

# St. Ives Transport Strategy

## Introduction

This is the St. Ives Transport Strategy. It forms part of the County Council's Local Transport Plan (LTP). It has been drawn up following consultation with stakeholders, interest groups, residents of St. Ives and the surrounding villages. The strategy provides a programme of integrated transport schemes to be implemented from 2007/08 onwards. The programme is intended to support LTP objectives, and contribute towards the prosperity of the town and the well being of its residents. The strategy will be reviewed in 2010/11 when the LTP is revised.

## Background

Located centrally within Cambridgeshire, St. Ives is one of the smallest market towns in the county. It has a population of approximately 16,500, and is situated on the banks of the River Ouse, in the district of Huntingdonshire. The area covered by the strategy, shown in Map 1, extends to Pidley in the north, Willingham in the east, Conington in the south, and Houghton and Wyton in the west, encompassing approximately 45,000 people. Some of the strategy area falls within the district of South Cambridgeshire.

St. Ives grew up as a stopping point for travellers and as an agricultural settlement. Tourism has flourished, and St. Ives has excellent recreational facilities along the river.

At the time of the 2001 Census:

- 71% of the St. Ives population aged between 16 and 74 were employed, compared to an average of 70% for Huntingdonshire, and 61% across England and Wales.
- The level of car ownership in Huntingdonshire is very high with 84% of households owning one or more cars.

In 2005:

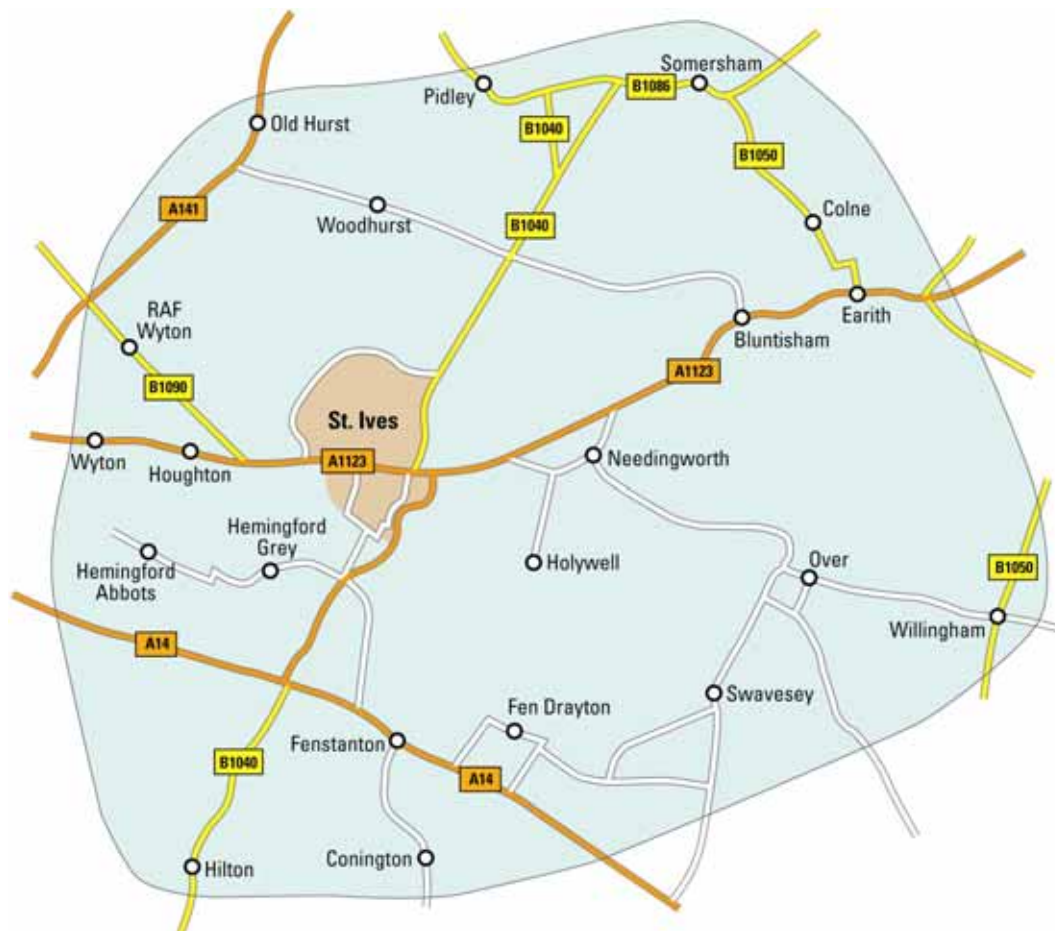
- Approximately 73% of journeys in St. Ives town centre were made by car, 9% by bus, 3% by cycle, 7% on foot and 8% by goods vehicles.
- In terms of the average for all market towns, St. Ives has comparable numbers of buses, goods vehicles and motorcycles, above average cars, and below average numbers of pedestrians and cyclists.

## Transport Issues

St. Ives has good road links and is situated close to the A14 Trunk Road, the A141, the A1123 and the A1096. These roads link St. Ives to other nearby towns and cities, such as Huntingdon and Cambridge. While there is no railway station in St. Ives, the nearby town of Huntingdon is situated on the East Coast Mainline, providing direct trains to and from London (Kings Cross) and Peterborough, and regular links to Newcastle, Leeds and Birmingham. In addition, Cambridge station has excellent links to London. The bus links in most parts of the town are good, with regular services between Peterborough,

Huntingdon and Cambridge that are well used. However, these links could be improved further, particularly in the northern residential areas of the town. The more rural hinterland is served by a number of bus services, where frequency ranges from hourly to daily services. These services are adequate quality, but could be improved. Part of the ward of Somersham has particularly poor accessibility by public transport and has been designated as one of our nine priority areas for action as part of the Cambridgeshire Accessibility Strategy. Provision for cycling in the town is relatively poor. In St. Ives, the furthest distance one would have to cycle to get to the town centre is about 2.2 miles (3.5km) or about 20 minutes at a steady 6mph. On this basis, a higher level of cycling than the current 1% could be expected.

Map 1 St Ives study area



© Crown copyright. All rights reserved Cambridgeshire County Council 100023205 2006

The town has grown considerably over the past 15 years. Additional development is due to take place in the future, although this will be a relatively small amount for a town of this size. There are three new housing development sites allocated on and near to the St. Ives Golf Course, which is on the west side of town. Planning applications have been submitted for 300 dwellings on this site, which are being considered by Huntingdonshire District Council. In addition, there are plans to build approximately 100 dwellings off London Road and around 300 dwellings near the A1123/B1090 junction. These sites will contribute financially to measures that will help to mitigate the

additional travel demand generated by the developments. Additionally any further developments in the area will be expected to contribute financially to measures that will encourage low car use from the developments as part of Section 106 Agreements.

The strategy sets out how we propose to improve the transport infrastructure and services in St. Ives, and address the key transport problems affecting the town. These include the following.

- The rural nature of the surrounding area means that there is reliance on the private car for transport, illustrated by the fact that 70% of journeys to work in Huntingdonshire are made by car.
- A significant number of employees are located on the business park and employment area in St. Ives, and existing walking, cycling and public transport links to this area are poor.
- Although the number of pedestrians and cyclists are below average for the market towns, they were involved in 35%<sup>1</sup> of all accidents between 2002 and 2004.

### **Aims of the strategy**

The St. Ives Transport Strategy aims to address the key issues outlined above and meet the LTP objectives. It has six fundamental objectives taken from the LTP, which reflect the Government Shared Priorities for Transport.

- To make travel safer.
- To develop integrated transport and to promote public transport, walking, cycling and other sustainable forms of transport.
- To maintain and operate efficient transport networks.
- To create a transport system that is accessible to all.
- To provide a transport system that supports the economy and the growing population of the county.
- To protect and enhance the built and natural environment.

Table 2 shows how the strategy will contribute towards meeting LTP objectives. The implementation of schemes within this strategy will contribute towards meeting LTP targets for reducing the number of accidents and stabilising traffic levels, and will help to address wider objectives such as reducing social exclusion, improving quality of life, air quality and health.

As well as forming part of the LTP, the strategy links in with a number of other plans, schemes and initiatives. These include the following.

- The Cambridge to Huntingdon Multi-Modal Study, including the Cambridgeshire Guided Busway route.
- The Cambridgeshire and Peterborough Structure Plan.
- Community planning through Local Strategic Partnerships.

---

<sup>1</sup> Comprising of 18% pedal cycle accidents and 17% pedestrian accidents.

- The current Local Plans of each district and the emerging Local Development Frameworks
- Cambridgeshire’s Long-Term Transport Strategy
- Cambridgeshire Accessibility Strategy

The following sections outline the schemes that form the St. Ives Transport Strategy by mode, and then link back to the overall objectives. In each case, these are prioritised, and indicative costs are stated. Detailed scheme costs will be prepared as each scheme is developed.

Table 2 How the strategy will help meet LTP objectives

LTP objective	Theme	Strategy measures
To make travel safer.	<ul style="list-style-type: none"> <li>• Reduce road accidents and improve personal safety for all transport users in St. Ives.</li> </ul>	<ul style="list-style-type: none"> <li>• Implement safety improvements to benefit all travel modes. This includes Safer Routes to Schools.</li> </ul>
To develop integrated transport and to promote public transport, walking, cycling and other sustainable forms of transport.	<ul style="list-style-type: none"> <li>• To ease interchange between modes of transport.</li> <li>• Help improve the health and well being of people across the whole community. Reduce the adverse impacts of traffic in the town.</li> </ul>	<ul style="list-style-type: none"> <li>• Implement schemes that provide for easy interchange and encourage use of sustainable modes of transport.</li> <li>• Upgrade and implement new walking and cycling routes.</li> <li>• Public transport improvements.</li> <li>• Install cycle parking</li> </ul>
To maintain and operate efficient transport networks.	<ul style="list-style-type: none"> <li>• Improve path, cycle and road condition.</li> <li>• Reduce congestion and unnecessary delays on roads</li> </ul>	<ul style="list-style-type: none"> <li>• Upgrade highway condition</li> <li>• Traffic management improvements</li> <li>• Car park management strategy</li> </ul>
To create a transport system that is accessible to all.	<ul style="list-style-type: none"> <li>• Maximise accessibility to jobs and services.</li> </ul>	<ul style="list-style-type: none"> <li>• Walking and cycling route improvements.</li> <li>• Public transport infrastructure improvements.</li> </ul>
To provide a transport system that meets the needs of the economy.	<ul style="list-style-type: none"> <li>• Support and enhance the economy of the town.</li> <li>• Increase accessibility to and from, and within the town.</li> </ul>	<ul style="list-style-type: none"> <li>• Promotion and implementation of walking and cycling routes.</li> <li>• Public transport improvements to reduce journey times.</li> </ul>
To protect and enhance the built and natural environment.	<ul style="list-style-type: none"> <li>• Reduce impact of transport systems on the environment.</li> </ul>	<ul style="list-style-type: none"> <li>• Promotion and implementation of walking, cycling and other sustainable forms of transport.</li> <li>• Increase cycle parking provision at shops and workplaces</li> </ul>

## **Public Transport Improvements**

### *Bus services*

The bus is an important mode of transport as it enables people to access facilities and services that they may not otherwise be able to use. Furthermore, it contributes towards improving the environment, reduces car dependency and encourages walking. Map 4 shows current bus services in St. Ives. Services between St Ives and Cambridge are well used by local people.

A combination of improvements to bus services and enhanced infrastructure will help to achieve Local Transport Plan targets to increase bus patronage. The current level of service in some parts of St. Ives is good, both in terms of where the buses connect to, and service frequency. However, there are poorer bus links in the north east of the town.

This strategy recognises the potential for local bus services, including those that feed into or are part of the Cambridgeshire Guided Busway, to use the rising bollard on Crown Street in order to provide access to the heart of the town centre. This issue is still being investigated. However, it should be made clear that:

- Buses using the Cambridgeshire Guided Busway are standard sized public service vehicles and would be easily accommodated within Crown Street
- Buses would pass only one way through Crown Street, from Broadway to Market Hill
- Before any measures are implemented consideration would be given to reconfiguring the market area to ensure safety and enhance provision for all markets e.g. Monday, Friday, Farmers etc. in consultation with traders and users

Alongside improvements to local bus services, the Cambridgeshire Guided Busway, due to open in late 2008, will enhance service levels to and from Huntingdon and Cambridge.

Public transport services to surrounding villages vary in frequency and quality. Measures to tackle these issues may be considered as part of the countywide accessibility strategy as well as regular reviews of tendered bus services.

### *Bus Infrastructure*

The quality of bus stop facilities in St. Ives, while functional at present, need significant improvements. A number of bus stops in the town have been identified as lacking basic facilities such as timetable information, flags and hard standings. The strategy proposes to improve bus stop infrastructure and provide timetables at all stops in St. Ives where appropriate. Timetable information will be regularly updated and maintained when services change. The proposed bus infrastructure improvements are shown in Table 3.

Real Time Bus Information (RTBI) has the potential to further improve the quality of information provided at bus stops and other key locations. RTBI is due to be installed at key bus stops between Huntingdon and St. Ives, including both bus stations, during 2006/07. It may help to encourage

patronage and provide existing users with an improved service. The provision of RTBI is not included in this strategy as it is funded elsewhere.

The bus station is well located in the town centre. However, waiting facilities and timetable information could be improved. Improvements to the bus station will be considered as part of the possible redevelopment of the town centre. It should be noted that the Transport and Works Act order does not permit the bus station to be moved to the Cambridgeshire Guided Busway Park & Ride site.

Table 3 Bus infrastructure improvements

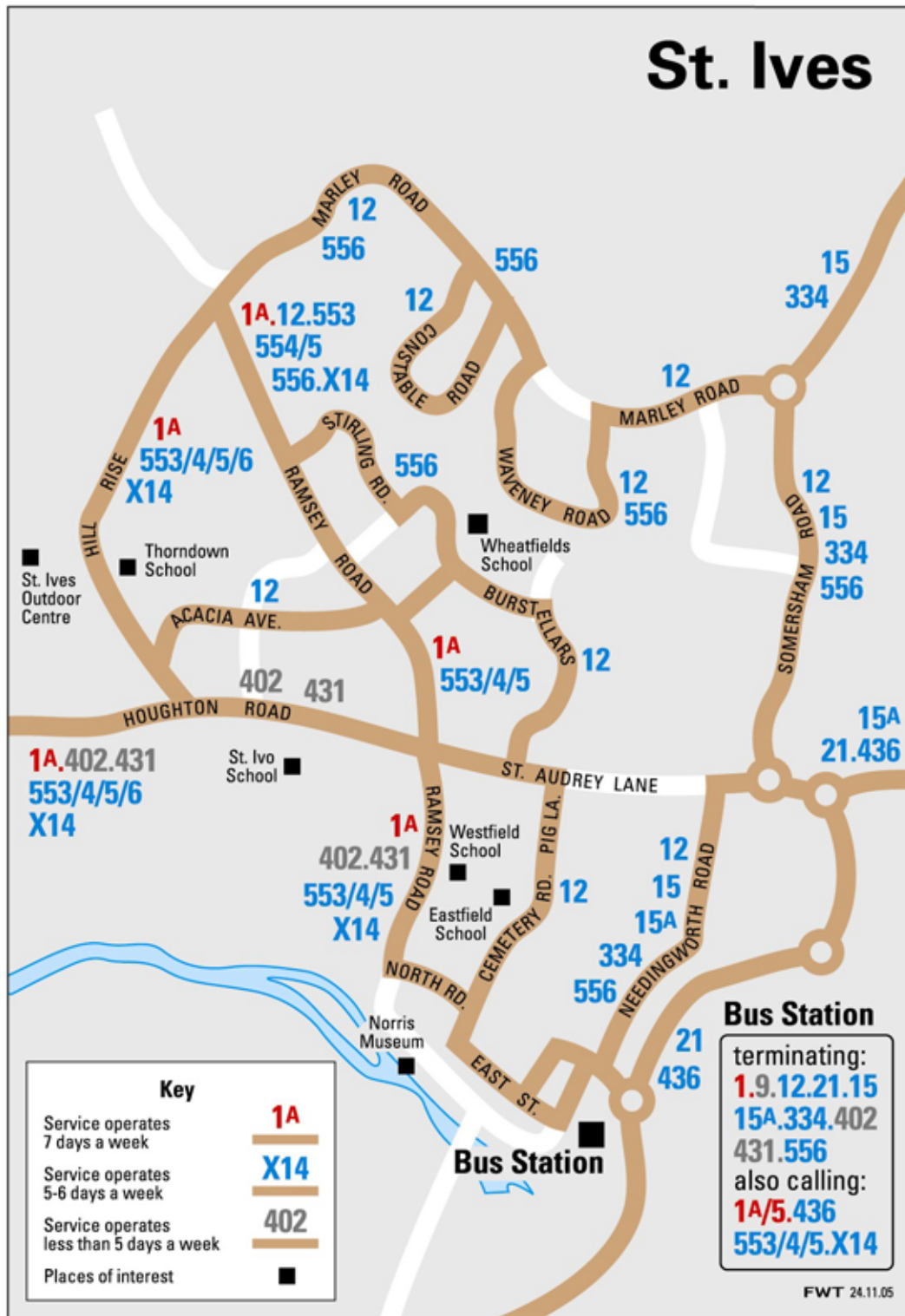
Priority	Scheme	Cost
1	<p><b>Rolling programme of improvements to bus stops in St. Ives and the strategy area</b></p> <p>Improvements at individual stops will include some or all of the following measures:</p> <ul style="list-style-type: none"> <li>• Raised kerbs at bus stops to allow easier access for passengers (particularly when used with low floor buses)</li> <li>• Resurfacing of pavements/new footpath where required in the vicinity of bus stops where the surface is particularly poor, with dropped kerbs to facilitate easy access to the stop</li> <li>• Bus stop infrastructure provision and up to date timetable information</li> <li>• Bus boarders (kerbs/footway built out into carriageway at locations where buses have difficulties pulling into the kerb)</li> <li>• Improved waiting facilities – seating and shelters (RTBI compatible)</li> </ul>	£200,000
<b>Total</b>		<b>£200,000</b>

#### *On-street bus priority measures*

To improve the reliability of bus services in the St. Ives area, several bus priority measures are proposed. These measures will increase reliability of local bus services as well as those provided as part of the Cambridgeshire Guided Busway (CGB). These measures have been publicly consulted on and were approved by Huntingdonshire Area Joint Committee in June 2005. These measures are summarised in Table 5 and shown on Map 6.

Cambridgeshire Guided Busway will also provide some bus priority measures (see separate box). Further issues concerning buses in the town centre are set out on page [11](#).

Map 4 Bus services in St. Ives



© Crown copyright. All rights reserved Cambridgeshire County Council 100023205 2006

Table 5 On street bus priority measures

Road / Area	Measures to be implemented
A bus lane for eastbound buses on the A1123 Houghton Road from the B1090 through to Hill Rise.	<ul style="list-style-type: none"> <li>Road widening to the existing highway.</li> <li>Between the B1090 and the start of the built up area the widening will be on the north side and will include some County Council owned land.</li> <li>Where there are existing houses on the north side of the road widening will be on the south side.</li> </ul>
Provision of a full standard right turn lane on Houghton Road at Hill Rise for all traffic to reduce delays in traffic.	<ul style="list-style-type: none"> <li>This will require a continuation of the widening on the south side of Houghton Road.</li> </ul>
Hill Rise and Ramsey Road junction.	<ul style="list-style-type: none"> <li>Bus priority at existing traffic signals at the junction.</li> </ul>

Map 6 On-street bus priority measures



© Crown copyright. All rights reserved Cambridgeshire County Council 100023205 2006

### Cambridgeshire Guided Busway

As part of the Cambridgeshire Guided Busway the following measures are planned in St Ives.

- A new signalised crossing at the A1096 bypass to reduce travelling distance for buses, cyclists and pedestrians between the St Ives Park and Ride site and the bus station
- Highway works outside Waitrose on Station Road to accommodate the new bus priority and toucan crossing over the bypass
- A new Park and Ride site situated on the area of land east of Harrison Way and south of Meadow Lane. The site will cater for 500 parking spaces initially, with the potential to expand it to 1,000 spaces in total.

These measures, shown in Map 7, will be funded as part of the Guided Bus scheme and not through this strategy.



## Map 7 Cambridgeshire Guided Busway proposals in St. Ives



© Crown copyright. All rights reserved Cambridgeshire County Council 100023205 2006

### Road Safety

Road safety goes beyond reducing the number of casualties, important though this is. Safer roads encourage people to use other more sustainable forms of transport than the car for appropriate journeys and contribute towards making the town more attractive to all those needing to travel.

To help achieve the Local Transport Plan targets, there is a need for a comprehensive range of road safety measures. The measures set out in Table 8 have been chosen because, taken as a package, they will have the greatest impact in reducing accidents and will complement other initiatives that promote sustainable transport and safer communities.

The schemes have been drawn up using a combination of the County Councils ranking system (which looks at the worst accident sites in the county and grades them accordingly) and a system which examines the costs of the schemes, how quickly they can be delivered and, following consultation, their importance to the local community.

The schemes in the strategy with safety and traffic management as their primary aim are shown in Table 8. The locations of each of these schemes are illustrated on Map 10, along with the traffic management schemes set out in Table 9.

### *Safer Routes To School*

The County Council's Safer Routes to School team will continue to work in partnership with schools in St. Ives and the surrounding villages. This will improve awareness of transport issues and encourage use of sustainable transport for journeys to and from schools. Many of the safety, cycle and

pedestrian improvements contained within this strategy will complement the work carried out by the Safer Routes to School team.

Furthermore, the council will work with local bus operators to provide a bus service for pupils from the St Ivo School to Needingworth, as current bus timetables will not cater for these pupils once changes to the school day come into force in September 2006.

#### *School Travel Plans*

During the lifetime of this strategy the council aims to work with schools in the area to produce individual school travel plans. School travel plans should include actions which should promote and encourage the use of safer sustainable transport on the journey to and from school. In addition, the plan should also address congestion and pollution around the school gate as well as along the main routes to the school.

Table 8 Priorities for safety schemes

Priority	Scheme	Cost
1	<b>Houghton Road</b> Upgrade and improve the existing pelican crossing at the southern end of Elm Drive to make walking and cycling journeys from the north to the south of St. Ives safer.	£80,000
1	<b>St Audrey's Lane</b> Upgrade and improve the existing pelican crossing between Burstellars and Pig Lane on the A1123 to make walking and cycling journeys from the north to the south of St. Ives safer.	£80,000
2	<b>Somersham Road</b> Improvements to the road, including additional lighting and signing, especially at the junction with Nuffield Road. Improvements to the existing roundabout at Somersham Road and Marley Road Roundabout with the introduction of anti-skid surface, signs and encourage lane discipline.	£150,000
<b>Total</b>		<b>£310,000</b>

Table 9 Traffic management measures

Priority	Scheme	Cost
2	<b>Needingworth Road</b> A study will be undertaken to consider traffic flows in the Needingworth Road, Pig Lane, and Meadow Lane area. The study will also consider the impacts of any measures on surrounding roads. Furthermore, a survey of HGVs will be undertaken to establish whether they are using appropriate routes.	To be determined
3	<b>Marley Road</b> Anti-skid surfacing at junctions on the middle section of the road between Ramsey Road and Constable Road.	£150,000
4	<b>High Leys, Green Leys and Paragon Road</b> Speed reducing measures and measures to discourage rat running.	£150,000

<b>4</b>	<b>Burstellars and The Pound</b> Speed reducing measures and measures to discourage rat running.	£180,000
	<b>Total</b>	<b>£480,000</b>

Map 10 Proposed safety and traffic management schemes



## Walking and Cycling

Increasing the opportunities for walking and cycling represents a key part of the Local Transport Plan's objectives for sustainable travel, and consequently forms a major part of this strategy. Between 2002 and 2004 pedestrians and cyclists were involved in 35% of accidents in St. Ives. Therefore it is clear that measures need to be introduced to ensure that safety is improved and that this trend does not continue. Consequently this strategy proposes the creation of a walking and cycling network linking the main centres of population, employment, schools and the town centre, with safer crossing points provided on the A1123. Improved lighting and signing will be provided, particularly on sections that pass through enclosed and poorly lit areas. The routes will actively encourage walking and cycling within and to the town, and meet the objectives of reducing the impact of traffic in the town, maximising accessibility by non-car modes, and helping to improve health.

The walking and cycling network is described in Table 11, and illustrated on Map 13 for the network within St. Ives and Map 14 for the network in the wider area. There is some additional infrastructure that we will implement, to complement the network. This supporting infrastructure can be seen in Table 12.

The priority of the schemes has been established working from the centre of town outwards towards the north/residential areas of town. The routes will link into and complement the National Cycle Network, and will benefit from other schemes in the strategy, particularly road safety.

Table 11: Proposed walking and cycling measures

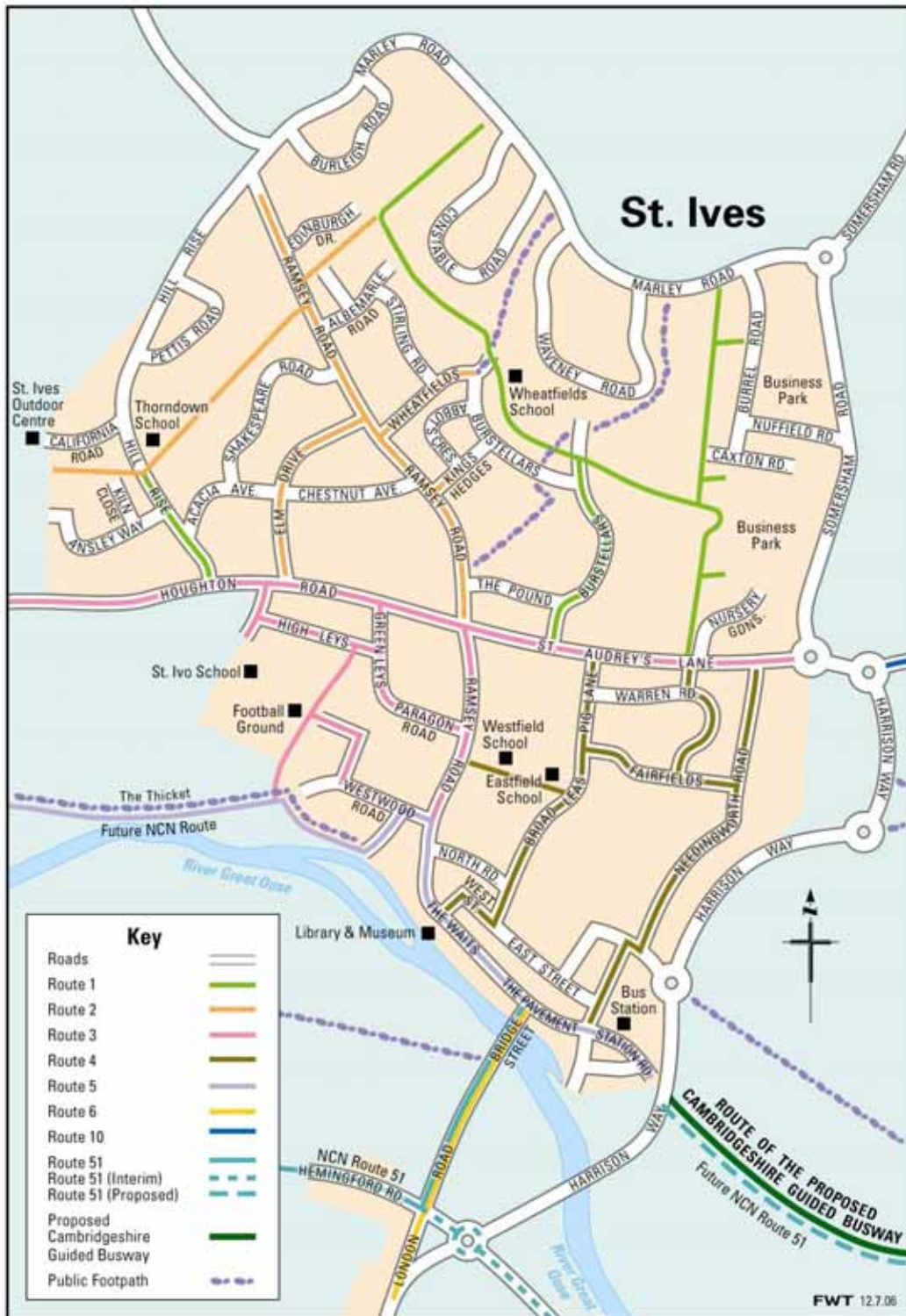
Priority	Scheme	Cost
1	<p><b>Route 4 – Saint Audreys Lane to town centre</b></p> <p>This scheme connects St Audreys Lane with the centre of town, Westfield School and Eastfield School. There will be improved crossings on the A1123 to ease movement across this road from the north to the south of town (See Road Safety section for details).</p>	£400,000
2	<p><b>Route 3 – Houghton Road and Saint Audreys Lane</b></p> <p>This route links the east of town with the west side, along the A1123. It incorporates links to the St Ivo School and the Recreation Centre. This scheme consists of mainly on road signed routes, but has small sections of segregated shared use paths. Existing path lighting, width and surfaces will be upgraded, along with the installation of high quality signing.</p>	£450,000
3	<p><b>Route 1 – Marley Road to Saint Audrey Lane</b></p> <p>This scheme links the northern residential area and the industrial estate to the A1123, and links in with the initiatives proposed on route 4, therefore enabling easy access to the town centre. This route is a predominantly shared use and segregated path. This scheme will upgrade the existing paths by providing lighting, resurfacing and widening.</p>	£520,000
4	<p><b>Route 2 – Hill Rise to Houghton Road</b></p> <p>This scheme links the residential north west of the town to the A1123, and connects to route 3, therefore enabling easy</p>	£430,000

	access to the town centre and St Ivo School. The route incorporates links to Thorndown School, with widening and resurfacing of the existing path that runs alongside the school. In addition, this route provides good access to the shops and facilities on Kings Hedges Road.	
5	<b>Route 6 – St. Ives to the south</b> This scheme runs from the south of St. Ives, from Bridge Street, across the bridge, and continues along London Road. The route then continues straight on, where there will be path and lighting upgrades and links in with the existing route on the A1096.	£225,000
5	<b>Route 11 – St. Ives to The Hemingfords</b> This on road route connects St. Ives to The Hemingfords, beginning at the end of route 6, passing through Hemingford Grey and ending at the west end of Hemingford Abbots. There will be additional lighting installed, surfacing improvements and signing installed to make this journey more user friendly.	£50,000
5+	<b>Route 7- St. Ives to Houghton</b> This route runs from the end of the Thicket Path from Route 4, along Thicket Road and into Wyton. There is a need for some surface improvements for this route.	£400,000
5+	<b>Route 10 – St. Ives to Holywell and Needingworth</b> Signing improvements between St. Ives, Holywell and Needingworth	£20,000
5+	<b>Route 12 – St. Ives to Bluntisham</b> This route is being considered and may form part of the strategy – dependent on cost and feasibility	£420,000
<b>Total</b>		<b>£3,115,000</b>

Table 12: Supporting infrastructure

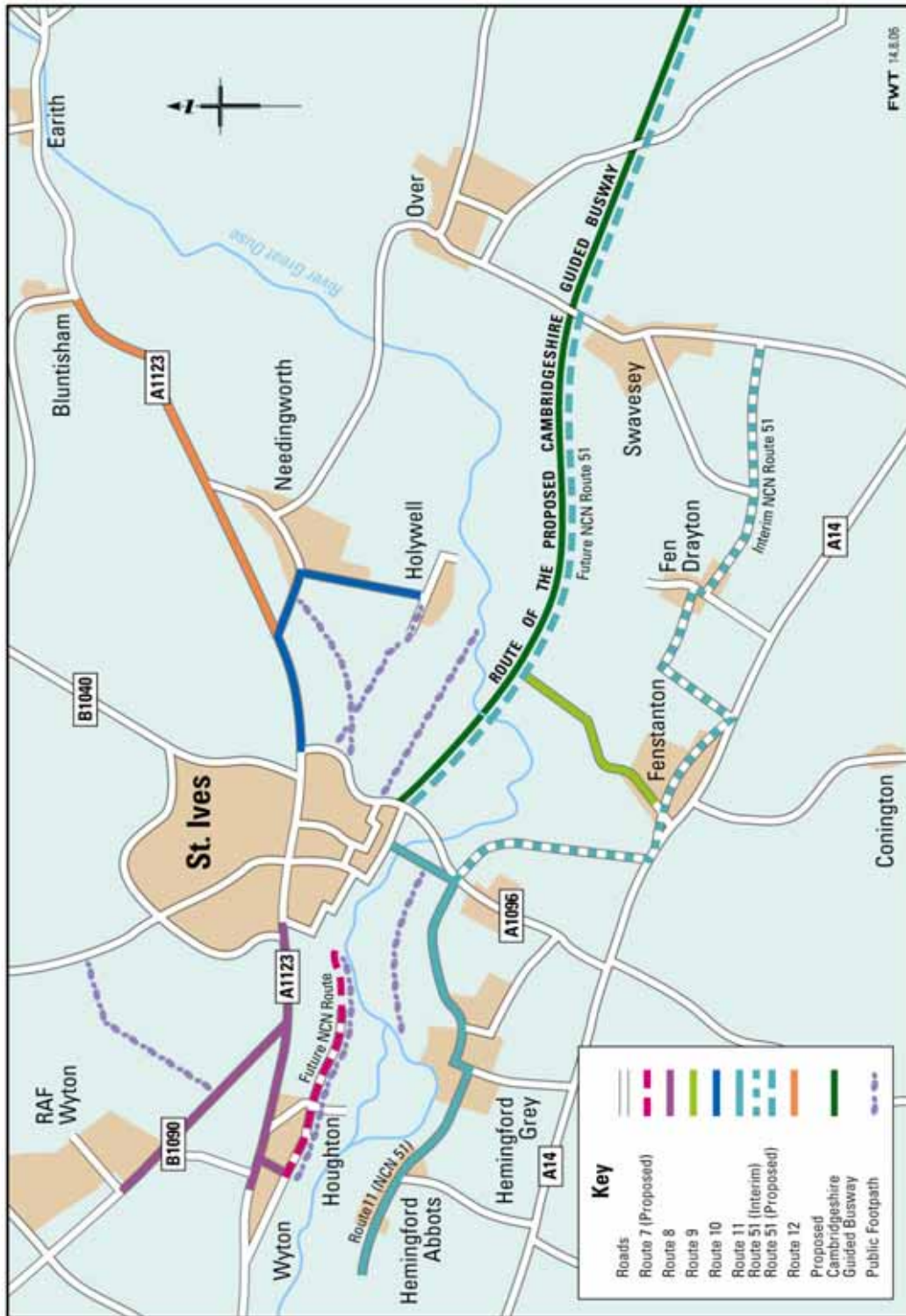
Priority	Scheme	Cost
	<b>Cycle parking</b> Additional cycle parking facilities in the centre of St. Ives, at the bus station and key locations such as at educational establishments.	£20,000 (To be a rolling programme)
	<b>Signing</b> The provision of signing along existing foot and cycle paths in northern residential areas	
	<b>A1123 Crossing</b> Implementation of a toucan crossing to allow safer access to and from the Compass Point Business Park.	£80,000
<b>Total</b>		<b>£100,000</b>

Map 13 Walking and cycling routes in St. Ives



© Crown copyright. All rights reserved Cambridgeshire County Council 100023205 2006

Map 14 Walking and cycling routes in the surrounding area



© Crown copyright. All rights reserved Cambridgeshire County Council 100023205 2006

### *Public Rights of Way*

Footpaths, bridleways and byways are mainly used for recreation. However, demand for more functional use is growing. The Cambridgeshire Rights of Way Improvement Plan aims to manage, improve and promote a Public Rights of Way Network as an integral part of a wider transport system. Policies of particular relevance include:

- Selected surface improvements
- Safer road crossings
- Circular routes and improved bridleway network

The walking and cycling network planned as part of this strategy will complement and link into existing Public Rights of Way, including footpaths, bridleways and byways. These can all provide routes out in to the countryside with bridleways in particular catering for a wide section of the community, including cyclists, walkers and horse riders. Public Rights of Way in the area are shown on Map 15.

### **Transport Networks**

#### *Town Centre*

Consultation has identified a number of issues concerning the town centre. These include the following.

- Confusion over Traffic Regulation Orders in the Bridge Street area
- The layout of the market
- Parking in Market Hill and on the New Bridges/Flood Arches
- The route buses take through the town centre
- The quality of waiting facilities at the bus station

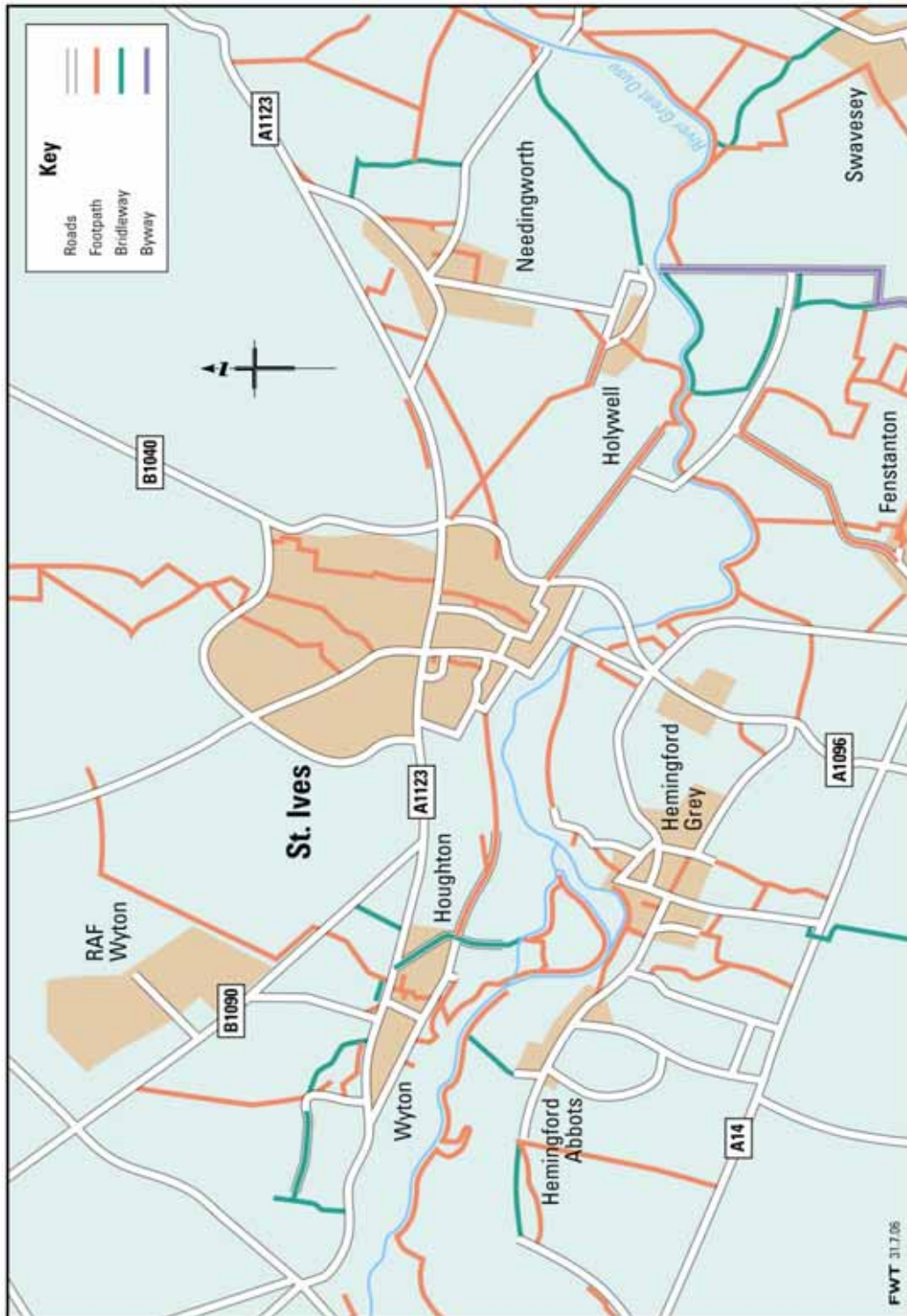
Associated with the routing of buses through the town centre are a number of issues. These include access through the rising bollard from Crown Street to Market Hill (see page 4 for further details) and an eastbound stop on Station Road alongside the bus station.

These issues are linked to the emerging Local Development Framework and the potential wider redevelopment aspirations in the bus station/Market Road/Station Road quarter, further planned Environmental Improvement schemes in The Broadway and Market Hill and the proposed Cambridgeshire Guided Busway. Therefore proposals will be put forward to address the transport issues and will be integrated into future plans for the town centre and incorporated into the Market Town Strategy.

Concerns have also been raised about the ease with which both pedestrians and vehicles are able to negotiate North Road. Footways are considered too narrow in places and the road alignment requires buses and larger vehicles to cross the centre line through bends in the mid-section of the road. Therefore Huntingdonshire District Council will investigate improvements in the area, especially if development in the area goes ahead.



Map 15 Public Rights of Way in the St Ives area



© Crown copyright. All rights reserved Cambridgeshire County Council 100023205 2006

### *Environmental improvements*

Environmental improvements are planned in St Ives town centre as part of Huntingdonshire District Council's Medium Term Plan. When these are considered at a later date to be agreed, these will also investigate the traffic issues highlighted in the town centre.

### *Car parks*

There are approximately 1,000 car parking spaces in St. Ives, most of which are maintained by Huntingdonshire District Council. For disabled badge holders, free parking is allowed in all council pay and display car parks, with no time limit, as long as the blue badge is displayed on the dashboard of vehicles. There are also a number of disabled parking spaces in Market Hill to allow easy access to the town centre. In addition parking is also available at the Dolphin Hotel on London Road. This car park is signed as a public car park and is frequently used by shoppers and visitors.

The Huntingdonshire Car Parking Strategy was adopted in 2004. The strategy, which covers the period up to 2016, sets out Huntingdonshire's policies and objectives for managing car parking in the district. It complements the Local Transport Plan, and therefore this transport strategy.

The Car Parking Strategy recognises that the essentially rural nature of the district makes the use of private cars unavoidable in the short to medium term, but acknowledges this is unsustainable in the longer term, and recognises the need to promote alternative modes of travel to the private car.

Objectives contained within the Huntingdonshire Car Parking Strategy that support the objectives of this transport strategy include the following:

- Secure measures to promote integrated, sustainable and accessible transport and direct surplus income from car parking charges to help meet this objective.
- Support the development of car parking provision serving villages on transport corridors where these will facilitate the use of public transport and support the economy of villages.

The strategy proposes increased charges for car parking in St. Ives, for both off and on street parking, and makes the amounts easy multiples with minimum coinage. In addition, it is proposed that the number of on-street parking spaces in the town be reduced, as this will help to reduce the number of traffic movements in the town centre where high numbers of pedestrians are present. In addition, parking issues on the New Bridges/Flood Arches will be considered as part of plans to refurbish or renew the structure.

### *Northern Bypass*

Omitted from the strategy is a northern bypass for St Ives. However, this would be considered if major development takes place in the area.

### *New Bridges/Flood Arches*

The New Bridges/Flood Arches is a Grade 2\* Listed 55-span viaduct carrying the C121 over the river Great Ouse flood plain. The arches form a vital link for pedestrians and cyclists, including a large number of school children, as well

as vehicular traffic to a hotel and residential properties. In addition goods vehicles entering the centre of St Ives are able to exit the town only via the main river bridge and New Bridges/Flood Arches. The emergency services also use this route to the A14 and surrounding villages. Additionally, the New Bridges/Flood Arches are particularly important in environmental terms, allowing flood waters across the meadows while maintaining access between St. Ives and Hemingford Grey.

The structure is in a poor state, and is approaching a critical condition. The following extensive works are required to bring it up to current standards.

- Reconstruction of the parapets and spandrels
- Repairs to the arch barrels
- Brickwork repairs to the piers
- Waterproofing and resurfacing
- Strengthening of the arch barrels, piers and foundations

While the refurbishment and strengthening work would meet the requirements of the community, the ongoing maintenance liability is likely to be high due to the amount of ancient fabric being retained – the older fabric will deteriorate quicker than the new. The cost for refurbishment is similar to the cost of a new structure, around £4 million. The condition of the New Bridges/Flood Arches continues to be monitored as scheme options are still being considered. The scheme will be funded through the Local Transport Plan.

The issue of car parking, pedestrian and cycling facilities on the New Bridges/Flood Arches will be considered as part of the design for the refurbished or new structure.

#### *Taxis*

Taxis and private hire vehicles provide support to and complement other forms of public transport, and are an essential provision mainly for evening social journeys. The responsibility for taxi licensing lies with Huntingdonshire District Council. The *Huntingdonshire District Council Hackney Carriage Demand Study* states that there is little demand for taxis in St. Ives. The majority of people use private hire vehicles, and are satisfied with the current level of service.

#### *Travel Plans*

Through the Travel for Work Partnership the council works with local businesses to help them develop work place travel plans to encourage increased use of sustainable modes of transport for the journey to work. The Partnership will endeavour to work with new and existing businesses in the town to help reduce reliance on the private car. A travel plan is in place for the County Council Contact Centre at Compass Point Business Park and a plan will be developed for the Huntingdonshire District Council contact centre.

### **Accessibility and Social Exclusion**

Improving accessibility is integral to meeting our aims and objectives, particularly those related to quality of life. In order to improve accessibility and reduce social exclusion there are three main areas that need to be addressed.

These are the cost of transport, the ease of using transport and the distance/time taken to make a journey.

As an integral part of the Local Transport Plan, the Cambridgeshire Accessibility Strategy has been developed in partnership with local service providers, such as the health service and the Local Education Authority to help improve access by public transport to key facilities. The objectives contained within the strategy are as follows.

- To decrease travel times to key services.
- To reduce the costs of journeys to key services.
- To increase the ease of making journeys to key services.

Measures contained within this strategy, such as walking and cycling improvements will assist in making the St. Ives area more accessible, both travelling within the town and to and from the town. This strategy provides support for public transport and community transport schemes through infrastructure improvements, service enhancements and improvements to information provision.

This transport strategy can help to improve the ease at which certain journeys are made, for example, improving bus stop facilities and pedestrian crossings will enhance access to the public transport network. Additional measures that will help to make St Ives more accessible are shown in Table 16. All measures implemented will be compliant with the Disability Discrimination Act.

Table 16 Accessibility measures

Scheme	Cost
Improved pedestrian crossings	£250,000
Dropped kerbs and tactile paving at key locations such as bus stops and the town centre	

### *Accessibility Action Plans*

As part of the development of the Accessibility Strategy, nine priority areas have been identified. These areas were identified as having the poorest accessibility in the county. Somersham has been identified as one of these wards. The ward forms part of the study area for this strategy, and includes the villages of Pidley-cum-Fenton, Wood Hurst, Old Hurst and Somersham. This ward has been identified as having poor accessibility mainly because the ward lacks facilities to cater for its significant population. The ward has no leisure centre, no supermarket, no secondary school or Further Education establishment, resulting in extended travel times to these key services. In order to improve accessibility in this area, an action plan will be developed over the next year, separate to this strategy.

### **Promoting measures within the strategy**

As schemes within the strategy are implemented, promotional material will be produced and distributed in the local area to ensure local residents and visitors are aware of the improvements and their benefits.

### **Implementing the Strategy**

## Programme

The programme of schemes within this strategy reflects, where practical, the priorities arising through initial stakeholder consultation, combined with a realistic timescale for implementation of such schemes. The overall programme, based on previous sections, is shown in Table 17 and illustrates how the measures will be delivered to provide an integrated package addressing the needs of St. Ives. It is important to note that it may be appropriate to deliver some schemes, or parts of schemes, earlier than prioritised in order to take advantage of external funding opportunities.

Table 17 Strategy Programme

1	Public transport	Commence rolling programme of bus stop improvements	
	Walking and Cycling	Route 4 Commence cycle parking infrastructure Commence tactile paving and dropped kerbs programme	
	Road Safety	Both Houghton Road pelican crossings	
<b>Total phase 1</b>			<b>£654,000</b>
2	Public transport	Rolling programme of bus stop improvements	
	Walking and Cycling	Route 3 Cycle parking infrastructure Tactile paving and dropped kerbs A1123 crossing	
	Road Safety	Somersham Road	
	Traffic Management	Needingworth Road area study	
<b>Total phase 2</b>			<b>£774,000</b>
3	Public transport	Rolling programme of bus stop improvements	
	Walking and Cycling	Route 1 Cycle parking infrastructure Tactile paving and dropped kerbs	
	Traffic Management	Marley Road	
<b>Total phase 3</b>			<b>£764,000</b>
4	Public transport	Rolling programme of bus stop improvements	
	Walking and Cycling	Route 2 Route 6 Route 11 Cycle parking infrastructure Tactile paving and dropped kerbs	

	Traffic Management	Burstellers/The Pound High Leys/Green Leys	
<b>Total phase 4</b>			<b>£1,129,000</b>
	Public transport	Rolling programme of bus stop improvements	
<b>4+</b>	Walking and Cycling	Route 7	
		Route 10	
		Route 12	
		Cycle parking infrastructure Tactile paving and dropped kerbs	
All	Promotional material		
<b>Total phase 4+</b>			<b>£944,000</b>
<b>Strategy Total</b>			<b>£4,265,000</b>

The schemes contained in Table 18 will be implemented if new development occurs in St. Ives. These schemes, which are not in a priority order, may be funded by developers through Section 106 Agreements and therefore do not form part of the main programme contained in the strategy. This list may be re-examined in the light of additional forthcoming development in the area as part of the Local Transport Plan Annual Progress Reports. In addition, developer funding towards other schemes in the strategy will be sought if appropriate. However, it should be noted that at present there are few sites allocated for development in the area.

Table 18 Developer related schemes

<b>Scheme</b>
<b>Harrison Way/Meadow Lane roundabout and Waitrose car park</b>
Safety improvements to the existing roundabout, including lane discipline, signing and the introduction of anti-skid surfacing. Safety improvements to the exit near Meadow Lane roundabout, so that visibility is increased for both those exiting the car park and those on Meadow Lane can see who is exiting the car park. Changes may also be required at the exit on Station Road if the Guided Bus stopped there.
<b>Bus station improvements</b>
Improvements to waiting facilities and timetable information for passengers. This scheme is linked to the possible redevelopment of the town centre.
<b>Improvements to the junction of Hill Rise and Houghton Road</b>
<b>Roundabout at the junction of Houghton Road and the B1090 (Sawtry Way)</b>
<b>Extend the 30mph zone on Houghton Road as far as the B1090 (Sawtry Way) junction</b>
<b>Harrison Way to Thicket Path cycleway (Route 5)</b>
This route links the east of town to the west, travelling through the centre of town. This path complements the cycleway that runs alongside the Cambridgeshire Guided Busway scheme, and will ease travel across Harrison Way. The scheme connects cyclists with many employers in the town centre, and links to the routes 3 and 4, therefore enabling access through to the north of town.
<b>St. Ives to Fenstanton (Route 9)</b>
This route links Fenstanton to the cycleway that runs along the Cambridgeshire Guided Busway route, which continues onto St. Ives. The majority of the route from Fenstanton would be on a track, and then meeting with the bridleway along the Cambridgeshire Guided Busway route.

### **St Ives to Houghton and Wyton and the airfield (Route 8)**

This shared use path route runs from Houghton Road, and branches to continue along Houghton Hill Road and Sawtry Way, therefore linking St. Ives with Houghton and Wyton and the airfield itself.

### **Somersham Road**

Provision of a roundabout on Somersham Road

#### *Funding*

Funding for this strategy will come from a number of sources, mainly the Local Transport Plan. Funding may also be available from Huntingdonshire District Council and developers. The pace at which the strategy can be delivered will depend upon the availability of this funding. By providing a clear statement of the schemes for which there is public support in the town, this strategy aims to provide a clear platform for securing a wide range of funding sources.

#### *Targets*

The measures within this strategy are consistent with the LTP objectives to encourage a positive change in modal split in the market towns and to improve road safety for all modes. To measure the performance of this strategy a series of targets, in line with those in the LTP and the Shared Priorities for Transport, are included. These include the following.

- Increase public transport patronage in the county to 22.5 million boardings by 2011.
- Increase cycle modal share in the county by 10.6% by 2011.
- Increase the modal share for daily bus, cycle and pedestrian trips in the market towns as a whole to more than 23.9% by 2010/11.
- A reduction of all deaths and serious injuries in the county to 360 by 2010
- Reduce the number of children killed and seriously injured by 50% by 2010

Post scheme monitoring will also be undertaken to establish the impacts of schemes and measures implemented through the strategy.

#### **Conclusion**

This transport strategy will provide a number of benefits for St. Ives, which include the following.

- A clear programme of transport enhancements for the town and surrounding hinterland.
- Improved accessibility in St. Ives by cycle and bus.
- Significantly increase cycling and walking in the town.
- Safety measures that will reduce accidents.

The strategy gives a clear indication of the transport measures that we hope to introduce in St. Ives from 2007/08 onwards, and reflects responses from the consultation process. The measures in the strategy will contribute to the economic and environmental well being of St. Ives, thus ensuring that it

continues to be a pleasant place to live, work and visit. The strategy will be reviewed alongside the Local Transport Plan in 2011 to ensure the measures are still appropriate and will be updated where necessary.

The Ordnance Survey mapping contained within this publication is provided by Cambridgeshire County Council under licence from the Ordnance Survey in order to fulfil its public function as planning authority. Persons viewing this mapping should contact Ordnance Survey Copyright for advice where they wish to licence Ordnance Survey mapping for their own use.