

**A141 TRANSPORT CORRIDOR IMPROVEMENTS
(Report by Head of Environment and Transport)**

1. INTRODUCTION

- 1.1 This report invites Cabinet to note the planned improvements to the A141 Huntingdon to March transport corridor.

2. BACKGROUND INFORMATION

- 2.1 The A141 is one of ten strategic corridors identified in the Cambridgeshire Structure Plan around which housing growth will be concentrated in 2004-2011. A programme of improvements to the transport infrastructure in the A141 corridor is planned through the Local Transport Plan with an estimated capital cost of £260k. This LTP spending has been endorsed for 2004-05 by the County Council Transport Spokesmen.
- 2.2 The aim of these improvements will be to increase bus passenger numbers and passenger satisfaction with services.

3. PLANNED IMPROVEMENTS

- 3.1 The key improvements planned for the A141 transport corridor include:
- Branded leaflets and displays for the North Hunts Network
 - Bus Infrastructure (poles, flags, timetable cases)
 - Identification and implementation of raised kerbs at some key bus stops
 - Identification of Real Time Bus Information infrastructure requirements
 - Coordinated marketing strategy
- 3.2 The project is being managed by officers at the County Council and will be approached in the following stages:
- Infrastructure audit – to identify current state of bus stop and potential for improvements
 - Detailed specification of proposed improvements – identify stops where real time information and raised kerbs can be implemented and identify the costs
 - Consultation – to consult with the appropriate stakeholders, including parish councils and local district council members

- Implementation - based on final decisions for each stop, prepare a detailed implementation plan, select appropriate contractors and deliver the plan
- Branded Leaflets / Timetable displays – prepare specific information in conjunction with the quality bus partnership agreement covering the North Hunts Network of services
- Marketing Strategy – prepare a branding strategy and promote the services in conjunction with the operator.

3.3 It is anticipated that the project will be delivered by April 2005.

5. RECOMMENDATION

It is recommended that:

Cabinet note the planned improvements to the A141 Transport corridor.

BACKGROUND INFORMATION

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