



Cambridge City Council

Item

To: North Area Committee
Report by: Simon Payne – Director of Environment
Relevant scrutiny committee: Environment 21/03/13
Wards affected: Arbury, East Chesterton, King’s Hedges and West Chesterton

Cambridge 20mph Project – Phase 1

1. Executive summary

This report sets out the overall programme for the proposed City-Wide Cambridge 20mph Project. It also brings the project to the North Area Committee in order to request recommendation and comments on the form of consultation proposed to take place for Phase 1 of the project (the North Area).

2. Recommendations

The North Area Committee is asked:

- 2.1 to note the project programme, previous approvals from Environment Scrutiny Committee and proposed consultation area, method and content for Phase 1;
- 2.2 to provide comments and recommendations to the Executive Councillor for Planning and Climate change (Councillor Tim Ward) on the proposed consultation arrangements.

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 considers 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 has been divided into four separate phases, reflecting existing area committee boundaries (for further details see Project Phase Identification and Phase Prioritisation Report at **Appendix A**). It is intended that each phase be progressed separately and brought to the relevant area committee for recommendation.

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

3.4 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’.

3.5 The project was taken to the Environment Scrutiny Committee on 15/01/13, at which approval was provided for the project:

- Programme (see **Appendix B**)
- Governance/Decision making process as set out below
- Board terms of reference (see **Appendix C**)
- Phasing (see **Appendix A**)
- Engagement/Consultation to commence for the first phase

Approval was also provided for the following estimated initial project spending:

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

4. **Governance/Decision Making**

4.1 A project Board has been set up, as outlined in the terms of reference at **Appendix C**. The board meets on a bi-monthly basis and is chaired by the Executive Councillor for Planning and Climate Change. Invitees include Councillor Gail Marchant-Daisley and at appropriate points in the project programme the chair of each area committee is also invited. The board is both a forum for major stakeholders and a project management tool. Board members provide steer on various project related issues throughout the life of the project.

4.2 During each phase the project will 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 where required 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 will be presented back to the Area Committee(s) for recommendation. The project will then be taken to the Asset Management Group and then return to Environment Scrutiny Committee for appraisal to seek permission to progress Traffic Orders and implement. Traffic Orders will be progressed in partnership with the County Council and following their advertisement of the orders; any objections would be taken to the County Cabinet for a final decision.

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 D**)

(d) Environmental Implications

Following assessment the project has been rated as +M (medium positive environmental impact).

(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.

Each phase will be fully consulted independently.

Project events/outcomes to be communicated to stakeholders via a project website attached to the city website (<https://www.cambridge.gov.uk/20mph-speed-limit>), press releases, and tweets.

Please see Section 6 for further details

(g) **Community Safety**

Due to the nature of this project it would 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 where a 20mph limit is in place, and where they do occur their severity is reduced. ROSPA, the road safety charity, states that studies have found that a pedestrian struck at 20mph has a 97% chance of survival; at 30mph this chance falls to 80%

6. Consultation

- 6.1 It is proposed that Phase 1 of the project be consulted via the delivery of a consultation pack containing an explanatory leaflet and questionnaire to all addresses located within the Phase 1 area along with statutory consultees. The content of the proposed consultation pack can be viewed at **Appendix E**. The pack would be contained within an envelope on which the City Council logo would be printed along with a note in bold lettering reading "Important consultation documents affecting your area inside, Please Read". The pack would consist of an A3 sheet printed in colour on both sides and folded in half to form an A4 size information leaflet. An A4

size questionnaire sheet printed on both sides in black and white would also be enclosed. In addition to questions, the questionnaire sheet would have a Freepost response address printed on it.

See table 1 below for a list of statutory consultees.

Table 1

Statutory Consultees
Local Police
Local Fire Service
Local Ambulance
Cambridge Cycling Campaign
Disability Cambridgeshire
Cambridgeshire County Council
Cambridge University
Anglia Ruskin University
The Ramblers Association (Cambridge Group)
Local Bus Operators
Local Taxi Operators

- 6.2 Consultees would be provided with two options to respond. Either via an on-line questionnaire hosted via the City Council 'Survey Monkey' account, or by filling in a questionnaire delivered in the consultation pack and returning it via a freepost address. In order to identify any consultation responses that are returned by respondees from outside the consultation area, each questionnaire would include a unique code, which would also need to be quoted when filling in the on-line questionnaire. As such all responses whether hard copy or on-line would include this unique code. The code would be used to help identify if multiple responses have been received with the same single respondent. In so doing it would be possible to minimise the possibility that an individual or organisation could attempt to sway the final result by submitting the same responses many times. However, should a single household respond multiple times these will be analysed in order to detect any potential

attempts to unfairly sway the result, whilst allowing each member of a household to provide their view.

- 6.3 By consulting in this way it would be possible to provide reliable data on the views of the local community about the proposals. Without a controlled consultation process, it would not be possible to gain a reliable or quantifiable understanding of whether the proposals have met with a positive response or not.
- 6.4 The consultation would be open for a minimum of 5 weeks and during this time an exhibition would be installed at a local community centre with extra information and a larger format copy of the consultation plan. There would also be two public drop-in sessions during the consultation period at which council officers would be available to answer questions on the proposals. These would take place at the same location as the exhibition, with one taking place on a week day evening and the other during the day on a Saturday. It is currently proposed that the exhibition and drop-in sessions take place either at the Meadows Community Centre located at the junction of Arbury Road and King's Hedges Road, or Arbury Community Centre located at the junction of Arbury Road with Campkin Road. The content of the exhibition boards would also be available for download from the project web page.
- 6.5 The consultation questionnaire would consist of the four following project related questions which would be mirrored in the on-line questionnaire:
- 1) Do you agree with the principle of 20mph speed limits on residential and shopping streets in Cambridge?
 - 2) Do you agree with installing the proposed 20mph on the roads coloured in with solid blue lines on the consultation plan?
(respondents would be invited to provide reasons for a 'No' response to this question in the comments section)
 - 3) Do you agree with installing the proposed 20mph limit on each of the more main roads that are coloured in with red dashed lines on the consultation plan?
(the five roads in question are listed below question 3 with separate yes or no options for each)

4) If you wish, please provide any further comments on the proposals (continue on a separate page if you wish)

A distinction has been drawn between the smaller roads (subject of question 2) and slightly larger C classified roads (subject of question 3) within the Phase area in order to gain an quantifiable understanding of stakeholder views with regard the proposals on the slightly larger roads. General comments would be collated and any themes identified.

- 6.6 The questionnaire would include details of the respondents address. In the case of a hard copy questionnaire response, this would be printed on the questionnaire. The on-line questionnaire would include a request for respondees to include the address to which the consultation was delivered. The unique code printed on each questionnaire would also be visible on hard copy responses and be a mandatory field that requires population in order to submit an on-line response. These two data sets would provide a means by which to identify potential attempts to sway the result.
- 6.7 During the consultation period, should individuals or organisations from outside the phase area wish to respond, either via the on-line or a hard copy response method, they would be requested to provide their address and their main reasons for entering the area (for work, for leisure, school run, etc.). If using the on-line questionnaire they would be asked to quote a specific code, which would identify them as not living within the consultation area. This information would be provided to those outside the consultation areas via the council consultation pages and the project specific web page. It would also be highlighted at drop-in sessions and through a press release.
- 6.8 During and after the consultation period, all responses would be recorded on a central database.
- 6.9 Once all responses have been collated, the data would be analysed in order to identify the response rate and the level of positive versus negative response in addition to any themes identified from the comments provided. These consultation outcomes would be collated into a subsequent report, which would be brought to this Area Committee.

- 6.10 Prior to and during the consultation process, the project and consultation would be highlighted to local residents and businesses through a number of channels. Where feasible the project would be outlined in articles in local community newsletters such as those produced by the local Neighbourhood Community Projects (NCPs) in Arbury and Kings Hedges and the Chesterton News. Opportunities for the project to be represented at NCP and other community events would also be investigated such as the Arbury Carnival, which falls within the programmed Phase 1 consultation period. Representation at the Chesterton Festival will also be investigated subject to the project programme. The project consultation would also be highlighted on the City Council website and via the Council's twitter feed, as well as through a press release.
- 6.11 Copies of the exhibition board contents would be distributed to various local community centres, libraries and other community organisations such that visitors/members would be able to view these. This would be particularly useful to those who may not be able to travel to the exhibition venue, or who do not have access to the internet. The presence of this information would be highlighted to consultees through the consultation document and local newsletters, via the twitter feed, local community groups and the project webpage. It could also be highlighted through health trainers based at local practices in North Cambridge. The exhibition materials would also be provided to the Council Customer Service Centre at Mandela House, and staff their briefed so that they are able to answer questions related to the proposals, particularly regarding access to additional information. See **Appendix F** for a list of current proposed activities to raise public awareness and understanding of the project and Phase 1 consultation.
- 6.12 Where the consultation area encompasses university halls of residents such as the Clare Colony, these will be contacted separately to ensure students can respond to the proposals if they wish

7. Background papers

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

- Cambridge City Council, Environment Scrutiny Committee Report – Cambridge 20mph Project
<http://democracy.cambridge.gov.uk/documents/g714/Public%20reports%20pack%2015th-Jan-2013%2017.00%20Environment%20Scrutiny%20Committee.pdf?T=10>
- Cambridge 20mph Project – Phase 1 Draft Consultation Pack – Please contact the author for a PDF copy
- 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

7. Appendices

Appendix A – Project Phase Identification and Phase Prioritisation Report

Appendix B – Appendix B – 20mph Project Programme – Phase 1 in Detail

Appendix C – Cambridge 20mph Project Board Terms of Reference

Appendix D – Cambridge City Council Equality Impact Assessment

Appendix E – Consultation Pack (Page 1, Consultation plan, back page, questionnaire, Envelope

Appendix F – List of proposed activities to raise public awareness and understanding of Phase 1 Consultation

8. Inspection of papers

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

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Author's Phone Number:	01223 457385 or 01223 457271
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Appendix A

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	1,080	421	1,501	9,000	16.68
13	12UBFY Market	3,960	2,202	6,162	37,004	16.65
12	12UBQA 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	788	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	9,998	10.39
5	12UBGC Romsey	434	256	690	6,916	9.98
4	12UBFT Cherry Hinton	256	163	419	4,294	9.76
3	12UBFR Arbury	177	129	306	3,138	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

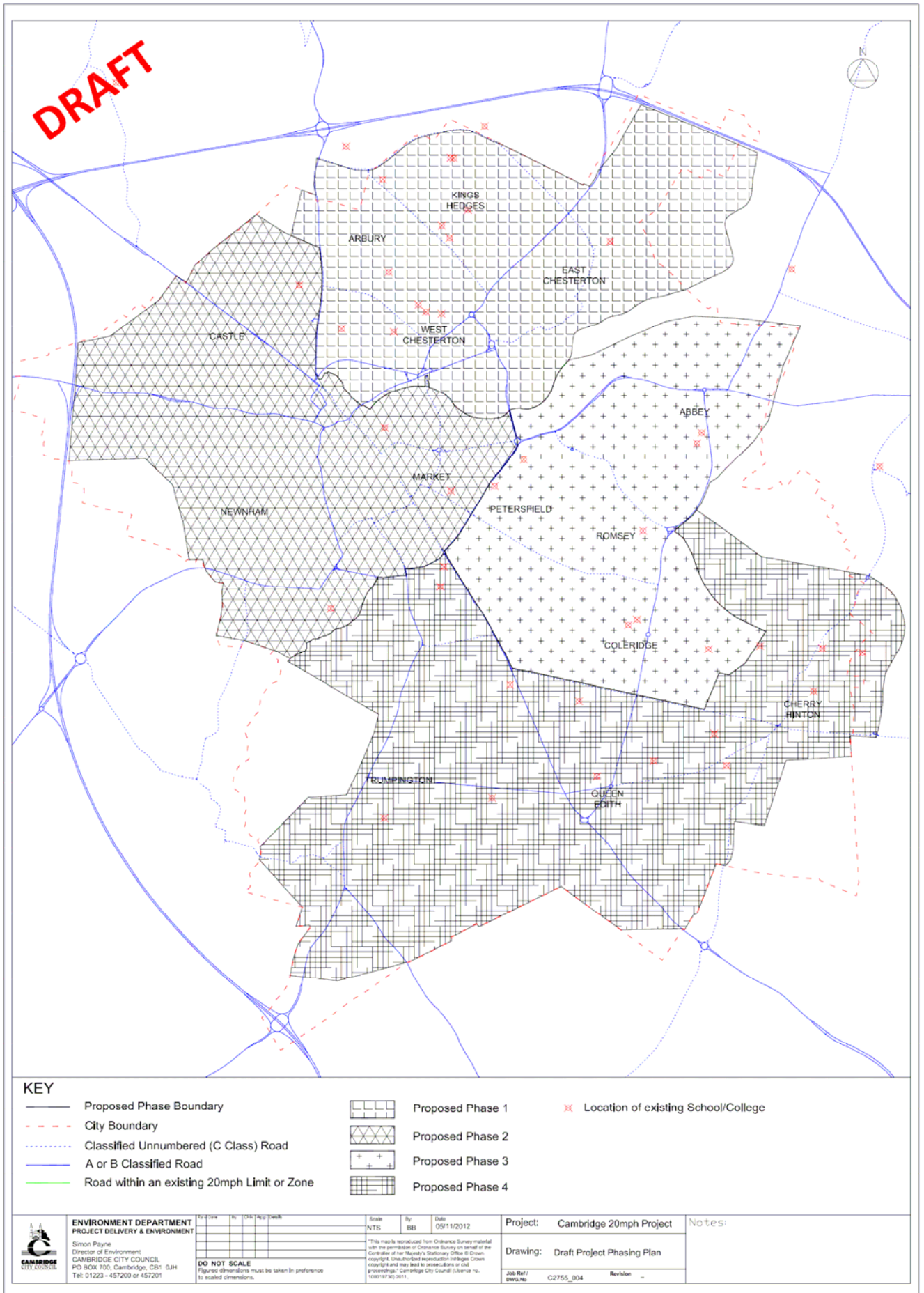
3.1 Following the analysis above it is recommended that the identified phase boundaries be adopted.

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:

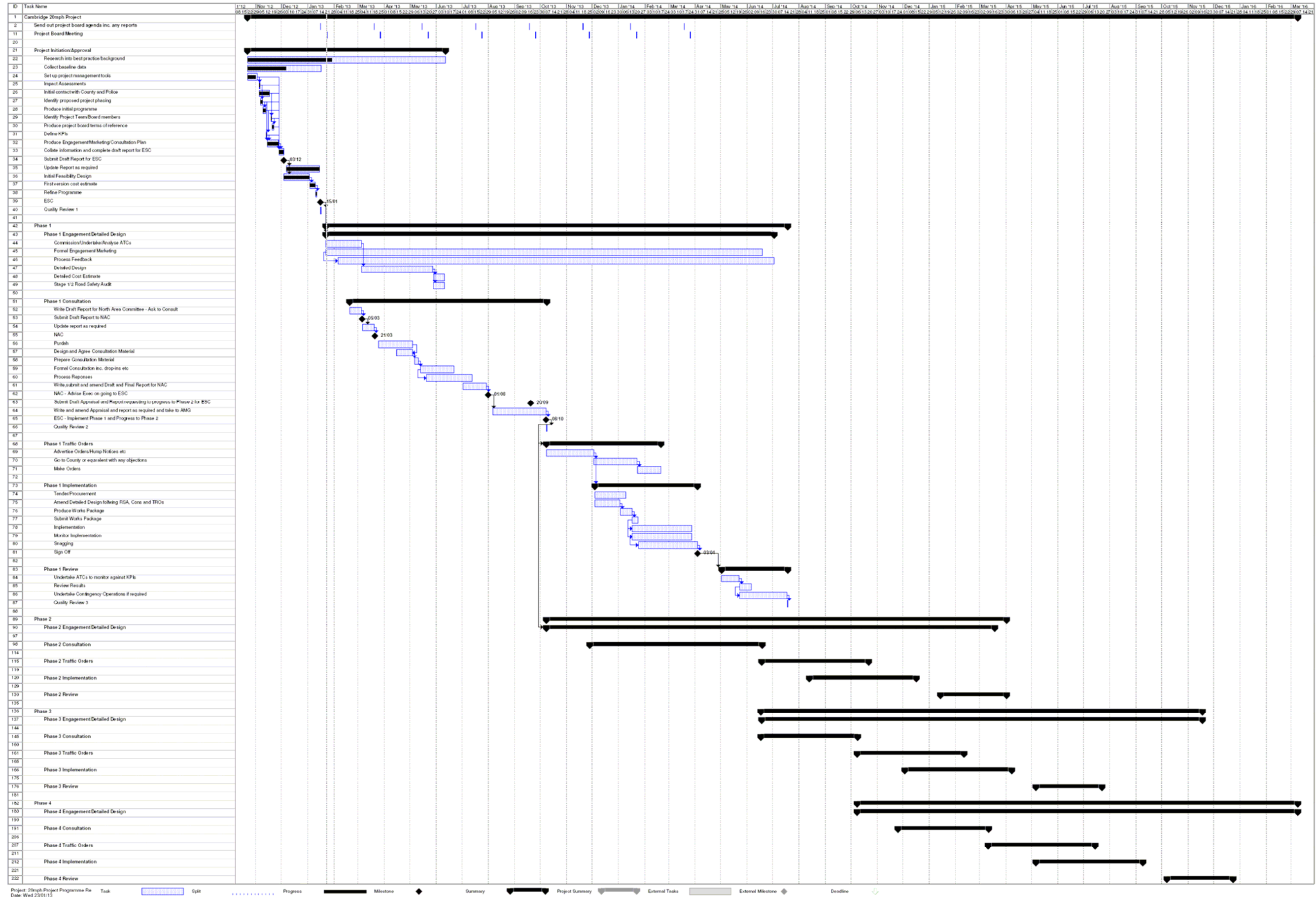
- North
- East
- South
- West Central

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 to Appendix A



Appendix B – 20mph Project Programme – Phase 1 in Detail



Appendix C

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 D

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

- | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none">• 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	

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.

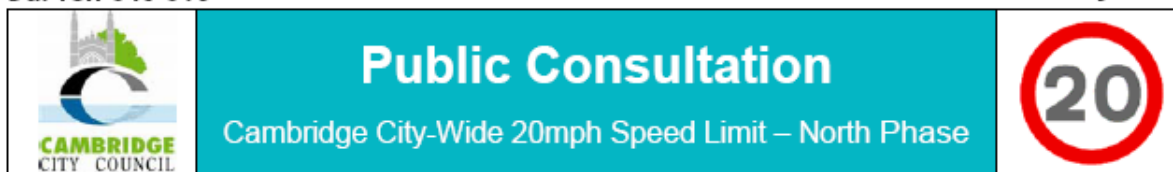
<p>Action to be taken to address the disadvantage or negative impact</p>	<p>All consultation documentation to be produced in accordance with council consultation policy, to include information in foreign languages on receiving the documents translated into these languages. The signs and lines implemented will be based on national signs and line design standards and as such should be easily understood by all road users.</p>
<p>Officer responsible for progressing the action</p>	<p>Ben Bishop</p>
<p>Date action to be completed by</p>	<p>During scheme design and consultation phases</p>

Appendix E – Consultation Pack

Information Leaflet - Front Page

Our ref: 040-016

May 2013



Following requests from local residents, the council is proposing to reduce the speed limit on shopping and residential roads. A 20mph limit would provide the following benefits:

- Road conditions that encourage and allow for more people to use sustainable transport, such as walking and cycling, which has associated health and wellbeing benefits;
- Easier conditions for pedestrians to cross the road, particularly for children or the elderly;
- A reduced amount of road noise generated by traffic in residential areas;
- Improved traffic flow, as it flows more smoothly through junctions at lower speed;
- Reduced airborne pollution levels;
- Reduced severity of injuries sustained as a result of road accidents:- According to the road safety charity ROSPA, studies have found that a pedestrian struck at 20mph has a 97% chance of survival; at 30mph the chances of survival fall to 80%

This leaflet outlines Cambridge City Council's proposals for a City-Wide 20mph limit on residential and shopping streets. Please read through the information in this leaflet and respond to the consultation either by post using the enclosed questionnaire (**postage is free**) or on-line at: cambridge.gov.uk/20MPH. A letter and questionnaire is being sent to all addresses within the North Phase area. The Closing date for responses is: **21/06/13**

Due to its size, the project has been divided into four phases. The first Phase covers the north area of Cambridge. Should this first phase receive a positive response further consultations will take place across other areas of the city.

The proposals do not include any new speed humps, only new signs and road markings installed in line with national regulations to make road users aware of the 20mph limit. The project does not proposed to include the A and B classified roads as these are not currently suited to 20mph. Please see the plan overleaf for more information on the roads proposed to be changed from 30mph to a 20mph limit.

Proposed signs and 20mph 'roundel' road markings would be installed on entry into the limit. Repeater signs and markings would be placed within the limit to remind road users of the 20mph limit. Where new signs are installed, these would be placed on existing lampposts or signposts wherever possible. Please see the back page of this leaflet for examples of how the proposed 20mph limit signs and road markings could look.

To find out more:

Please go to: cambridge.gov.uk/20mph-speed-limit. There will also be a public exhibition with information boards and large format copies of the plans installed at the Meadows Community Centre (1 St Catharine's Rd, Cambridge, CB4 3XJ) from **13/05/13** to **21/06/13**, Public drop-in sessions with officers on hand to answer questions will also take place at the Meadows Community Centre on **??/??/??** from **??:??** to **??:??** and on **??/??/??** from **??:??** to **??:??**. Information is also available at other local community centres, libraries, schools and the City Council Customer Service Centre at Mandela House (4 Regent Street, Cambridge, CB2 1BY).

Your views are important to the Council

Information Leaflet - Back Page

Example of how entry into the proposed 20mph on a more main road could look with a 20mph road marking 'roundel', some colored road surface and two 20mph Zone entry signs



Example of how entry into the proposed limit on a smaller road could look with a 20mph roundel road marking and 20mph limit signs



If the proposed 20mph limit is introduced, 20mph roundel road markings, and repeater signs would be installed. Wherever possible the repeater signs would be mounted on existing lampposts or signposts. Similar signs are already in place in the city centre such as on Silver Street Bridge



As well as the signs and road markings, it is proposed to install some moveable light up signs. These signs would detect the speed of approaching vehicles and if required light up to remind drivers of the new speed limit



The following are being consulted: All properties within the area shown on the plan, Local and Statutory Groups, Emergency Services, Public Transport Providers and Ward Councillors.

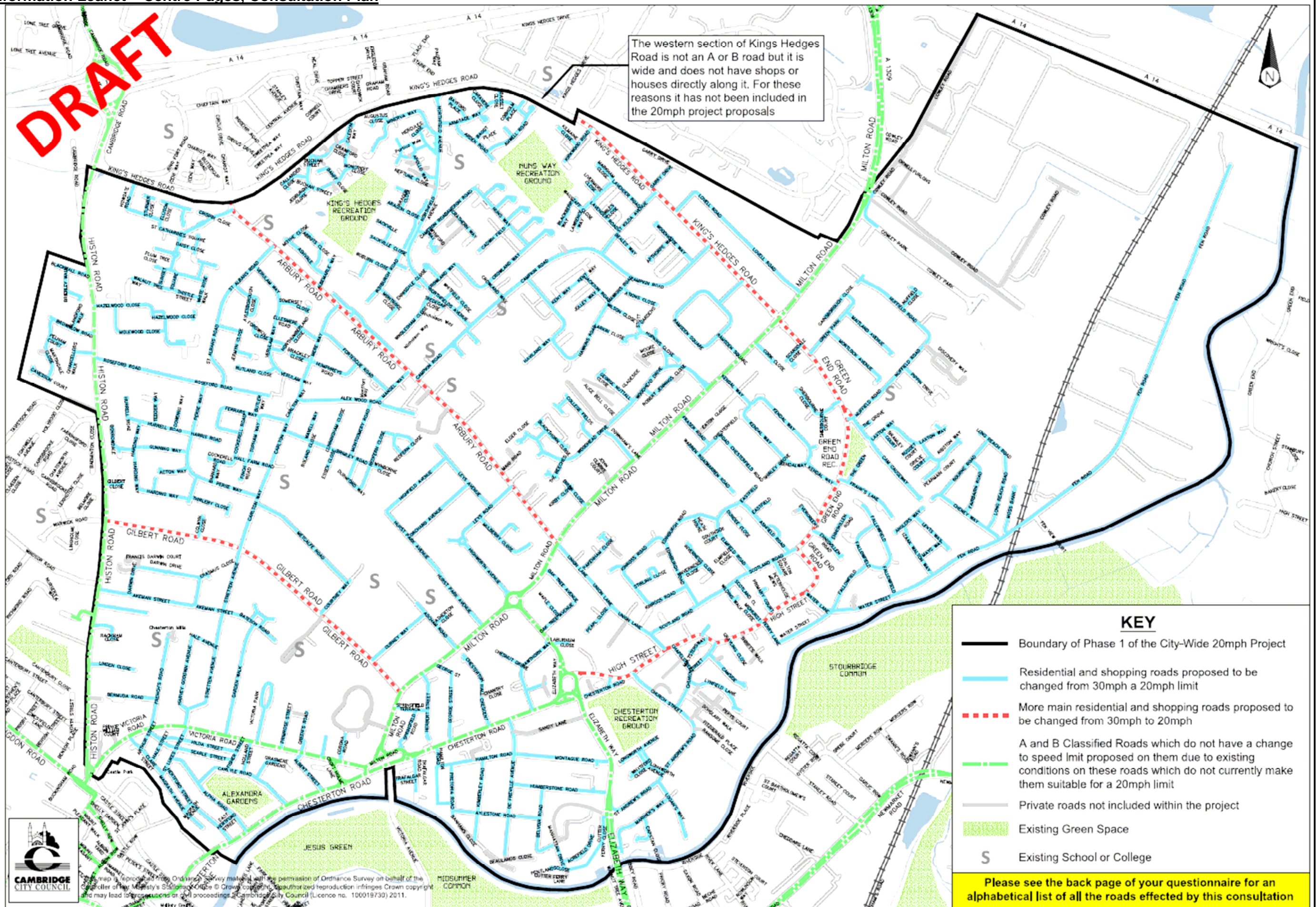
Consultation results will be available to view on the project webpage within one month of the closing date: cambridge.gov.uk/20mph-speed-limit

The outcome of this consultation will be presented to the North Area Committee on 01/08/13 and taken to the Environment Scrutiny Committee for a final decision on 08/10/13

For further information please Email: 20mph@cambridge.gov.uk or Call: 01223 457385

**If you require this leaflet in larger print please telephone
01223 457385**

Information Leaflet – Centre Pages, Consultation Plan



Questionnaire – Front

Our ref: 040-016

20MPHCODE

May 2013



Consultation Questionnaire

Proposed Cambridge City-Wide 20mph Speed Limit – North Phase

Owner/Occupier
 ??? Milton Road
 Cambridge
 CB3 ???

CAMBRIDGE CITY COUNCIL
 Environment and Planning
 Policy and Projects Division
 FREEPOST ANG 6390
 Guildhall
 Cambridge
 CB2 3YA

Dear Sir/Madam,

Please read the enclosed information and respond either by filling in an on-line questionnaire at: cambridge.gov.uk/20MHP (quoting the code starting in 20MPH at top of this page) or by filling in this form and posting it to the **Freepost** address in the dashed box above.

Please respond as your opinion is essential to the council's decision-making process

The closing date for responses is: 28/06/13

Question 1		
Do you agree in principle with 20mph speed limits on residential and shopping roads in Cambridge?		
YES <input type="checkbox"/>	NO <input type="checkbox"/>	NO OPINION <input type="checkbox"/>
Question 2		
Do you agree with installing the proposed 20mph limit on the roads coloured in with solid blue lines on the consultation plan? (if 'No' please provide details in the comments section below)		
YES <input type="checkbox"/>	NO <input type="checkbox"/>	NO OPINION <input type="checkbox"/>
Question 3		
Do you agree with installing the proposed 20mph limit on each of the more main roads that are coloured in with red dashed lines on the consultation plan?		
	YES	NO
Arbury Road	<input type="checkbox"/>	<input type="checkbox"/>
Chesterton High Street	<input type="checkbox"/>	<input type="checkbox"/>
Gilbert Road	<input type="checkbox"/>	<input type="checkbox"/>
Green End Road	<input type="checkbox"/>	<input type="checkbox"/>
King's Hedges Road (Eastern Section)	<input type="checkbox"/>	<input type="checkbox"/>
If you wish, please provide any further comments on the proposals (Continue on a separate page if you wish)		

Thank you for taking the time to provide the council with your views

Your response is protected by the Data Protection Act and will only be used by Cambridge City Council.

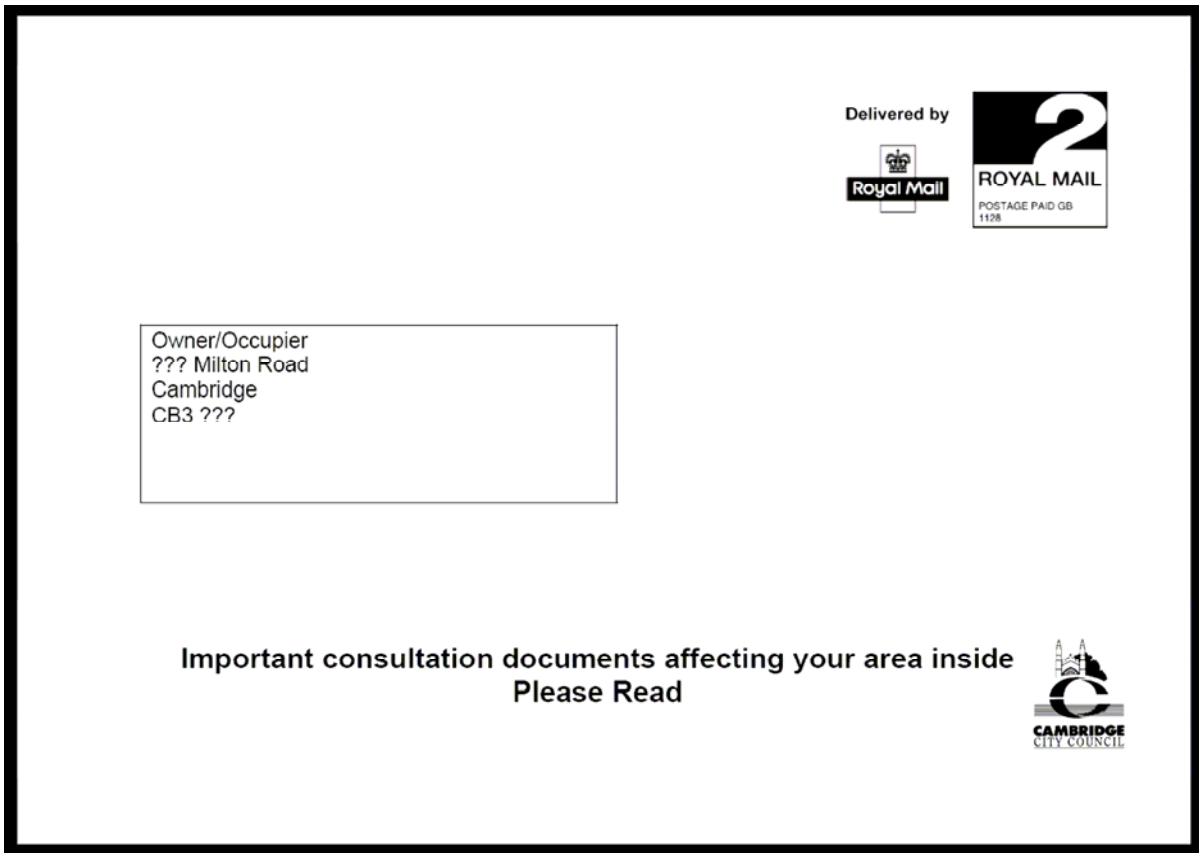
20MPHCODE

Questionnaire - Back

Note to North Area Committee:

The back of the questionnaire would feature a list in alphabetical order of all the roads that are proposed to be made 20mph for those who have difficulty understanding the map. These would be divided into the smaller roads (the subject of question 2) and the more main roads (the subject of question 3)

Envelope



Appendix E – Proposed activities to raise public awareness and understanding of Phase 1 Consultation

Proposed Activity to Raise Public Awareness and understanding of Phase 1 (North Phase)
Article in Arbury NP newsletter
Article in Kings Hedges NP newsletter
Article in Chesterton News
Article in Open Door (news letter to council tenants)
Article in Cambridge Matters
Article in local paper
Article in Chesterton News
Provide information for dissemination by Health Workers at local clinics
Get a spot at Arbury Carnival
Get a spot at Chesterton Festival
Exhibition at Arbury Community Centre
Exhibition materials at Customer Services Mandela House
Exhibition materials at local libraries
Exhibition materials at City Homes North
Exhibition materials at local schools
Distribute information to Chesterton Community Assoc.
Provide info at East Chesterton Info Exchange (networking)
Present to Ethnic Community forum
Present or provide info at Bengali Health Project
Provide info to Sally Roden for dissemination to team
Provide information to customer Services
Advertise on City Council Twitter Feed
Press Release
Link from City Council Web Page to Consultation