



Northstowe Travel Plan Steering Group

26th April 2022





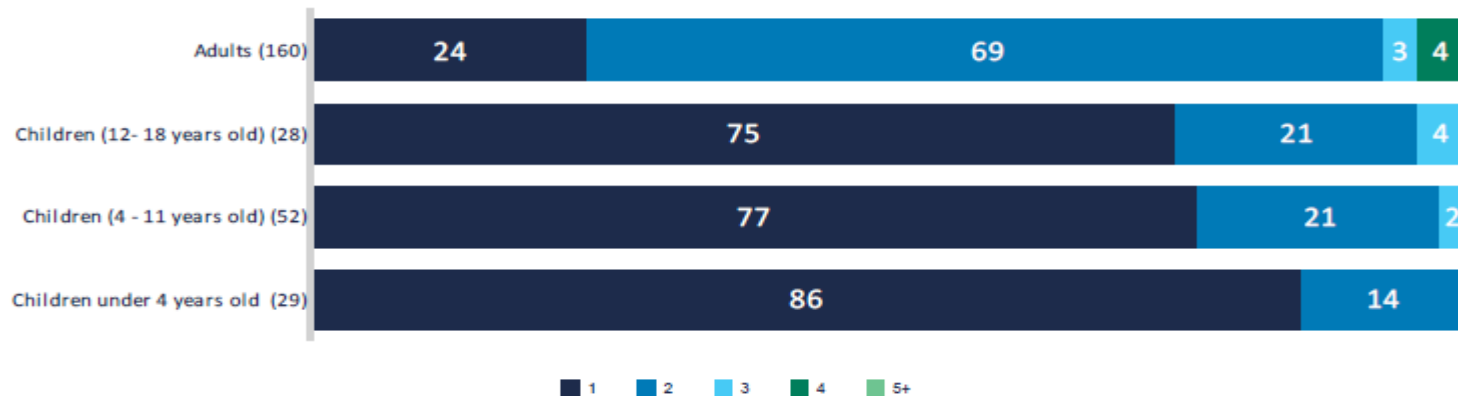
Agenda

1. Welcome, Introduction & Apologies – 5 mins
2. Actions from the Last Meeting – 5 mins
3. smart journeys Update (20 mins)
 - Residential Travel Survey Summary
 - Travel Benefits
 - Bike Servicing
 - E-Bike Hire & E-Car Club Usages
 - Upcoming Event
4. Stagecoach Update – 30 mins
5. AOB – Date of next meeting

Residential Travel Survey

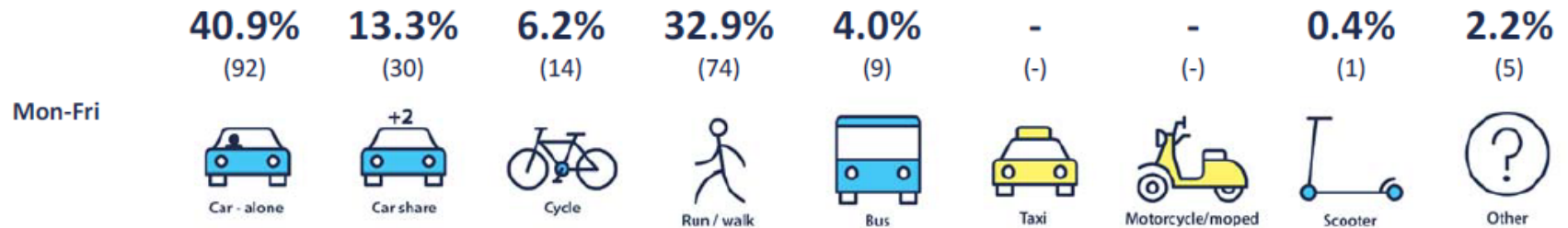
- 7th – 13th March (travel patterns); 14th -27th March (LIVE)
- 1,000 households
- 162 responses = 16%

Number of people living in each household (%)



School / Nursery Run

Main modes of travel (%)



Alternative modes to driving on the school/nursery run

Would you consider an alternative to driving on the school/nursery run? (%)



Base: All respondents (23)

Which alternative modes would you consider? (%)



Base: All respondents (14)








What is preventing you from using an alternative mode to driving? (%)







Base: All respondents (23)

Journey Mode and Distance (Mon-Fri)

Based on 561 journeys

Mode of Travel		Average Distances		
Mode	Proportion	Per Day	Per Week	Per Year
 Car - alone	33.9% of journeys (190)	13.5 Miles per day	46.6 Miles per week	2358 Miles per year
 Car share - driver	3.4% of journeys (19)	11.4 Miles per day	36.0 Miles per week	1822 Miles per year
 Car share - passenger	3.2% of journeys (18)	12.9 Miles per day	23.2 Miles per week	1174 Miles per year
 Cycle	7.3% of journeys (41)	8.0 Miles per day	23.5 Miles per week	1189 Miles per year
 Walk	2.5% of journeys (14)	1.1 Miles per day	4.0 Miles per week	202 Miles per year
 Bus	17.5% of journeys (98)	10.8 Miles per day	30.4 Miles per week	1538 Miles per year
 Train	2.3% of journeys (13)	63.3 Miles per day	164.6 Miles per week	8329 Miles per year

Journey Mode and Distance (Mon-Fri) cont.

Mode of Travel		Average Distances		
Mode	Proportion	Per Day	Per Week	Per Year
 Staff bus	- of journeys (-)	0 Miles per day	0 Miles per week	0 Miles per year
 Motorcycle/moped	- of journeys (-)	0 Miles per day	0 Miles per week	0 Miles per year
 Worked from home	27.6% (155)	-	-	-
 E-Scooter/E-Bike	0.2% of journeys (1)	12.0 Miles per day	12.0 Miles per week	607 Miles per year
 Taxi	- of journeys (-)	0 Miles per day	0 Miles per week	0 Miles per year
 Business miles	0.5% of journeys (3)	0 Miles per day	0.0 Miles per week	0.0 Miles per year
 Other	1.6% of journeys (9)	7.1 Miles per day	21.3 Miles per week	1078 Miles per year

Mode	2019	2020*	2021**	2022
Drive Alone	40%	56%	26%	34%
Car Share with (Driver)	-	3%	-	3%
Car Share (Passenger)	13%	3%	2%	3%
Cycle	14%	3%	3%	7%
Electric Bicycle/Electric Scooter	-	5%	2%	0.2%
Walk/Run	1%	2%	1%	3%
Motorbike	-	1%	-	-
Bus	24%	21%	7%	18%
Worked at Home	5%	5%	59%	28%
Business Miles	-	-	-	1%
Other	-	-	-	2%
Not Applicable	4%	-	-	1%
Participation (number of households who responded)	38%	24%	21%	16%

Carbon emissions

(based on 7 days)



Car - Petrol

842

kg CO2e



Car - Diesel

463

kg CO2e



Car - Hybrid/
Electric

135

kg CO2e



Bus

278

kg CO2e



Motorcycle/moped

0

kg CO2e



Train

66

kg CO2e



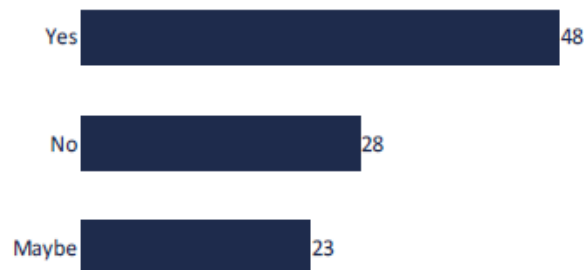
Taxi

0

kg CO2e

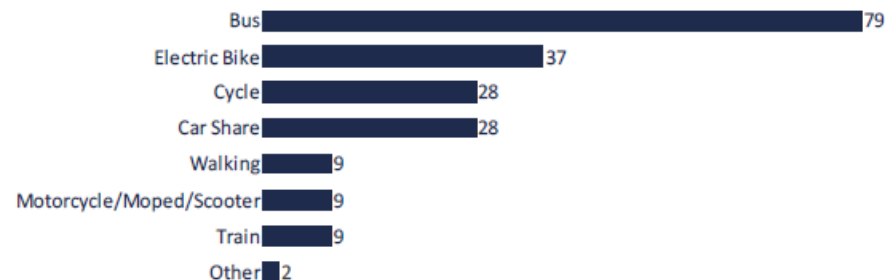
Calculations taken using the government conversion factors for greenhouse gas reporting <https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>

Would you consider an alternative to driving? (%)



Base: All respondents (60)

Which alternative modes would you consider? (%)



Base: All respondents (43)

What is stopping you using an alternative mode to driving? (%)



Base: All respondents (60)

Comments

- 102 comments
- Bus - 71 comments
- Cycle Paths – 24 comments
- *‘Most of the cycling paths in Northstowe are occupied by cars’.*

When the roads are completed then they can be adopted and then there can be enforcement of cars parking in the cycle lanes.

- *‘When will the permanent walkway footpath to Longstanton Park & Ride open?’*

The path between the waterpark and the guided busway bus stop needs to be completed. Preparations for this are being made at the moment.

- *'The guided bus is great but services to Bar Hill are not good'.*

The best way to cycle to Bar Hill at the moment is along Wilsons Road from the southern part of Longstanton. In the future the first section will have a better surface. A new cycle path is also going to be built alongside the B1050 linking Longstanton to Bar Hill using money from Northstowe. A cycle path will also be alongside the new access road into Northstowe.

- *'More frequent and accessible buses to Cambridge would be helpful - an extra guided busway stop near Rampton Drift. Rampton Road, towards Longstanton, doesn't feel safe for cycling with children'.*

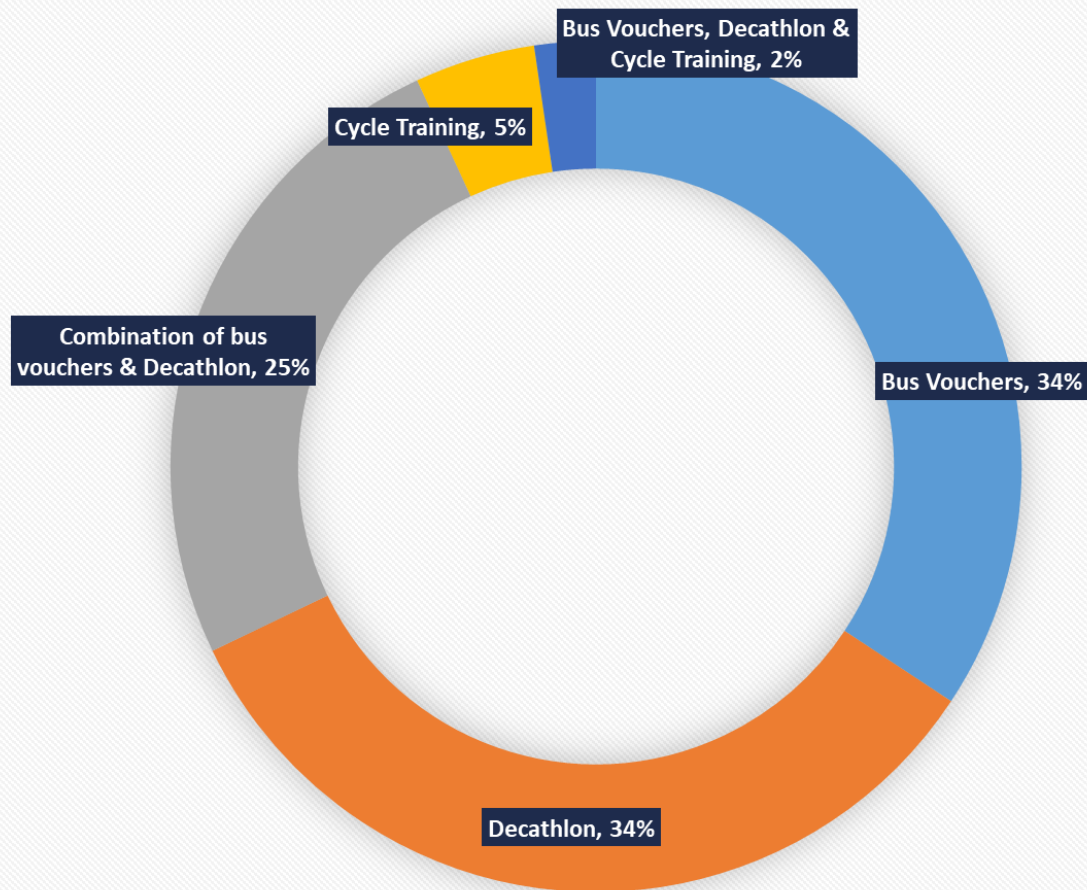
When the busway opens through Northstowe there will be a stop very close to Rampton Drift.

- *'I hope the bus goes through the center of Northstowe.'*

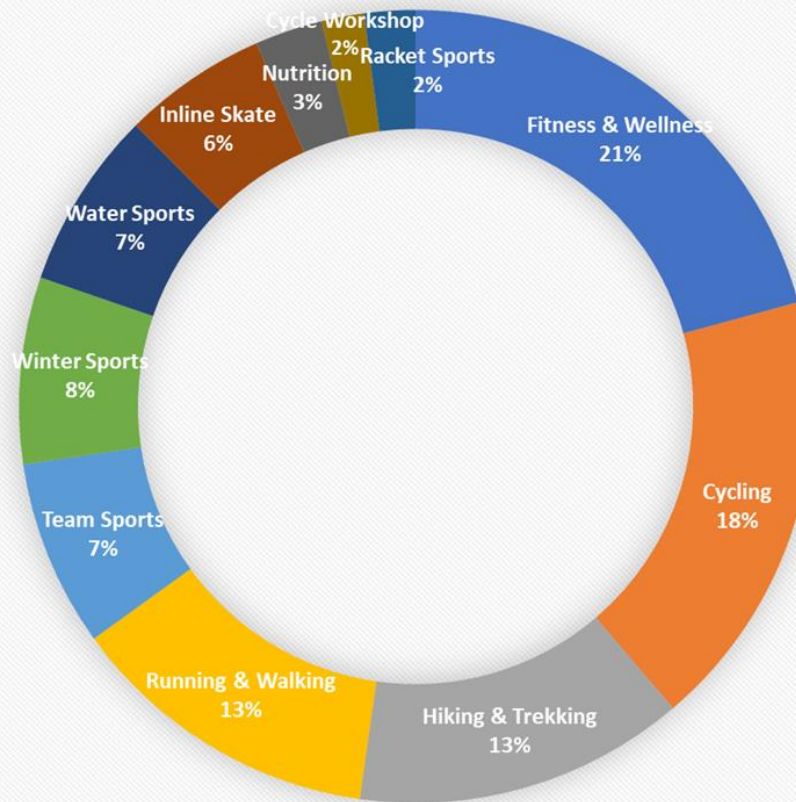
There is a bus way road that goes through Northstowe and we are hoping that this will open in 2025.

- *'Voi scooters to be available from Longstanton P&R into town'.*

Travel Benefits



Decathlon E-Gift



smart**j**ourneys

Claim Your Free Travel Incentives!

Each new household can claim one set of travel incentives. For more information on how you can claim your travel incentives, please visit northstowe.com/travel and submit your request.



www.smartjourneys.co.uk

smart**j**ourneys

1-2-1 Cycle Trainings



E-Car Club

Northstowe Residents offer:

First Year's FREE Membership

Annual membership usually £60, saving £60

+ £50 Free Driving Credit*

+ 5% off Enterprise-Rent-A-Car*

Visit our website:

EnterpriseCarClub.co.uk/NSTOWE150

Quote the offer code:

NSTOWE150

Supported by:



Your property comes with
a membership

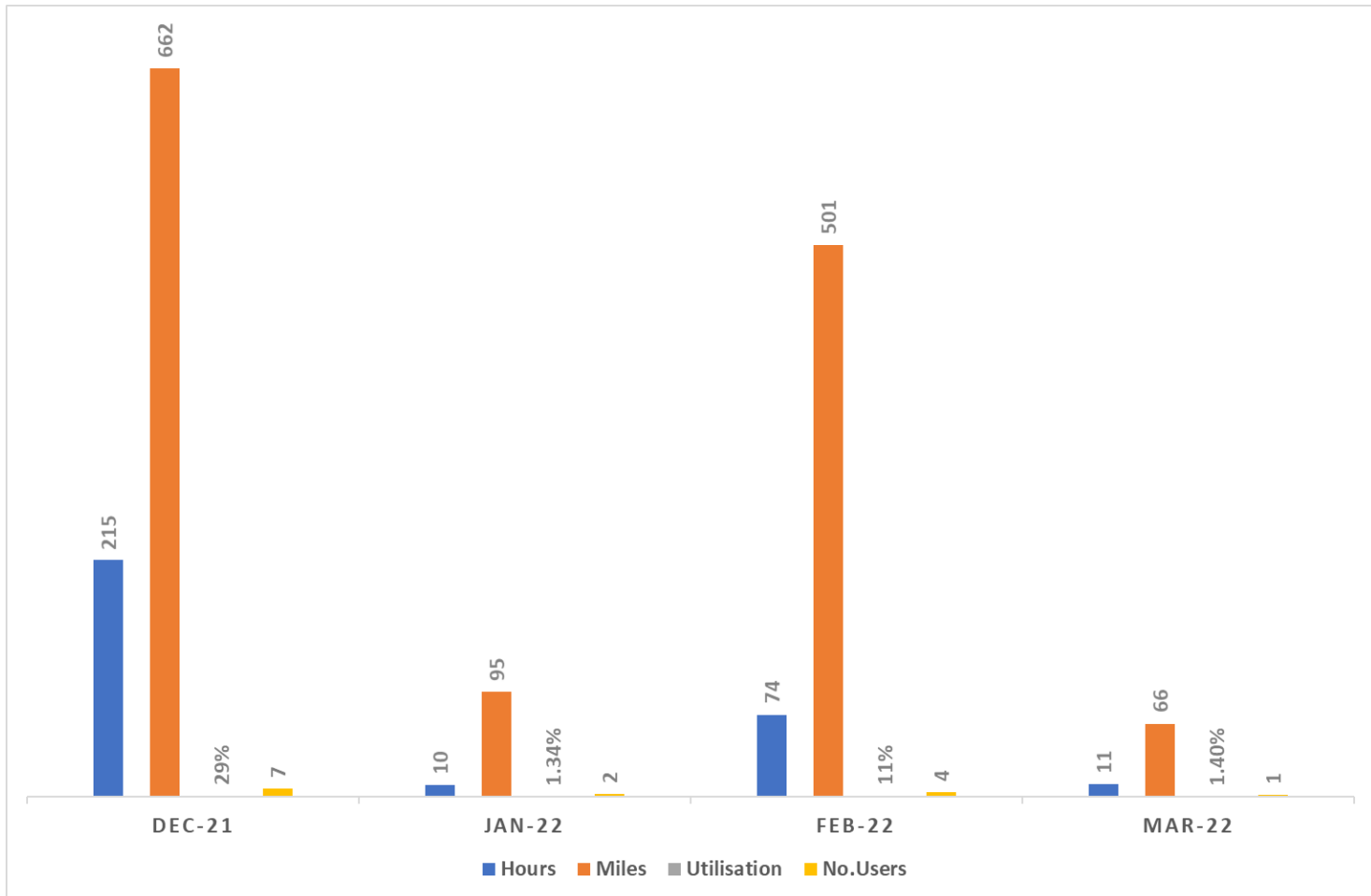


First Year's free membership*
& £50 driving credit for
Northstowe Residents



*First year's membership is free (usually £60), £50 driving credit, valid for 30 days, against your application. Annual membership usually £60. Offer valid until 31/12/2021. Roads & vehicle rules must be a member of the website. Valid for a single car (17 or 18) at 11/10/2021. Members must complete their first car club order to qualify for 15% discount code. For 15% discount code and more information visit EnterpriseCarClub.co.uk. Trustpilot score 4.8/5.0. ©2021 Enterprise Car-Club. 11/21. R01

E-Car Club Usage



Bike Servicing

smartjourneys

On your bike!

We are here to help every Northstowe resident to dust down their bike, fix those slipping gears and mend those pesky punctures.



Free bike servicing

www.smartjourneys.co.uk

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sj

Free bike servicing

smart journeys pop-up cycle stand will be coming to Northstowe on **3rd Sunday of every month**

If your bike requires servicing or needs attention, please contact northstowe@smartjourneys.co.uk to book your time slot. These sessions are free to Northstowe residents.



www.smartjourneys.co.uk

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A graphic with six dark blue circles arranged in two rows of three. Each circle contains yellow text representing a statistic. A dashed blue line curves across the top of the page. A yellow and dark blue footer is at the bottom.

**106
Bikes
Serviced**


**12
No
Shows**

**75
Parts
Replaced**

**14
Inner
Tubes**

**14
Brake
Pads**

**12
Tyres**



smart journeys

EBIKE HIRE

**307
Registrations**

**1,027
Rides**

**5,115
Miles**

**50p per
hr**

**£1.80 for
4 hrs**

**£2.60 for
6 hrs**

Wheelie Green Day

- Saturday 2nd July
- 10am – 2pm, The Green
- Free event for the family
- Onsite event encouraging 1,062 households and their families to opt for a sustainable mode of travel to/from Northstowe



Get In Touch

If you're interested in any of our initiatives,
please contact us:

northstowe@smartjourneys.co.uk





**transforming
how we commute,
for good.**

www.smartjourneys.co.uk

