

SWOT Analysis

Option 1A	
<p>Strengths</p> <ul style="list-style-type: none"> • P&R capacity in the corridor is increased • P&R located at onset of greatest delay on the road network • No new structures are required • Makes good use of existing infrastructure • Relatively low cost of implementation • Efficient at intercepting majority demand • Efficient at providing PT priority on links of most acute congestion in AM peak 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Inbound bus lanes will only benefit morning peak bus journeys and will not address issues with PM westbound peak congestion • The route along Madingley Rise and Madingley Road is potentially restricted by the width of the corridor available for construction •
<p>Opportunities</p> <ul style="list-style-type: none"> • Any works could be accommodated in the existing road network which could make links to wider strategic network of bus priority measures easier to achieve 	<p>Threats</p> <ul style="list-style-type: none"> • Less flexible route as it uses existing highway • Possible loss of cycle amenity on Madingley Road • Environmental impacts on road facing properties

Option 1B	
<p>Strengths</p> <ul style="list-style-type: none"> • P&R capacity in corridor increased • P&R located at onset of greatest delay on the road network • No new structures are required • Fully segregated bi-directional route from P&R to the M11 offers benefits in both AM and PM peaks 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Some green field construction • Stopping the project during construction would leave some infrastructure that may not serve any purpose to the local area or communities • High cost to provide new infrastructure • Inbound bus lane on Madingley Road will only benefit morning peak bus journeys and will not address issues with PM peak congestion • The route along Madingley Road is potentially restricted by the extent of the corridor available for construction
<p>Opportunities</p> <ul style="list-style-type: none"> • The route beyond the A428 has the potential to deliver a route into Cambridge linking with the existing park and ride site. 	<p>Threats</p> <ul style="list-style-type: none"> • Lack of fixed route alignment and scale of forecast traffic change prevents certainty on a number of impacts • Due to the various constraints, such as listed buildings and SSSI's, there is limited capability to change the route without impacting on areas that may restrict the route.

Option 1C	
<p>Strengths</p> <ul style="list-style-type: none"> • P&R capacity in corridor increased • P&R located at onset of greatest delay on the road network • Segregated bi-directional busway offers AM and PM peak congestion avoidance on direct approach to the City • Efficient at providing PT priority on links of most acute congestion 	<p>Weaknesses</p> <ul style="list-style-type: none"> • New M11 overbridge required • High level of green field construction needed • Options for crossing M11 are limited to localised areas due to known constraints • Improvements to JTs from existing Madingley Road P&R site, would only be delivered through additional link to proposed alignment via West Cambridge University site
<p>Opportunities</p> <ul style="list-style-type: none"> • The route runs mainly through non-built up land and there is flexibility to alter the route in this area. • Potential ease of connectivity to Western Orbital routes • Potential to upgrade cycle facilities along line of the Coton Footpath through to Grange Road. 	<p>Threats</p> <ul style="list-style-type: none"> • Unknown conditions for M11 bridge gives rise to a large range in cost • Unknown available land through/adjacent to the West Cambridge University site • Lack of fixed route alignment and scale of forecast traffic change prevents certainty on a number of impacts • Stopping the project during construction would leave some infrastructure that may not serve any purpose to the local area or communities • The constraint of the M11 and nearby Coton and the University limit any revisions that may be required to the route • Possible environmental impact could be high

Option 2A	
<p>Strengths</p> <ul style="list-style-type: none"> • Makes good use of existing infrastructure • Low capital costs, no new infrastructure 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Does not provide PT priority directly to/from Cambourne, Bourn Airfield or St Neots
<p>Opportunities</p> <ul style="list-style-type: none"> • Lack of fixed infrastructure west of Madingley Mulch allows for a range of service patterns to be adopted 	<p>Threats</p> <ul style="list-style-type: none"> • Lack of scale of traffic change prevents certainty on environmental impact • Change in traffic conditions on A428 could slow bus journey times without dedicated public transport priority

Option 2B	
<p>Strengths</p> <ul style="list-style-type: none"> • No new structures are required • Minimises need for green field route construction • Makes good use of existing infrastructure • Efficient at intercepting demand directly from Cambourne and Bourn Airfield 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Use of the old A428 will make journey times slower than using the dual carriageway
<p>Opportunities</p> <ul style="list-style-type: none"> • A number of the individual elements within the option could be scaled up or down whilst utilising the existing network • Stopping the project during construction would have a lesser impact than some of the routes and any works could be accommodated in the existing road network. If the route was stopped then the improved road network will be utilised in the existing network • Submission South Cambridgeshire Local Plan Policies require segregated public transport provision through the developments, and a bus link across the Broadway 	<p>Threats</p> <ul style="list-style-type: none"> • Unknown how the route will link to/through the developers sites and how they will be connected • Lack of fixed route alignment through these sites and scale of forecast traffic change prevents certainty on a number of impacts • Environmental impacts along St Neots Road

Option 2C	
<p>Strengths</p> <ul style="list-style-type: none"> • No new structures are required • Efficient at intercepting demand directly from Cambourne and Bourn Airfield • Fully segregated bi-directional route from Cambourne to the P&R offers benefits in both AM and PM peaks • Services pass close to both Highfields Caldecote and Hardwick, providing connectivity to both 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Significant green field construction • Stopping the project during construction would leave some infrastructure that may not serve any purpose to the local area or communities • High cost to provide new infrastructure
<p>Opportunities</p> <p>As the route runs through non built up land there is flexibility to change route to accommodate additional locations and nodes. .</p> <p>Submission South Cambridgeshire Local Plan Policies require segregated public transport provision through the developments, and a bus link across the Broadway</p>	<p>Threats</p> <ul style="list-style-type: none"> • Unknown how the route will link to the developers sites and how they will be connected • Unknown proximity of route to wildlife site and size of wildlife sites near Highfields, Caldecote and Hardwick • Lack of fixed route alignment and scale of forecast traffic change prevents certainty on a number of impacts • Due to the various constraints, such as listed buildings and SSI's, there is limited capability to change the route without impacting on areas that may restrict the route or development.