



Anthony Browne MP

CSET Survey Report

Part One: Quantitative Analysis



February 2022



Executive Summary

On Monday 17 January 2022, Anthony Browne MP launched an online only survey on the Greater Cambridge Partnership's (GCP) Cambridge South East Transport scheme (CSET).

The CSET proposal involves the construction of an off-road busway between the Cambridge Biomedical Campus and a new Park & Ride facility outside Babraham village.

Respondents to the survey were asked various questions relating to CSET, including their level of support for two different options:

Option A: the GCP proposal

Option B: a proposal by local representatives and campaigners for bus lanes on the A1307

Respondents were offered the chance to further comment on their choice to allow for a qualitative assessment (this will be published separately). The survey closed at midnight on Wednesday 2 February 2022.

The survey collected more responses (1,958) from local people than any previous consultation exercise on CSET conducted by the GCP.

Key Findings:

- **81% would definitely not or probably not support the GCP busway**
- **58% would definitely or probably support the alternative option using the A1307**
- **85% would never or only rarely use the GCP busway**
- **71% were already aware of the GCP's busway proposal, however fewer than half (44%) were aware of the GCP's previous consultations on CSET and 68% rated the GCP's level of engagement as poor or very poor**
- **69% supported the idea of reopening of the Haverhill to Cambridge railway line as a longer-term alternative to the GCP's busway**



Detailed Survey Report

Background

The purpose of this survey was to gain a better understanding of what local people think about the GCP's busway proposal and alternatives that have been suggested. It is not within the scope of this report to make recommendations based on the findings of the survey.

Between 2016 and 2021, four consultations were conducted by the GCP. Following these consultations, the GCP's Executive Board identified a route (identified in Mr Browne's survey as Option A) as the preferred option for the scheme.

The GCP stated that this route was the most supported option, following a suitability assessment measured against the scheme's objectives, which included compliance with the previous Mayor's plans for a Cambridge Autonomous Metro (CAM). The CAM plans have since been abandoned by the new Mayor, elected in 2021.

Anthony Browne MP conducted an online survey testing support for both the GCP's proposed busway route (Option A) and an alternative suggested by local representatives and campaign groups which makes use of existing infrastructure along the A1307 (Option B).

The survey presented analysis of both routes with relevant information, maps, and links to the GCP's website and alternative analysis (with the GCP links given slight prominence).

Methodology

The survey was hosted online between 17th January and 2nd February 2022, via a survey portal at www.anthonybrowne.org/cset-survey.

All responses to the online survey via the portal were catalogued. Quantitative data was recorded through seven questions as part of a formal questionnaire. A large amount of qualitative feedback was gathered via an optional secondary part of Question 2.

Comments were also received by the Office of Anthony Browne MP. Throughout the consultation period, 20 emails, 17 letters and 34 social media comments were received from respondents and considered, although not included in the formal responses detailed below.

Note on survey closing date: The original social media posts stated that the survey would conclude on Monday 31 January 2022 but, in consultation with local stakeholders, the survey deadline was extended by two days until Wednesday 2 February 2022 to allow for wider engagement via local online newsletters.

Publicity

The survey utilised a multi-channel approach to promote and seek feedback including through traditional media, online media (both organic and paid-for), and post.

All households in the villages of Babraham, Sawston, Stapleford and Great Shelford as well as some households in Queen Edith's ward, received a letter from Mr Browne inviting them to complete the online survey.

The following actions were taken to publicise the survey:

- Press releases and media coverage
- Press opinion pieces and columns
- Paid-for social media advertising (Facebook and Instagram)
- Consultation letter (distributed to 5,672 local addresses)



- Posts & reminders on Mr Browne’s website
- Organic social media promotion including Facebook and Twitter

Demographic overview

During the consultation period, a total of 1,958 responses were received, all via the online survey portal.

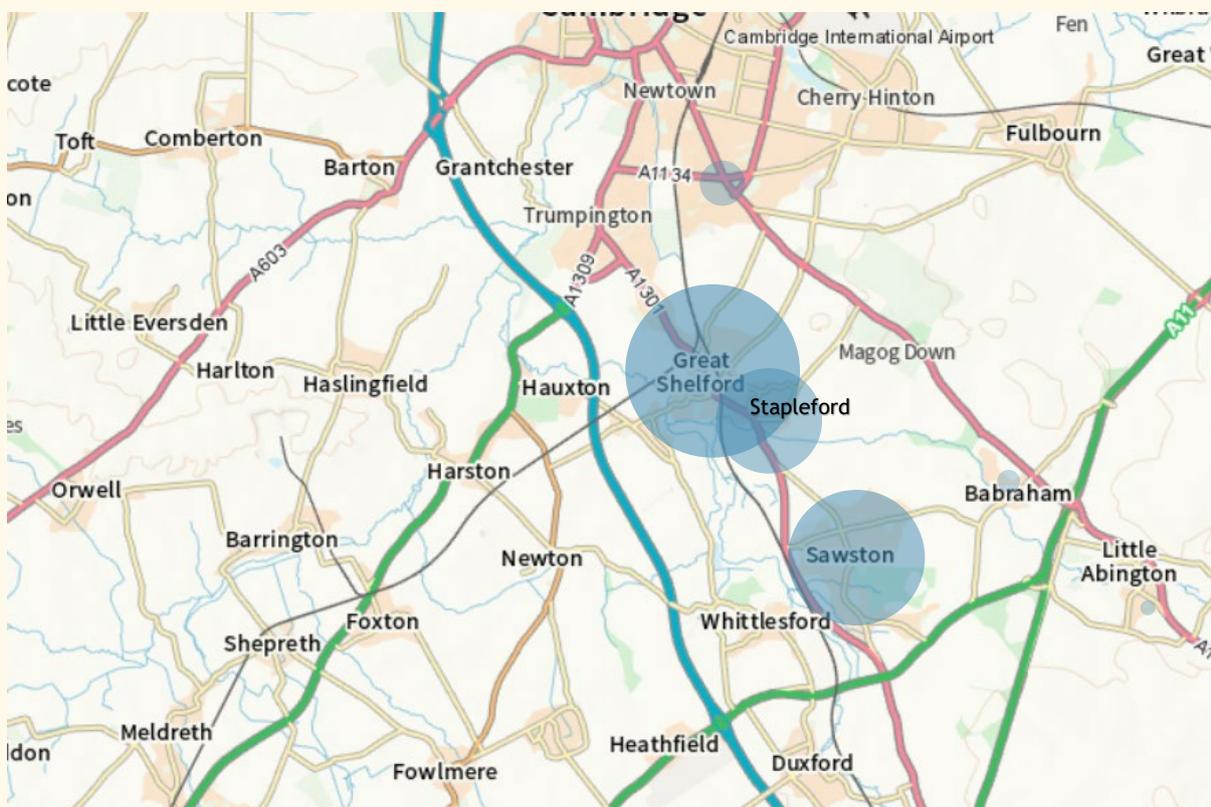
The survey page received 3,399 unique views. The vast majority of these (82.7%) were received directly either via URL or the QR code distributed on the consultation letter. 11.5% of views were received via organic search, and 3.6% were received via social media, with other sources composing the remaining views.

Postcode data was used to group respondents by Parish. Based on that data, most respondents resided in Great Shelford (23.4%), Sawston (18.3%), Stapleford (14.2%), and the Queen Edith’s ward of Cambridge City (6%).

Respondents were also grouped based on their proximity to the Option A route, identified as the parishes who would be most impacted and receive the greatest transport benefit from the busway. Those ‘Near to Option A’ covered 70% of respondents and included those residing in Queen Edith’s, Great Shelford, Stapleford, Sawston, Babraham, the Abingdons and Pampisford.

Of all respondents, 70.9% were already aware of the CSET proposals, and 43.9% were aware that the GCP had previously consulted on the scheme.

Map 1: Distribution of responses from those near to Option A.





Survey Findings

The results from each question in the survey are listed below.

Question 1: Were you already aware of plans by the Greater Cambridge Partnership to build a new off-road bus route from Babraham to the Cambridge Biomedical Campus?

Respondents could select 'Yes' or 'No'. 96% of respondents chose to answer.

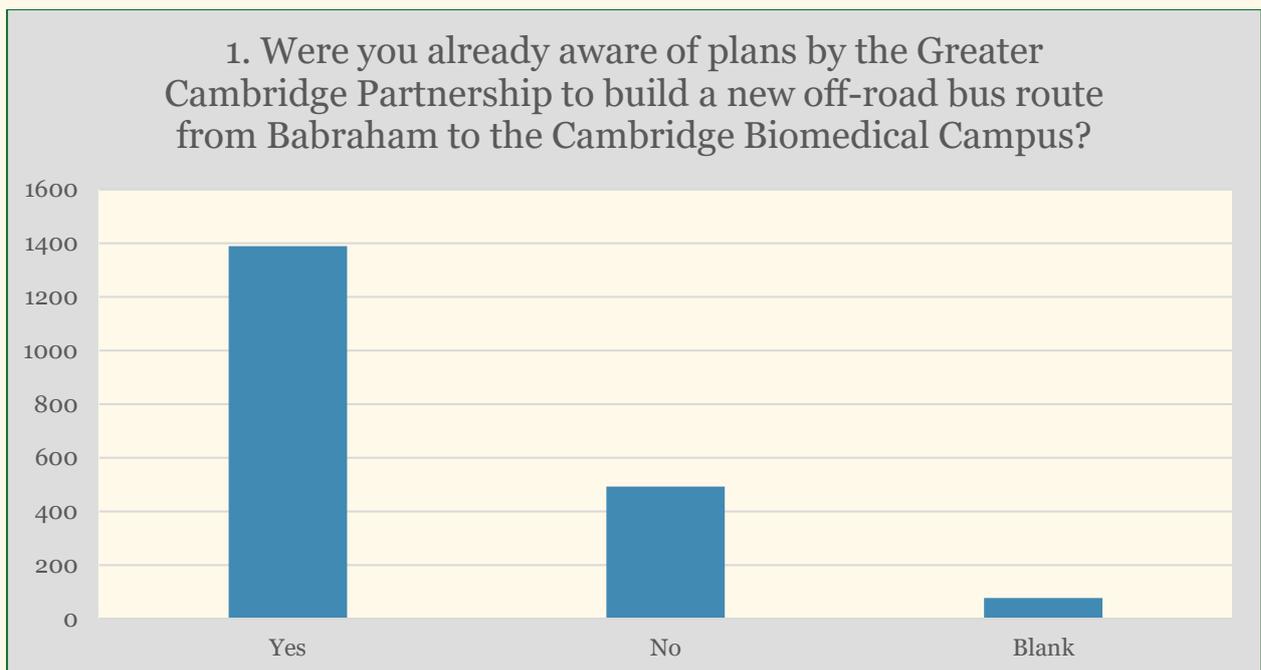
Given the option of yes or no:

- **71% answered Yes** (1389 respondents)
- **25% answered No** (492 respondents)
- **4% chose not to answer** (77 respondents)

Of those who are defined as living 'Near to Option A':

- **67% answered 'Yes'** (1092 respondents)
- **30% answered 'No'** (492 respondents)
- **3% chose not to answer** (44 respondents)

Chart 1: Question 1 comparison of all answers





Question 3. Would you or your household use the GCP's proposed CSET busway (Option A)?

Respondents could select one answer from 'Yes, regularly', 'Yes, occasionally', 'Yes, rarely' or 'No'. 98% of respondents chose to answer the question.

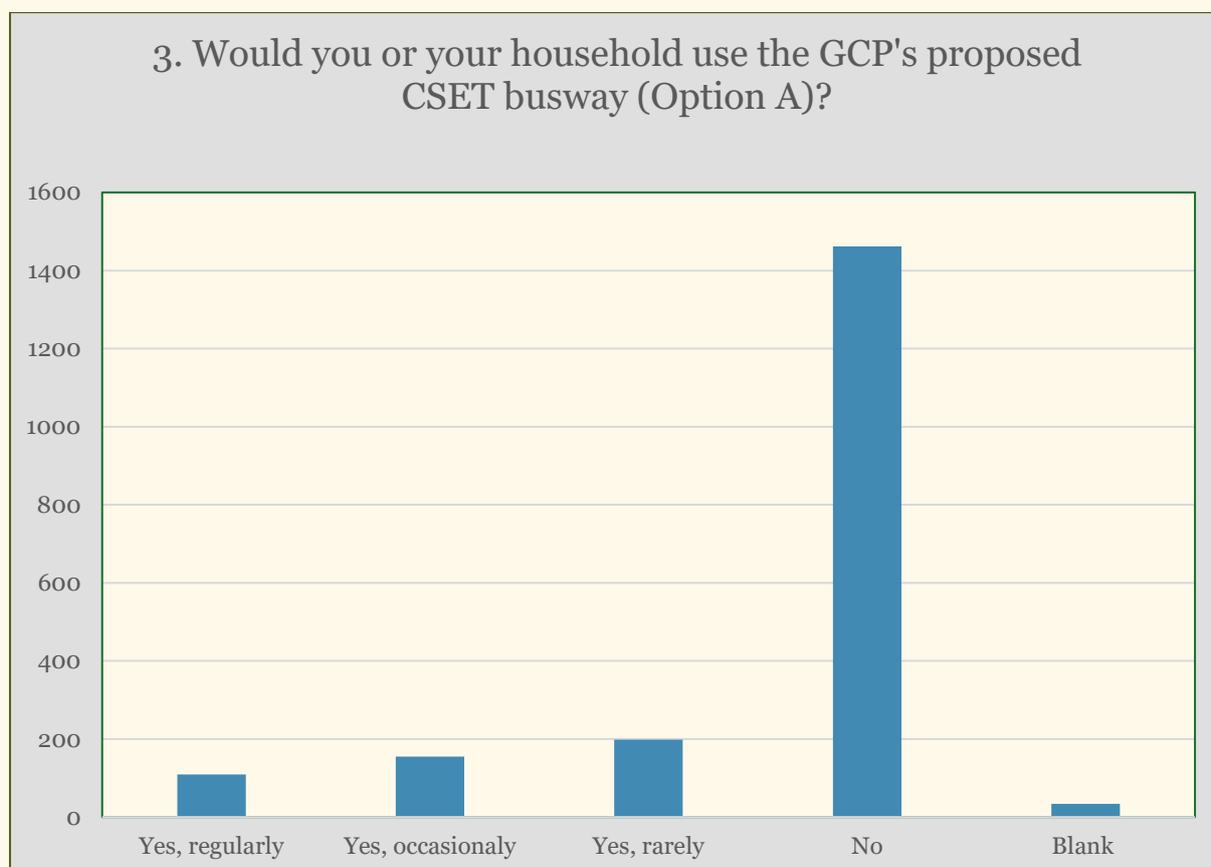
When asked if they or their household would use the CSET Busway:

- 6%** answered '**Yes, regularly**' (109 respondents)
- 8%** answered '**Yes, occasionally**' (155 respondents)
- 10%** answered '**Yes, rarely**' (224 respondents)
- 75%** answered '**No**' (611 respondents)

Of those who are defined as living 'Near to Option A':

- 7%** answered '**Yes, regularly**' (89 respondents)
- 8%** answered '**Yes, occasionally**' (107 respondents)
- 9%** answered '**Yes, rarely**' (119 respondents)
- 74%** answered '**No**' (946 respondents)

Chart 3: Question 3 comparison of all answers





Question 4: Would you support the reopening of the Haverhill to Cambridge railway line as a longer-term alternative to the GCP's proposed CSET busway?

Respondents were given the option of 'Yes', 'No', or 'Not sure'. 99% of respondents chose to answer.

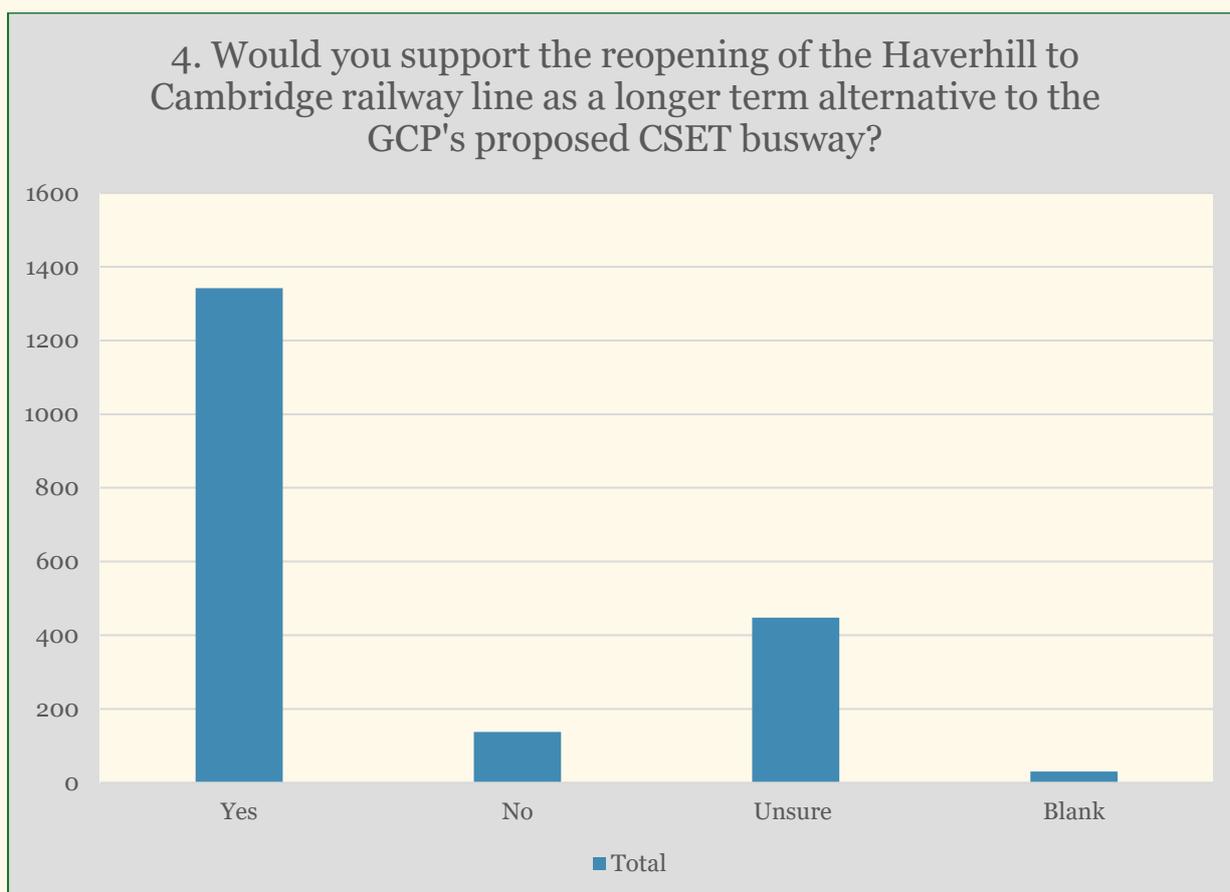
Given the option of Yes, No or Not sure:

- **69%** answered '**Yes**' (1342 respondents)
- **7%** answered '**No**' (138 respondents)
- **23%** answered '**Not sure**' (448 respondents)

Of those who are defined as living 'Near to Option A':

- **69%** answered '**Yes**' (892 respondents)
- **8%** answered '**No**' (103 respondents)
- **21%** answered '**Not sure**' (270 respondents)

Chart 4: Question 4 comparison of all answers





Question 5: If the route avoided the environmentally sensitive areas, the Magog Down and Ninewells Nature Reserve, would you be more likely to support the CSET busway proposals?

Respondents were given the option of 'Yes', 'No' or 'Not sure'. 99% of respondents chose to answer.

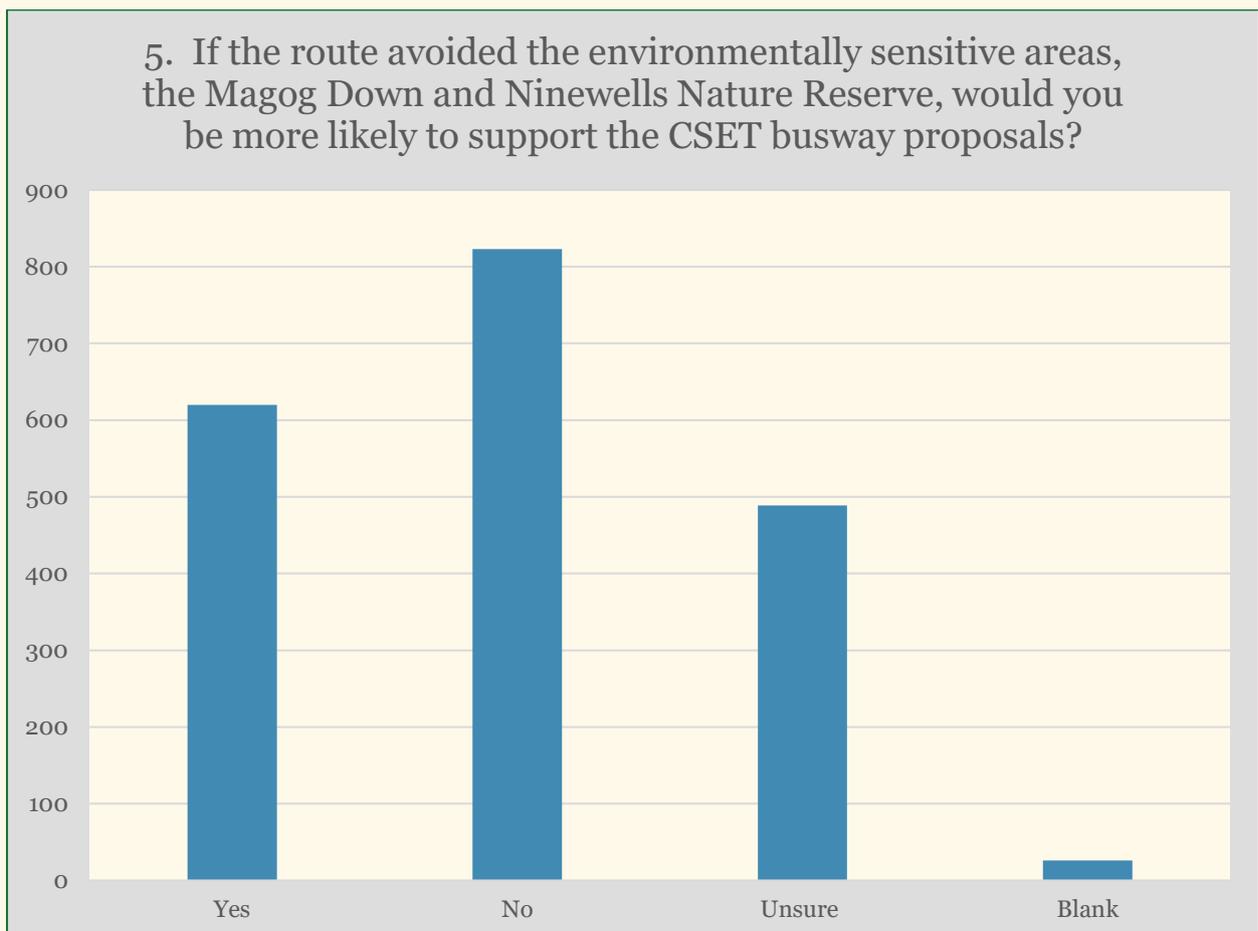
Given the option of Yes, No or Not sure:

- **32%** answered '**Yes**' (620 respondents)
- **42%** answered '**No**' (823 respondents)
- **25%** answered '**Not sure**' (489 respondents)

Of those who are defined as living 'Near to Option A':

- **32%** answered '**Yes**' (406 respondents)
- **42%** answered '**No**' (538 respondents)
- **25%** answered '**Not sure**' (322 respondents)

Chart 5: Question 5 comparison of all answers





Question 6: Were you aware that the GCP have undertaken public consultations on their CSET busway proposals?

Respondents were given the option of 'Yes', 'No' or 'Not sure'. 99% of respondents chose to answer.

Given the option of yes, no or not sure:

- **44%** answered '**Yes**' (859 respondents)
- **44%** answered '**No**' (864 respondents)
- **11%** answered '**Not sure**' (212 respondents)

Of those who are defined as living 'Near to Option A':

- **55%** answered '**Yes**' (700 respondents)
- **32%** answered '**No**' (409 respondents)
- **12%** answered '**Not sure**' (158 respondents)

Chart 6: Question 6 comparison of all answers





Question 7: How would you rate the GCP's level of local engagement on their CSET busway proposals?

Respondents could select one answer from 'Very good', 'Good', 'Average', 'Poor', 'Very poor'. 97% of respondents chose to give an answer to the question.

When asked how they rated the GCP's level of engagement:

- **2%** answered '**Very good**' (45 respondents)
- **6%** answered '**Good**' (124 respondents)
- **21%** answered '**Average**' (404 respondents)
- **30%** answered '**Poor**' (590 respondents)
- **38%** answered '**Very Poor**' (747 respondents)

Of those who were defined as living 'Near to Option A':

- **3%** answered '**Very good**' (35 respondents)
- **8%** answered '**Good**' (103 respondents)
- **22%** answered '**Average**' (277 respondents)
- **29%** answered '**Poor**' (366 respondents)
- **38%** answered '**Very Poor**' (478 respondents)

Chart 7: Question 7 comparison of all answers

