



## Cambridge City Council

To: South Area Committee  
Report by: Simon Payne – Director of Environment  
Wards affected: Abbey, Coleridge, Petersfield, and Romsey

### Cambridge 20mph Project – Phase 3 Consultation

#### 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 South Area Committee in order to request feedback and input to the consultation plans for Phase 3 of the project (the South & West/Central Area).

#### 2. Recommendations

The South Area Committee is recommended;

- 2.1 to note the project programme, and previous approvals from Environment Scrutiny Committee, and to note the proposed consultation area, consultation method, and content for Phase 3;
- 2.2 to provide comments and recommendations to the Executive Councillor for Planning, Policy and Transport (Councillor Kevin Blencowe) on the proposed consultation arrangements. Particularly with regard to which roads/sections of roads are specifically identified within Question 3.

#### 3. Background

- 3.1 In July 2011, a motion to Council was agreed that requested the Executive Councillor for Planning and Climate Change 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, along with a revenue Priority Policy Fund bid for

£59,800 to cover staffing. This initial budget bid was subsequently increased to £600,000 in February 2014, following more detailed development of the project.

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 20mph limit. Works are subject to agreement with the Highway Authority (Cambridgeshire County Council).

3.3 Due to the size of the project, it was divided into four separate phases, reflecting existing area committee boundaries. It is intended that the final two phases, South and West/Central Area, be progressed concurrently and brought to the relevant area committee's to make a recommendation to the Executive Councillor for Planning, Policy & Transport.

3.4 The project aims to:

- provide conditions that are conducive to an increase in the take up of active travel modes such as walking and cycling, and to encourage a modal shift towards these modes
- reduce the severity of road traffic collisions that occur on the city's road network
- reduce noise and air pollution levels, and generally provide a better environment for residents and users of the city.

3.4 The project was initially taken to Environment Scrutiny Committee on 15 January 2013, at which approval was provided for the project:

- Phasing
- Programme (see **Appendix A**)
- Governance/Decision making process as set out below
- Board terms of reference (see **Appendix B**)
- Engagement/Consultation to commence for Phase 1

Approval was also provided for the following items:

- Automatic Traffic Counts (ATCs) for project baseline data collection
- Project wide Engagement/Consultation Activities

- 3.5 Subsequently both Phase 1 and 2 was taken to public consultation and met with a positive response, with Phase 1 now implemented and Phase 2 due to start its legal traffic order stage shortly.
- 3.6 The project returned to Environment Scrutiny Committee on 8 July 2014, at which approval was provided for:
- Commencement of the statutory legal process for Phase 2 and Victoria Road, and implementation subject to any objections determined by Cambridgeshire County Council's Highways & Infrastructure Committee and the Cambridge Joint Area Committee.
  - Public consultation and pre-consultation ATCs for Phase 3 to be progressed.

#### 4. **Governance/Decision Making**

- 4.1 A project Board has been set up, as outlined in the terms of reference at **Appendix B**. The board meets on a quarterly and is chaired by the Executive Councillor for Planning, Policy & Transport. Invitees include the chair of the area committee(s) currently affected by the project. The board provides 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 to provide recommendation to the Executive Councillor for Planning, Policy and Transport regarding proposed public consultation arrangements.
- 4.3 Following public consultation the project will be presented back to the relevant Area Committee(s) for recommendation to the Executive Councillor on whether to proceed with the phase. The project will then be reported to the Asset Management Group before returning to Environment Scrutiny Committee for appraisal to seek permission to progress the statutory traffic orders and, subject to formal objections, implement the phase.
- 4.4 Traffic Orders will be progressed in partnership with the County Council. Following advertisement of the orders; any objections would be taken to the Cambridge Joint Area Committee for determination.

## 5. Implications

### (a) Financial Implications

Financial implications will be reviewed for each stage following preliminary design work, and covered in appraisal to Environment Scrutiny Committee. The commuted sum for maintenance, will be payable to the County Council on completion of each phase. The total contribution for the project is £82,800.

### (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. County Council resources will also be required to progress the legal traffic order process.

### (c) Equal Opportunities Implications

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

### (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 in accordance with the Council's Contract Procedure Rules.

### (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 webpage on the city website (<https://www.cambridge.gov.uk/20mph-speed-limit>), media 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 RTCs 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 3 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 3 area along with statutory consultees. The content of the proposed consultation pack can be viewed at **Appendix D**.
- 6.2 The pack would be contained within an A5 size 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 and an alphabetical list of all affected roads printed on the back.

See table 1 below for a list of statutory consultees.

**Table 1**

<b>Statutory Consultees</b>
Local Police
Local Fire Service
Local Ambulance
Cambridge Cycling Campaign
Disability Cambridgeshire
Cambridgeshire County Council
Cambridge University
Anglia Ruskin University
Road Haulage Association
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.
- 6.3 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 multiple times.
- 6.4 This also enables responses from specific streets to be identified, particularly those that live on any of the 'C' class roads in the consultation area.
- 6.5 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.

- 6.6 The consultation would be open for a minimum of 8 weeks and during this time exhibitions would be installed at a local community centre and the Customer Service Centre at Mandela House, providing additional information and a larger format copy of the consultation plan.
- 6.7 There would also be two public drop-in sessions at the local community centre 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. The content of the exhibition boards for Phase 1 are available for download from the project web page.
- 6.8 The consultation questionnaire is proposed to consist of four 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 roads in question are listed below question 3 with separate yes or no options for each. Some roads have been divided into sections to provide more clarity from responses)*
  - 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 a quantifiable understanding of stakeholder views with regard the proposals on the more main roads. General comments would be collated and any themes identified.

- 6.9 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 post code and 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.
- 6.10 The consultation would be advertised to those outside the consultation area via the council consultation pages, the project specific web page, media releases, and tweets
- 6.11 During and after the consultation period, all responses would be recorded on a central database and published on the City Council website.
- 6.12 Consultation outcomes would be collated into a subsequent report, which would be brought to this Area Committee.
- 6.13 Small format copies of the exhibition boards would be distributed to local community centres, libraries, schools, and other community organisations. 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, local newsletters, twitter, local community groups and the project webpage.
- 6.14 Where the consultation area encompasses university halls of residence, 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 City Council, Project Appraisal and Scrutiny Committee Recommendation, Environment Scrutiny, Cambridge 20mph Project – Phase 2 Implementation and Phase 3 Consultation  
<http://democracy.cambridge.gov.uk/documents/s24972/20mph%20Project.pdf>
- 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](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](http://mgsqimh01/documents/s8599/BSR%20Version%20Ver%201.1%2021%20Dec%202011_1.pdf)

## 8. Appendices

Appendix A – 20mph Project Programme – Phase 3 in Detail  
Appendix B – Cambridge 20mph Project Board Terms of Reference  
Appendix C – Cambridge City Council Equality Impact Assessment  
Appendix D – Consultation Pack (Consultation Leaflet, Questionnaire, Envelope)

## 9. Inspection of papers

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

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