

# National Transport Awards

## Cambridge Park & Ride

### What Cambridgeshire has achieved

- An award winning scheme focussed on quality.
- Four sites, with a fifth site due to be built later this year.
- 950,000 passenger journeys in 2000: up 50% since 1998
- Very high levels of satisfaction recorded through the Citizens' Panel
- 3,200 parking spaces increasing to 4,200 this autumn
- Fully integrated with Cambridge city centre car restraint measures
- Modern high quality buses
- 78% of users would otherwise have used the car



Park & Ride represents probably the greatest transport achievement in Cambridgeshire over the past few years. Starting from a low base, the County Council has set up a comprehensive ring of state of the art Park & Ride sites around Cambridge. This, combined with a Quality Partnership agreement with Stagecoach, has brought about a step change in the quality of alternative,

sustainable transport provision.

Park & Ride lies at the heart of the Council's transport policies. These aim to develop integrated and sustainable transport. Park and Ride is closely integrated with other initiatives aimed at reducing city centre congestion, as well as bus priority measures, cycleway improvements and pedestrian zones.



**Park & Ride new build and enhancements since 1998**

The success of Park & Ride derives from three key attributes: quality, customer focus and integration with other transport modes.

### Quality

The Council's philosophy for Park & Ride is to ensure a quality experience for all users – a prerequisite if car drivers are to be persuaded to use the service. The Cambridge scheme meets this need in all respects:–



- All sites are carefully designed to minimise walking distances to the central facilities and bus stops.
- Sites are built using high quality materials and high standards of landscaping.
- Each site has dedicated site attendants who are highly regarded by customers. All sites are equipped with CCTV.
- Fast, frequent, high quality services operate from all sites, two of which now operate with low floor buses.
- The sites have won an Institute of Civil Engineers Merit Award for their appearance and the scheme has won a bus industry award.



### Customer focus

Park & Ride in Cambridge is run as a business, focusing at all times on the customer. High levels of quality, convenience and reliability have raised the profile of the service and persuaded car users to switch. This in turn has played a major role in achieving a modal shift away from car use and has led to a demand for more sites, achieving the key aim of making the provision of high quality alternatives to car use popular and easier to implement.

Key elements of this customer focus, which are co-ordinated by the Park & Ride manager, include:–

- Provision of a comprehensive range of site facilities including:
  - ☐ Tourist information and general Park & Ride information
  - ☐ Toilets including facilities for the disabled and for babies
  - ☐ Disabled and parent and child parking spaces
  - ☐ Comfortable and attractive waiting areas
  - ☐ A high standard of site maintenance
- Monitoring of services and a continuous improvement programme, including
  - ☐ Regular customer surveys and market research programmes
  - ☐ A 'How to complain' leaflet that is widely available.
  - ☐ A passenger charter
  - ☐ Extended hours of operation.
  - ☐ Customer care training for bus drivers.

### Integration

Cambridge Park & Ride is fully integrated with other transport initiatives.



- The Babraham Road site was opened on "Integration Day" – the same date as the second stage of the Cambridge Core Traffic scheme and the introduction of additional bus priorities along the route.
- The sites can be used by cyclists in addition to car users.
- Bus priority measures from the outset ensure that the road space created by the Park & Ride is used to the benefit of public transport.
- Park & Ride has led the way, showing the bus companies that high quality, frequent services can lead to increased bus patronage.
- On- and off-street parking charges in Cambridge are linked to Park & Ride fares to encourage longer stay customers to use Park & Ride. Surplus revenue from on-street

parking charges is used to support site running costs and maintenance.

## Targets

In 1996, the Council set an ambitious target of 1 million P&R users per annum by 2004. This target will now be exceeded in 2001.

## Resources

The capital costs of Park & Ride improvements since 1998 are £4.35 million, with a further £4.5 million identified for a new site at Trumpington. Developers of a major retail scheme in Cambridge will be making significant contributions to this site. Park & Ride bus services in Cambridge have always been operated without public subsidy and this emphasises the business approach we adopt.

## Target Groups

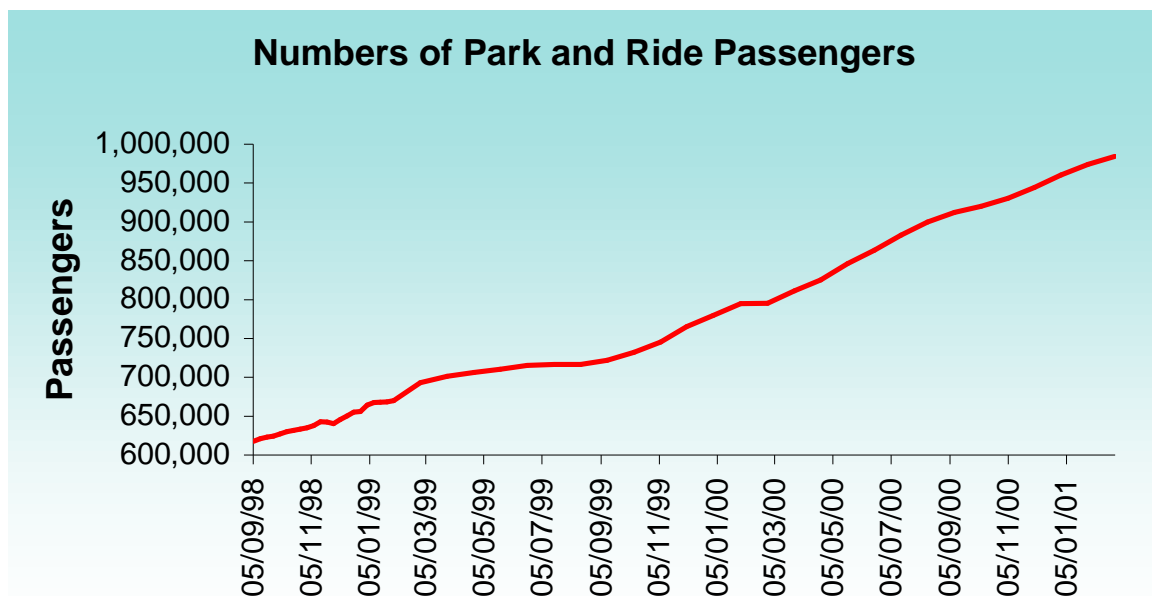
All people who travel to Cambridge are within our target group - shoppers, commuters and visitors. The latest major survey has indicated that Park & Ride is successful in attracting all of these groups with 35% of passengers being commuters, 55% shoppers and 10% visitors.

## Partners

Park & Ride is the result of a successful public-private partnership involving Cambridgeshire County Council, Cambridge City Council and Stagecoach. Bus services are run on the basis of a Quality Partnership between the County Council and Stagecoach. This makes requirements on both parties to ensure that Park and Ride is continuously improving. It thus provides a springboard for the future to ensure that Park and Ride can increase its share of trips made into Cambridge.

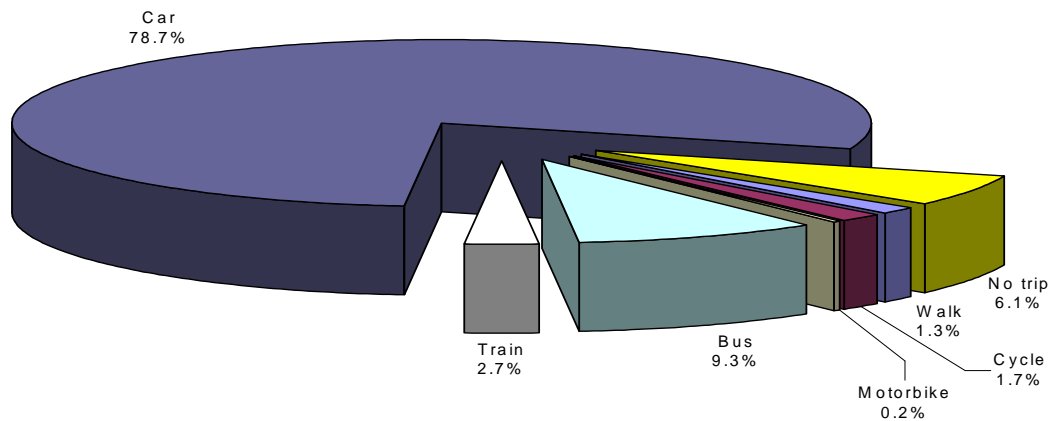
## Results and Impacts

The success of any scheme should be measured by its results. Park & Ride has exceeded our most optimistic expectations. The scheme has experienced over 50% growth since 1998 as the benefits have become more widely appreciated. The opening of the Trumpington Park & Ride later this year is expected to push usage well above 1.2 million per annum. Our success is highlighted by the number of other authorities who have visited our sites to learn from them and emulate our success. The County Council is also leading on benchmarking of sites to compare with other authorities.



With over 75% of users of the service stating that they would otherwise have used the car to get into Cambridge, Park and Ride can be seen as having made a real contribution to easing congestion. Figures for 1999 indicate that 2.1% of vehicles entering Cambridge were intercepted by Park and Ride.

### How journeys would have been completed without Park & Ride



### Building on success – the way forward

The Cambridge Park and Ride system is widely regarded for its excellence, both by its users and other authorities. For the future, we will strive for continuous improvement and ensure that Park and Ride is developed alongside other initiatives to promote sustainable travel. Some of the key next steps include:

- An extended network of sites, including rural transport interchanges, linked to existing bus services
- Real Time information at the sites
- Variable message information signs on major roads approaching the sites to ensure drivers make informed decisions.

Supporting documents attached:

- Cambridge Park and Ride – How to comment on our service
- What is Cambridge Park and Ride?
- Cambridge Park and Ride
- Charter mark Application

