

A428/A1303 Madingley Road Corridor Scheme engagement plan

1. AIM

- 1.1. To engage with key stakeholders, the public and all interested parties in the consultation on proposals for improved bus priority along the A428 and Madingley Road corridor.
- 1.2. To ensure that messages reach the widest audiences, that all voices are heard and that channels are enabled for excellent 2-way communications.
- 1.3. To provide unbiased, appropriate, timely, and clear information in plain English on the proposed options for the corridors.

2. ENGAGEMENT

- 2.1. Public Consultation – To be run from the start of September until late October.
 - Briefings for local representatives incl. Parish Councils and Residents' Associations
 - Briefings for key stakeholders, incl. interest groups and businesses
 - Press release/social media/web presence using www.greatercambridgecitydeal.co.uk
 - Survey/questionnaire
 - Public meetings and exhibitions in places along the consultation corridor
 - Displays for public events and to be left in public places
 - Direct mail/e-mail, parent-mail
 - Advertising incl. District magazines and parish newsletters
 - Information in libraries, GP surgeries and other places of interest with passing trade
 - Work with local schools and colleges
- 2.2. Post-consultation -
 - Analyse results
 - Advertise results through website, press release, direct mail/e-mail, local newsletters and magazines, social media.

3. KEY MESSAGES

- 3.1. The key messages for the A428 corridor will be layered over the background of the vision for the Greater Cambridge City Deal as a whole. The vision will be strong part of the consultation information so that people know how this project fits with other priorities for the City Deal.

- The Greater Cambridge City Deal (GCCD) brings together 5 organisations in a ground-breaking new partnership to create the conditions necessary to unlock the potential of Greater Cambridge.
- The City Deal aims to secure hundreds of millions of pounds of additional funding for investment in transport infrastructure to support high quality economic and housing growth over the coming decades. £100m of funding will be made available in the five years from April 2015. If certain conditions are met, we will be able to secure up to a further £200m from April 2020 onwards and up to a final £200m from April 2025 onwards.
- Significant new investment for transport infrastructure will be brought to the area through the Greater Cambridge City Deal. Funding will be used to make it easier to get to work, and to move between the business and research centres. More sustainable transport methods will be prioritised by increasing road space for pedestrians, cyclists and public transport users and enabling more people to use public transport for at least some of their journey.
- The City Deal will aim to deliver the development strategy for Greater Cambridge contained in the submitted Cambridge and South Cambridgeshire Local Plans and the supporting transport infrastructure identified in the Transport Strategy for Cambridge and South Cambridgeshire.
- The City Deal will provide a huge boost for the local economy, and will kick start development and the creation of jobs by significantly improving accessibility and journey times.
- **Cambourne to Cambridge bus priority aims to deliver high quality passenger transport, in terms of reliability, frequency and speed, complemented with excellent cycling and pedestrian facilities.**
- High quality bus priority measures will provide an easy, fast and reliable route into Cambridge for those who live in the west of the County and travel in to the City.

3. QUESTIONNAIRE/SURVEY

- 3.1. The questionnaire will break the scheme options into tranche 1, the section from the A428/A1303 roundabout to the end of Madingley Road, which has funding for delivery before 2020, and tranche 2/3, the section from Caxton Gibbet to the A428/A1303 roundabout, which does not yet have funding set against it.
- 3.2. The questionnaire will ask for respondents to display their views on a sliding scale of support, on three potential options for each tranche.

4. STAKEHOLDERS

- 4.1. We will be looking to consult with the whole corridor from St Neots to Cambridge to ensure that all commuters and road users in the County have a say, as well as local residents. We will also ensure that we separate this scheme from the A428 dualling being looked into by Highways England, in case the two are confused.