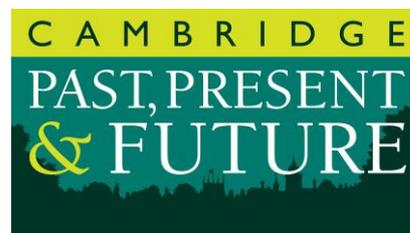


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5 September 2017

Dear Francis

**RE: Greater Cambridge Partnership**

CambridgePPF welcomes the decisions of the Executive Board at its July meeting both to commission an appraisal of rapid mass transport options and to undertake assessments of a number of measures to improve travel within the city. The City Access Strategy contains several measures that we support, especially the feasibility study of the use of electric/hybrid buses in the city, and the further work on on-street parking controls.

However, we remain concerned that the Strategy as a whole lacks the integration and coherence needed to have real impact on traffic congestion. The lack of a core strategic approach means that the proposed package comprises a loose collection of individual projects rather than a unified Strategy. It is our opinion that the coherence of the whole package would be greatly enhanced if the GCP Board was to endorse the need for effective demand management to deliver modal shift.

What we are all seeking, although this is not made clear in the current version of the Strategy, is modal shift. We need practical measures that will encourage drivers to leave their cars at home. There clearly is little point in introducing electric shuttle buses if these run half empty. Restrictions on on-street parking, assuming they are accepted by local residents, will clearly provide such encouragement, but the Workplace Parking Levy will have very little direct effect on congestion. And as a source of finance for the other measures, there are more effective means of fundraising that also have a direct impact on traffic flows, which the GCP has chosen to ignore.

As you know, CambridgePPF has been a long-term advocate of financial measures to reduce demand. As a basic principle, we believe that people should have a choice – either to drive within the city in which case they should pay, or to use an attractive alternative public transport system, the cost of which can be underpinned by the drivers' payments. The Government is at last showing signs of its determination to tackle the problem of urban air quality, and the GCP has an opportunity to show national leadership in this area through its proposed Pollution Charge. The practicality of deploying Automatic Number Plate Recognition technology has now been demonstrated in Cambridge so it would be possible to create a Clean Air Zone across much of the city that could be combined with a pay-as-you-drive scheme. Such a charge could be varied according to time of day, vehicle emission levels, and other factors to minimise social exclusion.

CambridgePPF therefore calls on the GCP to set up a working group, including professional expertise from within the University and the wider Cambridge community, with the mandate to commission consultants to undertake a feasibility study of how a pollution charge could be combined with fiscal demand management to deliver the three wins – cleaner air, reduced congestion, and a sustainable income stream. Such an

exercise should be funded as a Tranche One project with a view to its possible implementation in subsequent tranches.

Preliminary advice from Mott Macdonald already received by the GCP suggested that some form of charging system for driving within the city would raise in the order of ten times the revenue of a WPL, whilst reducing car use by some 20%. Of course we recognise that any payment system must be fair and non-discriminatory, especially for those commuting into the city, which is why we do not support a London-style Congestion Charge, but have proposed a pay-as-you-drive scheme which includes all drivers irrespective of where their journey starts or ends.

We recognise that introducing a payment scheme will require a long lead-in time, including full public consultation, but this is no excuse for not starting now to examine the possibilities. We also recognise that paying to drive will be contentious, although it is noticeable that charging schemes to improve air quality do seem to be more readily accepted by the public. It may well be that a pay-as-you-drive scheme is eventually shown to be unworkable in Cambridge but at least it should be subject to the same level of scrutiny and public consultation as other measures. So long as the GCP shies away from even exploring the merits of financial demand management, its transport plans will be seen as incomplete and flawed.

I am copying this letter to all members of the GCP Executive Board and Joint Assembly, and to the Mayor.

Yours sincerely

James Littlewood  
*CEO, CambridgePPF*

**CC**

GCP Executive Board members

GCP Joint Assembly members

Cllr James Palmer, Mayor of Cambridgeshire & Peterborough