the current scope of the strategy and will need to be subject to further work. In the shorter term, as recommended in CHUMMS, it would be extremely advantageous if the Highways Agency were to implement a signalisation scheme for Spittals Interchange, which is currently a significant congestion and accident hotspot. With such a scheme the bypass would become a much more attractive route, as the congestion would reduce on the northeast approach to the A14 junction. This, in turn, would encourage through traffic to switch back to the A141 bypass from the town centre route.	Central Government/ Highways Agency Funded
Total		£650,000 (exc. Hartford Road Safety Scheme)

Summary

The comprehensive package of measures that have been modelled using Paramics, as outlined in the strategy and shown in Table A8.38, if taken together as a cumulative programme of schemes provide a significant and clear benefit for the town. They will provide benefits for all modes of travel, reduce the impact of traffic in the town, and will enable Huntingdon to continue to prosper and remain an attractive place to live, work in and visit. Further, they provide a range of solutions that link directly to accommodating the future development proposals identified for Huntingdon. The modelling has shown that the combination of these measures will enable Huntingdon and Godmanchester to not only cater for the expected development but also allow traffic levels to remain stable at current levels, or accommodate future growth, throughout the life of the strategy and beyond up to 2011 when the CHUMMS recommendations are implemented – further work will then be required.

Car Parks

Demand for parking in Huntingdon is high. Providing facilities and services to give a viable alternative to the private car will go some way towards managing the demand for car parking spaces in the town centre. However, issues still remain. Accordingly, Huntingdonshire District Council is carrying out a detailed study into parking across the district that is likely to report during Summer 2003.

The District Council's study of demand, capacity and management arrangements will inform a Car Park Strategy that will complement this strategy. In preparing its strategy the District Council will have regard to the aims and consultation priorities of this strategy.

The strategy recommends that the following areas be considered in the parking study being undertaken by Huntingdonshire District Council:

- There appears to be an imbalance in supply and demand for long-stay parking, which may be concealed by the use of long-stay car parks by short-stay users. Measures that could be considered included reducing the amount of long-stay parking in the town centre core area, coupled with changes to the charging regime to discourage short-stay use of long-stay car parks; and
 - examining the potential for removing long-stay car parking from the town centre (excepting disabled provision), and providing all day parking at edge of centre sites. This last would have the potential to intercept peak hour trips that currently travel through the town centre to get to a long-stay car park.

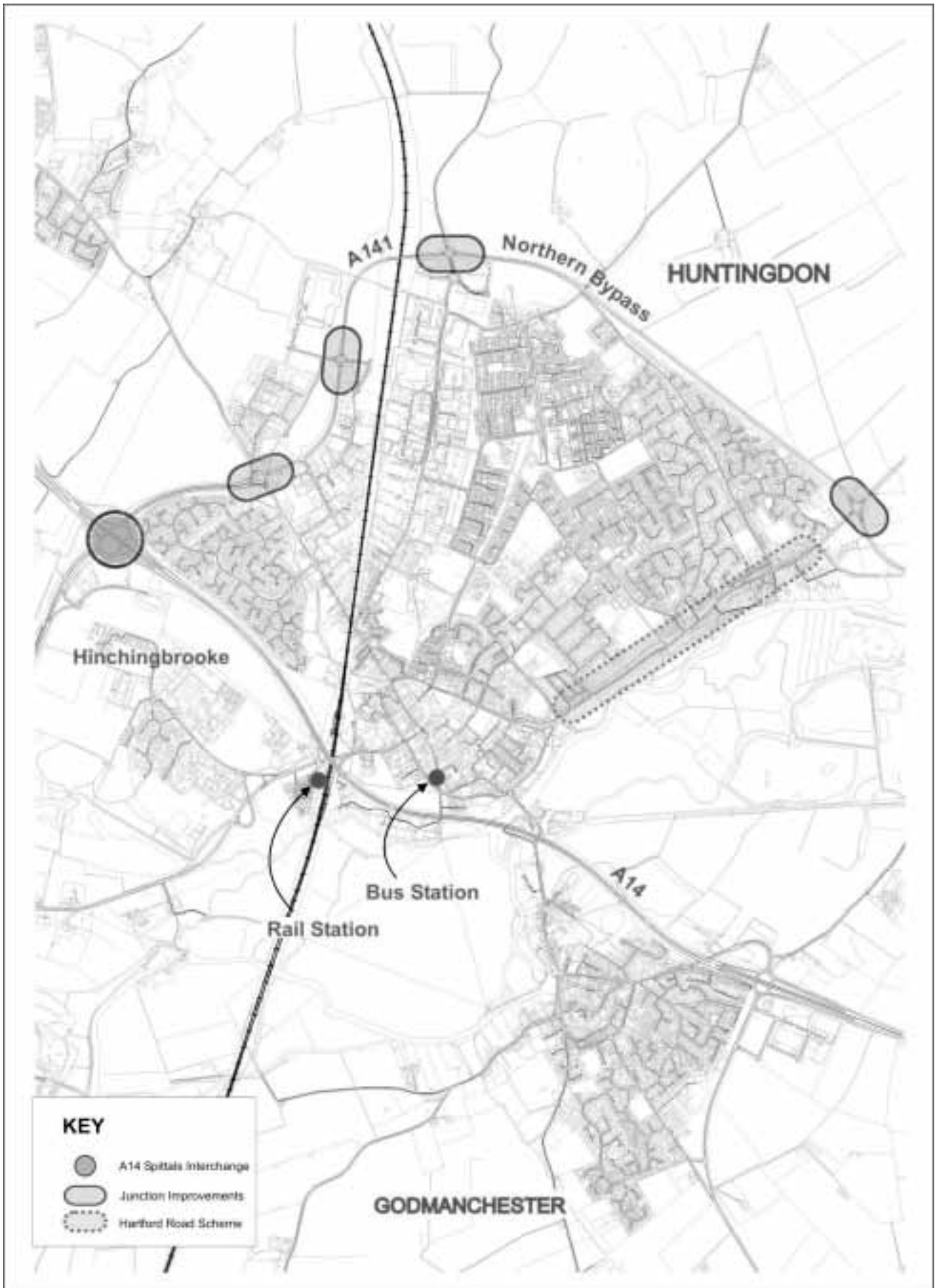
Huntingdon Eastern Bypass

The CHUMMS findings recommended the longer-term implementation of a bypass to the east of Huntingdon between the A1123 at Hartford and the A14/A1198 Godmanchester interchange to relieve the traffic congestion experienced in the area.

The potential benefits of the scheme in terms of traffic and residents in Huntingdon and Godmanchester will have to be balanced against the considerable disadvantages of the significant environmental impacts to the flood plain and the sensitive meadow areas, and scheme costs which are likely to be substantial considering the nature of the ground conditions. In addition, its implementation is dependent upon development issues in the longer term for the Cambridge Sub-Region and the final proposals for the A14 Huntingdon Bypass.

In any case, over the short to medium term the strategy offers transport measures that will address many of the stated CHUMMS objectives of the bypass. Therefore at this stage, and for these reasons, the bypass is not considered appropriate and is outside the scope of the current strategy.

Map A8.37 Proposed Bypass Improvements and Town Centre Relief Measures



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Huntingdon Bypass Improvements and Town Centre Relief Measures

Table A8.38 Paramics traffic modelling

<i>Option</i>	<i>Scheme Option Tested – Cumulative Order</i>	<i>Result</i>
1	Base Year 2002 and Future Years of 2005 and 2020. The current year was modelled based on extensive traffic surveys and growth estimates of approximately 2% per year up to 2020.	Current situation accurately modelled and future years show Huntingdon to become increasingly congested. Do-nothing not considered acceptable.
2	2005-plus Development Traffic. The expected development traffic from the three main development proposals was added to the 2005 2% background growth scenario.	The single factor of the development-related traffic has demonstrated that 2005 is identified as the critical year for the HIRR and levels of congestion.
3	Development Traffic plus West of Town Centre Link Road. The link road through the development site for all traffic between Ermine Street and George Street is added to the model Option 2. The link road is shown in Map A8.35.	Significant benefits to the HIRR and in particular the George Street and Ermine Street approaches, less of a positive affect on the southern part of the HIRR. The link road is therefore a clear solution that integrates with the west of town centre development proposal.
4	Sustainable Transport Option. The full package of measures from the 'Developing Integrated and Sustainable Transport' section are included within the model as a mixture of infrastructure and reductions in vehicles due to meeting the LTP targets for cycling, walking and bus use in Huntingdon and Godmanchester.	This has given considerable benefits to Huntingdon in terms of allowing increased levels of accessibility by all modes. Of particular note is the reductions in congestion on the Godmanchester approach to the HIRR, resulting from traffic being able to join the ring road more easily as the junction is less busy.
5	Town Centre Enhancement and HIRR Relief Measures. This option proposes significant measures to ensure traffic flows more effectively whilst also ensuring the town centre remains viable and attractive, see Map A8.33. This option is heavily dependent upon the final outcome of the Chequers Court development and successful outcome of a detailed design and feasibility study process. The measures include: <ul style="list-style-type: none"> • an additional anti-clockwise traffic lane on the HIRR between Godmanchester Old Bridge and Hartford Road with modifications to both junctions to allow the additional turning movements • an additional anti-clockwise lane on the HIRR northbound from the re-modelled Hartford Road junction up to the Fire Station junction area • changes to St Mary's Street and Hartford Road (inner) route to remove through traffic and allow 'access only' and buses, taxis, cyclists and pedestrians as through traffic only • alterations to reflect the town centre enhancement proposals. 	The results of this option testing shows that it offers considerable benefits to the HIRR and in particular the Godmanchester approach where congestion is reduced as less traffic is coming from the Hartford Road junction as it is able to access the town centre more easily via the new contra-flow lane. The implementation of this scheme will be subject of further work to identify the design details and actual feasibility of delivering such measures as removing through traffic; except for access, buses, taxis, pedestrians and cyclists and the implementation of the additional lanes.
6	Town Centre and Bypass Relief Measures. This option involves attracting traffic currently travelling straight through the town back onto the A141 Huntingdon Northern Bypass, by discouraging vehicles that do not have a destination near to the town centre from using the HIRR and improving the capacity at key junctions on the bypass. It also models the utilisation of the west of town centre link road for routeing traffic more efficiently from the bypass to the George Street, Hinchingsbrooke and rail station areas. In part, this proposal is also dependent upon the longer term implementation of CHUMMS in around 2011. A key to effective use of the bypass is the level of congestion currently experienced on the A14 and, in particular, at Spittals Interchange.	The results of modelling changes in traffic flows and patterns of travel movements for the town centre area, HIRR and its approach roads and the removal of the through trips shows that if successful this option will offer further significant benefits to the town. It will therefore allow those journeys that have a true destination in the town to have easier access.

Improving accessibility

A number of measures in the strategy will assist in making Huntingdon and Godmanchester more accessible. These include:

- the introduction of taxis with wheelchair access
- the careful introduction of road safety measures to make it easier for all people in the community to get around Huntingdon and Godmanchester, including those with disabilities
- continued support for additional disabled parking provision conveniently located, as currently many disabled drivers use the pedestrianised areas
- pedestrian enhancements in the form of improved paths
- continued support for community transport schemes (improved through the new LTP)
- addressing social exclusion issues in the Oxmoor area
- other schemes (detailed above), such as the introduction of improved bus services through a Quality Partnership.

As individual schemes from this strategy are brought forward, the needs of disabled people and all sectors of the community will also be included.

Development Pressures in and around Huntingdon

The majority of the measures included in the strategy action plan will be needed to cater for the additional transport demand produced by the proposed developments.

If developments are to be considered sustainable and integrated in transport terms, they will need to provide appropriate transport measures and infrastructure to enable them to function as part of the town, rather than as car dominated sites. Further, the strategy will also provide the basis for assisting in the preparation of Green Travel Plans, such as the forthcoming access strategy for Hinchingsbrooke Hospital.

Mechanisms for Achieving Developer Funding of Transport Improvements

Mechanisms for achieving appropriate levels of developer funding towards transport measures included in the strategy need to be set up by the District and County Councils, as a further stage of the development of the Huntingdon and Godmanchester Transport Strategy. This could be by means of planning briefs for individual sites.

A more integrated way of dealing with this issue within the planning process would be to develop an Area Transport Plan for Huntingdon and Godmanchester, assigning levels of funding to individual developments based on the trip generation of the individual proposals.

This approach has been successfully used in Cambridge, where the 'Southern Corridor' and 'Eastern Corridor' Area Transport Plans (ATP) have been adopted as Supplementary Planning Guidance by the City Council. This approach gives developers a degree of certainty as to what level of contribution will be expected for transport improvements, and can easily be incorporated in a development brief. An ATP covering Huntingdon and Godmanchester as a whole would not remove the obligation for developers to fund necessary transport improvements in the vicinity of a site.

However, at this stage a full ATP has not been produced, but in terms of key transport schemes and measures this strategy forms

a firm basis for negotiation with developers based on the clear integration of transport solutions identified as measures in the strategy with development proposals.

Implementing the Strategy

Programme

The programme of schemes within the strategy reflect the priorities arising through public consultation combined with a recognition of the realistic timescale for the implementation of such schemes. In addition, it is important to note that the sequencing of the measures will need to integrate with the rate at which the main developments are implemented and the CHRT system is delivered in Huntingdon. For this reason, the programme has been developed around the likely timescales for development, but an element of flexibility may be needed to ensure the necessary transport measures are matched with the implementation of a specific development. Future early reviews of the strategy over its life will enable such flexibility to be accommodated. It is also essential that the sequencing of the strategy programme is interlocked with the implementation of development proposals that relate to the measures contained within the plan.

The programme shows how the measures will be combined so as to provide an integrated package that will address the needs of Huntingdon and Godmanchester. The overall programme, based on the previous sections, is shown in Table A8.39.

Funding

Funding for the strategy will need to come from a variety of sources. These include the Local Transport Plan, district council contributions, funding through development and new sources of revenue arising as a result of some of the proposals within the strategy. The pace at which the strategy can be delivered will depend upon the availability of this funding. By providing a clear statement of the schemes for which there is public support in the town, this strategy aims to provide a clear platform for securing a wide range of funding sources.

Because of the particular development pressures in Huntingdon it is envisaged that over half of the funding for the schemes within the strategy will come through the development process. Based on modelled development related scenarios and their overall impact, some of these schemes are wholly necessitated by development and hence will need to be funded entirely through development, whilst some development proposals will also exacerbate existing transport problems and their contribution will need to be in proportion to the assessed additional travel demand.

Targets

The measures within this strategy are consistent with the Local Transport Plan objectives of achieving stability in peak hour traffic flow and a positive change in modal split in the Market Towns. As part of the process of developing this Market Town Strategy and with the forthcoming review of the LTP in mind, a series of detailed targets up to 2011 for Huntingdon and Godmanchester will be developed in conjunction with the new LTP, which may include:

- 10% increase in walking
- 10% increase in use of public transport
- triple the modal share of cyclists across all market towns.

Table A8.39 Strategy Programme

1	Public Transport Managing Effective Transport Networks Walking & Cycling Making Travel Safer	Improved rail/bus interchange at rail station. Commence Rolling Programme of bus stop improvements. Commence study into Hinchingsbrooke, Ambury Road and Ring Road bus lanes and measures. Commence study into ring road improvements and town centre enhancement measures. Route 1 – Godmanchester to Town Centre. Support Infrastructure and Initiatives. Huntingdon Ring Road.	
Total Phase 1			£493,000
2	Public Transport Walking & Cycling Making Travel Safer	Hinchingsbrooke bus lane and access proposals. Rolling Programme of bus stop improvements. Route 2 – Sapley to Town Centre. Support Infrastructure and Initiatives. Godmanchester to Huntingdon. Continue study work.	
Total Phase 2			£780,000
3	Public Transport Walking & Cycling Making Travel Safer	Rolling Programme of bus stop improvements. Ring Road Contra-flow bus lane. Ambury Road Bus Lane. Route 3 – Brampton to Town Centre. Route 4 – Hartford to Town Centre (combine with CHRT). Support Infrastructure and Initiatives. Junction B1514/A141 Bypass Roundabout at Hartford. Hartford Road Safety Scheme (combine with Walking and Cycling Route 4 scheme and CHRT). Ermine Street. Continue study work.	
Total Phase 3			£1,855,000
4	Public Transport Walking & Cycling Making Travel Safer	Quality Bus Partnership and Promotion of Improved Services. Rolling Programme of bus stop improvements. Integrated Information and Promotion. Route 5 – Sapley Road/Oxmoor/Newtown to Hinchingsbrooke (Part 1). Support Infrastructure and Initiatives. Brampton Road/Hinchingsbrooke Park Road junction. A1198/London Road Junction. Continue study work.	
Total Phase 4			£623,000
4+	Walking & Cycling Managing Effective Transport Networks Making Travel Safer	Route 5 – Sapley Road/Oxmoor/Newtown to Hinchingsbrooke (Part 2). Route 6 – Great Stukeley to the Rail Station and Town Centre. Route 7 – Great Stukeley to St Peter's Road and Town Centre. Support Infrastructure and Initiatives. Bypass Junction Capacity Improvements. (Longer term integrate with CHUMMS proposals). West of Town Centre Link Road.* Town Centre Enhancement and Ring Road Relief Measures.* C339 South of Godmanchester. A1123 Approach to Hartford Roundabout. St Peter's Road.	
Total Phase 4+			£5,699,000
Strategy Total			£9,450,000

* Schemes wholly necessitated by development proposals and subject to outcome of detailed design and feasibility studies.

Conclusions

The Huntingdon and Godmanchester Transport Strategy will provide a number of benefits for Huntingdon and Godmanchester, it will:

- provide a clear programme of transport enhancements for the town to 2011
- significantly increase walking and cycling in the town
- improve public transport within the town
- improve access to the town and reduce undesirable through movements
- provide safety measures that will reduce the numbers of accidents.

The strategy gives a clear indication of the transport measures that should be introduced in Huntingdon and Godmanchester up to 2011 and will reflect the responses from the strategy consultation process. The measures in the strategy will ensure Huntingdon and Godmanchester continue to be a pleasant place to live, work and visit.

DRAFT Wisbech Transport Strategy

Introduction

This is the Wisbech Transport Strategy. It forms part of the County Council's Local Transport Plan and has been formulated, through consultation, by Wisbech residents, stakeholders and interest groups as well as those who work in and visit the town.

The consultation has been used to both identify that the schemes contained within the strategy are appropriate and to produce a priority order for their implementation. The aim of the strategy is to provide a programme of integrated transport initiatives up until the year 2011 that support the Local Transport Plan objectives and contribute towards the prosperity and well being of the town.

Background

Situated in the north eastern quadrant of Cambridgeshire in the district of Fenland, Wisbech is one of the larger of the county's Market Towns with a population of around 20,000, the majority of these living within 4 km of the town centre. The strategy area extends beyond the immediate confines of the town, to Tydd St. Giles in the north, Parson Drove and Guyhirn to the west and Upwell to the south with a total strategy area population of some 40,000. The area also encompasses villages and parts of Wisbech to the east, located in the adjacent county of Norfolk.

Wisbech is the third largest shopping centre in the County after Peterborough and Cambridge. The shopping catchment area of the town is quite extensive, serving an area south from the Wash to March and a rural hinterland, which includes parts of Lincolnshire and Norfolk. There are a large proportion of discount chains and charity shops represented in the traditional retail core and prime retail rents in the town have remained static. Health checks suggest that Wisbech is experiencing difficulties as market towns in general come under threat from a concentration of retailing in larger towns. There is still a town centre market that runs weekly on a Thursday and a Saturday, along with a farmers market that has recently commenced operation on a Friday.

To maintain and enhance the economic vitality and environment of Wisbech, it is important that transport and access to and within the town are improved. There are a number of key transport issues that the strategy will address by providing specific schemes and measures for implementation.

Transport Issues

The town is bypassed by the A47 Trunk Road, the subject of a recent multi-modal study that links Wisbech to Peterborough and Kings Lynn. The A1101, linking Sleaford, Lincolnshire and the north and west with the A47, bisects the town north to south, crossing the River Nene at Freedom bridge in the middle of Wisbech. Whilst there is no railway station in use in Wisbech, Peterborough on the East Coast Mainline, is a major rail link with trains going to and from London (King's Cross), Glasgow/Edinburgh, Leeds and Birmingham at regular intervals. There is also a local train network from Peterborough catering for the nearby towns and cities of Cambridge, March and Kings Lynn. The bus links from Wisbech are good, with regular services between Peterborough and Norwich, Great Yarmouth and Lowestoft that pass through the town. Wisbech is also connected to Peterborough by the First Eastern Counties bus service, and local services connect Wisbech to Cambridge, Huntingdon, Ely and Whittlesey. The rural hinterland is served by a number of bus services, although frequency ranges from hourly to daily services. Provision for cycling in the town is poor although the town is relatively flat. The maximum cycling distance in any direction is about 4 km, or about 25 minutes at a steady 10 kph. On this basis, a higher level of cycling than the 3% currently observed in the central area could be expected.

When looking at the travel patterns, 72% of people in Wisbech travel by car or taxi. This is much higher than Cambridge (54%) and in fact larger than all the market towns except St Ives (81%). In terms of the average (based on all Market towns and excluding Cambridge), Wisbech is comparable for cyclists, motorcyclists and buses, but below average for pedestrians. Wisbech is above average for both light and heavy good vehicles, which could in part be explained by the existence of the port and, more significantly, by the A1101 which bisects the town and acts as the A17/A47 link road for westbound traffic.

There is significant potential to improve transport in Wisbech through this strategy. The elements of the strategy set out in this document will achieve this by addressing the key transport problems affecting the town, including:

- the rural nature of the surrounding area, which means that there is a significant reliance on the private car for transport;
- the significant levels of commuting within the town and the close surrounding area, with 75% of people travelling no further than 9 km and 51% travelling up to just 2 km
- 65% of journeys to work are by car
- most of the major employers are in locations central to the urban hub of Wisbech although are poorly served by public transport and cycle facilities
- many roads in Wisbech are busy and there are very few off-street cycle routes
- the town centre has two road bridges crossing the River Nene, Town Bridge and Freedom Bridge. Town Bridge has a weight restriction preventing HCV use, whilst the main A1101 utilises Freedom Bridge that sits at the centre of the town's road network. The five arms Freedom Bridge roundabout is the cause of significant levels of congestion and the scene of a large number of personal injury accidents
- the Market Place, although currently pedestrianised, includes a large number of exemptions within the Traffic Regulation Order (TRO) meaning there are often upwards of 30 vehicles in the Market Place. Not surprisingly this level of vehicular mix with pedestrians and cyclists within a confined space leads to significant conflicts.