

Using data to
unravel the
transport knot
and untie
potential.



Part of the University team



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What data do we collect?

Staff and student
travel surveys

Trics survey data

Travel movement
counts and parking
beats

Scheme monitoring
data

Bespoke S106 and
planning condition
monitoring
measures

We also have access to more data

How do we get high quality data? – CONTROL and COMMON STORY



Skilled
people



Funding



Understanding
of purpose



Contract
Management



Consistency

What do we use our data for?



Inform internal decisions and policy making



Share with partners to inform infrastructure and external design and delivery



Planning and development

University of Cambridge submits a number of applications per year that require some form of Transport Assessment or Transport Statement.

- As much evidence based data from in-use buildings as possible to help inform our planning applications.
- This helps the County Council in responding to the planning submissions and understanding the impact on the network.
 - Identify need for mitigation.
 - Identify the impact on our estate.
 - Allows us to provide the correct level of infrastructure.
- As long-term investors in the city, and developing buildings that will accommodate our staff, providing the right infrastructure at the planning and development phase establishes good behavioral patterns and avoids the need for retrospective 'shoehorning' in additional requirements.





Transport strategy and beyond –
Cost of living review, HR agile
working policy, benefits, People
Strategy.



Estate future proofing – making
the estate the right size and
shape for Cambridge as it is
now.



Consultation response and
shaping external projects.
Cambourne to Cambridge
Busway and East West Rail

University property development – Decide and Provide

- Eddington: Residential lead development to provide key worker housing for University staff alongside market housing. Phase 1 is almost completed, and densification of phase 2 plans is possible as we are well within our agreed trip budget. High-quality data allows us to manage interventions effectively and show that headroom is available for more homes.
- Cambridge West: a similar approach to the large-scale construction of a new science and innovation district. A joint University/commercial project will provide the required lab and technical space for the University to grow.
- Developments are enabled as we can show with more confidence what the impact of development will be based on evidence



Cambridge West Innovation District

383,000sqm of new Academic and Commercial Floorspace. (14,000 jobs and uplift of 10,000 from today)

Densification of an existing masterplan heavily reliant on private car.

Development earmarked for all 'at grade' car parking.

Gateway policy for commercial occupiers?

Monitor and Manage Approach.

20 year Planning Permission.

Strategic links to major housing allocations.



Eddington

- Residential led development to provide key worker housing for University staff alongside market housing. Phase 1 is almost completed, and pre-app discussions with Council for densification of future phases underway.
- Initial Transport Assessment and Travel Plan - residential base case travel modes were 5.2% multi-occupant vehicle, 30.5% single occupant vehicle, 10.1% public transport, 43.2% cyclist and 9.6% pedestrian, highlighting car use would still be a large factor in the development.
- Following years of development and place-making activities, the data collected from residential travel surveys reveals a different outcome to that used in the base case, with 89% sustainable travel modes being recorded.
- High quality data (traffic surveys, travel plans and travel surveys) allows the University to manage interventions effectively and show headroom available for more homes. Monitoring report submitted to County Council on a yearly basis – requirement of s106.
- Low uptake on KWH parking permits – reviewing parking in future phases.
- Future densification to remain within agreed trip budget for the original outline permission, due to data on travel modes and sustainability of the development.