

# TRAVEL MANAGEMENT PLAN 2023-2028



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It is with great pleasure that I share with you the latest strategic Travel Management Plan for Granta Park for the period 2023-2028. This document represents the culmination of collective efforts from our estate team and transport consultants, following extensive surveys and consultation with key stakeholders.

It fills me with particular pride to note that despite the campus' growth over the intervening period, single car mode users between 2017-2023 have decreased by 32.4%. At the same time, the commuter bus service has seen an uptake in users of 63% and those cycling to/from the campus have increased by 124%!

This follows a significant investment programme which has seen a steady increase in capacity and frequency of commuter buses serving the Campus for both the Whittlesford Parkway and Cambridge central routes. In addition, we have committed substantial investment in off-road infrastructure for secure cycle paths and better provision of onsite facilities to encourage and promote cycle to work.

We remain committed to continue promoting sustainable transport modes that better serve Granta Park and our local communities and expect further such initiatives to come online in due course.

Last but by no means least, I wish to thank all of you, for your participation and support in helping us achieve these impressive results and hope you will continue to do so as we embark on this next exciting chapter for our Campus. As always we remain at your disposal for any suggestions and ideas on how we can further improve the services on offer

Best wishes,



Orestis Tzortzoglou  
Vice President, BioMed Realty

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## 1.0 Introduction and Background

### Overview

- 1.1 Granta Park is an internationally renowned science park located 12km (7 miles) to the south east of Cambridge. The site currently provides accommodation for around 30 companies, with approximately 3,700 employees. The site is a well established science park providing facilities to successful Research and Development companies within its grounds and forms part of the world renowned Southern Cambridgeshire Life Science Cluster. The Park also incorporates The Welding Institute (TWI), which provides research into welding and provides advice and training worldwide.
- 1.2 The site is managed by BioMed Realty and TWI, with its day to day operation being undertaken by the Granta Park Estate Management Team. For the purposes of this Travel Plan, the Management Team has been subsequently referred to as 'Granta Park'.
- 1.3 The Travel Plan Co-ordinator's contact details are as follows:
- Luke Wordsworth [Luke.Wordsworth@bidwells.co.uk](mailto:Luke.Wordsworth@bidwells.co.uk)  
The McClintock Building, Granta Park, Great Abington, CB21 6GP
- 1.4 The Park is situated adjacent to the grounds of Abington Hall and is currently around 143 acres in size and comprises of 120,774sqm of built floor space, with a further 34,220sqm of consented floorspace as part of the Phase 2 development within the eastern half of the Park and 11,746sqm of consented space at Site 1 on the western frontage of the site. Granta Park incorporates a wide range of facilities including office and laboratory space, and other facilities and amenities including a conference centre, two restaurants, coffee shop, nursery, a Health, Fitness & Wellbeing Centre and large open areas including a cricket pitch. The main Park has a large lake in the centre with a couple of smaller lakes forming part of the Phase 2 site.
- 1.5 The current floorspace breakdown as of August 2023, is as follows:
- Occupied floorspace
    - 132,839sqm
  - Floorspace currently under construction or planned
    - Phase 2 = 34,220 sqm of new floorspace
    - Project Ghiberti (Site 1) = 11,746sqm of new floorspace
    - Proposed TWI Re-development (planning to be determined) = 21,315sqm (net increase on existing)
  - **Total existing & proposed floorspace = 200,120sqm**
- 1.6 Based on the above, it is estimated that the floorspace currently under construction or planned would result in the following increases in staff numbers (based on 1 employee per 20 sqm as per the relevant planning applications):
- Phase 2 = 1,711 employees
  - Project Ghiberti (Site 1) = 469 employees
  - The TWI Re-development = 1,066 employees
  - **Total = 3,246 employees**

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- 1.7 Granta Park is in a relatively rural area but it is sited in close proximity to the A11/A505 junction known as the A11 Abington Junction North, and A11/A1307 junction known as A11 Four Went Ways Interchange. The site is bounded River Granta to the north, Great Abington to the east, Pampisford Road to the south and Newmarket Road to the west.
- 1.8 This Travel Management Plan (TMP) seeks to influence behavioural change towards sustainable modes of travel by proposing a package of measures and targets for the five year period up to 2028. It provides a holistic approach for the Park and has been developed to enable the individual tenant organisations to utilise this single document for their respective sites.
- 1.9 The report examines all practical travel modes to and from Granta Park and recognises the stringent target for single occupancy car use set out by Cambridgeshire County Council. It also identifies the measures and initiatives that need to be employed by both the Park and the individual tenant organisations in order to achieve this target.
- 1.10 This Travel Plan has been prepared by Glanville Consultants, of 3 Grovelands Business Park, Boundary Way, Hemel Hempstead, HP2 7TE, on behalf of Granta Park.

### **Purpose of the Report**

- 1.11 This document has been produced in order to reduce the demand for and volume of unnecessary travel undertaken by single occupancy vehicle in order to meet and maintain, or even reduce further, Cambridgeshire County Council's target of 53% of journeys being made by private cars.
- 1.12 The overall objective of the plan is to encourage staff to use more environmentally friendly alternatives rather than driving alone, for example, walking, cycling and using public transport. This Granta Park TMP is supported by the following three specific aims:
- 1) To encourage the use of more sustainable modes of transport and reduce single occupancy car dependency;
  - 2) To ensure that all of the tenant companies and their staff are aware of the overarching travel plan; and
  - 3) To reduce traffic congestion and pollution in vicinity of the site.

### **Background**

- 1.13 Granta Park has operated a site-wide Travel Plan since January 2003 and last revised in 2017. These documents set objectives and targets for a period up to 2016 and 2022 respectively. Consequently, this document reflects the third Granta Park Travel Plan.
- 1.14 Since the previous Travel Plan was prepared a number of new developments within Granta Park have received planning consent. These include full planning consent for 11,746sqm of flexible laboratory and office space within Site 1 of the Park (21/03822/FUL) and Reserved Matters consent for Phase 2 of the Park (21/05165/REM) which includes 34,200sqm of the same land use as Site 1. In addition to this, TWI has submitted an Outline application for the re-development of their Campus within Granta Park and the provision of 31,500sqm of office and laboratory space and conference / training facilities (22/05549/OUT), and this application is still under consideration by South Cambridgeshire District Council. This Travel Plan will also be updated to reflect future developments as they receive planning consent.

- 1.15 To support the Travel Plan, an Annual Travel Survey is distributed to the staff in around September / October of each year. This survey asks each staff member to identify their current travel modes and identifies potential measures in which they would be encouraged to use sustainable transport modes. The 2022 Travel Surveys is summarised within Chapter 5 of this Travel Plan.
- 1.16 The Travel Plan has been instrumental in reducing single car use associated with Granta Park. As part of the Phase 2 Outline planning consent, Cambridgeshire County Council set Granta Park a stringent target of reducing single car occupancy to 53%. As of December 2022, this mode share has decreased to 45.6% (see chapter 5).

### **Scope of the Travel Management Plan**

- 1.17 The Government sets out its requirements for an increase in sustainable transport use and the reduction in single car trips within the National Planning Policy Framework (July 2021) and the 'The Future of Transport White Paper: A Network for 2030'. This can be achieved through the provision of a Travel Plan.
- 1.18 The Cambridge and South Cambridgeshire Transport Strategy (March 2014) also highlights the importance and benefits of travel planning to reduce single occupancy car use. Within the Strategy, there are a number of transport initiatives that are proposed to encourage sustainable transport use including the creation of a high quality passenger transport corridor along the former Cambridge to Haverhill railway line. Improvements to bus provision, bus priority measures and the walking and cycling network is also identified.
- 1.19 Similarly, the Cambridgeshire Local Transport Plan 3 also identifies the need to achieve the following, through which the provision of Travel Plans play an important part:
- i. Improve the reliability of journey times by managing demand for road space and maximising the capacity and efficiency of the existing road network;
  - ii. Reducing the length of the commute and the need to travel by private car;
  - iii. Making sustainable modes of travel a viable and attractive alternative to the private car; and
  - iv. Protecting and enhancing the natural environment by minimising the environmental impact of transport.
- 1.20 This TMP is therefore a long-term management strategy for Granta Park, which is aimed at promoting the use of sustainable modes of transport and providing choice for the users, with an end objective of reducing the environmental impacts of travel and dependency on single occupancy car use. The aim of the Travel Plan is to continue to aid the sustainability of Granta Park by both employers, employees and visitors.
- 1.21 TMP's can provide benefits to individuals as well as organisations by providing better access to work, improved travel choices, reduced costs and reduced congestion which can all improve staff health and well being.
- 1.22 This TMP is a 'live' document with an initial lifespan of 5 years. It will be monitored on an annual basis with any updates being incorporated as necessary. A detailed review and update will occur after 5 years, when a new TMP will be produced.

1.23 In order to achieve the required reductions in single occupancy car use, the implementation of an effective Travel Management Plan with relevant and achievable objectives is of vital importance. Consequently, the main objectives of this document are as follows:

- a) Reduce single car-occupancy journeys to continue to meet a mode share target of 53% set by Cambridgeshire County Council;
- b) To establish walking, cycling, car sharing, the Granta Park commuter bus and the use of other public transport modes as feasible and realistic alternatives to single occupancy car use for journeys taken by Park employees and visitors;
- c) Provide and promote the opportunities and benefits to using non-car modes;
- d) Promotion of appropriate on-site facilities to encourage walking and the use of cycles;
- e) Manage travel demand as efficiently as possible;
- f) To work effectively with the local authority, Granta Park Management Team and the tenant organisations to reduce single car occupancy use; and
- g) To be on-going and adaptive, to monitor impacts, to learn from experience and, above all, to be proactive.

1.24 To achieve the objectives outlined above, the Travel Plan will need to be adopted and promoted by the individual tenant companies and their employees with the Granta Park management team providing all-round support and advice. Consequently, it is proposed that when new tenant companies move to Granta Park, the lease will include a requirement to comply with the Travel Plan and an agreement to support and promote it's objectives.

### **Structure of the Report**

1.25 This report is structured as follows:

- Chapter 2 provides details of the site's location and the existing highway network in the vicinity of the site;
- Chapter 3 outlines the site's existing sustainable accessibility;
- Chapter 4 identifies potential larger transport schemes within the vicinity of Granta Park;
- Chapter 5 analyses the most recent travel survey undertaken;
- Chapter 6 provides details on the Travel Plan's targets;
- Chapter 7 outlines the package of measures to be implemented;
- Chapter 8 provides details on how the TP will be managed;
- Chapter 9 describes how the TP will be monitored and reviewed; and
- Chapter 10 details the Action Plan for implementation of measures.
- Chapter 11 concludes the Travel Plan.

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## 2.0 Existing Highway Conditions

- 2.1 This chapter provides a description of the existing highway conditions in the vicinity of Granta Park.

### Site Description

- 2.2 Granta Park is one of the leading science parks in the UK. It has international recognition within the Cambridge sub-region and is arguably the premier location for Research and Development companies.
- 2.3 The Park is located adjacent to the grounds of Abington Hall which is situated seven miles south east of Cambridge. Abington Hall has been the home of The Welding Institute (TWI) for the past 77 years. Development of Granta Park as a science park began in 1998 as a joint venture between MEPC and TWI. Since 1998, the Park has attracted many successful companies including Gilead Sciences, Alzheimer's Research UK, Illumina and Pfizer. There are currently 30 companies located on Granta Park, employing around 3,700 people.

### Internal Layout

- 2.4 The Park layout and infrastructure were carefully planned to create an open natural environment. A large green space with a cricket pitch at its centre forms the focus of the Park and wide Breedon gravel footpaths/cycle paths link all the buildings and create routes across the central area. There is also a Breedon gravel footpath/cycle path linking the Park across fields to the nearby village of Great Abington, where the bus stops for the Stagecoach 13 bus service are located. This path is lit by illuminated bollards.
- 2.5 Access to Granta Park is via the Newmarket Road/Pampisford Road Roundabout. The access road has two vehicular lanes for staff and one lane for visitors, while the egress has two lanes. Both the access and egress are equipped with barriers which use Automatic Number Plate Recognition (ANPR) to allow entry and exit. Visitors are required to check in with security, who will grant permission to enter.
- 2.6 The access connects into an internal roundabout which allows drivers to either turn left to access the northern half of Grant Park or to the right which provides access to the southern half.
- 2.7 The internal highway layout connects all building across the campus, and provides a circulatory route around the whole campus. The internal road is a single carriageway, around 6m wide, with speed humps at the pedestrian crossing locations. The carriageway is in good condition and well lit, with a 20mph speed limit.
- 2.8 There are currently two decked car parks within the site, although this is due to increase to 4 following the development of the Site 1 and Phase 2 proposals. There are also numerous surface car parks around the buildings.
- 2.9 To promote cycling, each building has cycle parking provision. The Park also has lighting around its footpaths, parking areas and roads. The 20mph speed limit also assists in improving the safety of cyclists within the site.

2.10 Granta Park has been designed in order to accommodate disabled members of staff and visitors and includes the following disabled provision:

- Access to all buildings are flush with the surrounding environment with shallow ramps provided where required;
- The majority of buildings contain lifts, with all new buildings being provided with lifts;
- Dropped kerbs have been provided at all road crossings;
- Wide Breedon gravel footpaths which provide space for wheelchairs and clearance space between cyclists and pedestrians;
- There are numerous pedestrian routes across the campus which are situated away from the road network thereby providing a pleasant and safe route for the disabled to access different parts of the site; and
- Disabled parking bays are provided within all car parks and situated adjacent to the entrance to the buildings.

2.11 The design of the Phase 2 and Site 1 sites will continue this provision to ensure that the development is fully accessible by people with disabilities and will continue the open natural environment theme (including central lake feature) as well as extending the southern link road, pedestrian and cycle routes into the site. Whilst further pedestrian and cycle links will encourage permeability within Phase 2 on foot and by bike.

#### 2019 & 2022 Entrance Count Surveys

2.12 The Phase 2 s106 agreement agreed the provision of extensive highway mitigation improvements if the traffic counts at the Granta Park entrance exceeded the agreed levels. The traffic flow thresholds are:

- 1,481 two way vehicles in the AM peak hour; and
- 1,744 two way vehicles in the PM peak hour.

2.13 In July 2019, traffic surveys were undertaken across the whole month at the Granta Park entrance by Mott McDonald. The results of this survey are shown in Table 1.

Table 1: 2019 Entrance Counts

	2019 Traffic Count			S106 Entrance Limit	Difference to Threshold
	Inbound	Outbound	2-way		
<b>July 2019 Average</b>					
AM Peak (08:00 – 09:00)	1,038	85	1,123	1,482	-359
PM Peak (17:00 – 18:00)	88	802	890	1,744	-854
<b>July 2019 Maximum</b>					
AM Peak (08:00 – 09:00)	1,164	95	1,259	1,482	-223
PM Peak (17:00 – 18:00)	97	907	1,004	1,744	-740

- 2.14 The entrance counts shown in Table 1, indicates that the current traffic flows are lower than the s106 entrance limits when both the average and the maximum flows are taken into consideration.
- 2.15 Whilst the s106 agreement specifies a time period of 07:45 to 08:45, the ATC surveys only provided the results in half hour segments. However, as the period 08:00 to 08:30 had higher flows than the 07:30 to 08:00 period, it is considered that the 08:00 to 09:00 reflected the worst case traffic flows.
- 2.16 Updated traffic surveys have not been undertaken in 2020, 2021 and 2022 due to the COVID-19 lockdown and the increase in Park staff working from home. As part of the recent Outline planning application to redevelop the TWI campus (SCDC reference 22/05549/OUT), traffic surveys were undertaken on the 22 September 2022 at the Granta Park / Newmarket Road / Pampisford Road roundabout. The volume of vehicles travelling to and from Granta Park are shown within Table 2.

Table 2: 2022 Traffic Surveys

	2022 Traffic Count			S106 Entrance Limit	Difference to Threshold
	Inbound	Outbound	2-way		
<b>AM Peak</b>					
07:00 – 08:00	318	32	350	1,482	-1,432
08:00 – 09:00	876	67	943	1,482	-539
09:00 – 10:00	494	77	571	1,482	-911
<b>PM Peak</b>					
16:00 – 17:00	64	448	512	1,744	-1,232
17:00 – 18:00	60	487	547	1,744	-1,197
18:00 – 19:00	31	259	290	1,744	-1,454

- 2.17 The 2022 traffic surveys show that the Granta Park traffic flows remain lower than the s106 entrance limits, however, these are based on a survey undertaken on a single day and therefore a longer survey period may be required to provide a more representative survey.
- 2.18 The Vectos Transport Assessment which accompanies the TWI re-development planning application (South Cambridgeshire District Council reference 22/05549) incorporates two graphs showing the long term trend of the traffic flows at the Granta Park entrance (Figure 5.1 and 5.2). These graphs are shown within Images 1 and 2.

Image 1: Granta Park Vehicle Flows - AM Peak (taken from Figure 5.1 of Vectos' Transport Assessment)

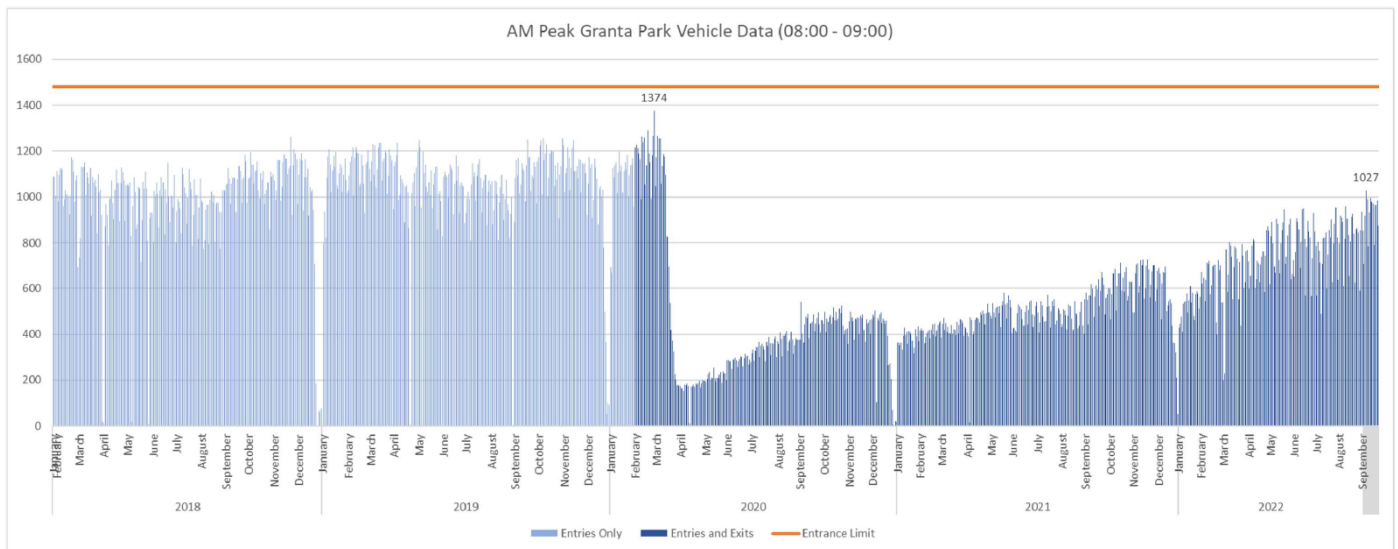
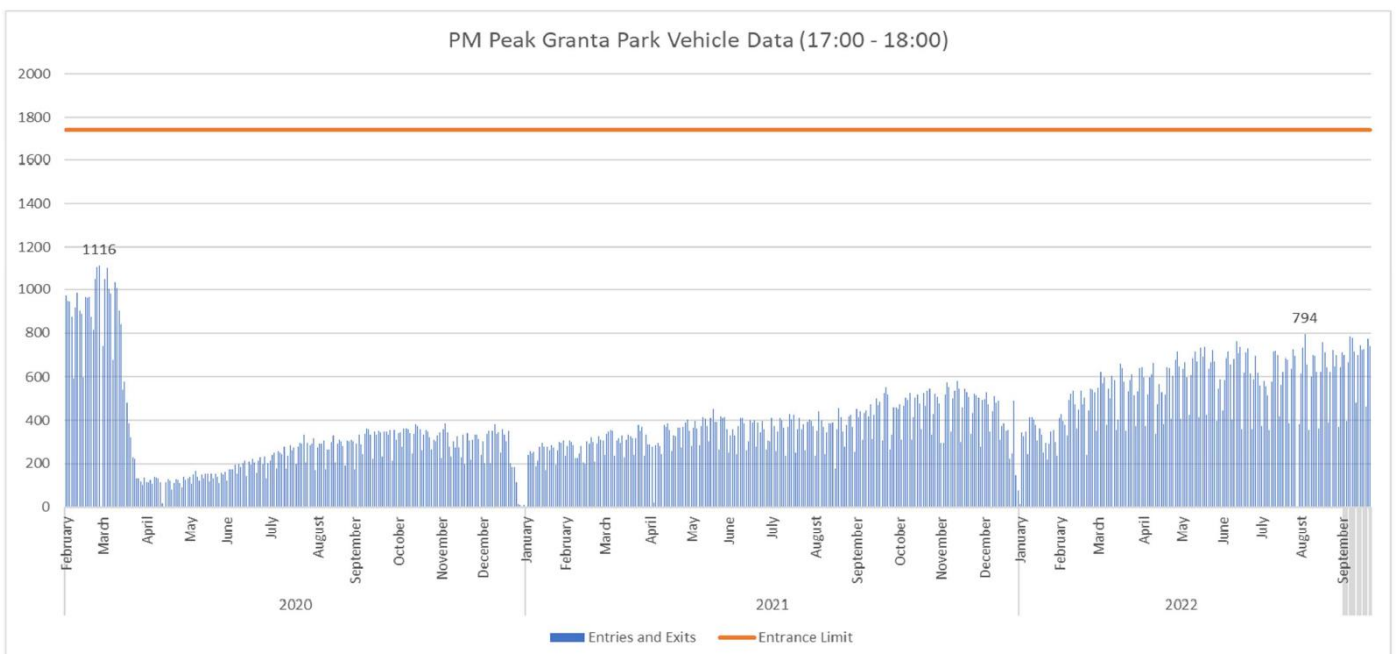


Image 2: Granta Park Vehicle Flows - PM Peak (taken from Figure 5.2 of Vectos' Transport Assessment)

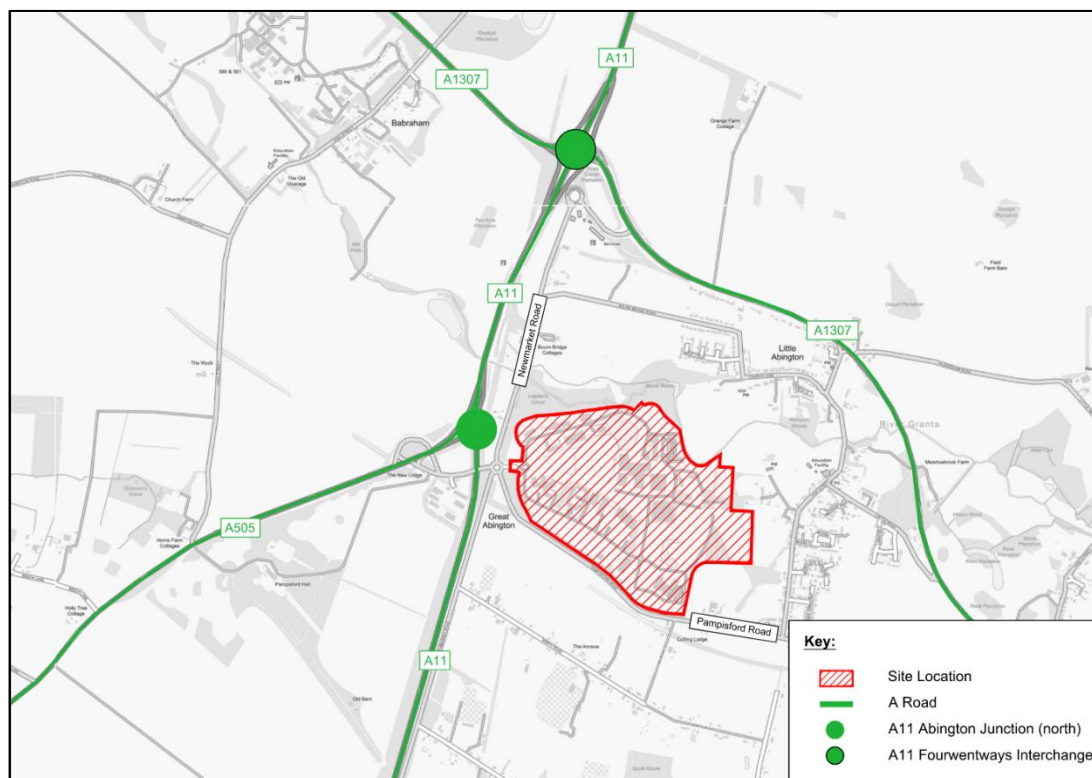


2.19 The long term trends shown in Images 1 and 2 indicates that the volume of traffic arriving at and departing from Granta Park decreased significantly as a result of COVID but it has rebounded in late 2022 although remains 25% below the pre-COVID levels potentially due to the increase in home working.

### Existing Off-site Highways

2.20 This section describes the existing highway conditions in the vicinity of the site. The highway network in the vicinity of Granta Park is shown within *Image 3*, with the main roads and junctions also described within the following paragraphs.

Image 3: Existing Highway Network



- 2.21 Vehicular access to Granta Park is via the Newmarket Road/Pampisford Road roundabout (access junction). This is a normal 4-arm roundabout which provide access to the A505 Causeway to the west, the A1307 and the A11 northbound to the north and the A11 southbound to the south, both via Newmarket Road, and Great Abington and Haverhill to the east via Pampisford Road.

#### LOCAL ROAD NETWORK

##### *Newmarket Road*

- 2.22 Newmarket Road runs along the western boundary. It runs in a north-south direction, parallel with the A11 and connects to the A1307 Cambridge Road via a priority T-junction to the north, which provides access to the A11. Around 1.5km south of the Granta Park main entrance, Newmarket Road provides access to a southbound on-slip.
- 2.23 Newmarket Road is a single-carriageway road with a narrow footpath on the eastern side of the carriageway between the A1307 and the bridge over the River Granta, around 480m north of the main entrance to Granta Park. Between the bridge and Granta Park, there is no footway, but there is worn path with the eastern verge which indicates that pedestrians walking along verge. There are proposals for Cambridgeshire County Council to provide a footway / cycleway along this route, following provision of a financial contribution from Granta Park, and this is discussed further within Chapter 4.
- 2.24 There is no footway on Newmarket Road to the south of the Granta Park access but as this road only provides access to the A11 and a couple of houses, it is not considered that this would be a main pedestrian desire line.
- 2.25 Newmarket Road has a 50mph speed limit . On the southern part of the road between access junction and the A11 southbound on-slip there is a national speed limit (60mph).

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### *Pampisford Road*

- 2.26 Pampisford Road runs along the southern boundary of Granta Park, in an east-west direction. It connects Newmarket Road and the A505 to the A1307 at the Hildersham crossroads. It also provides vehicular access to Great Abington via the High Street, around 1.4km south east of the Granta Park main entrance. In 2022 the Hildersham Crossroads was upgraded to a signalised crossroads and this is discussed further within paragraph 4.11.
- 2.27 Pampisford Road is a single-carriageway road with a 50mph speed limit and a 7.5 tonne weight limit. The speed reduces to 30mph around 630m south east of the Granta Park main entrance and is supported by various traffic calming measures such as a priority buildout where the speed limit changes and speed cushions for the remainder of the route to the A1307.

### STRATEGIC ROAD NETWORK

- 2.28 Granta Park is well served by the strategic road network, being sited at the junctions of the A11, which provides access to the M11 and A14, the A505 which also provides access to the M11 and the A1307 which provides access to Cambridge and Haverhill. The roads are accessible via the Abington Junction (north) and Four Went Ways Interchange located approximately 400m to the west and 1.2km northwest from the Granta Park main entrance respectively.

### *A11*

- 2.29 The A11, together with the M11, forms the main route between Norwich and London and is a dual carriageway for the majority of its length. The A11 generally runs in a northeast / southwest direction, connecting Norfolk Suffolk and Cambridgeshire.
- 2.30 It connects to the M11 at the M11 Junction 9 at Great Chesterfield around 6.5km south of Granta Park and the A14 around 13.5km north of the Park. In the immediate vicinity of Granta Park, it connects to the A505 around 250m north of the Granta Park main entrance via a grade separated junction. Around 1.4km to the north of the Granta Park main entrance, the A11 connects with the A1307 at the Four Went Ways grade separated roundabout. Granta Park traffic can therefore either use the A1307 or the A505 to access the site.
- 2.31 The A11 carriageway is in good condition, and a 70mph speed limit applies.

### *A505*

- 2.32 The A505 Causeway runs in an east-west direction connecting the A11 and Great Abington/Little Abington to the east and the M11, Duxford and Whittlesford to the west. To the west of the M11, the A505 also provides access to Royston and the A10. It starts/terminates in the vicinity of Granta Park where it connects to the A11, which provides further access to the M11 to the south and A14 to the north. It is predominately a single carriageway road with a 60mph speed limit.

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- 2.33 There is a 2.5m wide footway / cycleway on the northern side of the road between Granta Park and the Sawston roundabout, around 3.2km to the south west of Granta Park. There is also a 2m wide footway / cycleway on the northern side of the A505 between the Sawston roundabout and Whittlesford parkway railway station.
- 2.34 There are proposals to upgrade the cycle infrastructure at the A505 / A11 junction to improve cycle access to Granta Park but the existing narrow bridge is restricting the potential for providing cycle access at the northbound off-slip adjacent to Granta Park. Granta Park has provided a financial contribution to Cambridgeshire County Council for providing these improvements and it is understood that these proposals are still under consideration.

#### *A1307 Cambridge Road*

- 2.35 The A1307 is the main east / west route linking Cambridge with the towns and villages in the south east of the county and those in south west Suffolk, the largest of these being Haverhill, and north west Essex. The A1307 has short sections of dual carriageway, but is mainly a good quality single lane road.
- 2.36 To the west of the A11, it has a 50mph speed limit. There is an eastbound bus lane between Babraham and the A11 but no footway. There is, however, a footway / cycleway between the main entrance to the Babraham campus and Cambridge which varies in width between 2m and 2.7m wide.
- 2.37 To the east of the A11, the road has a national speed limit of 60mph but this reduces to 40mph, around 320m east of the Newmarket Road junction. There is a 1.6m wide footway on the southern side of the road.

#### CAMBRIDGE SUSTAINABLE ZONE

- 2.38 The Greater Cambridge Partnership are currently consulting on the potential to introduce a 'congestion charge' zone within Cambridge to reduce the number of vehicles passing through the city and to improve the air quality within Cambridge. These proposals would require drivers to pay a set fee per day depending on their type of vehicle.
- 2.39 Whilst Granta Park will be located outside of the proposed Sustainable Travel Zone it would impact the provision of the commuter bus routes. However, it would also encourage staff who live in Cambridge to use non-car modes to access Granta Park, particularly once the CSET travel hub proposals are completed (see chapter 4).

## 3.0 Sustainable Accessibility

- 3.1 This chapter provides a description of the existing sustainable accessibility of Granta Park which will be vital in encouraging a modal shift away from the single occupancy car use.

### Walking

- 3.2 The rural location of Granta Park means that there are few locations which are within easy walking distance of the Park, with Great Abington, Little Abington and Babraham all within a reasonable two kilometre walking distance of the site. Whilst what is considered to be a reasonable distance will vary by individual, there are pedestrian footways and a network of Public Rights of Way (PROW) which link Granta Park to these destinations.
- 3.3 Granta Park has an existing network of footways and designated crossing points throughout the park, providing pedestrians with a safe, traffic free route around the Park, whilst connecting the site to the external pedestrian network. The internal speed limit of 20mph ensures that vehicles travel at a speed which is safer for pedestrians.
- 3.4 Pedestrian access to the Abingtons is via a Breedon Gravel footpath, which has illuminated bollards along its length, situated behind Abington Hall and the TWI buildings. This footpath is covered by CCTV cameras with access being controlled to staff via a locked gate with a code lock for security purposes. There is a further pedestrian access onto Pampisford Road, opposite Cutting Road which provides access to the Public Rights of Way to the south of Granta Park. This pedestrian access has locked gate for security but employees are able to access the Park via this location using a code. Similarly, there is a very narrow footway along the eastern side of Newmarket Road between the PROW leading to Babraham and the bridge over the River Granta. There is, however, no footway between the bridge and Granta Park.

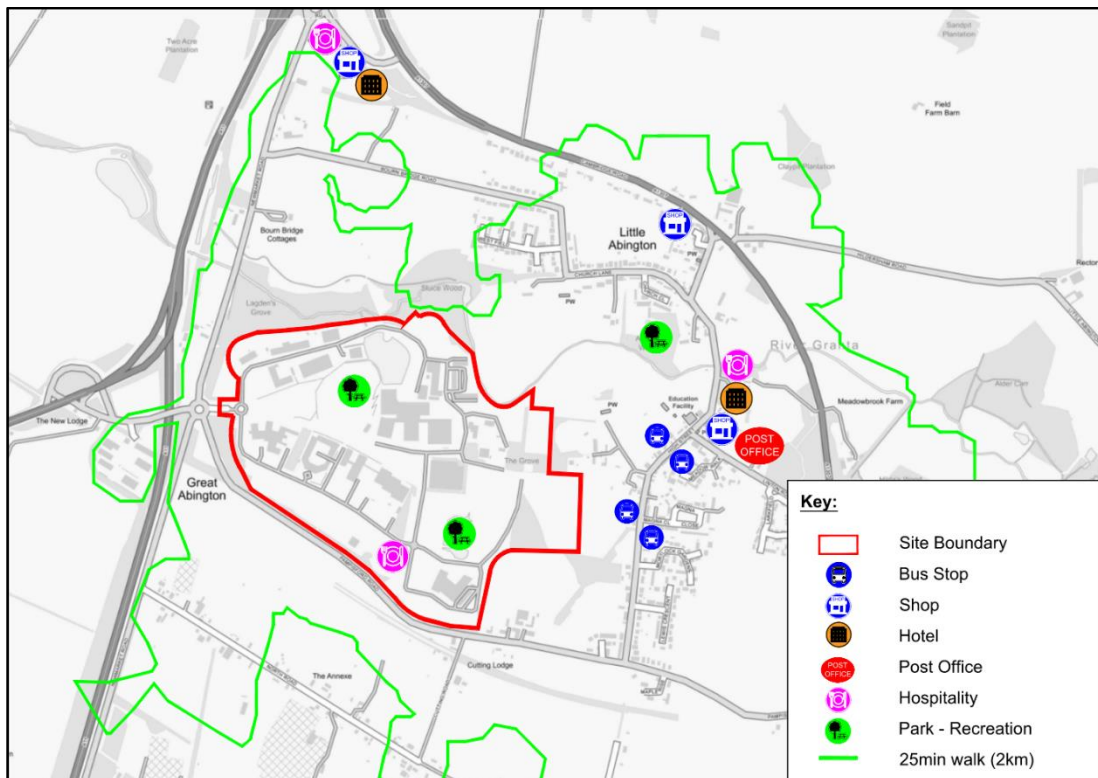
### LOCAL AMENITIES & FACILITIES

- 3.5 It is generally considered that a 25min walk (2km), at 80m per min, is an acceptable distance to walk to work or nearby facilities and amenities. This distance is illustrative and approximate and will vary by individual according to their personal mobility and fitness. It will also be influenced by their perception and prejudices on such factors as local topography and attitude towards particular travel modes.
- 3.6 A range of facilities and amenities are located within Granta Park itself which reduces the need for staff and visitors to travel off-site during the day. These include the health and fitness facilities provided within the Apiary (restaurant, swimming pool, tennis courts and gym) whilst there is a further café within the TWI building and an on-site nursery. There are also sport pitches and open space also available on site for recreational uses.
- 3.7 Within the Abington's, there are a range of additional amenities which are within walking distance of the centre of Granta Park. These include:

- Abington Recreation Grounds (16mins)
- Acorn Convenience Store (23mins)
- The Tree Tuns – Pub/BnB (14mins)
- Burger King Restaurant (25mins)
- Shell Petrol Station (25mins)
- Colin Knight Hair saloon (10mins)
- Bus stops within Abington (10mins)
- Nisa Convenience Store (13mins)
- Abington Post Office (13mins)
- Travelodge Hotel (25mins)
- Greggs Bakery (25mins)
- Waggy's Doggy Daycare (10mins)
- ARCC Bikes (9mins)

3.8 Image 4 shows the location of bus stops, stations and key facilities in relation to the Chartered institute of Highways and Transport's acceptable walking distances of 2km.

Image 4: Key Amenities



### Cycling

3.9 Granta Park operates a Bicycle User Group (BUG) and a Bike BuDI scheme. The BUG is a group of Granta Park employees who meet regularly to champion cycling around the Campus, encourage fellow employees to cycle and to identify where cycling improvements could be made.

3.10 The Bike BuDI scheme is run via the Lift Share website (<https://grantapark.liftshare.com>) with the aim of matching up two or more employees with similar journeys to enable them to cycle together to provide company and support, particularly to those new to cycling. This scheme will be further promoted around Granta Park and will be particularly aimed at those people who are less confident at cycling.

- 3.11 Granta Park currently provides two pool bicycles for Park employees to access the surrounding villages during the course of the working day. It is understood that the bicycles are well used particularly during the summer months. These bicycles are free to hire from the Granta Park management team within the Pavilion. They are not available, however, for regular commuting to and from the site.
- 3.12 To the southeast of Granta Park is ARCC Innovations, which is accessible via Pampisford Road. This company designs and builds electric bikes. It is understood that they have a free test drive service which allows potential customers to trial an electric bike.
- 3.13 It is generally considered that around five kilometres is an acceptable cycling distance to work, local amenities and facilities. This distance is illustrative and approximate, will vary by individual according to their personal mobility and fitness, and will be influenced by their perception and prejudices on such factors as local topography, their attitude towards particular travel modes and the cost and time of a journey. On this basis, the following areas are considered to be within cycling distance of the site:
- Great / Little Abington
  - Pampisford
  - Babraham
  - Linton
  - Sawston
  - Hinxton
- 3.14 A copy of the Cambridge to Saffron Walden cycle map has been provided within Appendix A.
- 3.15 The N11 cycle route connects Cambridge to Sawston, whilst there is a dedicated off-road cycle path linking Sawston and Babraham, to the north west of Granta Park. A further link to the N11 cycle route was opened on the 3rd February 2017. This link provides a traffic free cycle route through the Babraham Institute which connects the A1307 footway / cycleway to Babraham providing an alternative route to Cambridge.
- 3.16 There is a permissive cycle path through Babraham Farm which provides a link between Babraham and the Granta Park main entrance. This route includes a footbridge with cycle wheel ramps across the A11. Currently, this route is very narrow and of poor quality, however Granta Park are working with Cambridgeshire County Council to upgrade it and link it into the existing cycle infrastructure around Babraham. This will form part of the Cambridge South East Transport (CSET) proposals for a Travel Hub in this location. These proposals are discussed further within Chapter 4 of this Travel Plan.
- 3.17 These cycle routes provide a cycle link between Cambridge and Granta Park and enables staff who live in the city centre and villages to the north of the site, including Trumpington, Great Shelford, Stapleford, Sawston and Babraham, a safe route to the Park.
- 3.18 In addition to this route, there is a 2m wide asphalt surfaced shared footway / cycleway along the northern side of the A505 between Granta Park and Whittlesford Parkway railway station approximately 4km to the southwest of the site. Granta Park has provided funding to Cambridgeshire County Council to improve the cycle infrastructure at the A505 / A11 junction to provide an improved cycle connection between this footway / cycleway and Granta Park, however, the timescales for these improvements is unknown.

- 3.19 The recently constructed Linton Greenway has provided a footway / cycleway between Linton and the Hildersham Crossroads at the northern end of Pampisford Road. The rest of the route to Granta Park is currently on-road but Cambridgeshire County Council are investigating routes to connect the crossroads to Granta Park. This is discussed in more detail within chapter 4 of this Travel Plan.

### **Public Transport**

#### Granta Park Commuter Bus

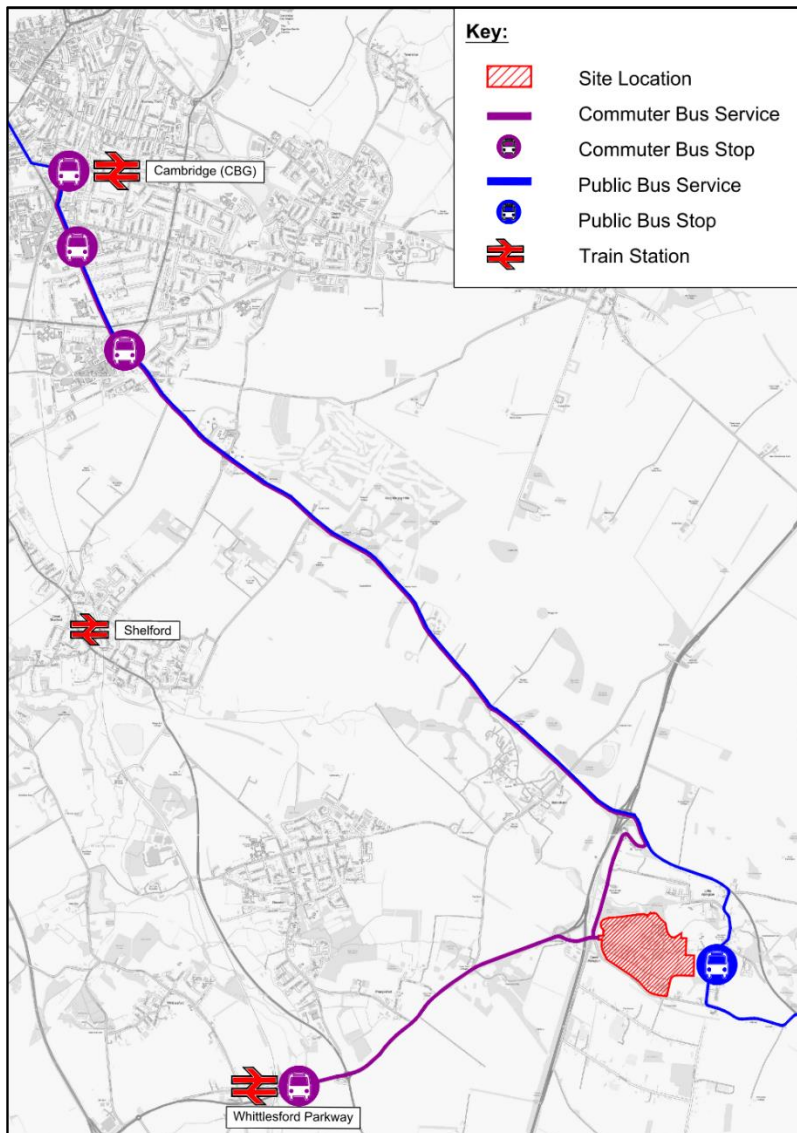
- 3.20 Granta Park offers two very successful staff commuter bus services to all employees. These services only serve Granta Park and their routes are as follows:
- Route 1 – Granta Park to Cambridge Railway Station (Station Road) via Hills Road and Addenbrooke's Hospital using 4 buses; and
  - Route 2 - Whittlesford Parkway railway station via the A505 using 1 minibus.
- 3.21 There are currently seven stops within the campus, allowing convenient access to all buildings. Following the construction of the Phase 2 site, there is the potential to add additional stops. A plan showing the current locations of the commuter bus stops has been provided within Appendix B.
- 3.22 A copy of the commuter bus timetables has also been provided within Appendix B. The services (correct as of March 2023) pick-up / drop-off times are co-ordinated with train times and the bus frequencies are summarised below:
- Route 1 to Cambridge railway station
    - 10 services between 07:00 and 10:00 with a 20-30 minute journey time; and
    - 8 services between 16:00 and 18:50 with a 50 minute journey time.
  - Route 2 to Whittlesford Parkway railway station
    - 4 services between 08:15 and 09:45 with a 15 minute journey time; and
    - 4 services between 16:10 and 17:40 with a 15 minute journey time.
- 3.23 The bus service is heavily subsidised with singly journey tickets costing £1.50 each. Tickets can either be purchased in bulk or individually via the 'Travel' section of the Granta Park mobile app (see paragraph 3.47).

#### Public Bus Services

- 3.24 The centre of Granta Park is situated within a nine-minute walk of bus stops located on the High Street in Great Abington and can be accessed by employees via a designated footpath situated behind the TWI buildings. This footpath is surfaced and is lit and has CCTV coverage.
- 3.25 These stops provide access to bus route 13 which is operated by Stagecoach and provides a half hourly service between Cambridge, Haverhill, Linton and Great Abington (correct as of March 2023). This service reduces to an hourly frequency during the evening.
- 3.26 The journey takes around thirty minutes to connect Cambridge with Great Abington, whilst the bus takes seven minutes between Great Abington and Linton. This service is ideal for Granta Park employees who live in Cambridge City Centre, Haverhill or Linton.

- 3.27 Cambridgeshire County Council also provides real-time bus information for each bus stop at [www.cambridgeshirebus.info](http://www.cambridgeshirebus.info). An example of the information provided by Cambridgeshire County Council is shown in Appendix C. There are current plans to link this real-time information to the Granta Park website.
- 3.28 The High Street bus stops vary in provision, with the northbound stop consisting of a brick shelter with benches, whilst the southbound bus stop consists of just a lighting column with a bus flag. Granta Park has provided a financial contribution for the provision of Real Time Information at the Great Abington bus stops.
- 3.29 The existing bus provision in the vicinity of Granta Park is shown within Image 5.

Image 5: Existing Public Transport Network



### The Busway

- 3.30 The Busway is the name given to the Cambridgeshire Guided Busway. It was launched in 2011 and provides a direct link between Huntingdon and Drummer Street bus station in Central Cambridge and St Ives and Trumpington Park and Ride via Cambridge Railway Station and Cambridge Science Park. There is also a separate link between Trumpington Park and Ride and Addenbrooke's Hospital.
- 3.31 Consequently, Granta Park employees from the aforementioned locations and Great Knighton, Swavesey, Longstanton and Oakington are able to travel to Cambridge Railway station and connect with the Granta Park Commuter bus to travel to the site. It is also possible for them to travel to the Drummer Street bus station to link with the route 13 public bus service.
- 3.32 The frequency of the services, correct as of March 2023, are as follows:
- Service between Trumpington, Addenbrooke's Hospital and Cambridge Railway Station – four per hour (Route A);
  - Services from St Ives – three per hour (Route A) and three per hour (Route B);
  - Service from Huntingdon – three per hour (Route B);
  - Service between Drummer Street Bus Station and Addenbrooke's Hospital – three per hour (Route B).
  - Service between Eddington and Addenbrooke's Hospital – four per hour (Route U).
- 3.33 Further information on the Busway timetables and fares can be found at [www.thebusway.info](http://www.thebusway.info).

### National Rail

#### WHITTLESFORD PARKWAY STATION

- 3.34 Whittlesford Parkway Station is the nearest railway station to Granta Park and is situated approximately 4km south west of the site, accessible via the A505. The station is situated on the Greater Anglia railway line and provides regular services between Cambridge, Stansted Airport and London Liverpool Street.
- 3.35 A summary of the existing rail services at Whittlesford Parkway Station and peak hour frequencies are shown in Table 3.

Table 3: Whittlesford Parkway - Rail Service Frequency (correct as of March 2023)

Route	Operator	AM Peak (7-10 AM)	PM Peak (4-7 PM)
London Liverpool Street	Greater Anglia	2 per hour	2 per hour
Cambridge	Greater Anglia	2 per hour	2 per hour
Cambridge North	Greater Anglia	1 per hour	1 per hour
Bishop Stortford	Greater Anglia	-	1
Ely	Greater Anglia	3 (between 06:50 and 08:00)	1

- 3.36 As the station is situated 4km from the Park, it is within a realistic cycling distance but not within a realistic walking distance. Consequently, the Granta Park Commuter Bus provides five services between Whittlesford Parkway Station and the site during both the AM and PM peak hours (see paragraphs 3.20 to 3.23).
- 3.37 For staff who wish to cycle, there is a 2m shared footway / cycleway between the station and the site along the northern side of the A505.

#### CAMBRIDGE RAILWAY STATION

- 3.38 Cambridge railway station is situated approximately 10.3km north west of Granta Park. It provides regular connections for Granta Park employees between Cambridge, London Liverpool Street, Stansted Airport, London Kings Cross, Birmingham New Street, Kings Lynn, Ipswich and Norwich.
- 3.39 A summary of the existing rail services at Cambridge Station and peak hour frequencies are shown within Table 4.

Table 4: Cambridge Station - Rail Service Frequency (correct as of March 2023)

Route	Operator	AM Peak (7-10 AM)	PM Peak (4-7 PM)
London Kings Cross	Great Northern	4 per hour	4 per hour
Welwyn Garden City	Great Northern	2 per hour	2 per hour
Ely	Great Northern / Greater Anglia / CrossCountry	5 per hour	5 per hour
London Liverpool Street	Greater Anglia	2 per hour	2 per hour
Stansted	Greater Anglia	1 per hour	1 per hour
Cambridge North	Greater Anglia & Great Northern	4 per hour	4per hour
Norwich	Greater Anglia	1 per hour	1 per hour
Bishop Stortford	Greater Anglia	2 per hour	2 per hour
Ipswich	Greater Anglia	1 per hour	1 per hour
Bury St Edmunds	Greater Anglia	1 per hour	1 per hour

- 3.40 This station is also served by a Granta Park commuter bus with the bus times being co-ordinated with the main arrival and departure times of the trains. More information on the commuter bus has been provided within paragraphs 3.20 to 3.23.

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## Car Share

- 3.41 Granta Park has been a member of the LiftShare car sharing scheme since 2007 (<https://grantapark.liftshare.com/>). It is an online database which enables people to organise sharing lifts to and from work in a secure and flexible way. Participants can register their details on a secure website for free and are sent email updates to provide information on other drivers with the same or similar journey. The 2022 staff Travel Survey identified that 12% of staff are registered with the car share database, but 16% of respondents either did not know about the scheme or were new and had not looked into the scheme as yet.
- 3.42 As part of the Granta Park car share system, staff can only be matched with other staff at Granta Park, however discussions are ongoing with regards merging the Granta Park scheme with the nearby Babraham Park scheme in order to expand the potential for finding suitable matches.
- 3.43 It is understood that staff with disabilities can advise Granta Park of their particular requirements in order that specific car sharing arrangements can be made to accommodate these needs.
- 3.44 A certain number of parking spaces within each of the Granta Park car parks has been allocated for car share use only. These spaces are located in a privileged position namely near to the entrance to each office building.
- 3.45 These car share spaces are managed through a smart parking scheme (see Appendix D). This helps prevent unauthorised use of the bays by allowing each passenger to scan a QR code which appears on the drivers phone, using a mobile phone app. This will register that an authorised liftshare has occurred. This enables Granta Park to monitor the car share use and will enable security to verify who has used the car share parking spaces.
- 3.46 Granta Park has been running an annual prize draw for those who register to car share and who actively share lifts, although following the introduction of the smart parking app, a voucher was on offer to the person who authenticated the most car share journeys across a single month.
- 3.47 As part of the 2022 Travel Survey, employees were asked if incentives would encourage them to join the scheme and 71% thought they would, although 29% stated that they would not be happy to car share at all. The staff were asked to confirm what incentives would encourage them to car share and the breakdown is as follows:
- If a lift home was guaranteed (16%);
  - Financial incentives (19%);
  - Assistance in finding a commuter match (16%);
  - Reassurance on personal safety (9%);
  - More information on the costs savings of car sharing (7%); and
  - A guaranteed priority space within the car park (4%).

### **Granta Park Mobile App**

3.48 In October 2020, Granta Park introduced a new mobile app for Park staff to use and provides information on the Park, including the travel options available to staff. The app currently includes the following:

- A map of Granta Park and its amenities;
- Information on local amenities;
- Information on events such as the Dr Bike visits;
- Information on the Granta Park nursery and conference centre;
- A link to the car share scheme;
- A link to public transport website (includes bus and train timetables);
- A link to the current commuter bus timetables and a 'live bus tracker';
- The ability to purchase and redeem commuter bus tickets as the Park is moving away from paper tickets;
- Information about the non-member services available at The Apiary Fitness & Wellbeing Centre;
- Links to a separate Granta Park Nuffield Health members app;
- The ability to view menus and daily specials at the Apiary cafe; and
- The ability to pre-order food and drinks for collection from the Apiary.

### **Granta Park Website**

3.49 The Granta Park website has a dedicated page on Travel options available to both staff and visitors. This webpage can be found at [www.grantapark.co.uk/park-life/travel/](http://www.grantapark.co.uk/park-life/travel/). This website provides more information on the following ways to access Granta Park:

- Public bus services.
- A link to the Trainline website for rail access.
- Information on the Granta Park Commuter Bus including:
  - Bus stop plan.
  - Timetables.
- Information on the Travel Plan Champions including an email address for the Granta Park Estate Management Team for all travel enquiries.
- Information on the Granta Park car share scheme.
- Information on walking and cycling routes between Granta Park, Cambridge, Babraham and Trumpington.
- A link to the Cambridge to Saffron Walden cycle map.

### **Granta Park Travel Guide**

3.50 Granta Park has an existing Green Travel Guide which is issued to new staff and is available online to existing staff members. These guides are issued to new staff by the individual Travel Plan Champions within the individual tenant companies but the Travel Plan Coordinator ensures that the Guides are distributed.

3.51 A copy of the current Green Travel Guide has been provided within Appendix E.

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### **BREEAM Accessibility Index**

- 3.52 Based on the bus and rail services outlined within this chapter, the service frequencies have been input into the BREEAM Accessibility Index Calculator (see Appendix F). This indicates that the site would have an accessibility score of 3.68 which would equate to 1 BREEAM credit. This is based on the following:
- Public bus stops within a 900m walk and 2 services per hour;
  - Cambridge railway station within 14km with the frequencies shown within Table 4; and
  - Whittlesford Parkway railway station within 5.2km with the frequencies shown within Table 3.
- 3.53 In addition to the above, BREEAM states that if there is a dedicated staff bus service, then this would equate to an additional BREEAM credit, resulting in 2 BREEAM credits in total.

## 4.0 Future Planned Transport Proposals

- 4.1 This section provides a summary of the planned transport improvements in the vicinity of Granta Park. These include pedestrian and cycle infrastructure improvements and bus service provision improvements that would be delivered by the Greater Cambridge Partnership (GCP), which acts as Cambridgeshire County Council's (CCC) local delivery body.
- 4.2 The GCP aims to improve transport infrastructure to enable economic growth around Cambridge. The projects are mainly funded by the Government and private funding opportunities through Section 106 agreements with private developers.
- 4.3 Infrastructure to be delivered through the GCP proposals, which are of significant importance for Granta Park, form part of the Cambridge South East Transport (CSET) project and includes:
- South East Cambridge Travel Hub and Busway;
  - Linton Greenway; and
  - Sawston Greenway.
- 4.4 Granta Park has provided a significant amount of funding to CCC as a part of the wider CSET proposals for the provision of improvements to the pedestrian and cycle accessibility between Granta Park, Cambridge and Linton. Some of these improvements, such as the Linton Greenway, have been implemented, others are currently progressing through the design stage to be implemented either this year or in the next couple of years.
- 4.5 These improvements are summarised below.

### Cambridge South East Transport Proposals

#### SOUTH EAST CAMBRIDGE TRAVEL HUB AND BUSWAY

- 4.6 The proposal include a new Travel Hub near the A11 / A1307 junction, around 1.1km north west of Granta Park's main entrance. This Travel Hub would be located between the A11 and Babraham and be accessed from the A1307. It will provide a new 'park and ride' facility with improved bus connections to both Cambridge and the wider area including a 5 mile long segregated bus route from Babraham to the Cambridge Biomedical Campus. The proposals include the following:
- A new off-road bus service between the A11 and the Cambridge Biomedical Campus via Sawston, Stapleford and Great Shelford. This route will also provide a link to the proposed Cambridge South railway station at Addenbrooke's Hospital which is currently under construction with an anticipated opening date of 2025;
  - A new active travel path for walkers, cyclists and horse riders alongside the new public transport route;
  - Improved bus corridors with increased frequencies serving the new travel hub from the surrounding area including Linton, Haverhill, Great Shelford and Sawston;

- The Making Connections consultation undertaken in December 2022 identifies that there would be a twice hourly bus connection between the Travel Hub and Granta Park for those staff members who do not wish to walk between the hub and Granta Park. As part of the consultation, however, Granta Park requested that a more frequent service is provided to make the service more attractive to Granta Park employees and visitors.
- The proposed public transport improvements are currently proposing to limit the bus fares within the Cambridge area to £1 or £2 per journey.

4.7 In addition to the above, an improved pedestrian / cycle route between the Travel Hub and Granta Park via Newmarket Road and the existing Public Right of Way to Babraham will be provided using Granta Park's financial contributions. It will also include improvements to the bridge over the A11. This part of the scheme is currently being progressed by CCC and is proposed to be constructed in advance of the Travel Hub, with construction currently planned to start in 2023.

4.8 The public transport route will be mainly off-road, with signalised junctions where it crosses roads to provide priority to the sustainable travel modes. It will provide connections to the existing guided Busway at the Cambridge Biomedical Campus whilst also providing bus stops at the proposed Cambridge South station which is currently under construction.

4.9 The proposals will also provide improved connectivity with the existing guided Busway providing improved connections between Trumpington Park & Ride and Granta Park.

#### LINTON GREENWAY

4.10 The second proposal which is currently under development is an improved cycle route between Great Abington and Linton. This is called the Linton Greenway and will eventually provide a continuous off-road route between Linton, Cambridge and Sawston via the aforementioned Babraham Travel Hub.

4.11 The off-road routes along the A1307, either side of Great Abington, have been completed. The junction improvements at the Hildersham Crossroads (A1307/Pampisford Road junction), which were part funded by Granta Park, were also completed in 2022. These junction improvements include new Toucan crossings, improved lighting, off-road cycle paths and comprise the latest part of the proposals to be completed.

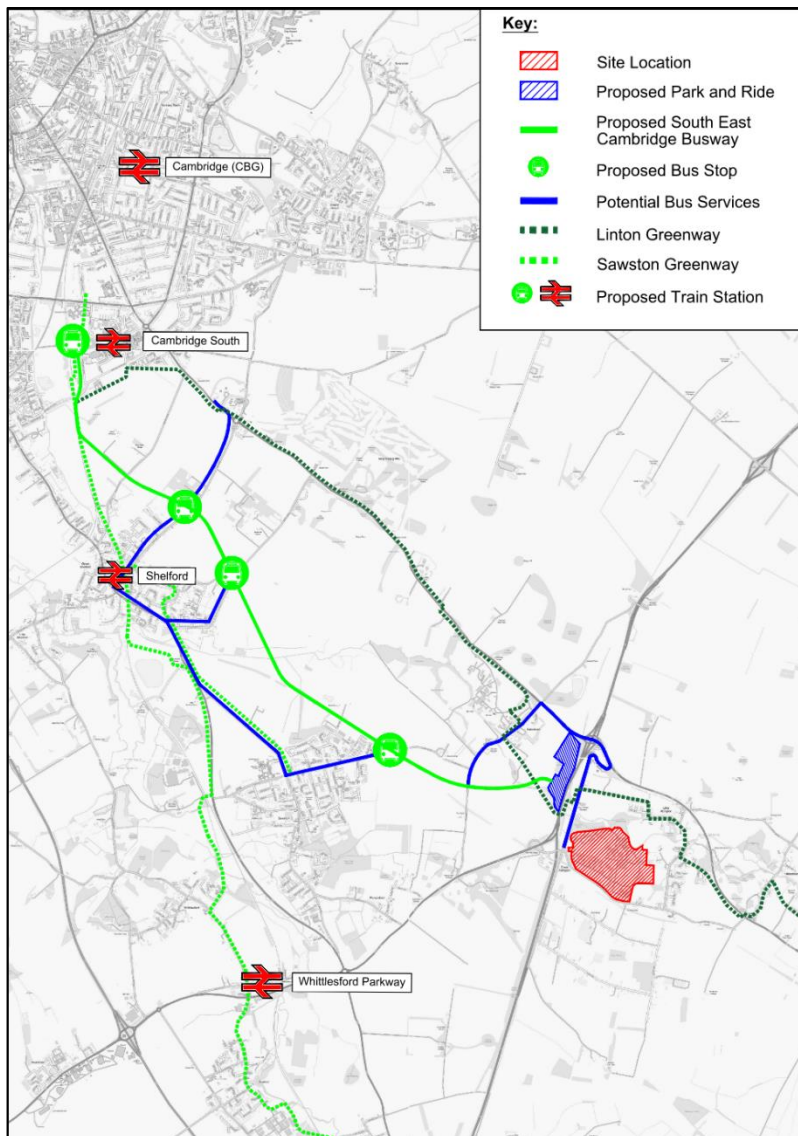
4.12 The final part of the scheme to be implemented will be the section connecting the Hildersham Crossroads with Babraham via Granta Park. The final route of the proposals is still under consideration but it is anticipated that construction will commence on the final part of the scheme in 2023, potentially along an off-road route along Pampisford Road, connecting into the proposed Newmarket Road pedestrian / cycle infrastructure.

#### SAWSTON GREENWAY

4.13 The proposed Sawston Greenway would be built around the successful DNA path that runs between Cambridge Biomedical Campus and Great Shelford. The proposal, which is currently under consultation, includes an improved cycle route connecting the Genome Campus at Hinxton, Sawston, Whittlesford Parkway Train Station and Addenbrooke's Hospital / Cambridge Biomedical Campus.

- 4.14 This proposal includes continuous off-road route between Sawston, Shelford, Stapleford, Great Shelford and Cambridge, with improvements to cycle/pedestrian crossings along the route, traffic calming, speed reductions and surface improvements through the village settings.
- 4.15 The proposal includes potential pedestrian and cycle connections with Granta Park via both the footway / cycleway along the A505 and the off-road footway / cycleway between Sawston and Babraham.
- 4.16 The proposed CSET transport schemes are shown in Image 6.

Image 6: Proposed GCT Sustainable Transport Network



## Other Schemes

### A505 CYCLE IMPROVEMENTS

- 4.17 There are also other pedestrian / cycle improvements schemes that have been part funded by Granta Park which will improve walking and cycling access to Granta Park. An example includes improving the cycle route between the A505 and Granta Park's main entrance. These improvements are still in their early stages and will form part of the 'A505 Royston to Granta Park Strategic Growth and Transport Study' but this travel Plan will be updated with further information when it is available.

### REAL TIME BUS INFORMATION

- 4.18 As part of the Phase 2 s106 agreement, Granta Park has also provided funding for the provision of real time bus information at the bus stops within Granta Park. It is understood that this infrastructure has been installed and is operational.

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## 5.0 2022 Travel Survey

- 5.1 The Granta Park Annual Travel Survey is undertaken on an annual basis and is used to both identify the current modal share, to identify existing travel behaviours and allow Park employees to provide suggestions on improvements that can be made to encourage sustainable travel. As this Travel Plan has been written in early 2023, the most recent Travel Survey was undertaken between Friday 02 December 2022 and Friday 06 January 2023.
- 5.2 This chapter of the Travel Plan summarises the main results of this survey.

### Methodology

- 5.3 The survey was developed by Granta Park and was produced using the website Survey Monkey ([www.surveymonkey.co.uk](http://www.surveymonkey.co.uk)). The survey was issued to Granta Park staff via an online link with a prize draw to encourage staff to respond.
- 5.4 In total there had been a total of 626 valid responses which equated to a response rate of 17% and represents an increase of 11% or 231 responses when compared to the 2021 survey, which had 395 responses. This response rate is also a 5% increase on the 2020 response rate of 446 (12%), but it is a decrease of 3%, compared with the 2019 response rate of 716 (20%).

### 2022 Modal Shares

- 5.5 One of the main objectives of the travel survey is to identify the current mode of travel utilised by staff members to commute to and from Granta Park. This is because the Park has a target to achieve a 53% single occupancy car driver mode share required by Cambridgeshire County Council.
- 5.6 Staff were asked what their main mode of travel to Granta Park is and the 2022 results are shown within Table 5, whilst the 2021 travel survey results have been provided for comparison. Whilst the question was asked for each individual day, this table represents the average modal share across the complete week, hence the discrepancy between the number of responses and the total row.

Table 5: 2022 Modal Share Results

Mode	2021		2022		Difference	
Drive on your own	220	53.6%	451	45.6%	+231	-8.0%
Car Share	14	3.5%	56	5.7%	+42	+2.2%
Motorcycle	4	1.0%	17	1.7%	+13	+0.7%
Walk	11	2.7%	65	6.6%	+54	+3.9%
Cycling	33	8.1%	129	13.0%	+96	+4.9%
Commuter Bus	56	13.5%	154	15.6%	+98	+2.1%
Public Bus	9	2.2%	37	3.7%	+28	+1.5%
Train	8	2.0%	33	3.3%	+25	+1.3%
Work from Home	55	13.4%	48	4.8%	-7	-8.6%
<b>Total</b>	<b>411</b>	<b>100.0%</b>	<b>990</b>	<b>100%</b>	<b>+580</b>	<b>-</b>

5.7 The modal share shown in Table 5 indicates that there has been a decrease of 8.0% in single car occupancy use since 2021. This brings the single car occupancy modal share to 45.6%, below the target of 53%. However, when compared to 2019, this is a significant reduction of 20.3% from 67.5% which shows that the previous Travel Plans and the initiatives and measures implemented by Granta Park are having a beneficial impact. What is not known, however, is the long term impact of the COVID 19 pandemic and any long term changes in travel behaviour.

5.8 The 2022 Travel survey also shows the following:

- The number of people using the staff bus increased by 2.1% and the public bus by 1.5%;
- The number of people car sharing has increased by 2.2%
- The number of people cycling has also increased by 4.9%;
- The number of people walking has increased by 3.9%
- The number of people using the train has increased by 1.3%; and
- The number of people working from home has decreased by 8.6% following the removal of COVID-19 restrictions.

### Staff Travel Behaviour

5.9 This section of the travel survey summary report analyses the responses to the remaining questions.

5.10 The survey identifies that more people tend to work from home on Mondays and Fridays, with the highest number of staff on site during the middle of the week.

- 5.11 The majority of staff have a commute of one hour or less (87%) with most people's journeys (42%) taking between 20 and 40 minutes. 5% of responses (32) indicate, however, that they travel for more than 90 minutes to get to and from Granta Park and so would be less likely to use sustainable travel modes. Similarly, the majority of staff (60%) arrive at Granta Park during the network peak hours of 8am to 9am and depart between 5pm and 6pm (52%). A small number of employees (4%) arrive after 9.30am and leave before 4pm, although these are not necessarily the same people.
- 5.12 The 2022 Travel Survey identified that 8% of responders (50 people) own an electric vehicle but only 6% (40 people) use it to travel to and from Granta Park. This is an increase in EV ownership of 2%, when compared to 6% in 2021 whilst 172 people (27% of responders) confirmed that they were interested in purchasing an electric vehicle.

#### PRIVATE CAR USAGE

- 5.13 Given that 44% of staff currently drive to and from Granta Park, the staff have been asked what the reason is for them using a private car for commuting. This question allowed responders to select all of the reasons that applied. The results are shown within Table 6.

Table 6: Reason for using a Private Car for Commuting to Granta Park

Organisation	2022	
	Responses	Percentage
Already use sustainable travel modes	172	13%
Childcare/school run	105	8%
Medical reasons	19	1%
COVID	14	1%
Other engagements before or after work	136	10%
Live too far away	203	15%
No sustainable alternative to a car	114	8%
Too expensive	90	7%
I do not live on a commuter bus route	272	20%
The commuter bus does not run when I need it to	122	9%
Commuter bus is too expensive	37	3%
Other (e.g. Take too long, need flexible arrival / departure times, need to travel for work, there are no safe cycle routes)	91	7%
<b>Total</b>	<b>1,375</b>	<b>100%</b>

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### Travel Plan Effectiveness

- 5.14 To understand how many employees are aware of the existence of the Travel Plan, staff members were asked to confirm whether they knew that Granta Park had one. The results indicated that 68% were unaware of the Travel Plan. This is a similar proportion of people who were unaware of the Travel Plan in 2021 (69%), 2020 (68%) and 2019 (66%).
- 5.15 Employees who were aware of the Travel Plan were also asked if they have read it. The results show that only 12% of employees have read the Travel Plan and 20% of employees have heard of it but not read it.
- 5.16 Likewise, employees were asked whether they knew who they should speak to within their organisation for travel related information. Out of the responses, 203 (32%) people confirmed that they knew who to contact, whilst 424 (68%) said that they did not. This is a decrease when compared to 2021, where 41% knew who to speak to and 43% in 2020 (43%).
- 5.17 These questions indicate that the promotion of the Travel Plan should continue particularly to new employees, whilst Travel Plan Champions should continue to encourage and promote the use of alternative transport and raise the majority of transport issues and environmental concerns to their staff.

## 6.0 Targets

- 6.1 The Granta Park Phase 2 S106 Agreement incorporated a requirement for the single occupancy car driver mode share for the whole park to be reduced to 53%. This target was incorporated within the previous version of this TMP. The 2022 Travel Survey indicates that this has been achieved (see Table 5) with a car driver mode share of 46%.
- 6.2 This mode share, however, is based on the current staff numbers of 3,700 and has potentially been impacted by the changes in travel behaviour resulting from the COVID-19 pandemic. Whilst the current travel behaviour may reflect a 'new normal', there is the potential that it may increase the pressures on car use as travel behaviour returns to a 'pre-COVID normality'. Therefore additional time is required to fully understand the long term impact on travel behaviour.
- 6.3 Similarly, as outlined within paragraph 1.11, there are a number of new developments within Granta Park including the consented Site 1 and Phase 2 development and the current application for the TWI development. Therefore, the number of staff travelling to and from the site will increase and it may take some time for these new members of staff to settle into a permanent travel pattern.
- 6.4 It is considered, therefore, that the main target of this Travel Plan will be to retain the private car mode share to 53% or lower. This target is shown within Table 7.
- 6.5 If the retention of the 53% mode share is achieved following the proposed expansion of Granta Park and the travel behaviour has returned to normal after COVID, then new lower targets can be set. Similarly, it is also anticipated that the new infrastructure improvements that are planned within this Travel Plan period, including the CSET Travel Hub, the completion of the Linton Greenway, the opening of the new Cambridge South railway station and other cycle infrastructure improvements will all encourage more Granta Park staff and visitors to use sustainable modes of travel. Therefore, as these come forward and their impact is more identifiable, these targets can be revisited within future updates to this TMP.
- 6.6 Consequently, some potential additional targets are shown within Table 7 but these are subject to retaining the 53% mode share and will be adjusted in future versions of the Travel Plan as the long term car driver mode share becomes known. These targets will also be reviewed on an ongoing basis.

Table 7: Private Car Mode Share Targets

Mode Share	2022	Target – End Year 1	Target – End Year 3	Target – End Year 5
Main Target	46%	53%	53%	53%
Alternative Target	53%	52%	51%	50%

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## 7.0 Package Of Measures and Initiatives

- 7.1 The measures set out within this Chapter are the initiatives used to achieve the objectives of the TMP, i.e. to limit the number of car journeys and increase the cycling, walking and public transport journeys associated with Granta Park.
- 7.2 The remainder of this chapter provides further details on the additional measures that could be implemented by Granta Park. The measures are designed to complement each other and include a mixture of 'hard' measures such as cycle parking facilities and 'soft' measures such as promotional material. These measures will be monitored regularly to identify the successful and unsuccessful measures and to identify if any further measures need to be implemented.

### Current Measures and Initiatives

- 7.3 In order to reduce single occupancy car use, the Granta Park management team has identified various specific initiatives and measures which are currently planned to be implemented during 2023/24 or have already been implemented. These include:
- Provide regular updates to the Granta Park mobile app to ensure that it remains current;
  - Ensure that the Travel section on the Granta Park website remains current with up to date bus timetables;
  - Promote the on-site facilities to staff to reduce the need to travel off-site during the day;
  - Promotion of the staff bus through the following initiatives:
    - Free travel between April & June 2023 to all Granta Park staff and tenants between both Cambridge and Whittlesford Parkway stations.
    - The offer of travel vouchers to all staff who participated in the Travel Survey
    - Discounted travel for staff at the Daycare Centre and Nuffield Health.
  - Continued recruitment of the 'Travel Plan Champions' within the individual tenant organisations, in order to provide a direct link into the companies. They will also be expected to promote sustainable travel both at an organisation level and a Park-wide level;
  - The existing car share website ([www.grantapark.liftshare.com](http://www.grantapark.liftshare.com)) will be reviewed on a regular basis so that it remains up to date and reflects the Park's ongoing expansion;
  - Ongoing liaising with the Babraham Institute with regards sharing sustainable transport measures and linking the two car share schemes in order to widen the pool of potential car sharers to assist employees at both sites to find appropriate matches;
  - The number of guaranteed car share bays will be reviewed on an ongoing basis to ensure that a sufficient number of spaces are provided. The promotion of the car share bays will be an ongoing process;
  - Continually review the provision of cycle and Electric Vehicle (EV) parking spaces and EV chargers.
  - Continue to review measures to encourage car sharing amongst staff including providing an annual prize draw;
  - Liaising with the tenant organisations regarding their provision of a guaranteed lift home for their employees who car share;
  - Two Park-wide cyclist road safety awareness talks;
  - Six Dr Bike Park-wide sessions (mobile workshop which services employees bicycles);
  - Two brakes and gears maintenance Park-wide training sessions;
  - Two Park-wide puncture repair training sessions; and
  - Continuation of the existing promotion of alternative travel options to employees.

7.4 As outlined within Chapter 4 of this Travel Plan, Granta Park have already made significant financial contributions towards a number of Cambridgeshire County Council and Cambridge South East Transport proposals. Financial contributions have been made towards the following projects:

- Cycle route improvements to link the site to the existing cycle route along the A505 to Whittlesford Parkway Station;
- Providing a signalised junction with pedestrian / crossings at the Hildersham Crossroads as part of the Linton Greenway proposals along the A1307;
- Providing an improved cycle route across the fields between Babraham and Newmarket Road;
- Providing a footway / cycleway along Newmarket Road between Granta Park and the proposed CSET Travel hub; and
- Providing real time bus information at the public bus stops within Great Abington.

### **Proposed Package of Measures**

#### ACTIVE TRAVEL MEASURES

##### *Walking*

- 7.5 Although, the campus is in a remote location and is not highly accessible by foot, there are a few initiatives which could be implemented to encourage walking, particularly to the amenities and communities with the local area which are within an acceptable walking distance.
- 7.6 Consideration should be given by the Park and the individual tenant organisations to encourage staff to relocate within walking distance of the site. This could be encouraged by providing re-location expenses or additional annual leave for moving. An information pack could be provided to all new starters listing local estate agents, schools and community facilities in order to 'sell' the local area to them.
- 7.7 In addition, tenant organisations should be encouraged to recruit staff, which lives in a proximity of the campus.
- 7.8 The Granta Park TPC should work with the individual GTCs to further promote walking routes around the Campus and within the immediate vicinity of the Campus through ensuring that suitable lighting CCTV coverage is provided to re-assure pedestrians of their safety but also to improve the security of the Park.
- 7.9 Similarly, Staff should therefore be encouraged to report defects with the walking infrastructure in order for Granta Park to promptly organise appropriate repairs. This could be implemented as additional option on mobile app or website.
- 7.10 Granta Park will continually review accessibility by people with mobility impairments to ensure that they are able to access every part of the Park. This could include improving pedestrian crossings and providing dropped kerbs where required.
- 7.11 Granta Park should also ensure that all new development sites within the Park are permeable and accessible and that pedestrian connectivity around the Park is not affected by any building works.

- 7.12 Granta Park will work with Cambridgeshire County Council to improve the off-site pedestrian infrastructure in the vicinity of the site including the pedestrian links to the proposed new Travel Hub on Newmarket Road. Similarly, Granta Park will review the access arrangements at the Park's Main Entrance to improve pedestrian access to the Park.

### *Cycling*

- 7.13 It is considered that more staff could be encouraged to cycle to and from the Park, particularly those who live in Cambridge, Linton or Whittlesford and Duxford and have access to the existing cycle network. Following the improvement of the cycle link through the Babraham Research Campus and the future upgrade plans for the link between Babraham and Granta Park via Newmarket Road, the Park will be better connected to the surrounding cycle network. Consequently, staff should be encouraged to join the BUG. It is important that the BUG should not be restricted to just staff who currently cycle, but be open to all staff who are considering cycling. This will allow staff to find likeminded colleagues who will be able to support and guide inexperienced cyclists.
- 7.14 The Bike BuDI scheme ([www.grantapark.liftshare.com](http://www.grantapark.liftshare.com)) should also be actively promoted, in conjunction with the car share scheme, in order to provide support and advice to less confident cyclists.
- 7.15 The TPC should liaise with the tenant organisation's Travel Plan Champions to identify the need for additional cycle proficiency training (i.e. the Bikeability scheme) for nervous cyclists and either run the schemes on-site or provide contact details to organisations in the vicinity of the Park or employee residences.
- 7.16 Granta Park should continue to organise regular Dr Bike sessions, maintenance training sessions and road safety awareness talks for all staff. The frequency of these courses should be based on the interest shown amongst Park employees, however, these courses should be open to all. Furthermore, bike maintenance tools & puncture repair stations to be installed on campus.
- 7.17 Individual tenant organisations should be encouraged to recognise the National Cycle to Work day ([www.cycletoworkday.org](http://www.cycletoworkday.org)) and other national and international cycling initiatives and promotions which encourage cycling including:
- World Bicycle Day (03/06);
  - World Cycling Day (17/09);
  - Clean Air Day;
  - World Pollution Prevention Day (02/12); and
  - Car Free Day (22/09);

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- 7.18 They should also be encouraged to provide Cycle to Work schemes to their employees. These schemes provide employees with tax free loans to purchase bicycles and associated safety equipment. An example of this scheme is run by Cyclescheme ([www.cyclescheme.co.uk](http://www.cyclescheme.co.uk)) although there are other schemes available. Giving the remote location of the campus it should include the purchase of electric bicycles to encourage people to cycle for longer distances.
- 7.19 Granta Park should investigate the potential to provide discounts on cycles or cycle equipment. This could be undertaken with local establishments that Granta Park have an existing relationship with such as ARCC or Townsend Cycle Centre,
- 7.20 The individual tenant organisations and Granta Park should ensure that a generous provision of cycle parking is provided within each site in order to accommodate, and promote, an increase in cycling. The cycle parking demand should be continually monitored through the Annual Travel Survey and proposals developed to ensure that cycle parking provision can be quickly increased in advance of the demand outstripping the existing provision. Where possible, cycle parking should be covered and secure.
- 7.21 To further encourage cycling, all new developments within Granta Park should provide changing facilities, showers and lockers for cyclists. Where existing buildings do not have this provision, consideration should be given to including them during any potential re-fit of the buildings or by providing staff access to the facilities within the Apiary for free.
- 7.22 Granta Park should review the current Main Entrance layout to identify if pedestrian and cycle improvements can be made to improve the connection to the future pedestrian / cycle route on Newmarket Road. This could potentially include a new pedestrian / cycle access in the north western corner of the Park.
- 7.23 Provide encouragement for staff to use bicycles for business purpose such as attending meetings, visiting clients, attending to site etc. This could be encouraged by providing pool e-bikes within the Park or encouraging the tenant companies to pay mileage for example 20 pence per mile if cycling for work.
- 7.24 Granta Park should explore taking part in Cambridgeshire and Peterborough Combined Authority's (CPCA) trial rental scheme for electric 'e-bikes' and 'e-scooters', which you can hire and use around Cambridge. This would be particularly useful once the off-road CSET bus route is provided to the Travel Hub and staff would be able to cycle from Cambridge.

#### CAR SHARE

- 7.25 Granta Park is currently a registered member of the LiftShare car share scheme ([www.grantapark.liftshare.com](http://www.grantapark.liftshare.com)). The 2019 Travel Survey indicated that there had been a small increase in the number of employees utilising this scheme since 2017 but 86% of staff stated that they were not registered with the scheme.
- 7.26 It is therefore vital that the Granta Park Lift Share scheme is actively promoted to all employees on a regular basis. Cash incentives and prize draws are also a good way to encourage employees to car share and therefore the individual tenant organisations should be encouraged to offer these incentives to their staff.

- 7.27 Promotion of the car share scheme has also been enhanced following the installation of reserved parking spaces for car share use only and the introduction of the smart parking scheme. These spaces are in a privileged position within the car park in order to encourage more staff to utilise this option. Similarly, the prize draw will further promote the scheme and encourage employees to sign up to the database.
- 7.28 Granta Park should also consider the automatic enrolment of staff to the Lift Share website when they commence their employment at Granta Park. This will assist in identifying potential matches, even if the employees do not wish to utilise this mode of travel.
- 7.29 The Travel Survey also identified that current employees were finding it difficult to find appropriate matches and were concerned about not being able to get home if their lift fell through. Granta Park will therefore work with the tenant companies to introduce a guaranteed lift home scheme. Similarly, consultation with nearby employment centres such as the Babraham Campus should be undertaken to merge car share schemes to increase the car sharer pool.

#### PUBLIC TRANSPORT

##### *Commuter Bus*

- 7.30 The existing staff commuter bus is extremely popular amongst Park employees and consequently Granta Park should continue to monitor the Commuter Bus to ensure that sufficient capacity is maintained on each of the routes. Likewise, the route timings should be reviewed on a regular basis to ensure that the timetables continue to connect the service to the train arrival and departure times whilst taking into account the traffic conditions on the route.
- 7.31 It is understood that a monthly meeting currently occurs with the Bus Operator in order to identify any potential requirements for increased capacity.
- 7.32 The Travel Survey has identified that staff responding to the Annual Travel Survey have requested that additional routes are provided or the existing routes expanded. Example destinations included extending the Cambridge route into northern Cambridge and into the suburbs of Trumpington and Cherry Hinton, whilst additional services were requested to link Haverhill and the surrounding villages with the Park for example Duxford and Ickleton. There is the potential to provide bus commuter services to additional destinations when the proposed CSET Travel Hub is opened as this would provide direct traffic-free links into Cambridge.
- 7.33 Consideration will also be given to providing a lunchtime staff bus service, however, due to the costs involved this will be subject to whether there is sufficient demand.

##### *Public Bus*

- 7.34 The nearest bus service to Granta Park is route 13 and is operated by Stagecoach. The route provide buses between Haverhill and Cambridge via Great Abington. Granta Park employees are able to access the bus services through stops on the High Street in Great Abington, which are accessible from the site via the footpath behind the TWI buildings.

- 7.35 As outlined within paragraph 4.18, Granta Park has provided funding towards the provision of real time bus information at the Great Abington bus stops.
- 7.36 The Busway provides a guided bus from the north of Cambridge and Trumpington to Cambridge City Centre and Cambridge Railway Station. It is therefore important that links between the two services are efficient and that employees are aware of the destinations accessible by the Busway.
- 7.37 To encourage bus use amongst the Park's employees, in conjunction with the individual tenants, could investigate the potential for providing season ticket discounts on the local bus service and the Busway. Cambridgeshire County Council currently provides online real time bus information ([www.cambridgeshirebus.info](http://www.cambridgeshirebus.info)) and Granta Park should consider linking this information to the updated website and promoting the service to staff.
- 7.38 Encourage tenant organisations to offer season ticket loans as an interest free loan for employees to cover the cost of travelling to and from the campus by bus. The commuting loan scheme provided to employers could also be used to cover parking costs too.
- 7.39 Investigate the provision of Stagecoach MultiOperator tickets ([www.stagecoachbus.com/regionaltickets/east/cambridgeshire/multioperator](http://www.stagecoachbus.com/regionaltickets/east/cambridgeshire/multioperator)) in conjunction with the PlusBus bus season tickets and offer to staff around the campus.

#### CAR USE

- 7.40 It was identified within the Annual Travel Survey that whilst some employees wished to utilise public transport or the staff commuter bus, they were unable to as they needed their cars for site visits and meetings. Consequently, Granta Park should liaise with the tenant companies in order to investigate the potential for the individual organisations to provide pool cars for employee use during the day for company business. Alternatively, the tenant organisations could be encouraged to sign up to a Car Club scheme, with Granta Park providing appropriate dedicated parking spaces around the site.
- 7.41 Granta Park should also consider charging for staff parking permits money collected could be used to subsidise commuter bus and pool bikes.

#### REDUCE NEED FOR TRAVEL

- 7.42 To reduce the need for staff to travel to Granta Park, tenant organisations should be encouraged to:
- Introduce policy on flexible working (e.g. teleworking, flexi-time);
  - Adoption of 'smart' working practices (e.g. teleconferencing, audio-conferencing, hot desking); and/or
  - Web access, home working policy.

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## PROMOTIONAL STRATEGY

- 7.43 The measures and initiatives that this TMP is promoting and the existing sustainable travel modes available to staff will be complemented by ongoing publicity throughout the lifetime of this TMP. A clear effective marketing campaign will be devised which targets all staff, including new staff prior to their start date at Granta Park, to enable staff to become aware of the TMP and their travel choices at the earliest possible stage. This will help to actively encourage them to get involved with reducing private car use.
- 7.44 The main means of promotion will be:
- Production of a travel information leaflet outlining walking and cycling routes, bus and train timetables to provide to both existing and new staff.
  - Ensuring the Travel section on the website and the Granta Park mobile app are kept up to date.
  - Participating in promotional events around the Park.
  - Participating in a list of nationally recognised event dates such as 'Bike to Work' day.
  - Incorporating a sustainable transport related topic within each of the monthly Granta Park newsletters.
  - Provide a link or webpage answering common travel related questions and providing contact details for who the member of staff should contact with questions.
- 7.45 The GTC's should also encourage the issue of sustainable transport to and from Granta Park to be discussed within all internal meetings. This will ensure that it will be continually promoted to employees and will highlight the importance of finding more sustainable travel options for their daily commute.
- 7.46 Sustainable transport use to and from the site is also of great importance to visitors. All visitors should be made aware of the travel options available to them and should be strongly encouraged to park away from the Park environs and utilise sustainable modes for the remainder of their journey. Therefore, Granta Park will work with the individual tenant organisations to promote and encourage all visitors to use sustainable modes.

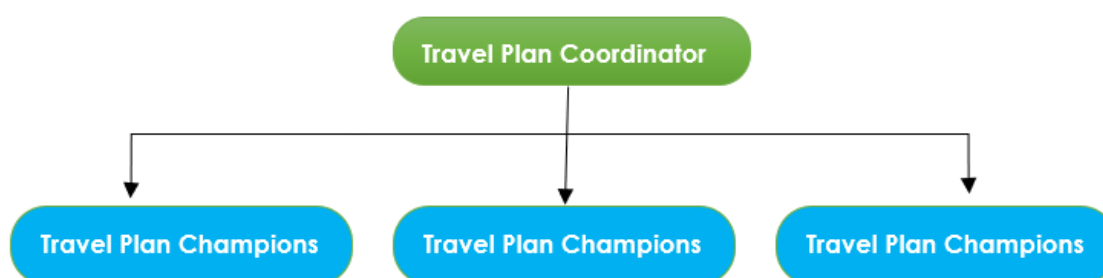
## PERSONALISED JOURNEY PLANNING

- 7.47 The provision of personalised journey planning is seen as an important opportunity to establish public transport as an affordable, credible and feasible option to travel. Granta Park are a member of Cambridgeshire County Council's 'Smart Journeys' initiative and it is understood that this initiative provides a personalised journey planning service for members. Consequently, the TPC will publicise and co-ordinate this service to employees which will be delivered by the Smart Journeys team (<http://smartjourneys.co.uk/>).

## 8.0 Management

8.1 This chapter describes how the TMP is managed and monitored throughout its lifetime. Image 7 shows the existing organisational chart for the implementation of the TMP which will continued for the duration of this TMP. As with the current situation, Granta Park will provide a Travel Plan Coordinator who will oversee the TMP. They will liaise and oversee the individual Travel Plan Champions who are employed by the individual tenant organisations and who will have the direct relationship with the Granta Park staff members.

*Image 7: Travel Plan Management*



8.2 The Travel Plan is operated by both BioMed Realty and TWI, however, the management of the Travel Plan is undertaken by the Granta Park Estate Management Team supported by the Travel Plan Coordinator and the Travel Plan Champions within the individual tenant companies.

### **Travel Plan Coordinator**

8.3 The key to the success of any Travel Plan is the effective implementation of the plan and consequently, the Travel Plan Coordinator (TPC) role has been retained within the Granta Park Estate Management Team. The coordinator will be responsible for overseeing the implementation of this Travel Plan and its day-to-day operation, monitoring the plans performance, liaising with the Granta Park tenant organisations.

8.4 The TPC will operate in partnership with the Travel Plan Champions within the individual tenant companies and buildings. The TPC will be the main point of contact for the individual Travel Plan Champions. The TPC will encourage any new tenant company to implement an Travel Plan Champion for their company or building.

8.5 Administration of the Travel Plan will involve the maintenance of the necessary systems, data and paperwork, consultation and promotion associated with the implementation of the travel plan. Regular updating of the travel plan document is part of the responsibility of the nominated TPC.

8.6 The TPC will have the responsibility to:

- Oversee the development and implementation of this Travel Plan;
- Encourage all new tenant companies located on Granta Park to have a Travel Plan Champion;
- Ensure that the Travel Information leaflet (see Appendix E) is kept up to date and issued to new staff as part of their welcome pack;
- Ensure that local travel and transport information is available via the Granta Park website and mobile app;
- Establish a library of travel and transport information from the local authority, public transport providers, cycling groups, car share organisations and relevant websites for dissemination to employees;
- Act as point of contact for the Travel Plan Champions within the individual organisations and assist employees where required with travel planning information;
- Organise Park wide sustainable travel initiatives such as the Dr Bike maintenance scheme;
- Liaise with Granta Park management team to ensure that the annual travel surveys are undertaken in order to monitor the effectiveness of the Travel Plan measures;
- Liaise with the Granta Park management team and provide them with annual reports on the Travel Plan, its measures and its effectiveness;
- Submit an updated Travel Plan which shows the actual mode split and revised Targets for Years 1, 3 and 5 to CCC for their approval within 1 month of the Travel Survey; and
- Attend employee meetings to promote the Travel Plan and get feedback and input from the Travel Plan Champions.

8.7 The TPC will provide a progress report as to the performance of this Travel Plan to the Granta Park Estate Management team no less than once every year throughout the Monitoring period.

8.8 The Travel Plan Co-ordinator's contact details are as follows:

Luke Wordsworth [Luke.Wordsworth@bidwells.co.uk](mailto:Luke.Wordsworth@bidwells.co.uk)

The McClintock Building, Granta Park, Great Abington, CB21 6GP

### **Travel Plan Champions**

8.9 Travel Plan Champions will form the integral connection between the Granta Park Travel Coordinator and the individual tenant organisations. A Champion will be appointed by each of the tenant organisations and their role will be to promote the Granta Park Travel Plan within their organisations and to identify measures and initiatives which the organisations can implement to increase sustainable travel within their own staff.

8.10 As it is considered that the champions would have more influence within the tenant companies, they will also be tasked with promoting the alternative options to single occupancy car use including the commuter bus and the Granta Park car share scheme, whilst encouraging employees to complete the annual Travel Survey. This would be undertaken through the organisation's internal publicity for example the internal websites, newsletters and regular email updates.

8.11 An example checklist has been provided within Appendix G of this Travel Plan, to enable the Travel Plan Champions to fully understand the organisations current position on sustainable travel.

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## 9.0 Monitoring

- 9.1 The development and monitoring of the TMP will be conducted by the nominated TPC. Monitoring is an essential consideration in the implementation of a Travel Plan as the results determine what measures are successful and whether any new measures should be adopted. It also informs the refinement of the Travel Plan's objectives and targets.
- 9.2 Granta Park will also continue to undertake an annual Travel Survey in September / October of each year in order to identify whether the Travel Plan is reducing the level of single occupancy car usage. The Park will ensure that monitoring reports are provided to Cambridgeshire County Council when required to provide evidence that the Park continues to achieve the 53% modal share target whilst ensuring that the entrance count thresholds are not exceeded.
- 9.3 The annual Travel Survey will enable the Travel Plan to be reviewed and updated on a regular basis across its five year lifespan, to ensure that the targets are being met. The final monitoring survey will be carried out on the fifth anniversary of the initial baseline surveys.
- 9.4 Entrance counts surveys will be undertaken annually, or at an agreed time interval, in accordance with the Phase 2 S106 agreement. These surveys will also be used to assess the impact of the Travel Plan and identify if the targets are being met or whether additional measures and initiatives will be required.
- 9.5 Information gathered through the monitoring process will be recorded for input to the annual review. The information will be made available to staff.

### Review report

- 9.6 To ensure that the TMP continues to achieve its aim of increasing cycling and walking, the TMP will be reviewed on a regular basis. The Review Report should be prepared by the TPC. The objective of the review will be to assess the success of the TMP against the stated objectives, to identify the potential for future refinement of the details in the TMP.
- 9.7 The review will utilise information and data gathered through the monitoring programme and will be supplemented by other comments and feedback derived through the ongoing consultation programme and recorded as part of the day-to-day administration of the TMP.
- 9.8 This Travel Plan is a 'dynamic strategy' which will continually evolve through the Monitoring period, it is expected that the Targets will be revised and updated over time. Any future amendments to this Travel Plan and any new Targets will need to be agreed by Granta Park, the individual tenant organisations and Cambridgeshire County Council.

## 10.0 Action Plan

- 10.1 To ensure that the Travel Plan is operating effectively, and that the objectives and required targets are met, an Action Plan has been developed which links the Initiatives and Measures identified above to the Objectives set out in Paragraph 1.20. This Action Plan is shown in Table 8 overleaf.

Table 8: Granta Park Action Plan

TMP Initiative	Year 1 (2024)	Year 3 (2026)	Year 5 (2028)
Work with Tenant Organisation	<p>1 – Continue the Travel Plan Champion programme in liaison with the tenant organisations.</p> <p>2 - Identify sustainable travel measures currently being undertaken by the tenant organisations.</p> <p>3 - Encourage tenants to support national schemes such as National Cycle to Work day and the Cycle to Work scheme.</p> <p>4 - Identify the potential for tenant organisations to offer cash incentives or to encourage employees to work from home or to cycle.</p>	<p>28 - Continued liaison and cooperative working with the Travel Plan Champions and the tenant organisations.</p> <p>29 - Liaise with tenants regarding the possibility of providing pool cars for meetings and site visits.</p>	42 - Action 28 ongoing.
Provide up to date information.	<p>5 – Regularly review the Granta Park website and mobile app to ensure up to date travel information is provided</p> <p>6 - Review the existing information provided to new starters and include sustainable transport options.</p> <p>7 – Respond quickly to requests for travel information from existing or prospective staff.</p>	<p>30 – Continue to provide up to date information – analyse the best way to do this by monitoring website and mobile app use and liaising with Granta Park.</p> <p>31 - Work with the Travel Plan Champions to ensure that sustainable travel modes are promoted within the tenant organisations.</p>	43 – Actions 7, 30 and 31 ongoing.

TMP Initiative	Year 1 (2024)	Year 3 (2026)	Year 5 (2028)
Promotion of Initiatives.	<p>8 – Maintain a Travel Plan Co-ordinator role in order to organise, review, promote and consult on travel management matters.</p> <p>9 – Organise regular meetings to discuss travel management matters (update on Camshare promotions, train discounts, next annual survey etc).</p> <p>10 – Initiate a publicity campaign aimed at encouraging staff to become involved with the TMP initiatives and to consider other forms of transport.</p>	32 – Continue promotional activities.	44 – Continue promotional activities.
Improve commuter bus timetable	<p>11 – Review the Travel Survey or, if required, undertake a commuter bus survey to identify the need for further service expansion either via additional routes or increased frequencies.</p> <p>12 – Continue to upgrade the mobile app to ensure that timetables and maps are available and that tickets can be purchased and redeemed easily and quickly on the buses.</p> <p>13 - Promote links to north Cambridge by providing information on ways the commuter bus route can connect with the Guided Busway.</p>	<p>33 - Publish results of the travel survey to staff and demonstrate the positive results to gain their support to the measures and initiatives.</p> <p>34 – Discuss potential changes to public transport with the appropriate operators and implement the necessary changes.</p>	45 – Following results of the annual travel survey make judgements on any suggested changes

TMP Initiative	Year 1 (2024)	Year 3 (2026)	Year 5 (2028)
<p>Improvements to Stagecoach 13 bus service</p>	<p>14 - Liaise with Stagecoach to identify the feasibility of providing a new bus stop outside the main entrance to the Park.</p> <p>15 - Speak to users to establish details of all issues and requirements.</p> <p>16 - Speak to Stagecoach and Travel for Work contact about specific problems, general punctuality and potential season ticket discounts.</p> <p>17 - Provide a link to the real time bus information on the website and promote the service around the Park.</p> <p>18 – work with Cambridgeshire County Council to ensure that the real time provision is implemented.</p>	<p>35 - Following the Annual Travel Survey, assess if improvements have been made and where further improvements can be made.</p> <p>36 – Feed results back to Stagecoach, the TPC and the Travel Plan Champions.</p>	<p>46 – Actions 35 and 36 ongoing</p>

TMP Initiative	Year 1 (2024)	Year 3 (2026)	Year 5 (2028)
<p>Bicycle User Group - a forum for possible initiatives and to promote cycling.</p>	<p>19 – Work with chairman of Bicycle User Group and assist in promoting and supporting regular meetings.</p> <p>20 – Discuss and implement initiatives with Granta Park such as cycle training, cycle provisions (spares, repair kits etc.), pool bicycle for use during day.</p> <p>21 – Include promotion of Bicycle User Group on the web, in the newsletter and in any other relevant Granta Park publications.</p> <p>22 - Promote Bike BuDI scheme to all employees.</p> <p>23 - Provide links to cycling resources on website such as bike discounts available, cycle journey planning and road/cycle route maintenance reporting.</p>	<p>37 – Continue promotion of cycling and support for bicycle user group.</p> <p>38 - Continue to discuss and implement initiatives such as cycle training, cycle provisions (spares, repair kits etc), pool bicycle for use during day.</p>	<p>47 - Continued promotion of cycling and support for bicycle user group.</p>
<p>Encourage re-location to Abington, Great Abington and Linton.</p>	<p>24 – Promote information about the Park and local area for issuing to new employees of the Park.</p> <p>25 – Assist staff to promote relocation to the local villages.</p> <p>26 - Liaise with tenant organisations to identify whether additional benefits could be provided e.g. an extra days leave for staff who move to the local area.</p>	<p>39 – Continue to promote the local area as a place to live.</p>	<p>48 - Continue to promote the local area as a place to live.</p>

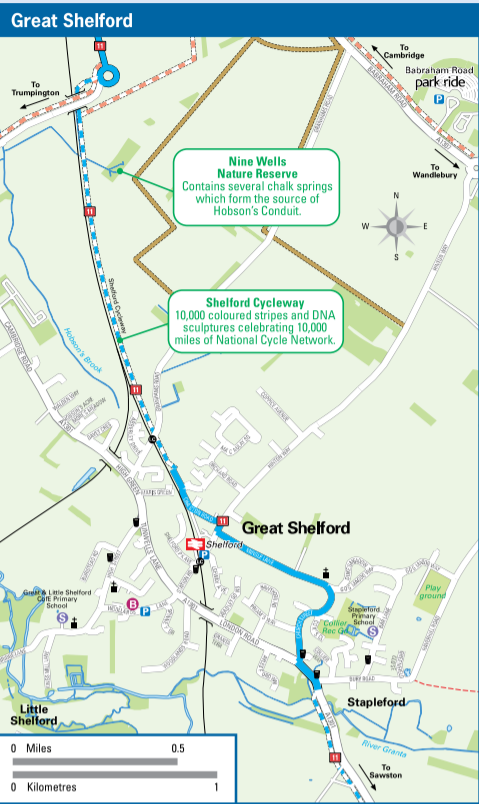
TMP Initiative	Year 1 (2024)	Year 3 (2026)	Year 5 (2028)
Re-appraisal of the Travel Plan.	27 – Review TMP annually following the Annual Travel Survey and revise action plan accordingly.	40 – Undertake a simple annual travel survey to assess progress since the implementation of the plan.  41 – Undertake Junction Entrance Counts when the s106 trigger is reached.	49 – Undertake a simple travel survey to assess progress since implementation of the plan.  50 – Action 40 ongoing.

## 11.0 Conclusions

- 11.1 Following the receipt of planning permission for the Phase 2 development at Granta Park, Cambridgeshire County Council set a stringent target of 53% for single occupancy vehicle use. In order to achieve this target, the Granta Park Travel Plan was introduced and has been updated annually after the Annual Travel Survey. The 2022 Travel Survey showed that these targets have been achieved with a mode share of 45.6%.
- 11.2 The Travel Plan has been fully updated to reflect the most up to date situation and to ensure that the mode share remains below 53% despite the future development of the Site 1 development, the Phase 2 development and the proposed work at TWI.
- 11.3 Granta Park fully recognises the importance of active travel management and this Travel Plan has been developed to provide a holistic approach for both the Park as a whole and for the individual tenant organisations.
- 11.4 This Travel Plan is a 'dynamic' document and should be updated in response to operational requirements in order to ensure that the aforementioned 53% target continues to be met as the number of staff on site increases.

## Appendices

**Appendix A**  
**Local Area Cycle Map**



**The National Cycle Network**

The National Cycle Network is made up of more than 14,000 miles of traffic-free walking and cycling paths, quiet lanes and on-road cycling routes that are often a great way to get to work, school, the shops or just for exercise and fun. The Network is available to everyone and passes within a mile of over 55% of the population. National Cycle Route 11 will connect Harlow with King's Lynn and passes through the area of this map. The route from Cambridge to Saffron Walden is about 18 miles (30 kilometres).

**Sustrans**  
Join the movement



**Cycling information**

**Why cycle?**

- To save time – it's often the quickest way to get around and parking is free and easy.

**It's free**

- It keeps you fit whilst you get from A to B – regular cyclists are as fit as a person 10 years younger and have a reduced risk of heart disease or stroke.
- To enjoy the open spaces and countryside.

**Cycling tips**

- Ride assertively – cycle well out from the kerb so that you are visible to motorists. This will discourage them from overtaking too closely.
- Be aware – watch out for car doors opening and make eye contact with drivers waiting to pull out.
- Don't overtake lorries or buses on the left at junctions as they have a blind spot and there could be fatal consequences.
- Master the backward look – practice looking back over your right shoulder so you can turn right or overtake without wobbling.
- Always ensure your bike is roadworthy and the brakes work properly.
- Cyclists can use byways and bridleways. Do not cycle on footpaths unless you have the landowner's permission.

**Do's and don'ts**

- Be considerate to pedestrians – they should be given priority on shared paths, so slow down and use your bell.
- Don't cycle on the pavement unless there are blue signs indicating that they are designated cycle routes.
- Use lights at night – reflective clothing is also a good idea.
- Only use one-way streets in the permitted direction and obey traffic signs and lights.
- Obey red lights.

**Cycle parking**

Lock your bike! Ten bikes per day are stolen in Cambridge, often from gardens or sheds. Always lock your bike to a fixed object, with a good lock, even for the briefest of stops.

Register your bike at [www.immobilise.com](http://www.immobilise.com)

**Cycle friendly café stops**

**Bicicleta Coffee**  
1-2 Market Row, Saffron Walden CB10 1JZ

**Espresso Library**  
210 East Road, Cambridge CB1 1BG

**Bikes on trains**

Most bikes are allowed on trains. However, restrictions apply during peak times. Reservations might be necessary depending on the train company and time of day. Please check before travelling.

[www.nationalrail.co.uk/cyclingbytrain](http://www.nationalrail.co.uk/cyclingbytrain)  
[www.camcycle.org.uk/bikesontrains](http://www.camcycle.org.uk/bikesontrains)

**Places to see**

**Cambridge**

The city is famous for its university and colleges, punting and cycling. There are several museums including the Fitzwilliam Museum, the Museum of Technology, the Polar Museum and the Botanic garden [www.botanic.cam.ac.uk](http://www.botanic.cam.ac.uk). The city has a network of cycleways and free cycle parking as well as numerous cycle shops operating bike hire schemes. There is also a detailed Cambridge Cycle Map available from the Cambridge Tourist Information Centre, featuring all cycle routes in the city and to the surrounding villages.

[www.visitcambridge.org](http://www.visitcambridge.org)  
0871 226 8006



**Nine Wells**

The Local Nature Reserve contains several chalk springs which form the source of Hobson's Conduit. Built in 1614 by Thomas Hobson, the conduit was used to bring water into Cambridge city centre and the channels can still be seen along Trumpington Street.

[www.lnr.cambridge.gov.uk](http://www.lnr.cambridge.gov.uk)

**Wandlebury Country Park**

The park is situated within 110 acres of woods and chalk grasslands on the Gog Magog Hills south of Cambridge. You can see the remains of an Iron Age hill fort and walk along the eight miles of footpaths. The park is open all year and cycle parking is available at the visitor car park.

[www.cambridgeppf.org](http://www.cambridgeppf.org)

**Fowlmere RSPB Nature Reserve**

This reserve has reedbeds and pools fed by natural chalk springs and a stream runs through the park. There is also an area restored to chalk grassland which is grazed

by cattle and sheep. Facilities include picnic area, cycle parking and toilets.

[www.rspb.org.uk](http://www.rspb.org.uk)

**Imperial War Museum Duxford**

The IWM Duxford is Britain's largest aviation museum and houses nearly 200 aircraft, military vehicles, artillery and naval vessels. The airfield is still active with two parallel runways and hosts many air shows. There is also a restaurant, café and visitor shop.

[www.duxford.iwm.org.uk](http://www.duxford.iwm.org.uk)

**Hinxton Mill**

The 17th century watermill straddles the River Cam in Hinxton and is the site of a mill mentioned in the Domesday Book of 1086. It is now owned by Cambridge Past, Present & Future and on their Open Days throughout the summer you can watch flour being milled.

[www.cambridgeppf.org](http://www.cambridgeppf.org)

**The Wetlands Nature Reserve**

Once a barren field, the reserve is now home to a variety of plants and animals, including waterfowl and otters. Owned and sponsored by the Wellcome Trust, it has received a Natural Heritage Award for its work to sustain the natural environment. The Wetlands area also acts as a vital flood defence. The reserve is open all year for pedestrians and cyclists.

[www.hinxton.wellcome.ac.uk](http://www.hinxton.wellcome.ac.uk)

**Audley End House and Gardens**

The house was built in the 16th century to serve royalty and features a great hall, library and chapel. The park

includes a lake, ornamental and kitchen gardens and a pond. There are also stables, a Victorian service wing, children's play areas and tearooms.

[www.english-heritage.org.uk](http://www.english-heritage.org.uk)

**Saffron Walden**

The north-west Essex market town retains a rural appearance with many old buildings, dating from the 12th century onwards. Saffron Walden has a museum, remains of a medieval castle, a turf maze, Bridge End Garden and lots of independent shops. Nearby Audley End also has a 1.5 mile long miniature railway. Cycle parking is available in the town centre and at Audley End Railway Station which is approximately 2 miles away.

[www.visitsaffronwalden.gov.uk](http://www.visitsaffronwalden.gov.uk)  
01799 524002



**Know your traffic signs**

- No Entry** signs always apply to cyclists too ...
- Except cycles** ... unless there is an exception shown underneath, or ...
- Cycle route** ... you can bypass No Entry signs if there is a gap alongside with this route for cyclists sign.
- No vehicles** includes cycles. You can still wheel your bike.
- No cycling** Typically used on a footpath away from a road. You can still wheel your bike.
- No motor vehicles** A cycle is not a motor vehicle. Cyclists are allowed to pass these signs where motorists cannot.
- Shared route for cyclists and pedestrians together** The only time cyclists are allowed to ride on a pavement alongside a road is where you see this sign.
- Segregated route** ... or this one indicating a segregated route, where you must keep to the side designated for cyclists.
- Direction sign** showing National Cycle Route.



**A guide to cycling in Cambridgeshire**

- Useful contacts**
- Highway maintenance and traffic signal faults** (to report potholes, overhanging vegetation, winter gritting etc.)  
Cambridgeshire County Council  
0345 045 5200  
[street.scene@cambridgeshire.gov.uk](mailto:street.scene@cambridgeshire.gov.uk)  
[www.cambridgeshire.gov.uk/transport/roads](http://www.cambridgeshire.gov.uk/transport/roads)
  - City Rangers** (to remove abandoned bikes, clear broken glass, etc.)  
Cambridge City Council  
01223 458 282
  - Street lighting**  
Cambridgeshire County Council  
0800 253529
  - Cycle training**  
Cambridgeshire County Council  
0345 045 5212
  - Parkside Police Station, Cambridge** (To report a cycle theft)  
0345 456 456 4
  - Cambridge Cycling Campaign**  
01223 690 718  
[contact@camcycle.org.uk](mailto:contact@camcycle.org.uk)
  - Cambridgeshire Travel For Work Partnership** (free service helping employers to promote cycling and other forms of sustainable commuting.)  
01223 715 550  
[info@ttw.org.uk](mailto:info@ttw.org.uk)
  - County Cycling Officer**  
Cambridge City Council  
01223 699 916  
[cycling@cambridgeshire.gov.uk](mailto:cycling@cambridgeshire.gov.uk)  
[www.cambridgeshire.gov.uk/cycling](http://www.cambridgeshire.gov.uk/cycling)
  - Cambridge City Cycling & Walking Officer**  
Cambridge City Council  
01223 457 200  
[cycling@cambridge.gov.uk](mailto:cycling@cambridge.gov.uk)  
[www.cambridge.gov.uk](http://www.cambridge.gov.uk)
  - Sustrans** (the sustainable transport charity)  
0845 113 00 65  
[info@sustrans.org.uk](mailto:info@sustrans.org.uk)  
[www.sustrans.org.uk](http://www.sustrans.org.uk)
  - CTC** (The UK's national Cyclists' organisation)  
0844 7366 8450  
[www.ctc.org.uk](http://www.ctc.org.uk)

Funded by Cambridgeshire County Council.  
Produced by Sustrans FourPoint Mapping for Cambridgeshire County Council, January 2017.

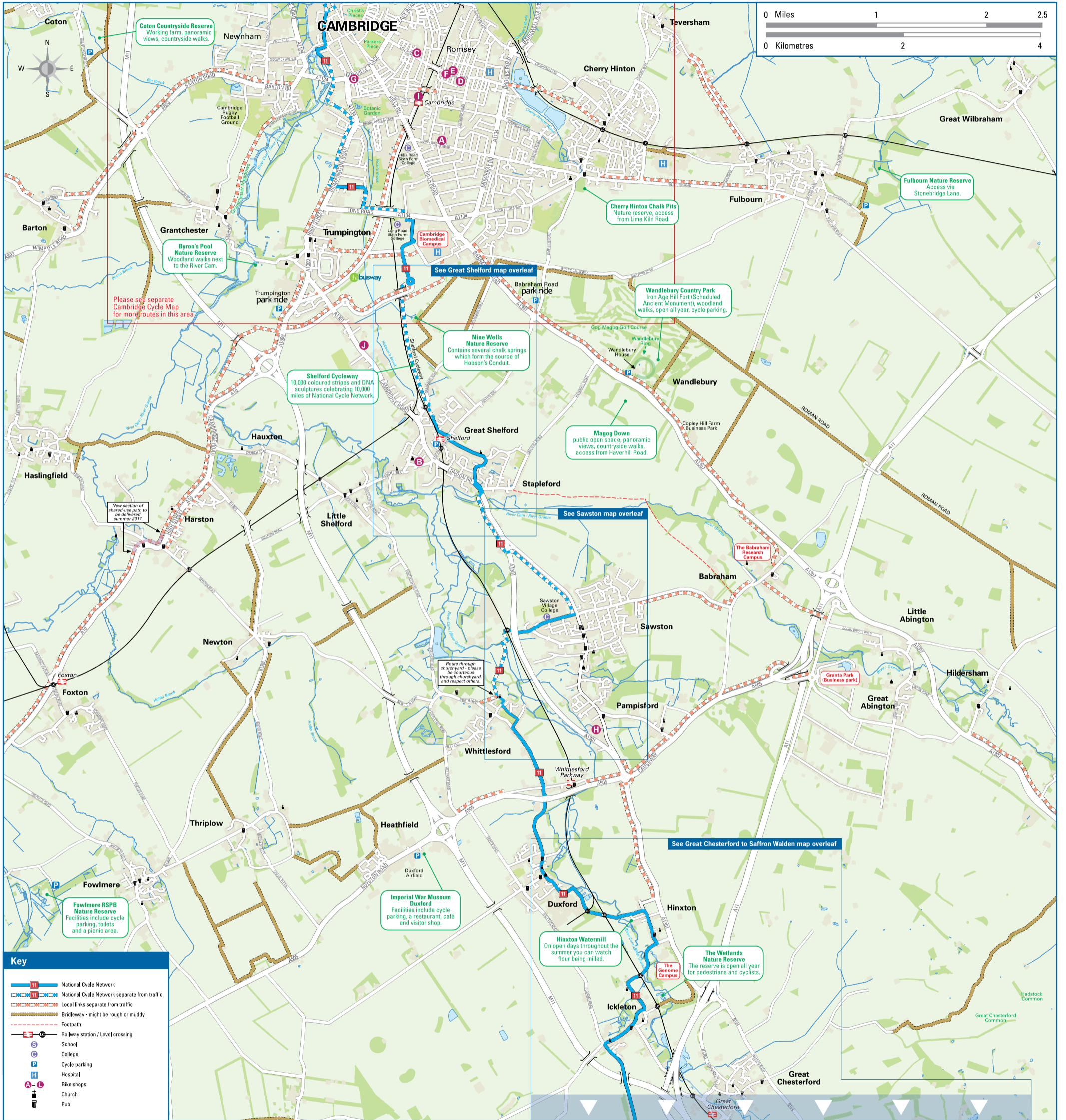
While every effort has been made to ensure the accuracy of these maps, Cambridgeshire County Council, their partners, or OpenStreetMap cannot be held responsible for any errors or omissions. Maps copyright © 2010 OpenStreetMap and its contributors, and used under a Creative Commons Share-Alike license (CC BY-SA) which means they can be freely copied providing the same or equivalent terms are applied to the copies. OpenStreetMap is a collaborative project to make the world free of the restrictions associated with conventional maps. Contains Ordnance Survey data © Crown copyright and database right 2017.

For an online scaleable map and route planning visit [cyclistsmaps.net](http://cyclistsmaps.net)

Further copies of this map are available from Cambridge and Saffron Walden Tourist Information Centres.

**Cycle shops in the area**

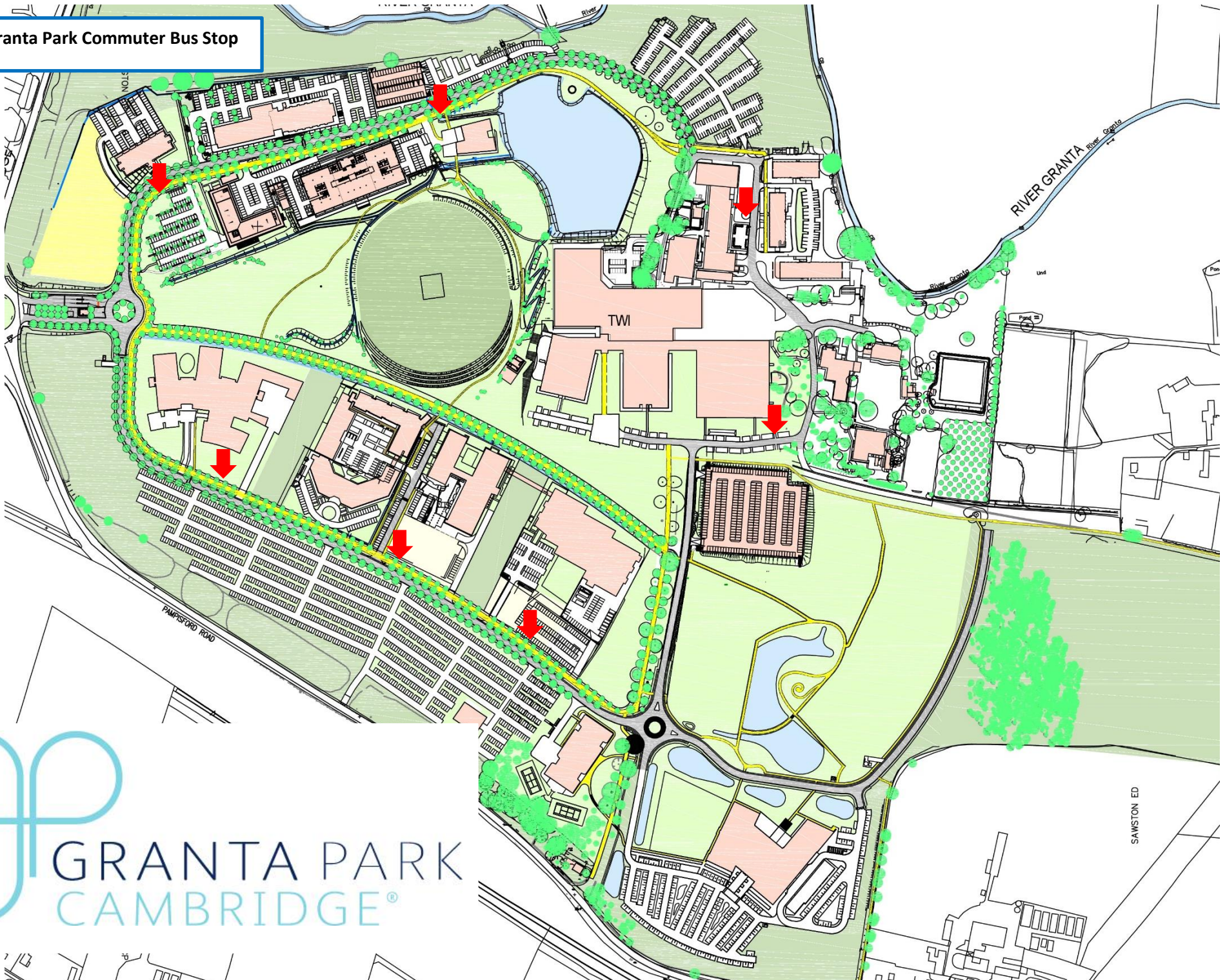
- Blazing Saddles**  
110 Cherry Hinton Road, Cambridge CB1 7AJ  
01223 415367
- Cambridge Cycle Company**  
34 Woollards Lane, Great Shelford CB22 5LZ  
01223 847100  
[www.cambridgecyclingcompany.co.uk](http://www.cambridgecyclingcompany.co.uk)
- CAM Cycles**  
92 Mill Road, Cambridge CB1 2BD  
01223 500988
- Cycle King**  
195-197 Mill Road, Cambridge CB1 3AN  
01223 214999
- Discount Cycles**  
171 Mill Road, Cambridge CB1 3AN  
01223 576545
- Greg's Cycles**  
186 Mill Road, Cambridge CB1 3LP  
01223 210678
- Lensfield Road Cycles**  
69-71 Lensfield Road, Cambridge CB2 1EN  
01223 323559
- OWL Bikes**  
The Bike Shed, Unit 29, London Road Industrial Estate, Pampisford CB22 3EE  
01223 839580 [www.owlgroup.org.uk](http://www.owlgroup.org.uk)
- Rutland Cycling**  
Station Road, Cambridge CB1 2JW  
01223 352 728 [www.rutlandcycling.com](http://www.rutlandcycling.com)
- Trumpington Cycles**  
134 Cambridge Road, Great Shelford CB22 5JU  
01223 566145
- Newdales**  
7 Market Walk, Saffron Walden CB10 1JZ  
01799 513980 [www.newdales.co.uk](http://www.newdales.co.uk)
- KHS Bikes**  
Unit 3, Romell Place, 41a Shire Hill, Saffron Walden CB11 3AQ  
01799 516441



## **Appendix B**

### **Commuter Bus Information**

↓ = Granta Park Commuter Bus Stop



 GRANTA PARK  
CAMBRIDGE®

## Granta Park Commuter Bus - Cambridge Timetable

### From 20 March 2023 until further notice

#### Mornings (Monday-Friday excluding bank holidays)

Bus Number	Cambridge Train Station (bus stop number 4, CB1 2FQ)	Bus Stop at The Marque Apartments, opposite Hills Road College (CB2 8RA)	Opposite Red Cross Lane, (nr Addenbrookes' Hospital, CB2 0QT)	Circuit of Granta Park
Additional Service	07:00	07:04	07:10	07:25
1	07:15	07:18	07:20	07:35
2	07:35	07:38	07:40	07:55
3	08:00	08:03	08:05	08:20
4	08:15	08:18	08:23	08:45
1	08:30	08:33	08:38	09:00
2	08:45	08:48	08:53	09:15
3	09:15	09:18	09:23	09:45
1	09:45	09:48	09:50	10:05
4	10:00	10:03	10:05	10:20

#### Evenings (Monday-Friday excluding bank holidays)

Bus Number	Circuit of Granta Park	Red Cross Lane, (nr Addenbrookes' Hospital, CB2 0QT)	Outside Hills Road Sixth Form College (CB2 8RJ)	Cambridge Train Station (bus stop number 4, CB1 2FQ)
1	16:00	16:23	16:33	16:48
2	16:25	16:48	16:58	17:13
3	16:45	17:08	17:18	17:33
1	17:05	17:28	17:38	17:53
2	17:20	17:43	17:53	18:08
3	17:45	18:08	18:18	18:28
1	18:20	18:43	18:53	19:03
2	18:50	19:13	19:23	19:33

Electronic tickets can be purchased in bulk or individually via the 'Travel' section of the Granta Park app. You must have your e-ticket ready to be scanned by the driver for entry on to one of our commuter buses. Paper tickets can also be purchased from The Apiary Restaurant. Tickets cost £1.50 each (single journey).

## Granta Park Commuter Bus Whittlesford Parkway Train Station Timetable From 01 September 2020 onwards

### Mornings (Monday-Friday excluding bank holidays)

Bus number	Whittlesford Parkway (CB22 4NL)	Circuit of Granta Park
W1&W2	08:15	08:30
W1&W2	08:45	09:00
W1&W2	09:15	09:30
W1&W2	09:45	10:00

### Evenings (Monday-Friday excluding bank holidays)

Bus number	Circuit of Granta Park	Whittlesford Parkway (CB22 4NL)
W1&W2	16:10	16:25
W1&W2	16:40	16:55
W1&W2	17:10	17:25
W1&W2	17:40	17:55

Electronic tickets can be purchased in bulk or individually via the 'Travel' section of the Granta Park app. You must have your e-ticket ready to be scanned by the driver for entry on to one of our commuter buses. Paper tickets can also be purchased from The Apiary Restaurant. Tickets cost £1.50 each (single journey).

## **Appendix C**

### **Example Real Time Bus Information**

All Categories ▾ All regions ▾ All districts ▾ Search

**Stop Ref: 05005GREAD001** Service: All

### Linton Road - Departures - 07:39

13	Cambridge	via	13 Mins
13	Cambridge	via	43 Mins
13	Cambridge	via	90 Mins
13	Cambridge	via	120 Mins
13	Cambridge	via	150 Mins

Show Arrivals Later >>

< 1 of 2 >

The map shows a network of roads including A505, A11, A1307, and High Street. Landmarks like Perse School Playing Fields and Granta Park are visible. A popup window displays bus departure times for Linton Road at 07:39, listing routes to Cambridge with varying durations.

**Appendix D**  
**Car Share Information**

# Frequently Asked Questions

## Who can Liftshare?

Everyone at Granta Park, car or no car! If you're an avid cyclist or walker, you may want to post your commute to prepare for the English rain, keeping you dry and warm. Car owners, if it's saving the planet, saving yourself money or easing off the stress, Liftsharing will tick these boxes for you.

## How safe is Liftsharing?

Liftshare is GDPR compliant and has safe, secure hosts. Upon signing up to the Granta Park Liftshare scheme, you will have access to member terms and the privacy policy.

Every member is responsible for his or her own safety. However, we do recommend that members follow some simple security measures outlined below:

- Avoid exchanging home addresses with your travelling companion before you meet them
- Arrange to meet in a public place/somewhere on Granta Park
- Message the potential match via the Liftshare App
- Inform a friend or family member of who you will be travelling with, when and to where
- Make sure you see each other's IDs - passports, student cards or driving licences - so you know you're travelling with the right person

**It is at your own discretion if you do / do not wish to Liftshare with another member.**

## I have a busy life, do I have to Liftshare everyday?

Liftsharing is flexible and you do not have to share with the same person every day. Liftsharing where it is possible will make a significant reduction in your carbon footprint and travel expenses. We recommend that you come to an agreement that works for everyone, which can change on a weekly basis. Just keep your fellow Liftsharers informed via the app.

## Can I still Liftshare if I do the school run?

Absolutely yes! Imagine how many others will be doing the school run, simply add your journey that starts from the school and arrives at Granta Park!

## Is it possible to find a travelling companion of the same sex?

Yes, you can specify in the 'Bio' section of your profile that you are searching for a companion of the same sex.

**For more information visit the [grantapark.liftshare.com](http://grantapark.liftshare.com) site.**

**Or contact the Estate Office team for further support: [admin@grantapark.co.uk](mailto:admin@grantapark.co.uk)**



## The Liftshare step-by-step guide



**[grantapark.liftshare.com](http://grantapark.liftshare.com)**



# Joining Granta Park Liftshare

## Why Liftshare at Granta Park?

- ✓ Play your part by **cutting emissions**
- ✓ **Reduce the cost** of your commute
- ✓ **Guaranteed parking** (before 10:30am)



## Sign up now, what are you waiting for!



Visit [grantapark.liftshare.com](http://grantapark.liftshare.com) (www. not required)

Or scan the QR code now to sign up!

Join using **work email addresses**

**Verify the Liftshare account** via the sent activation email

Download the free **Liftshare Companion App**

## Starting your Liftshare journey

1. Sign in to [grantapark.liftshare.com](http://grantapark.liftshare.com)
2. Create a welcoming Liftshare profile; adding a picture and a bio
3. Add **'regular'** or **'one-off'** journeys as a driver, passenger, or both
4. Select 'Find a match' to view Liftshare options

## You've found a match! What do you do now?

1. As a passenger **'ask to share'** the journey, for the driver to accept
2. As the driver message the passenger about the **'offered lift'**, for the passenger to ask to share (as above)
3. Once the **request to share has been accepted**, a Liftshare Team has been formed (A unique parking permit is generated within your account)
4. Go to 'Liftshare Teams/Permits' to **download and print the parking permit**

# Accessing Liftshare Bays

## How do I access the Liftshare Bays and track my savings?

1. You've picked up your passenger(s), before you set off, make sure you authenticate your journey at each pick up point;
  - ✓ Open the Liftshare App
  - ✓ Select 'Authenticate Trip'
  - ✓ The driver selects 'I'm the driver' (QR code displayed)
  - ✓ The passenger selects 'I'm the passenger' (Camera displayed)
  - ✓ The passenger scans the QR code
  - ✓ Success! You've authenticated your trip
2. **Phones away and Travel Happy!**
3. Display the printed parking permit

# Monitoring Liftshare Bays

Parked cars in the Liftshare Bays will have their Parking Permits scanned daily to monitor the below.

## Eligible cars in Liftshare Bays;

- ✓ The car parked has brought 2 or more people into work
- ✓ The commute has been authenticated
- ✓ The parking permit is displayed on the dashboard of the parked car

## Ineligible cars in Liftshare Bays;

- ✗ A single occupancy vehicle is parked in the bay (before 10:30am)
- ✗ The commute has not been authenticated
- ✗ The commute has been authenticated onsite and not at the pick up location
- ✗ There is no parking permit visible on the dashboard

Any ineligible cars parked in the Liftshare Bays before 10:30am will receive a warning.

## How do I access the Liftshare parking bays?

There are **70 dedicated car share only bays** at Granta Park. 63 can be found on the front row of the Parking Groves and 8 bays are located at Riverside.

These are available on a first-come-first served basis as usual but usage will now be monitored by journeys that have been authenticated through the Liftshare app.

## What is Smart Parking and Trip Authentication?

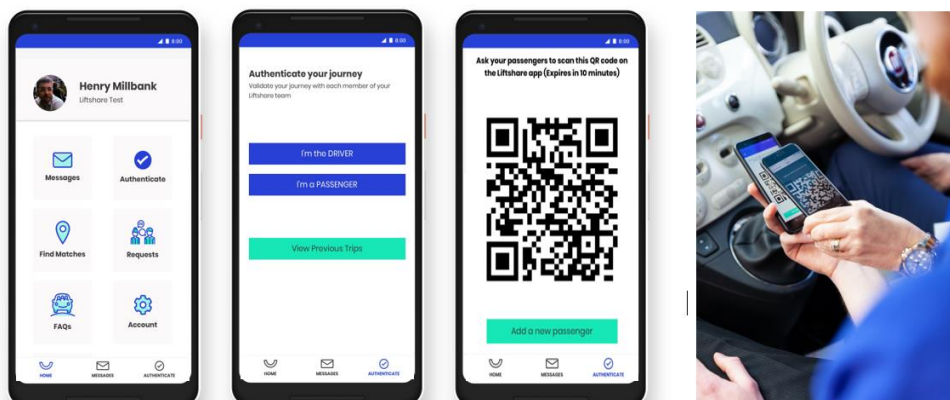
When you share your commute, you must now authenticate your journey using the Liftshare Companion app. This is to verify you are actively liftsharing and therefore eligible to use the dedicated car share bays that are available.

- Download and print a new Smart Parking permit from your Liftshare member page.
- You must have created an account on [grantapark.liftshare.com](http://grantapark.liftshare.com) and be part of a Liftshare Team **before the app can be used for authentication purposes.**
- **Both driver and passenger** must download and use the app.
- You must authenticate at **the first point of pickup and all others along the way.**
- When authenticating the **vehicle must be parked** and the **engine switched off.**

## How do I authenticate my journey?

- Log into your account via the Liftshare Companion app
- Select **'Authenticate'**
- Select **'I'm the driver'** or **'I'm the passenger'** (you will need to have your location enabled for the companion app on your smart phone)
- **Driver**
  - As a driver – the app will display a QR code
  - Each passenger must scan a different QR code:
  - This means the driver will need to generate a new QR code for each passenger
  - To generate a new code, click 'Add a New Passenger'
- **Passenger**
  - As a driver – the app will display a QR code
  - As a passenger – the app will ask you to hold your smart phone up to the QR code - scanning will then happen automatically

This [generic video](#) will also help to show you how to confirm your sharing by authentication.



**Appendix E**  
**Granta Park Green Travel Guide**

# GREEN TRAVEL GUIDE



# TRAVELLING TO WORK AT GRANTA PARK

The local public transport infrastructure provides a variety of options for travelling to Granta Park. These are alternatives to single occupant car journeys that can save time and money whilst helping to reduce road congestion.

This leaflet summarises the available travel options and information regarding deals and discounts that could make your journeys to Granta Park cheaper, more efficient and more environmentally friendly.

## CAR SHARE

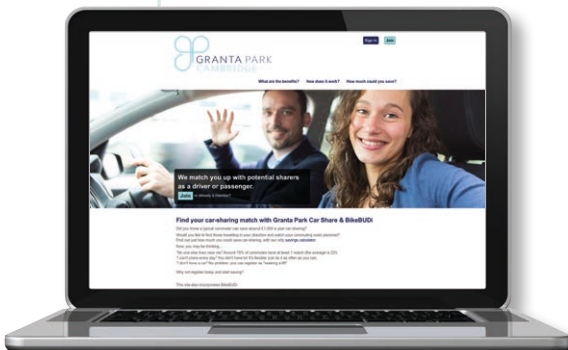
Free to join, Granta Park's car share scheme is a great way to set up a liftshare with other staff members commuting to Granta Park.

Granta Park has its own dedicated car share website which offers members a quick, easy and secure way to make contact with each other.

Benefits of car sharing include saving money, reducing local congestion and getting to know your colleagues. Remember you don't need to own a car to car share, you can just search for a lift too.

For further details and to register visit [www.grantapark.liftshare.com](http://www.grantapark.liftshare.com)

Some of the car parks on Granta Park have their own dedicated 'Car Share Only' parking bays. In order to use one of these bays at least two 'personal' permits must be displayed on the dashboard of the parked vehicle and journeys must be authenticated via a Smart Parking app. For further details please request a step-by-step guide from the Estate Office.



## COMMUTER BUS

Fast and cost-friendly, the Granta Park commuter bus services operate Monday to Friday morning and evening providing a direct link to the Park from both Cambridge and Whittlesford train stations.

Tickets can be purchased on the Park from many company receptions and The Apiary Restaurant. If it is your first journey to the Park the driver will sell you a ticket for that journey on the bus and you can purchase a ticket for the return journey once you get to the Park.

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Visit [www.grantapark.co.uk](http://www.grantapark.co.uk)

Click 'Park Life' – 'Travel' for more information about the service, the latest timetable and a plan of the bus stops on the Park.



## TRAIN

Staff taking the train to Cambridge or Whittlesford stations can join up with the Granta Park commuter bus for a fast, direct route to the Park.

The bus timetables (see above 'Commuter Bus' for link) are designed to coordinate with train arrivals and departures from London and Cambridge.

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There are various discounts available on season tickets and carnet booklets for regular train users through Granta Park's membership of the local Travel for Cambridgeshire scheme. For details of how you can save money visit: [www.travelcambs.org.uk](http://www.travelcambs.org.uk)

## PUBLIC BUS (NO.13/13A)

The Stagecoach number 13/13A bus service links Cambridge city centre, Haverhill and Linton with Great Abington which makes it ideal transport for staff living in these areas.

The service is half hourly during the day including peak hours and reduces to hourly later in the evening. The bus stops at Magna Close in Great Abington with a short five-minute walk on a designated footpath to Granta Park.

Visit [www.cambridgeshirebus.info/](http://www.cambridgeshirebus.info/) to get real time bus information for this service to your computer and mobile phone.

## CYCLING

A cycle and foot path map of the local area can be found at [www.grantapark.co.uk](http://www.grantapark.co.uk), click 'Park Life' then 'Travel'.

The N11 cycle route connects Cambridge to Sawston and there is a dedicated off-road cycle path linking Sawston and Babraham. There is a permissive cycle path through Babraham Farm which provides a link between Babraham and the Granta Park main entrance. This route includes a footbridge with cycle wheel ramps across the A11. Additionally a link to the cycle route along the A1307 was opened in February 2017. This link provides a traffic free cycle route through The Babraham Institute which connects to the existing cycle network.

These cycle routes provide a cycle link between Cambridge and Granta Park as well as the villages to the south of Cambridge including Trumpington, Great Shelford, Stapleford, Sawston and Babraham.

In addition to these routes, there is a 2m wide asphalt surfaced shared footway / cycleway along

the northern side of the A505 between Granta Park and Whittlesford Parkway railway station approximately 4km to the southwest of the site.

A narrow 1m to 1.5m wide footway / cycleway is also provided along the northern side of the A1307 between Hildersham and Linton, to the southeast of Granta Park. This provides a cycle link from Linton, with agreement with Cambridgeshire County Council to potentially extend the route to Granta Park in the future.

If you are not keen on cycling alone, why not find a cycling partner? There is a cycle journey section available through the car share website ([www.grantapark.liftshare.com](http://www.grantapark.liftshare.com)) it is free to join and will match individuals cycling the same route so they can cycle together.

Discounts on cycling goods are available to Granta Park staff. For further details visit [www.travelcamb.org.uk](http://www.travelcamb.org.uk)



## THE GUIDED BUSWAY

The Guided Busway provides a guided bus route from Huntingdon to Drummer Street bus station in central Cambridge and from St Ives to Trumpington Park and Ride via Cambridge railway station.

For people living in Huntingdon, St Ives and villages to the north of Cambridge such as Swavesey, Longstanton and Oakington, it is possible to take the Guided Busway to Cambridge railway station and join the commuter bus service to Granta Park.

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Visit [www.cambridgeshire.gov.uk/thebusway](http://www.cambridgeshire.gov.uk/thebusway) to find maps, timetables and pricing details for the Guided Busway.

## GRANTA PARK TRAVEL MANAGEMENT PLAN

Granta Park's Travel Management Plan is a document which details targets and objectives to reduce car journeys with single occupants and encourage staff to use alternative modes of transport for their journeys to work.

The plan gives details of each mode of transport available to staff along with information regarding the current survey results and proposed improvements.

The main target is to keep staff informed of their travel options, changes to services, discounts and offers through the Travel Management Plan, the Granta Park website and promotional events.

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Visit [www.grantapark.co.uk](http://www.grantapark.co.uk)

For more information about Green Travel initiatives on the Park, please contact the Granta Park Estate Office on 01223 893710



**Key websites:**

Granta Park travel pages  
[www.grantapark.co.uk](http://www.grantapark.co.uk)

Travel for Cambridgeshire  
[www.travelcambs.org.uk](http://www.travelcambs.org.uk)

Car share scheme  
[www.grantapark.liftshare.com](http://www.grantapark.liftshare.com)



GRANTA PARK  
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**Appendix F**  
**BREEAM Accessibility Index**

Using the drop down boxes make the relevant selections and press the 'Select' button

Building type:

No. nodes required:

Select

**NODE 1**

Public transport type	Bus									
Distance to node (m)	100									
Average frequency per hour	Service 1	Service 2	Service 3	Service 4	Service 5	Service 6	Service 7	Service 8	Service 9	Service 10
	2									

**NODE 2**

Public transport type	Rail									
Distance to node (m)	14000									
Average frequency per hour	Service 1	Service 2	Service 3	Service 4	Service 5	Service 6	Service 7	Service 8	Service 9	Service 10
	4	2	5	2	1	4	1	2	1	1

**NODE 3**

Public transport type	Rail									
Distance to node (m)	5200									
Average frequency per hour	Service 1	Service 2	Service 3	Service 4	Service 5	Service 6	Service 7	Service 8	Service 9	Service 10
	2	2	1	1	3	2				

Accessibility Index	3.68
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**Appendix G**

**Example Travel Plan**  
**Champion Survey / Checklist**

## Tenant's Sustainable Transport Provision Checklist

In order to understand the current position of your organisation on Green Travel, please could you complete the following checklist and return to the Green Park Management Team within the Pavilion.

**Organisation Name:** .....

**Building:** .....

### Car Sharing

1. Have you marked set Car Share Bays near to your Buildings entrance for employees who share their journeys? **Yes / No**
2. Are these spaces well signed? **Yes / No**
3. How many spaces have you provided? .....
4. Have you promoted these spaces to your staff? **Yes / No**
5. Are you able to provide a guaranteed lift home to your staff? **Yes / No**
6. Are you actively promoting the Granta Park Car Share scheme to your employers, particularly how easy it is to register? **Yes / No**  
Please indicate how you are promoting the Car Share .....  
scheme
7. Do you agree to the principle of automatic Car Share registration for all staff? **Yes / No**

### Cycling

8. How many cycle parking spaces are provided within your plot? .....
9. Does this accommodate current usage? **Yes / No**
10. How many spaces are regularly used? .....
11. Do you have space to expand the cycle provision? **Yes / No**
12. Have you provided changing facilities, showers and lockers for staff use? **Yes / No**
13. Does your organisation organise cycling events for your staff? **Yes / No**

### Commuter Bus

14. Are you aware of any issues with the Commuter Bus? If Yes, please list the issues on a separate piece of paper. **Yes / No**

### Car Parking

15. Are you aware of your Organisation's parking allowance? **Yes / No**  
If yes, please let us know what it is? .....
16. Does your Organisation regularly exceed this allowance and if so by how much? **Yes / No**  
.....

---

**Comments**

17. Do you have any comments on car parking or on how Granta Park can further encourage non-car use?

.....  
.....

Does your organisation have an existing Travel Plan? If so, please provide a copy of the latest version to the Granta Park Management Team.

**Signed:** .....

**Position:** .....

**Date:** .....



3 Grovelands Business Centre,  
Boundary Way, Hemel Hempstead,  
Hertfordshire, HP2 7TE

01442 835999  
postbox@glanvillegroup.com  
www.glanvillegroup.com

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