

3/9 598

**WELCOME TO
GREAT CAMBOURNE**
Please drive carefully

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SURVEYING CAMBOURNE VILLAGE

What do we want to learn?

What to survey?

How to survey?

WHAT DO WE WANT TO LEARN?

How busy is Cambourne village?

How much traffic does Cambourne attract?

What level of internalisation is there?

WHAT TO SURVEY?

The village as a whole.

Internal developments which could attract
trips from external locations.

WHAT TO SURVEY?

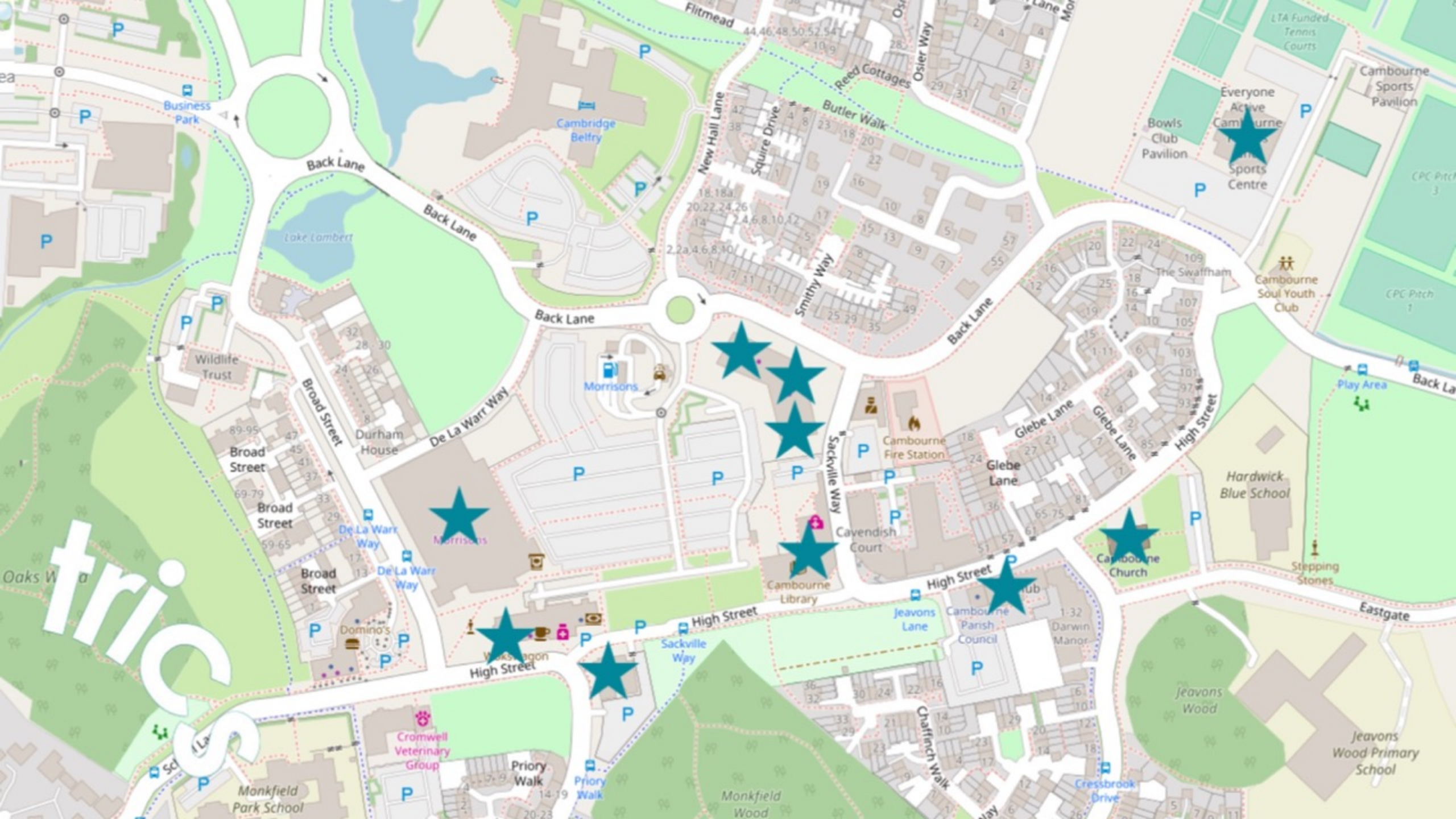
Excluded offices and schools as these already complete surveys which indicate levels of internalisation.

Target sites with no idea of levels of internalisation.

WHAT TO SURVEY?

Site visits occurred in February, 2017.

Agreed on a final sample of
10 internal developments.



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HOW TO SURVEY?

Standard TRICS survey specification not sufficient.

Specifications require additional questions to deal with the internalisation aspect of the surveys.

HOW TO SURVEY?

The following question should also be asked:

"Do you live in Cambourne, work in Cambourne, both live and work in Cambourne or are you just visiting Cambourne?"

If the answer is "live in Cambourne" then record as only residing in Cambourne.

If the answer is "work in Cambourne" then record as only employed in Cambourne.

If the answer is "both live and work in Cambourne" then record as both residing and employed in Cambourne.

If the answer is "just visiting Cambourne" then record as neither residing or employed in Cambourne.

The following question should then be asked:

"Did this particular journey originate from within Cambourne or outside of Cambourne?"

If the answer is "within Cambourne" then record as an internal Cambourne trip.

If the answer is "outside of Cambourne" then record as an external Cambourne trip.

NOTE: This enumerator should take care to ensure that the correct modes and numbers are recorded when groups of people arrive at the site together.

HOW TO SURVEY?

Site visits highlighted the certainty of through traffic.

Eliminate through traffic with ANPR cameras.

Vehicles passing within 5 minutes excluded.

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HOW TO SURVEY?

High level of bus passenger trips.

Up to 10 buses per hour passing through the site.

25 on-site bus stops.



Churcharden

The Common

Cambourne
Village
College

Cambourne Business Park

Cambourne

Upper Cambourne

Great Cambourne

Lower Cambourne

A1198

A1198

A428

A428

A1198

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HOW TO SURVEY?

Not feasible to place an enumerator at every bus stop.

Place enumerators on buses as they pass through.

Only requires up to five enumerators.

BUS SERVICE	INBOUND TIME	INBOUND LOCATION	OUTBOUND TIME	OUTBOUND LOCATION	BUS ENUMERATOR
Citi 4	06:41	North	07:08	North	1
Citi 4	07:01	North	07:28	North	2
Citi 4	07:21	North	07:48	North	1
X3	07:29	North	07:32	South	3
18	07:35	North	07:51	North	4
X3	07:39	South	07:43	North	3
Citi 4	07:41	North	08:08	North	2
Citi 4	08:01	North	08:28	North	1
Citi 4	08:21	North	08:48	North	2
X3	08:29	North	08:32	South	3
18	08:35	North	08:51	North	4
X3	08:39	South	08:43	North	3
Citi 4	08:41	North	09:08	North	1
Citi 4	09:01	North	09:28	North	2
Citi 4	09:21	North	09:48	North	1
X3	09:29	North	09:32	South	3
18	09:35	North	09:51	North	4
X3	09:39	South	09:43	North	3
Citi 4	09:41	North	10:08	North	2
6	09:54	North	09:57	South	5
Citi 4	10:01	North	10:28	North	1
Citi 4	10:21	North	10:48	North	2
X3	10:29	North	10:32	South	3
18	10:35	North	10:51	North	4
X3	10:39	South	10:43	North	3
Citi 4	10:41	North	11:08	North	1
Citi 4	11:01	North	11:28	North	2
Citi 4	11:21	North	11:48	North	1
X3	11:29	North	11:32	South	3
18	11:35	North	11:51	North	4
X3	11:39	South	11:43	North	3
Citi 4	11:41	North	12:08	North	2
Citi 4	12:01	North	12:28	North	1
Citi 4	12:21	North	12:48	North	2
X3	12:29	North	12:32	South	3
18	12:35	North	12:51	North	4
X3	12:39	South	12:43	North	3
Citi 4	12:41	North	13:08	North	1

Citi 4 Stagecoach
 X3 Whippet
 18 Stagecoach
 6 Whippet
 28 Huntingdonshire Association for Community Transport

BUS SERVICE	INBOUND TIME	INBOUND LOCATION	OUTBOUND TIME	OUTBOUND LOCATION	BUS ENUMERATOR
Citi 4	13:01	North	13:28	North	2
Citi 4	13:21	North	13:48	North	1
X3	13:29	North	13:32	South	3
18	13:35	North	13:51	North	4
X3	13:39	South	13:43	North	3
Citi 4	13:41	North	14:08	North	2
6	13:46	North	13:49	South	5
Citi 4	14:01	North	14:28	North	1
Citi 4	14:21	North	14:48	North	2
X3	14:29	North	14:32	South	3
18	14:35	North	14:51	North	4
X3	14:39	South	14:43	North	3
Citi 4	14:41	North	15:08	North	1
Citi 4	15:01	North	15:28	North	2
Citi 4	15:21	North	15:48	North	1
X3	15:29	North	15:32	South	3
18	15:35	North	15:51	North	4
X3	15:39	South	15:43	North	3
Citi 4	15:41	North	16:08	North	2
28	15:50	Centre	15:51	South	5
Citi 4	16:01	North	16:28	North	1
Citi 4	16:21	North	16:48	North	2
X3	16:29	North	16:32	South	3
18	16:35	North	16:51	North	4
X3	16:39	South	16:43	North	3
Citi 4	16:41	North	17:08	North	1
Citi 4	17:01	North	17:28	North	2
Citi 4	17:21	North	17:48	North	1
X3	17:29	North	17:32	South	3
18	17:35	North	17:51	North	4
X3	17:39	South	17:43	North	3
Citi 4	17:41	North	18:08	North	2
Citi 4	18:01	North	18:28	North	1
Citi 4	18:21	North	18:48	North	2
X3	18:29	North	18:32	South	3
18	18:35	North	18:51	North	4
X3	18:39	South	18:43	North	3
Citi 4	18:41	North	19:08	North	1

PUTTING THE PLAN INTO ACTION

Gather permissions to survey internal developments.

Propose the surveys to TRICS data collection companies.

Award and schedule surveys for one day.

PUTTING THE PLAN INTO ACTION

Contact all internal developments to gain permission from site operators.

This involves explaining who we are, what we do and that there are no catches!

PUTTING THE PLAN INTO ACTION

Usual permission strike rate is around one in three.

Some sites difficult to obtain permission
but help from local parish and district
councils key to persuading several.

PUTTING THE PLAN INTO ACTION

Monkfield Arms, Chutney Joe and Home Bargains refused to give written permission.

Leaves seven on-site developments to survey as well as the village.

CAMBOURNE VILLAGE

Village has two vehicle accesses and no meaningful pedestrian accesses.

ANPR cameras to record vehicles and vehicle occupants at both accesses.



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CAMBOURNE VILLAGE

Permissions gained from Stagecoach and Whippet to place enumerators on buses.

Counts and interviews to determine bus passenger and internalisation levels.

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X3 Cantor Road
De La Marr Ma Time 14:31

MORRISONS

Multiple front door access points.

Includes a petrol filling station.

Up to 13 enumerators required.



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JUST FOR PETS

Only one front door access point.

Part of larger retail park.

Up to two enumerators required.

just for pets
The pet people who care

tricks



POUNDWORLD

Only one front door access point.

Part of larger retail park.

Up to two enumerators required.

poundworld

more choice, more savings

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CAMBOURNE HEALTH CENTRE & LIBRARY

Two front door access points.

Mixed use development.

Up to four enumerators required.

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CAMBOURNE COMMUNITY CENTRE

Four front door access points.

Includes parish council office.

Up to four enumerators required.



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CAMBOURNE CHURCH

Two front door access points.

Includes clubs and other meetings.

Up to three enumerators required.



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CAMBOURNE FITNESS & SPORTS CENTRE

One front door access point.

Includes classes and outdoor pitches.

Up to two enumerators required.



every 10th Active
Cambuslang Fitness
& Sports Centre

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AWARDING SURVEYS

Surveys split into two packages when put out to tender due to the very large number of enumerators required for all the surveys to take place at the same time on a single day.

AWARDING SURVEYS

QTS awarded the village, Morrisons and other retail park stores surveys.

Alpha Parking awarded remaining four on-site development surveys.

ARRANGING SURVEY DAY

Needed to find a suitable “normal” day for surveys.

Worked with survey companies to agree a date.

Cleared the date with the parish council.

CARRYING OUT THE SURVEYS

Surveys occurred on Thursday, 7th June between 07:00-21:00.

TRICS, QTS and Alpha Parking all present on site.

Weather and conditions were favourable.

CARRYING OUT THE SURVEYS

Over 30 enumerators in total on site for surveys.

Some people refused to answer at multiple sites.

Possible pre-survey awareness in future.

INPUT AND ANALYSIS OF DATA

Standard TRICS survey data and results to be input into the new 17 New Communities land use category.

Internalisation results and analysis to appear in a final report within the TRICS Library.



CAMBOURNE

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