

9 Since the Core Scheme started in 1997, shopping in Cambridge has gone from strength to strength. Last year Cambridge moved into the **Top 20 in the national shopping league** and is **ahead of Edinburgh, Brighton and Guildford** in retail spending. Far from putting people off coming here, the **Core Scheme** has made Cambridge a **pleasant, safe, pedestrian-friendly** shopping destination and it is attracting **more customers** than ever before.

10 In 1999, the Area Joint Committee made a **firm commitment** to include Maid's Causeway and Victoria Avenue in the Core Scheme. Since then, they have regularly promised that the problems of **heavy traffic on this THROUGH ROUTE** would be addressed as part of the Core Scheme. Now it's up to you to let them know which option you prefer, or to make other suggestions, so that the **County and City Councils can finally complete this last, essential section of the Core Scheme, as they agreed to do 7 years ago.**

If you haven't already seen the Councils' consultation leaflet you can find it via our website. The consultation closes on **Friday 19th May** and the Area Joint Committee will meet on 3rd July.

Issued by:

Brunswick & North Kite Residents' Association (BruNK)
<http://www.brunk.org.uk> or email brunk@kitestudio.co.uk

**All statistics quoted are from City and County Council reports or websites or other published sources.*

A message to residents from Brunswick & North Kite Residents' Association

**Time to cut the
commuter rat-run
through our
neighbourhood
- or not?**

It's your choice!

As you may know, the County and City Councils are asking residents their views on Core Scheme 5 which affects traffic using Newmarket Road (west of East Road) - Maid's Causeway - Victoria Avenue as a **THROUGH ROUTE**.

Brunswick & North Kite Residents Association (BruNK) thinks it is helpful to give residents some information that is not clear in the Councils' consultation leaflet. Please see overleaf.

10 things you should know:

- 1 The aim of the Core Scheme is to stop **THROUGH TRAFFIC** using the **Historic City Centre** as a rat-run. It does **not prevent** residents, shoppers, businesses and visitors **driving into and out of the City Centre at any time of day or night** and they can **access all City car-parks** at any time.
- 2 When Emmanuel Road closed as part of Core Scheme Stage 2 in 1998, the traffic on Maid's Causeway-Victoria Avenue **increased by 23%.*** Since then, there has been a **300% increase in HGVs** using this route across the City. **60% of all vehicles** use it as a **THROUGH ROUTE** - they do not need to come into the City Centre, and could use the Inner Ring Road to get to their destination.
- 3 Despite adjoining **Jesus Green and Midsummer Common**, which are two of the City's most popular 'green lungs' and **recreational spaces**, Victoria Avenue and Maid's Causeway **each carry over 15,000 vehicles daily**. That's more than **Huntingdon Road** (14,600), **Madingley Road** (13,900), **Lensfield Road** (13,100), or **Barton Road** (10,700). Those roads are designated as **major arterial routes** into and around the City, so would be expected to **carry more, not less**, traffic than Victoria Avenue and Maid's Causeway.
- 4 Maid's Causeway, which is in a **Conservation Area** and part of the **Historic City Centre**, carries **more than twice the traffic** of adjacent parts of the Inner Ring Road: there are **15,000** vehicles on **Maid's Causeway**

daily, compared to **6,300** on the parallel stretch of **Chesterton Road**, which is wider and is part of the **Inner Ring Road**.

- 5 The Council is proposing three options. **Option A** is for **one set** of part-time, off-peak bollards. They would be **open during the morning and evening rush-hour**, in the direction that most traffic was flowing. Therefore, there would **little impact on rush-hour traffic** on **Elizabeth Way**.
- 6 **Part-time, off-peak closure** of the Maid's Causeway-Victoria Avenue **THROUGH ROUTE**, would also **reduce traffic on Chesterton Road** (west of Victoria Avenue), **Jesus Lane, Newmarket Road** (near CRC) and **Mitcham's Corner** (east-bound).
- 7 **Option B** is for traffic calming. This could include speed bumps, chicanes or speed limits. It would slow traffic down, but it would **not stop the rat-run**. Unfortunately, **slow traffic means more pollution**. **Nitrogen Dioxide (NO2)** pollution is already **higher on Victoria Avenue than Elizabeth Way**, and **higher on Maid's Causeway than East Road**, according to City Council figures.
- 8 **Option C** is to do nothing. Cambridge and its suburbs will have **47,500 new homes** during the next 10 years. Even if every new household has only one car, there'll be significantly more **traffic congestion and pollution** in the City Centre. Doing nothing now will mean having to deal with an even **greater problem** in a few years' time.

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