



Cambridge City Council

Item

To: Executive Councillor for Planning and Climate Change – Cllr Tim Ward
Report by: Simon Payne – Director of Environment
Relevant scrutiny committee: Environment 15/01/13 Scrutiny Committee
Wards affected: All Wards

Cambridge 20mph Project

Key Decision

1. Executive summary

This report seeks to agree the project scope, initiation, and programme. Also for spending to be authorised on initial project costs.

2. Recommendations

The Executive Councillor is recommended:

- i. to approve initiation of the project and initial project costs in accordance with the project documentation referenced in this report, with implementation subject to further scrutiny, and approval of project appraisals.

Specific approval is sought for the project:

- Programme (see **Appendix A** provided as separate PDF file)
- Governance/Decision making process as set out in section 4 below
- Board terms of reference (see **Appendix B**)
- Phasing (see **Appendix C**)
- Engagement/Consultation to commence for the first phase (See **Appendix D**)

Approval is also sought for the following estimated initial project spending:

- Automatic Traffic Counts (ATCs) for project baseline data collection – < £12,000
- Phase 1 Engagement/Consultation Activities – < £50,000

3. Background

3.1 In July 2011, a motion to Council was agreed that requested the Executive Councillor for Planning and Climate Change (Cllr Tim Ward) to evaluate existing 20mph schemes in Cambridge and where appropriate, consult on expansion of schemes. Support and commitment from Cambridgeshire County Council was secured, and potential project scope and resourcing were investigated, which culminated in Council Budget funding bids for 'the Cambridge City 20mph Zones Project'. A capital bid for £400,000 to cover works was agreed in February 2012. A further revenue Priority Policy Fund bid for £59,800 to cover staffing was also approved.

3.2 Both funding bids stipulate that the project should have a citywide approach. As such the project will consider all appropriate roads within the Cambridge City Boundary where it is appropriate/feasible to introduce a self enforcing 20mph limit. Works will be subject to agreement with the Highway Authority (Cambridgeshire County Council).

3.3 Due to the size of the project, it is intended that it be divided over four separate phases, roughly reflecting existing area committee boundaries (for further details see Project Phase Identification and Phase Prioritisation Report at **Appendix C**). It is intended that each phase be progressed separately and brought to the relevant area committee and adjacent area committees as necessary for recommendation (for further details see the Project Engagement/Consultation/Marketing Plan at **Appendix D**)

3.4 The project aims to:

- provide conditions that are conducive to an increase in active travel modes such as walking and cycling and encourage a modal shift towards these modes

- reduce the severity of personal injury accidents (PIAs) that occur on the city's road network
 - reduce noise and air pollution levels
- 3.5 The project is reflected in the City's current policy context including strategic objective PST4.4 in the Planning and Sustainable Transport Portfolio Plan 2012-13. The extension of 20mph zones is also included within the Council's Annual Statement 2012-13 and contributes to the 'Vision for the City'. The project will help to achieve objectives set out in the council's Medium Term Strategy, which includes an action to 'Improve facilities for pedestrians, cyclists and public transport users, including consideration of extending areas with a 20mph limit'. In addition forthcoming Climate Change Strategy 2012-2016 includes an action to 'Identify opportunities in the development of the Cambridge Local Plan to minimise traffic generation and promote public transport, cycling and walking'.
- 3.6 Full details of current project risks are available in the Project Brief Report (**Appendix G** provided as a separate PDF file), however the current headline risks are as follows:
- Change in political priorities resulting in funding being pulled or allocated to an alternative project
 - Inability to successfully appoint appropriate contractor
 - Insufficient/inappropriate engagement/consultation resulting in negative response to consultation
 - Lack of co-operation from project partners (County Council and Cambridgeshire Constabulary)
 - Inability to make traffic orders due to reorganisation at Cambridgeshire County Council resulting in loss of expertise/capacity at the county
 - Insufficient funding available to successfully implement the scheme across all four phases –Factors such as consultation responses may have an impact on the project cost, however this impact is yet to be defined.
 - Scheme overrun due to factors out of project control such as consultation responses

4. Governance/Decision Making

- 4.1 It is proposed that a project board is set up, as outlined in the terms of reference at **Appendix B**. The board would meet bi-monthly and be chaired by the Executive Councillor for Planning and Climate Change. Invitees would include Councillor Gail Marchant-Daisley and board members would provide steer on various project related issues throughout the life of the project.
- 4.2 Following this initial Committee, it is proposed that the project proceed with first phase engagement. During this period the project would be taken to the relevant Area Committee(s) to provide recommendation to the Executive Councillor for Planning and Climate Change regarding formal consultation. The project would also be taken to adjacent Area Committees as appropriate. The manner in which the project would be brought to adjacent area committees would be defined following discussion with the relevant committee chairs. Following formal consultation the project would be presented back to the Area Committee(s) for recommendation. The project would then be taken to the Asset Management Group and then presented to this Committee for appraisal to seek permission to advertise and make traffic orders, then implement. Following the advertisement of traffic orders, any objections would be taken to the Traffic Management Area Joint Committee or its replacement decision making mechanism.

5. Implications

(a) **Financial Implications**

Financial implications will be reviewed for each stage following preliminary design work. There will be revenue implications associated with commuted signage maintenance, which will be discussed with the county council.

(b) **Staffing Implications**

The project delivery team within the Streets and Open Spaces Service will provide the vast majority of staffing for

the project. However, other resources will be required for attendance at Officer and Project board meetings as well as specialist services from the council web team.

(c) **Equal Opportunities Implications**

Please see equalities impact assessment (**Appendix E**)

(d) **Environmental Implications**

Following assessment the project has been rated as +M (medium positive environmental impact). Please see climate change rating report (**Appendix F**)

(e) **Procurement**

Highways works associated with the project will be procured through the forthcoming Civils Framework. Procurement for all other works/items associated with the project that are not covered by this framework will be undertaken in accordance with the council's procurement policy.

(f) **Consultation and communication**

It is recognised that consultation, communication and engagement will contribute significantly to the success of the project. Please see the Project Engagement/Consultation/Marketing Plan at **Appendix D** for further details.

Each phase would be fully consulted on, and brought to this Committee following consultation, prior to implementation.

Project events/outcomes to be communicated to stakeholders via a project website attached to the city website, press releases, and tweets.

(g) **Community Safety**

Due to the nature of this project it will improve safety for all road users, particularly more vulnerable groups such as pedestrians, cyclists, the young, and the old. Research indicates that fewer PIAs occur at 20mph, and where they do occur their severity is reduced.

6. Background papers

These background papers were used in the preparation of this report:

- Department for Transport Local Transport Note 1/07 – Traffic Calming -
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/3811/ltn-1-07.pdf
- Department for Transport Draft Speed Limit Circular July 2012 – Setting Local Speed Limits –
<http://assets.dft.gov.uk/consultations/dft-2012-32/setting-local-speed-limits.pdf>
- Cambridge City Council Budget Setting Report
http://mgsqimh01/documents/s8599/BSR%20Version%20Ver%201.1%2021%20Dec%202011_1.pdf
- Planning and Sustainable Transport Portfolio Plan 2012-13
http://mgsqimh01/documents/s8526/PST_Planning_and_Sustainable_Transport_Portfolio_Plan_2012-13.pdf
- Cambridge City Council Medium Term Financial Strategy 2011/12 – 2015/16
http://mgsqimh01/documents/s13580/MTS_Version_2_Executive_-_FINAL_2.pdf
- Cambridge City Council Climate Change Strategy 2012-2016
http://mgsqimh01/documents/s13710/Appendix_A_Cambridge_City_Council_Climate_Change_Strategy.pdf
- Cambridge City Council 20mph Project – Project Brief – Appendix G

7. Appendices

Appendix A – Project Programme (Separate PDF file)

Appendix B – Project Board Terms of Reference

Appendix C - Project Phase Identification and Phase Prioritisation Report

Appendix D – Project Engagement/Consultation/Marketing Plan

Appendix E – Equalities Impact Assessment

Appendix F – Environmental Impact Assessment

Appendix G – Project Brief Report (Separate PDF file)

8. Inspection of papers

To inspect the background papers or if you have a query on the report please contact:

Author's Name: Ben Bishop or Andy Preston
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Appendix B

Cambridge 20mph Project Board Terms of reference

Purpose / role:

The project board has been identified to provide steer on various project related issues throughout the life of the project. Board members have been chosen to represent major stakeholder groups associated with the project. The board has been identified at project inception in order to ensure the requirements/preferences of stakeholders are taken into account throughout project development and progress. It is intended that in so doing, the project board will help to ensure success of the project.

Membership:

Board members have been chosen to represent the views of all major stakeholder groups affected by the project.

Proposed Cambridge City Council invitees:

- Cllr Tim Ward – Executive Councillor for Planning and Climate Change
- Simon Payne – Director of Environment
- Andrew Preston – Project Delivery & Environment Manager
- Patsy Dell – Head of Planning
- Cllr Gail Marchant-Daisley – Spokes for Planning and Climate Change
- Ben Bishop – Cambridge 20mph Project Officer
- City Business Support - TBC

Proposed Cambridgeshire County Council invitees:

- Cllr Tony Orgee – Cabinet Member for Community Infrastructure
- John Onslow - Director of Infrastructure Management and Operations: Environment Services
- Nicola Debnam – Head of Local Infrastructure and Street Management
- County Officer - Brian Stinton or nominated officer

Proposed Other Stakeholder/Partner invitees:

- Representative from local 20mph Campaign 20 Sense – Hugh Kellett
- Representative from Cambridgeshire Constabulary – Clive Holgate – Area Traffic Management Officer
- Representative from Cambridge Cycling Campaign – Jim Chisholm
- Representatives from Local Bus and Taxi Operators – Panther, Camcab, Stagecoach
- Representative from local Public Health Authority – Cambridgeshire NHS

It may not be necessary for all proposed invitees at Project Board to attend all meetings. Specific attendance would be designated by project stage.

Accountability:

The board is accountable to the Cambridge City Council Environment Scrutiny Committee. Activities/decisions of the board will be outlined in appraisal reports submitted to the committee prior to implementation of each project phase.

Review:

Terms of reference to be reviewed once a year in December

Working methods / ways of working:

Meetings to be organised by Project Manager. Meetings to be held bi-monthly - on the third Wednesday of every other month (subject to invitees availability) at the Guildhall and chaired by Executive Councillor for Planning and Climate Change. Agenda and any associated reports/resources to be distributed to all invitees 1 week prior to meeting via email. Should any resource be too large for email, it will be distributed via a file transfer protocol (FTP) site.

For every meeting the agenda will include: progress report and programme, project risks/issues, change control, and finance log, to be presented by project manager and AOBs.

Previous meeting minutes to be covered as relevant agenda item is covered at subsequent meeting.

Specific issues to be covered and where appropriate agreed at each meeting in relation to project stage. Details of specific issues to be distributed with agenda prior to each meeting and covered during progress report and programme section of agenda. For example proposed project KPIs to be presented at first board meeting.

Last item on agenda to ask all attendees if they have any other business.

Minutes of each meeting to be taken by Cambridge City Council Business Support and distributed to all invitees 1 week after meeting.

Outside speakers may be invited to present at certain meetings such as: 20s Plenty for Us or, specific equipment suppliers as appropriate.

Subject to consent, email addresses of all invitees to be distributed to all board members to facilitate communications.

Definition of terms

Project Phase – due to its size project has been divided into four phases, which would be consulted and implemented separately. For more details see Project Phase Identification and Phase Prioritisation Report.

Appendix C

Cambridge 20mph Project Briefing Note Project Phase Identification and Phase Prioritisation Report

Summary

This note outlines the reasons behind the alignment of the project phase boundaries, and also analyses factors to inform the order in which the phases should be progressed on the basis of a cost/benefit analysis.

Note: Analysis is based on the data that is currently available.

1.0 Identification

1.1 The Cambridge 20mph Project is proposed to cover all appropriate roads within the Cambridge City Boundary. An area of roughly 40km². Due to the scale of work that would be involved in consulting and implementing a new speed limit on all appropriate roads across this entire area in one instance, it is proposed to phase the works into smaller more practical areas or phases. It is currently proposed for there to be four phases, which divide the City's road network roughly into quarters.

1.2 The phase boundaries have been identified in line with the existing Cambridge City area committee boundaries. Each area committee is formed of three or four wards and are identified as North, East, South and West Central. The wards within each area committee are as follows:

- North: Arbury, West Chesterton, East Chesterton and Kings Hedges
- East: Petersfield, Abbey, Romsey and Coleridge
- South: Trumpington, Queen Edith, Cherry Hinton
- West Central: Castle, Newnham and Market

14 wards in all.

1.3 Existing ward boundaries and therefore area committee boundaries run along building lines and cut across sections of road between junctions. As such these boundaries are not

ideal for the phasing of a project based on the road network. For this reason, the boundaries have been amended to fit more practically with potential implementation. To this end, in certain locations the boundaries have been relocated from building lines to run along the nearest practical road. Particular attention has been made to the strategic A and B road network, along which the new limit would not be implemented, and as such the network provides useful boundaries. Similarly where the boundary runs across a road between junctions, it has been relocated to a junction. Other practical boundary features include watercourses and railway lines. The phase boundaries identified allow for entry/exit points to be positioned at practical locations for signage/gate features. The phase boundaries have also been identified in order to avoid, wherever possible, the need to amend works that have been implemented as part of a previous phase when building a subsequent phase. This could occur where a road forming the boundary of a previous phase, is included within a subsequent phase.

- 1.4 The proposed phase boundaries are illustrated at **Annex A**. As the phases are still a close approximation to the area committee boundaries, it would still be possible to include area committees within the project engagement/consultation plan. Please note the phase boundaries currently include some sections of the road network that sit outside any of the Cambridge City wards, and as such are officially outside the city boundary. These roads, including Fen Road, the estate roads off Gazelle Way, and some roads off the north end of Arbury Road have been included as they could be deemed to form part of the Cambridge City Road network. However, the inclusion of these roads is yet to be finalised and will be subject to consultation with relevant stakeholders.

2.0 Prioritisation

- 2.1 Subsequent to agreement of the phase boundaries, it is necessary to identify how the phases should be ordered within the project. This can be achieved through a cost/benefit analysis with a view to providing maximum benefit for the time/funding invested.

2.2 In order to analyse the cost benefits for each phase, firstly the benefits of the project have been identified. These include:

- Facilitating/encouraging modal shift towards more active and sustainable transport modes with associated health benefits, reduction in air borne and noise pollution, and reduced levels of transport poverty
- Reduction in personal injury accidents (PIAs)

2.3 Then the ways in which these benefits affect the different phase areas has been identified, with a view to maximising the potential positive impact.

Modal Shift

Travel to Work data was collected as part of the 2001 census. This data has been analysed to indicate which transport modes are used to get to work on a ward-by-ward basis in Cambridge. For the purposes of this report, the data was further analysed to identify the proportion of transport for work that was undertaken through active modes for each ward. The results are set out in the table below.

Table 1 – Transport for work using active modes

Rank - Proportion of transport for work using active modes	2003 ST ward	S129:10 (ALL PEOPLE : Bicycle)	S129:11 (ALL PEOPLE : On foot)	Sum of Active Travel Modes	Total number of census responses per ward	Portion of total responses using active modes
14	12UBFZ Newnham	1,880	421	1,501	9,000	16.68
13	12UBFY Market	3,960	2,202	6,162	37,004	16.65
12	12UBGA Petersfield	797	444	1,241	8,002	15.51
11	12UBFS Castle	1,175	571	1,746	12,196	14.32
10	12UBGB Queen Edith's	1,447	786	2,235	19,164	11.66
9	12UBGD Trumpington	1,672	692	2,364	20,432	11.57
8	12UBGE West Chesterton	426	259	685	5,972	11.47
7	12UBFU Coleridge	471	197	668	6,176	10.82
6	12UBFO Abbey	703	336	1,039	9,966	10.39
5	12UBGC Romsey	434	256	690	6,916	9.98
4	12UBFT Cherry Hinton	256	163	419	4,284	9.76
3	12UBFR Arbury	177	129	306	3,135	9.75
2	12UBFW East Chesterton	666	320	986	10,956	9.00
1	12UBFX King's Hedges	216	150	366	4,146	8.83
		13,480	6,928	20,408	157,394	

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The table indicates that in terms of transport for work, active modes are least well represented in the Kings Hedges, East Chesterton, Arbury and Cherry Hinton Wards. Three of these fall within the northern phase and as such, this factor suggests maximum benefit from potential modal shift towards active modes may be gained within this phase area.

Health

With regard potential health benefits, data from the Cambridge ward profiles atlas available at: <http://atlas.cambridgeshire.gov.uk/Profiles/WardProfiles/atlas.html>, has been analysed. Health issues are linked to deprivation. The '*Strategy to tackle Health Inequalities in Cambridgeshire 2009-2011*' states "there are marked geographical and socio-environmental health inequalities in Cambridgeshire. These are closely linked with the index of multiple deprivation". The Cambridge Ward atlas includes the index of multiple deprivation. Cambridge wards are listed below in order of level of deprivation from lowest to highest:

- Newnham
- Castle
- Queen Edith's
- Market
- West Chesterton
- Coleridge
- Cherry Hinton
- Romsey
- Trumpington
- Petersfield
- Arbury
- East Chesterton
- Abbey
- Kings Hedges

East Chesterton, Abbey and Kings Hedges are the most deprived wards in the city. In addition the ward atlas indicates that Kings Hedges and East Chesterton have the highest mortality figures across the city. As such the health benefits of the project may well be best realised within the northern phase area.

Personal Injury Accidents

Traffic accident data has yet to be provided by the county council. Once this has been provided it will be analysed and the results added to this report.

- 2.4 Following analysis of the benefits, it is also useful to analyse the phase areas in terms of the number of people who could potentially benefit.

Population Density

The ward profiles atlas indicates that population density across the wards is as follows from high to low:

- Petersfield
- Arbury
- Romsey
- West Chesterton
- Kings Hedges
- Market
- Coleridge
- East Chesterton
- Cherry Hinton
- Abbey
- Castle
- Queen Edith's
- Newnham
- Trumpington

The population density can be taken as a rough indicator of the population per mile of road brought into 20mph working. In terms of cost benefit, population density is useful as a high density indicates that a larger number of people would be likely to benefit from the project for a similar level of time/funding spent. All of the wards in the northern phase are located within the top eight most densely populated wards. As such this is on average the most densely populated phase. The second most densely populated phase is the eastern phase.

Schools/Colleges

It is useful to look at the density of schools within the phase areas as journeys to and from school are likely to benefit from the project in real terms and provide benefits to the project in terms of marketing/engagement. Not only does the

density of schools provide an indication of overall potential benefit to pupils/parents/staff with a less intimidating road environment and a potential reduction in PIAs, but also may provide opportunities for engagement and potentially improve compliance, with the wider community influenced by the school and issues that are of benefit to the school. The table below provides the density of schools within each phase area.

Table 2 – Density of schools per phase area

Phase Area	Area (Km square)	No. of Schools	Schools per square km
North	7.9	13	1.65
East	7.2	8	1.11
South	13.2	14	1.06
West and Central	8.1	4	0.49

As the table above illustrates the north area has the highest density of schools, followed by the eastern phase.

- 2.5 Consideration has also been given to likely compliance with the project following implementation. It is judged that if the first phase implemented achieves reasonable compliance and success, this would promote compliance for the following phases. Probable levels of compliance are hard to estimate without details of the existing traffic speed, however, the estate type roads, which dominate in the northern area, may well be more conducive to compliance than for instance, the straighter suburban roads which characterise the southern phase area.

In addition as mentioned above schools may form a key opportunity for marketing and engagement. Schools could act as conduits for demonstrating the benefits of and reasons for the proposed limit to the wider community. Compliance with the limit is likely to be significantly effected by the level of understanding road users have for the reasons behind it. The northern phase does not currently have any existing 20mph limits or zones located within it. Without 20mph limits already in place, post implementation speed monitoring is likely to register a reduction in speed over a wider number of roads. It would also serve to provide the benefits of 20mph to an area that has as yet has not benefited from any.

3.0 Conclusion / Recommendations

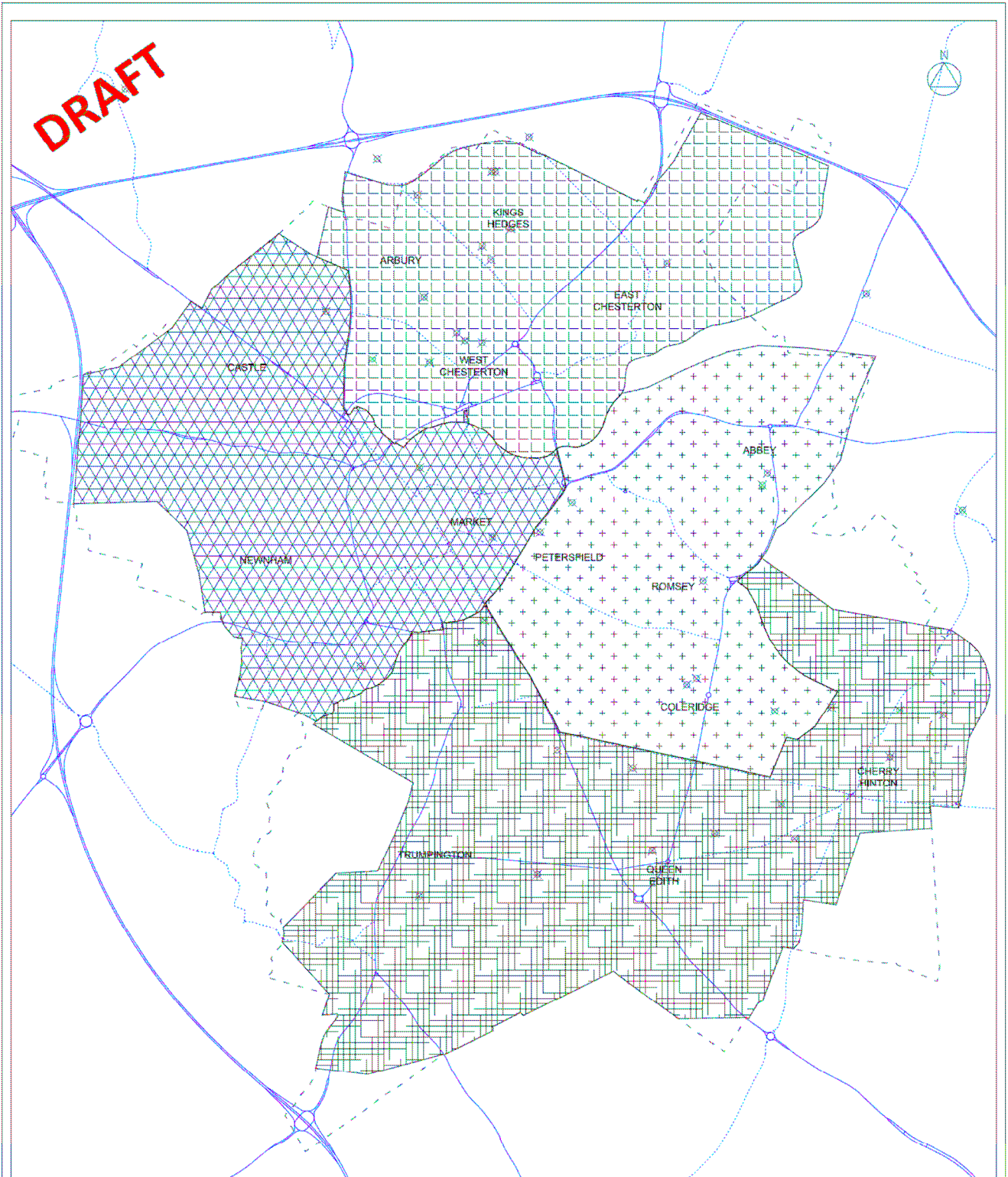
3.1 Following the analysis above it is recommended that the identified phase boundaries be adopted.

3.2 Although it has not been possible to analyse accident statistics as part of this report as yet, the factors taken into account to date suggest that in terms of cost/benefit, the phases should be progressed in the following order:

- North
- East
- South
- West Central

Analysis has indicated that prioritisation of the northern phase for a 20mph limit is likely to result in the greatest improvements in terms of benefits identified in 2.2, per the amount of time and funding invested. This report also suggests that potential success of the project within the northern phase is likely to promote success and compliance in subsequently implemented phases.

Annex A



KEY

- Proposed Phase Boundary
- - - City Boundary
- Classified Unnumbered (C Class) Road
- A or B Classified Road
- Road within an existing 20mph Limit or Zone
- [Hatched Box] Proposed Phase 1
- [Hatched Box] Proposed Phase 2
- [Hatched Box] Proposed Phase 3
- [Hatched Box] Proposed Phase 4
- ⊗ Location of existing School/College

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Rev	Date	By	CHK	App	Scale

DO NOT SCALE
 Figure dimensions must be taken in preference to scaled dimensions.

Scale: NTS
 By: BJB
 Date: 05/11/2012

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Project: Cambridge 20mph Project
 Drawing: Draft Project Phasing Plan
 Job Ref: C2755_004
 DWG.No: Revision: -

Notes:

Cambridge 20mph Project Briefing Note Project Engagement/Consultation/Marketing Plan

Summary

This note outlines the proposed manner in which engagement, consultation, and marketing could be undertaken over the course of the project.

Notes:

- It is intended for consultation and implementation of the project to be divided into 4 phases roughly based on Cambridge Area Committee boundaries. Please see Phase Boundaries and Phase Identification Report for more details.
- It is proposed that the project be taken to the Environment Scrutiny Committee (ESC) at an early stage in order to obtain approval for authority to initiate the project.
- It is intended that all project engagement/consultation/marketing activities are authorised by the Executive Cllr for Planning and Climate Change. As necessary, options would be brought before the Project Board. Similarly, wherever necessary the County Council as the Highway Authority and Cambridgeshire Constabulary would be consulted to ensure proposals are feasible.
- It is recognised that the success of the project (in terms of compliance with the proposed new 20mph speed limit), relies heavily on its ability to engage effectively with stakeholders

1.0 Pre-Consultation Engagement

1.1 Project Web Content

It is proposed that the first engagement operation would be to set up a project specific website or alternatively project specific pages on the city council website. Web content would act as a central hub for all project communications. All engagement/consultation materials would include the website's address as a first point of call for further information. The website would be regularly updated and would include information covering: why the city council is proposing 'Total 20', how the council proposes to implement the project, responses/explanations addressing the objections that generally get raised with this type of proposal,

and details on how to comment/get involved including dates of events such as drop in sessions. It may also be possible to include an option to leave a comment/ask a question on the project, which could be adapted to later form part of formal consultation.

It is proposed that as with all communications associated with the project the website would be branded with the project logo and slogan. This is covered in more detail in section 4.0 below.

1.2 Initial Distribution of Information

Produce and distribute a short letter/leaflet outlining the project to a list of core stakeholder/marketing partner groups. A list of potential groups is provided at **Annex A**. The leaflet would include information on the intended timeline for the project, how engagement will take place, some background covering the why and how, include the link to the website for further information or potentially to post a comment, and ask if the group in question would like to be involved/help with the project. Also include details of a proposed project launch seminar/exhibition.

At the same time a press release could be submitted to announce the distribution of information, launch of the project website and details of the proposed seminar.

1.3 Seminar/Exhibition

A proposed ½ day seminar to take place at one of the council offices, or possibly the Guildhall. Representatives of core stakeholder/marketing partner groups to be invited. Provide an explanation as to why and how. Possibly ask a representative of 20s Plenty For Us to present. Outline the proposed way forward in more detail including the proposed process for formal consultation. Hold a Q & A session. Launch design competition for the proposed 20mph Zone entry signs which could engage local school children and their parents. Unveil project exhibition/information boards and provide details of where these will be located for others to view.

The seminar would also provide an opportunity to potentially distribute some marketing material such as; stickers, window stickers or bike seat covers. Post seminar, details of the seminar outcomes, sign competition, and exhibition could be submitted in a press release.

1.4 Exhibition Boards

A set or sets of exhibition boards could be designed and located at appropriate sites for the public to view throughout the engagement and consultation process. Boards would provide information on the why and how, project timeline, proposed streets included, also provide details of the website and any forthcoming engagement events. At each exhibition location a drop box and comment sheets would be left for stakeholders to leave their views. Comments to be collected on a weekly basis and logged on a spreadsheet. It is proposed that one exhibition is set up at a central location such as the central library or customer service centre at Mandela House, for the duration of the project. Further sets of boards and comment drop boxes could be provided in at least one venue located within a phase area during the period over which that phase is being progressed. For instance whilst the north phase is progressed, a temporary exhibition could be located at the Arbury Community Centre until the consultation on that phase closed.

Board content would be designed for clarity, and text printed at a suitable large size to aid visually impaired stakeholders.

1.5 Role of Area Committees

During pre-consultation engagement for each phase, it is proposed for the current phase to be brought to the relevant Area Committee. It is proposed that the Area Committee provides recommendation to the Councillor for Planning and Climate Change with regard progression to formal consultation. Adjacent Area Committees would also be made aware of the consultation taking place in the area next door. The involvement that neighbouring committees have would be identified following consultation with Committee Chairs. The relevant area committee(s) would be revisited following consultation to provide recommendation to the Councillor

from Planning and Climate Change with regard implementation.

1.6 Sign Design Competition

It is proposed to hold a sign design competition amongst local school children to come up with a design to be used on the supplementary plate section of signs mounted at entry points to the proposed 20mph limit areas. This is subject to agreement as to whether 20mph Zone entry signs to TSRGD dia. 674 are adopted for use in the design or not. If they were, then schools within each phase would be contacted and asked to participate. It is proposed that a separate design is used for each phase area. Designs would be submitted in advance of the close of formal consultation for each respective phase. Should the project meet with a positive response at consultation, the Executive Councillor for Planning and Climate Change would choose the winning design and it would be incorporated into the zone entry signs.

Holding competitions of this type provides an opportunity to engage with schools and families who are likely to be one of the main target markets for the proposals.

1.7 Additional Optional Engagement Activities

The profile, public awareness and local ownership of the project would be further enhanced through additional optional engagement/marketing activities. These could take place before, during and/or after formal consultation. These activities would be subject to available funding and the co-operation of various partner/stakeholder organisations. Potential additional activities and related stakeholder organisations are listed at **Annex B**.

2.0 Formal Consultation

2.1 Letter Drop with Paper and Web-Based Questionnaire

For each phase, it is proposed for formal consultation to take the form of a letter drop to all residents/businesses directly effected by the proposals, enclosing succinct information on

the project and a short questionnaire with free post return envelope. Letters would include details of how to gain more information on the project such as at exhibitions, drop-in sessions and web content. The option to respond via a web-based questionnaire could be provided. Through sending a small format letter and encouraging on-line responses the potential postage costs could be minimised.

As with all communications material, content for the consultation letter would be passed to the Executive Councillor for Planning and Climate Change along with any other stakeholders should the Executive Cllr see fit for approval, prior to manufacture and distribution. The proposed consultation letter distribution area for each phase would be provided to the Executive Councillor for approval prior to distribution.

It is proposed that the letter includes a short phrase in a number of relevant languages in the case that a translation may be required. An option to request by telephone, the document in a larger text format would also be included.

2.2 Drop-in sessions

It is proposed for two drop-in sessions to take place during consultation of each phase. These could be located at local centres within each phase area. One drop-in to take place on a week day evening between 5pm and 9pm, the other on a Saturday from 10am to 3pm. It is proposed that these take place at the venue where the phase exhibition has been located. Council officers to be present to respond to questions or issues raised. It may be possible to request certain stakeholder groups such as the Cambridge Cycling Campaign or Sustrans to be represented. Comments drop box to be provided at drop-ins.

2.3 Authority to Implement

Following closure of consultation for each phase, it is proposed that the project is brought before the relevant area committee(s) such that they can make recommendation to the Executive Councillor for Planning and Climate Change. The project would then be taken to ESC for appraisal. A draft

appraisal would be brought to the Asset Management Group prior to ESC.

2.4 Traffic Orders

Following close of formal consultation and the project having been taken to the ESC for appraisal traffic orders would be advertised. Any objections to traffic orders would be addressed by the Traffic Management Area Joint Committee or its replacement decision making mechanism prior to making the orders.

2.5 Feedback on Outcome of Consultation

It is proposed that the outcome of consultation for each phase is provided to stakeholders on the project website and via the submission of a press release.

3.0 Potential Post Consultation Engagement Operations

3.1 Optional Temporary Signage

During the period after consultation has closed and prior to implementation it may be possible to install cheap correx signs, signs on bus shelters or potentially street furniture mounted banners indicating that “Total 20mph coming to this street on” including a link to the project web content. This would help to maintain local interest in the project and may improve compliance following implementation. See Annex B for more detail.

3.2 Post Implementation Feedback

Following implementation it is proposed to undertake automatic traffic counts in order to quantify the success of the scheme in terms of speed reduction. The information gathered could be distributed to stakeholders via the project website and through submission of a press release. It may be possible to include messages congratulating local residents on success in order to encourage continued compliance.

3.3 Potential Contingency and Engagement

Should it be necessary to undertake contingency measures as set out in briefing note No. 4 'Potential Contingency Measures', engagement would continue to play an important role. The location of vehicle activated signs (VAS), due to form part of contingency planning, could be finalised in co-ordination with local residents. The impact VAS had on traffic speed would be fed back to residents. In addition local residents could be involved with the messaging and location of temporary correx signage, which also forms an optional contingency measure.

4.0 Marketing

4.1 Project Identity

In order to maximise potential public support and as such improve the likelihood of success, it is proposed for the project to have a specific identity that can be recognised by stakeholders. A specific identity would help to raise the project's profile and thereby encourage stakeholders to engage with proposals. It would also help to encourage local ownership of the scheme. All of which are likely to improve the level of potential post implementation compliance.

The specific identity of the project would be subject to consultation with the Executive Councillor for Planning and Climate Change and potentially the project board. However, it is intended that a logo is designed for the project along with a slogan such as "Cambridge Total 20". Both of which could be used on all communication materials. The slogan could be incorporated into further tag lines such as "Making Cambridge a Total 20 City". The use of a local PR firm to develop the logo/slogan could be considered subject to Executive Cllr authorisation and funding constraints.

4.2 Target Groups

It is likely there are certain groups of stakeholders who are more likely to be receptive to the project proposals. It is useful to recognise this and build on it. Potential target markets include: Young people, Families with school/college

age children, Cyclists, Walkers, advanced drivers, certain businesses such as local cycle couriers or larger organisation such as the Royal Mail or Zip Cars for whom adherence to the proposals may form part of a positive PR campaign. The project engagement plan aims to connect with a number of these target audiences through initial distribution of information to those listed in Annex A. In addition the sign design competition outlined in 1.6 would help to foster stronger links with local families and young people.

Annex A

Proposed Core Stakeholder/Marketing Groups
20s Plenty for Us
Anglia Ruskin University
Brake
Cambridge City Rugby and Football Clubs
Cambridge Cycling Campaign
Cambridge Evening News/Town Crier
Cambridge Travel for Work Partnership
Cambridge University
Cambridgeshire Constabulary
Cambridgeshire County Council
City Council Comms Team
Clear Channel (Bus Shelters)
Community Centres
Living Streets
Local Bus operators (Stagecoach and Whippet)
Local Businesses (Ridgeons, Science Park)
Local Church/Mosque/Synagogue/Temple
Local Couriers (Outspoken Delivery, City Sprint)
Local Cycle Shops
Local Driving Instructors
Local Event/Carnival organising committees
Local Motorbike Clubs/Training
Local National Businesses (Supermarkets, John Lewis, Royal Mail)
Local Radio stations (105, Star, CamFM)
Local Taxi operators (Camtax, Panther, Camcab, A1 Cabco)
Local Walking Groups (Cambridge Rambling Group)
NHS Cambridgeshire (inc. Communications Team)
Nurseries/Schools/Colleges
Outspoken Delivery Cycle Couriers
Residents Groups
Road Peace
Sustrans - Local Bike It Officers
Zip Cars

Annex B

Optional Engagement Activity	Stakeholder(s) Involved	Notes
Banners on Lamp Columns	Balfour Beattie (Own LCs), Cambs County Council	Banners could read during engagement/consultation "Would you like your road to become 20mph? Visit www.... For more information" or "Total 20 for Cambridge, Have your say, visit www....". Banners could also be installed post implementation with reminders to reinforce the new limit until it has bedded in. Banners could be purchased once and relocated from one phase to the next as required. Banners would need to be designed to function within wind loading parameters required for the lamp columns. Poss use perforated banner material and spring loaded mounts
Adverts/Signs on Buses and Bus Shelters	Bus Operators (Stage Coach), Bus Shelter Operators (Clear Channel)	Similar messaging potential to the banners above. Messaging on shelters could be localised to specific phase. Buses potentially provide messaging to a wider area
Presence at various local events (e.g. Arbury Carnival or Mill Road Winter Fair)	Local event organising committees	Opportunity to distribute information and engagement materials such as stickers. Possibly attend in partnership with other groups such as Cambridge Cycling Campaign
Temporary Correx Signs	Local resident groups, Cambs City Council	It may be possible to manufacture some small correx signs with messaging similar to banners above. It may also be possible to engage local residents to come up with their own slogans similar to "we like 20mph on our street", or "Total 20 coming to this street soon". This process is likely to help to promote local ownership of the project and improve compliance. Signs could be provided to a representative of a local resident group and they could suggest locations for the signs to be installed. Potentially on existing street furniture using temporary zip ties, subject to signage safety audit
Distribution of 'Road Closure Kits'	Local resident groups, Cambs City Council, emergency services	In order to promote further support and local ownership it may be possible to identify sections of road which could be temporarily closed, for instance on a Sunday, and used as 'play streets'. Identification of roads would be undertaken in co-ordination with local residents groups and all other relevant stakeholders such as the traffic authority and emergency services. Closure dates and extents and advertising would be agreed. A 'road closure kit' along with appropriate training could be provided to a designated representative of the local residents association. Kit would include cones/barriers and appropriate signage to temporarily close the agreed section of road. Providing opportunities for play streets would reinforce the concept that the project would help to promote healthier lifestyles and provide a less intimidating road network

Appendix E

Cambridge City Council Equality Impact Assessment



Completing an Equality Impact Assessment will help you to think about what impact your strategy, policy, plan, project, contract or major change to your service may have on people that live in, work in or visit Cambridge, as well as on City Council staff.

The template is easy to use. You do not need to have specialist equalities knowledge to complete it. It asks you to make judgements based on evidence and experience. There are guidance notes on the intranet to help you. You can also get advice from David Kidston, Strategy and Partnerships Manager on 01223 457043 or email david.kidston@cambridge.gov.uk, or from any member of the Joint Equalities Group.

1. Title of strategy, policy, plan, project, contract or major change to your service:

Cambridge 20mph Project

2. What is the objective or purpose of your strategy, policy, plan, project, contract or major change to your service?

To reduce the speed of traffic on non-classified roads within the city of Cambridge to 20mph in order to provide a safer, greener and less threatening road environment for all road users.

3. Who will be affected by this strategy, policy, plan, project, contract or major change to your service? (Please tick those that apply)

- Residents
- Visitors
- Staff

A specific client group or groups (please state):

4. What type of strategy, policy, plan, project, contract or major change to your service is this? (Please tick)

- New
- Revised
- Existing

5. Responsible directorate and service

Directorate: Environment
Service: Streets and Open Spaces

6. Are other departments or partners involved in delivering this strategy, policy, plan, project, contract or major change to your service?

- No
- Yes (please give details):
Cambridgeshire County Council (as Highway Authority)
Cambridge City Web Team
Local Police (enforcement)
Local public transport providers

7. Potential impact

Please list and explain how this strategy, policy, plan, project, contract or major change to your service could **positively** or **negatively** affect individuals from the following equalities groups.

When answering this question, please think about:

- The results of relevant consultation that you or others have completed (for example with residents, people that work in or visit Cambridge, service users, staff or partner organisations).
- Complaints information.
- Performance information.
- Information about people using your service (for example whether people from certain equalities groups use the service more or less than others).
- Inspection results.
- Comparisons with other organisations.
- The implementation of your piece of work (don't just assess what you think the impact will be after you have completed your work, but also think about what steps you might have to take to make sure that the implementation of your work does not negatively impact on people from a particular equality group).
- The relevant premises involved.
- Your communications.
- National research (local information is not always available, particularly for some equalities groups, so use national research to provide evidence for your conclusions).

(a) Age (any group of people of a particular age, including younger and older people)

The project should have a positive impact on the more vulnerable younger and older road users, by providing a less threatening road environment. In addition, at 20mph the severity of Personal Injury Accidents (PIAs) is reduced, which is of particular importance to more vulnerable road users.

(b) Disability (including people with a physical impairment, sensory impairment, learning disability, mental health problem or other condition which has an impact on their daily life)

In certain cases road users with a disability such as sensory or physical impairment would be classed as vulnerable road users. As such the scheme will provide a positive impact by providing a safer road environment. It is possible that those with a visual impairment will be negatively impacted as a result of being unable to read the consultation material provided as part of the project.

(c) Gender

No specific impact

(d) Pregnancy and maternity

No specific impact, other than in providing reduced levels of air born pollution, which may be of particular significance to those who are pregnant.

(e) Transgender (including gender re-assignment)

No specific impact

(f) Marriage and Civil Partnership

No specific impact

(g) Race or ethnicity

Studies suggest that minority groups are underrepresented as users of active travel modes. Through providing a less threatening road environment, the project is likely to have a positive impact by reducing the barriers to walking and cycling that these groups encounter.

(h) Religion or belief

No specific impact

(i) Sexual orientation

No specific impact

(j) Other factor that may lead to inequality (please state):

Given the scheme is sign and line based it is possible there will be a negative impact on those who have difficulty reading or interpreting the signage such as those who do not read English or who are illiterate. This may also apply to the consultation documentation.

8. If you have any additional comments please add them here

None

9. Conclusions and Next Steps

- If you have not identified any negative impacts, please sign off this form.
- If you have identified potential negative actions, you must complete the action plan at the end of this document to set out how you propose to mitigate the impact. If you do not feel that the potential negative impact can be mitigated, you must complete question 8 to explain why that is the case.
- If there is insufficient evidence to say whether or not there is likely to be a negative impact, please complete the action plan setting out what additional information you need to gather to complete the assessment.

All completed Equality Impact Assessments must be emailed to David Kidston, Strategy and Partnerships Manager, who will arrange for it to be published on the City Council's website. Email david.kidston@cambridge.gov.uk.

10. Sign off

Name and job title of assessment lead officer: Ben Bishop - 20mph Project Officer

Names and job titles of other assessment team members and people consulted: N/A

Date of completion: 08.10.12

Date of next review of the assessment: 08.10.13

Action Plan

Equality Impact Assessment title:

Date of completion:

Equality Group	Age
Details of possible disadvantage or negative impact	
Action to be taken to address the disadvantage or negative impact	
Officer responsible for progressing the action	
Date action to be completed by	

Equality Group	Disability
Details of possible disadvantage or negative impact	Those with visual disability may not be able to read consultation material produced as part of the project
Action to be taken to address the disadvantage or negative impact	All Consultation material will be produced in accordance with council consultation policy to include options for large versions of the documentation to be provided. In addition plans will be produced to be as clear as possible for those with reduced visual perception.
Officer responsible for progressing the action	Ben Bishop
Date action to be completed by	During Project Consultation phase

Equality Group	Gender
Details of possible disadvantage or negative impact	
Action to be taken to address the disadvantage or negative impact	
Officer responsible for progressing the	

action	
Date action to be completed by	

Equality Group	Pregnancy and maternity
Details of possible disadvantage or negative impact	
Action to be taken to address the disadvantage or negative impact	
Officer responsible for progressing the action	
Date action to be completed by	

Equality Group	Transgender
Details of possible disadvantage or negative impact	
Action to be taken to address the disadvantage or negative impact	
Officer responsible for progressing the action	
Date action to be completed by	

Equality Group	Marriage and Civil Partnership
Details of possible disadvantage or negative impact	
Action to be taken to address the disadvantage or negative impact	
Officer responsible for progressing the action	
Date action to be	

completed by	
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Equality Group	Race or ethnicity
Details of possible disadvantage or negative impact	
Action to be taken to address the disadvantage or negative impact	
Officer responsible for progressing the action	
Date action to be completed by	

Equality Group	Religion or belief
Details of possible disadvantage or negative impact	
Action to be taken to address the disadvantage or negative impact	
Officer responsible for progressing the action	
Date action to be completed by	

Equality Group	Sexual orientation
Details of possible disadvantage or negative impact	
Action to be taken to address the disadvantage or negative impact	
Officer responsible for progressing the action	
Date action to be completed by	

Other factors that may lead to inequality	
Details of possible disadvantage or negative impact	Those who do not read English may not be able to understand the consultation documentation and signs and lines provided as part of the project.
Action to be taken to address the disadvantage or negative impact	All consultation documentation to be produced in accordance with council consultation policy, to include information in foreign languages on receiving the documents translated into these languages. The signs and lines implemented will be based on national signs and line design standards and as such should be easily understood by all road users.
Officer responsible for progressing the action	Ben Bishop
Date action to be completed by	During scheme design and consultation phases

Appendix F

Assigning a Climate Change Rating to Your Proposal or Recommendation

The purpose of assigning a climate change rating to your proposal or recommendation is to ensure that, wherever possible, key decisions help to strengthen the ability of the Council to reduce carbon emissions and manage the negative impacts of climate change on Cambridge.

Step 1: Impact on carbon emissions

Using the prompts in the Table 1 below, consider whether your proposal/recommendation will:

- Help to reduce carbon emissions: if so, assign it a positive (+) impact rating;
- Or*
- Increase carbon emissions: if so, assign it a negative (-) impact rating;
- Or*
- Have no (nil) impact on emissions of carbon dioxide.

Where you have identified a positive or negative impact, consider whether this impact is likely to be High, Medium or Low. The Impact Classification provided in Table 2 may help with this.

Table 1: Carbon Emissions	Is Impact + , - or Nil?	Is Impact High, Medium or Low?	Comments
1. Reduce the City Council's energy consumption	Nil		However the removal of some illuminated signs as part of the scheme will reduce the county council's electricity consumption
2. Reduce energy consumption by others in Cambridge	+	Medium	Reducing traffic speed to 20mph will cut vehicle emissions
3. Increase the proportion of the City Council's energy consumption from solar, wind,	Nil		

Table 1: Carbon Emissions	Is Impact + , - or Nil?	Is Impact High, Medium or Low?	Comments
biomass or other renewable sources			
4. Increase the proportion of energy consumption by others in Cambridge from solar, wind, biomass or other renewable sources	Nil		
5. Reduce the level of motor vehicle traffic by City Council staff commuting or operations	+	Low	The implementation of a city wide 20mph limit will provide conditions that are more attractive for active travel such as walking or cycling
6. Reduce the level of motor vehicle traffic by others in Cambridge	+	Medium	The implementation of a city wide 20mph limit will provide conditions that are more attractive for active travel such as walking and cycling
7. Increase the proportion of the City Council's vehicles powered by biofuel, electricity, LPG or other low-carbon fuels	Nil		
8. Increase the proportion of other vehicles in Cambridge powered by biofuel, electricity, LPG or other low-carbon fuels	Nil		
9. Reduce the amount or increase the level of recycling of the City Council's own waste	Nil		
10. Reduce the amount of waste or increase the level of recycling by	Nil		

Table 1: Carbon Emissions	Is Impact +, - or Nil?	Is Impact High, Medium or Low?	Comments
others in Cambridge			

Table 2: Impact Classification	Description
Low Impact	<ul style="list-style-type: none"> • No publicity • No energy related infrastructure or vehicles • Capital assets with lifetime <3 years • Few risk management benefits
Medium Impact	<ul style="list-style-type: none"> • Local publicity • Affects delivery of corporate/regulatory commitments • Affects service energy/transport/waste performance by >10% • Capital assets with lifetime >3 years • Management of identified service risk
High Impact	<ul style="list-style-type: none"> • Regional/national publicity • Essential for meeting corporate/regulatory commitments • Affects corporate energy/transport/waste performance by >10% • Capital assets with lifetime >6 years • Management of identified corporate risk

Step 2: Helping to manage the impacts of climate change

Using the prompts in Table 3 below, consider whether your proposal/recommendation is likely to:

- Increase the ability of Cambridge City to withstand the impacts of climate change (such as hotter summers or more heat waves): if so, assign it a positive (+) impact rating;

Or

- Decrease the ability of Cambridge City to withstand the impacts of climate change: if so, assign it a negative (-) impact rating;

Or

- Have no (nil) impact on the ability of Cambridge City to withstand the impacts of climate change.

Again, where you have assigned a positive or negative impact, refer to table 2 to determine whether this impact is High, Medium or Low.

Table 3: Managing the Impacts of Climate Change	Is Impact +, – or Nil?	Is Impact High, Medium or Low?	Comments
1. Hotter summers	Nil		
2. Drier summers	Nil		
3. Warmer winters	Nil		
4. Wetter winters	Nil		
5. Heavier downpours	Nil		
6. Heat waves	Nil		
7. Drier soils (subsidence)	Nil		

Step 3: Assign an overall rating and provide an explanation

Taking account of Step 1 and Step 2 above, assign a single, overall climate change rating to your proposal/ recommendation. You are required to provide a brief explanation of the rating that you have given.

If you have identified that your proposal/ recommendation is likely to have a negative climate change impact, take time to consider whether the project or course of action that you are proposing could be designed and delivered differently, so as to reduce or avoid this impact. If 'doing things differently' brings additional cost implications, then consider whether you may be able to apply to the Climate Change Fund, which invests in initiatives that help to reduce the carbon emissions and climate change risks of City Council operations. Full details of what the Climate Change Fund is able to support, as well as how to make an application, can be found on the Council intranet site at <http://intranet/sustainability/climate-change-fund.html>

Help and Advice

For help and further information, contact a member of the Sustainability Team:

- Sally Pidgeon, Climate Change Officer (Job Share), ext. 7174;
- Clare Palferman, Climate Change Officer (Job Share), ext. 7176.

Overall Climate Change Rating – Positive

The implementation of a 20mph limit on all the non-classified roads in the city would provide a safer and more attractive environment for active sustainable modes of travel such as walking and cycling. As such it would help to increase the number of road users opting for these modes and reduce the number of journeys undertaken by motor vehicle in the city. In addition where motor vehicles are used, research has found that carbon emissions and fuel consumption can be reduced at 20mph. A 20mph limit also serves to reduce the level of traffic noise pollution.