

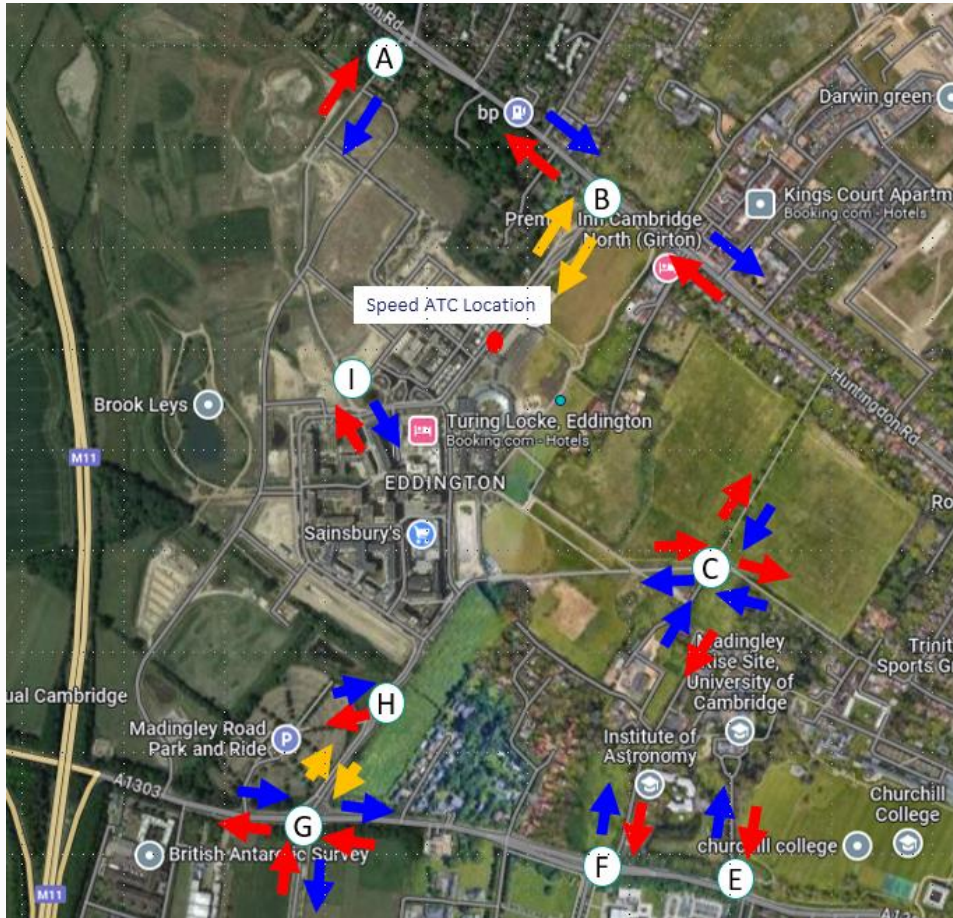
# Eddington Stakeholders Meeting 2023 survey results,

## Headline data.





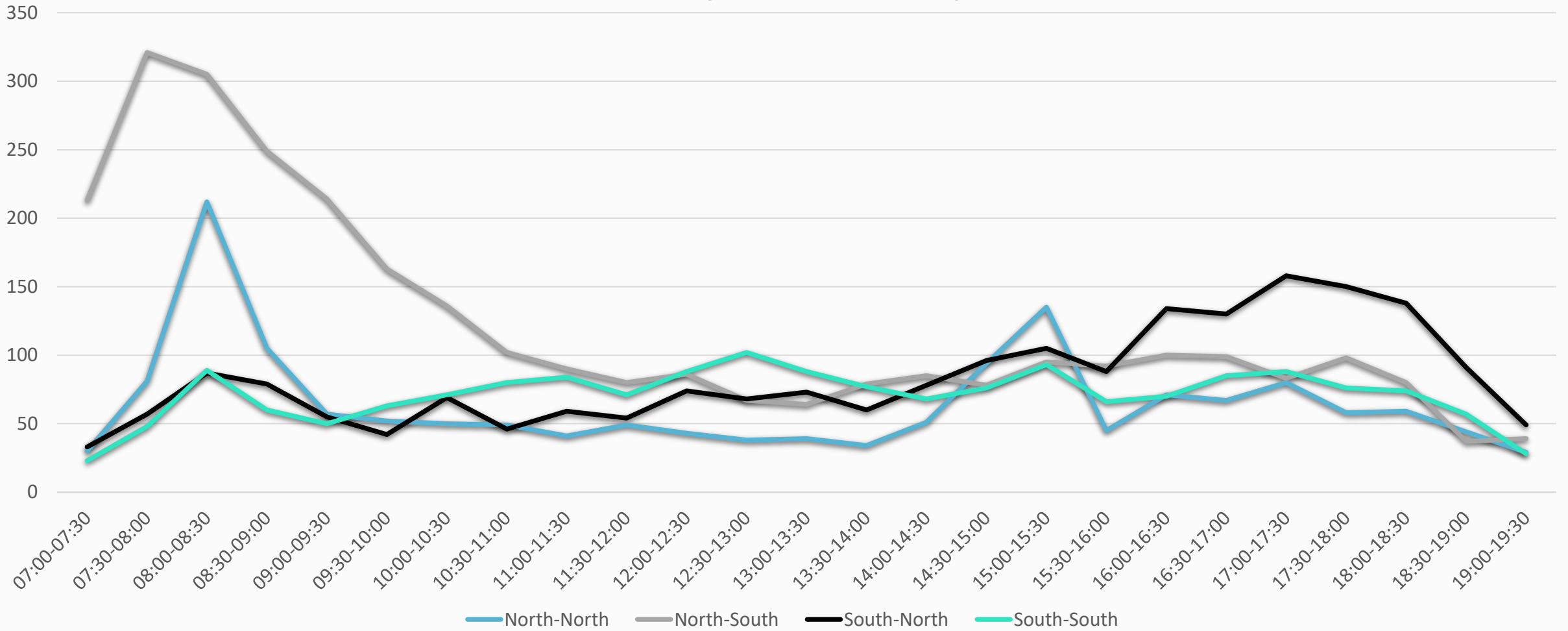
## Section 4: Eddington Traffic Speeds



7 day Automatic traffic count	2020 (2 way)	2022 (2 way)	2023 (2 way)	SID (1way*)
Total Vehicle movements	24,203	29,348	37,910	24,204
Mean Speed	19.2mph	19.8mph	18.8mph	17.3mph
Number of vehicles exceeding the posted speed limit (PSL) 20mph	9,047	14,644	12,405	3,870
Number of vehicles exceeding ACPO (20mph +10%+2mph) 24mph	1,984	3,316	2,164	286
Number of vehicles exceeding the DfT guidance (15mph over the PSL) 35mph	0	3	11	3

\*North to South traffic flow

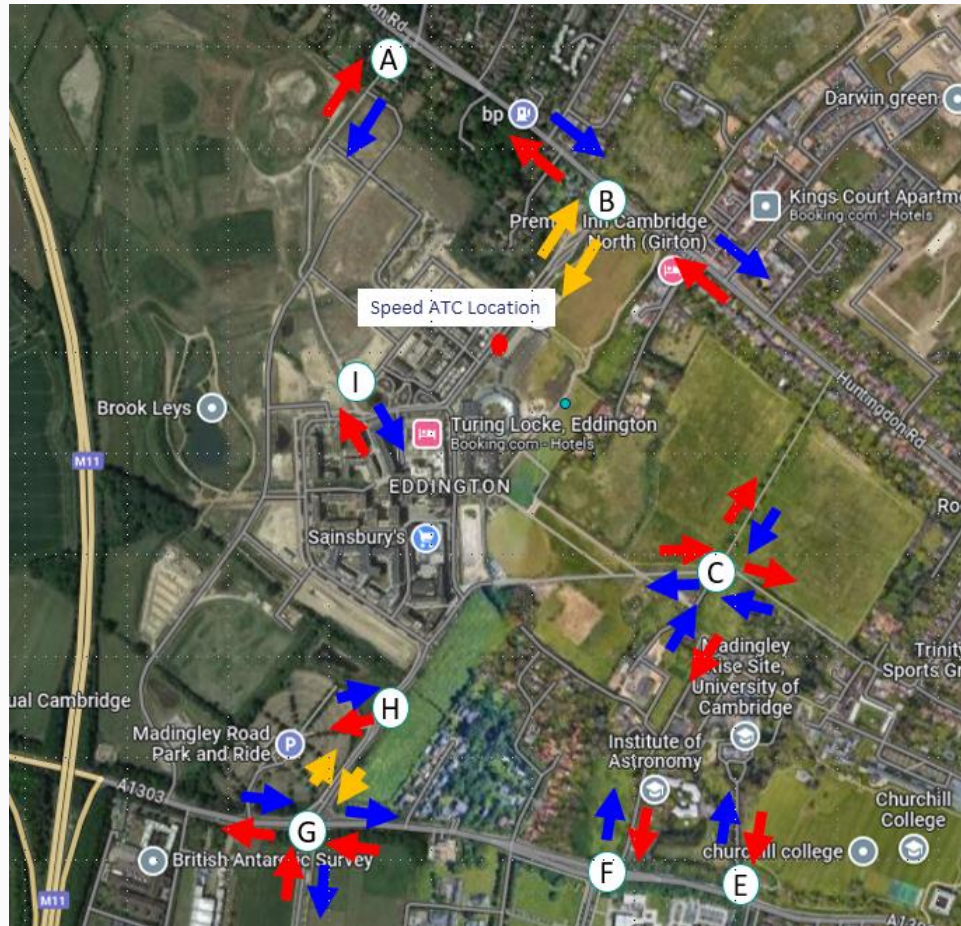
# Traffic Flow by Route (30 min periods)



It was noted in the data that around 75% of non-development trips had a duration of five minutes or less - and passed through the site, i.e., north-south or south-north.



## Section 4: Eddington walking and cycling data



	Ped	Sct (Voi)	Sct (pvt)	PCL	PCL t'ndm	PCL (with child)	PCL cargo	TOTAL
Eddington Total								
Total Inbound	1233	15	23	1449	3	51	74	2848
Total Outbound	1395	13	24	1538	0	50	58	3078
Matched total	2628	28	47	2987	3	101	132	5926
Percentage	44.3%	0.5%	0.8%	50.4%	0.1%	1.7%	2.2%	

ref	Name		Ped	Sct (Voi)	Sct (pvt)	PCL	PCL t'ndm	PCL (with child)	PCL cargo	Direction TOTAL	Location Total
A	Bunkers Hill (Ridgeway)	Inbound Southbound	76	0	3	198	0	12	8	297	669
		Outbound Northbound	115	0	1	231	0	13	12	372	
B	Eddington Ave (North)	Inbound Southbound	124	0	13	158	0	12	9	316	572
		Outbound Northbound	123	0	4	111	0	3	15	256	
C	Storey's Way Junction	Inbound Westbound	363	11	3	631	3	22	44	1077	2337
		Outbound Eastbound	431	12	10	748	0	34	25	1260	
G	Eddington Ave (south)	Inbound Northbound	404	3	4	421	0	5	13	850	1731
		Outbound Southbound	459	1	9	406	0	0	6	881	
H	Park and Ride (north entrance)	Inbound Southbound	266	1	0	41	0	0	0	308	617
		Outbound Northbound	267	0	0	42	0	0	0	309	
Matched total			2628	28	47	2987	3	101	132	5926	5926



# Site Occupiers Travel Data

- Sainsbury's
- Primary School
- Nursery
- Eddington Staff
- Residents

# Sainsbury's Supermarket:

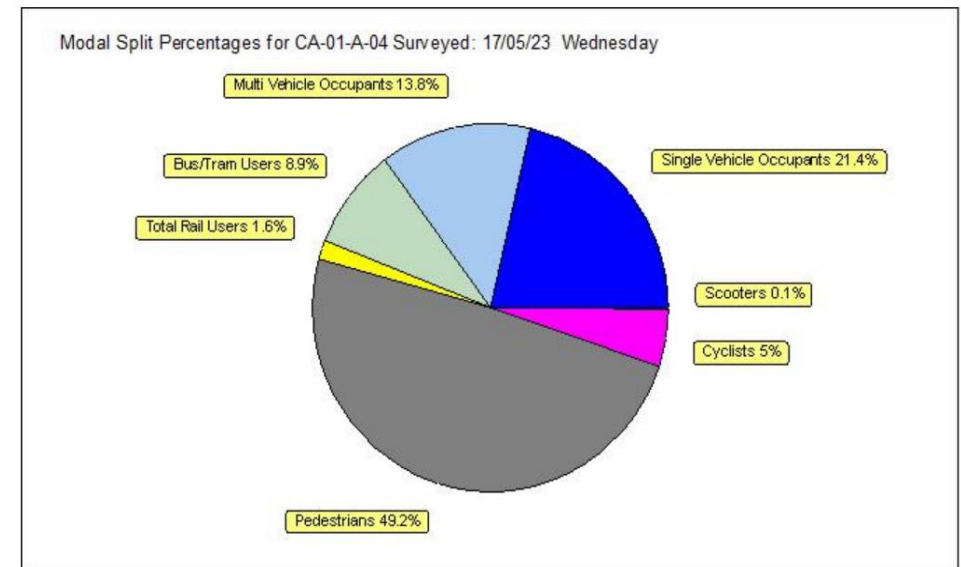
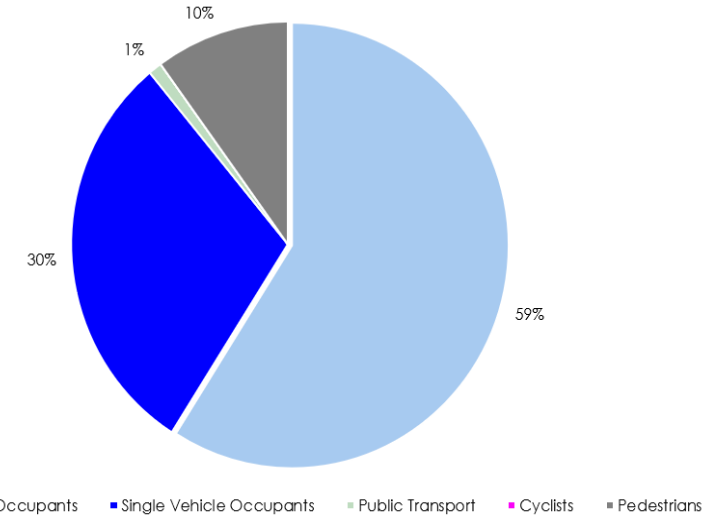
## Staff Modeshare

Year,	Walking	Cycling (incl. tandem)	Bus (incl. U Bus)	Train	Car (incl. car share)
2018*baseline	(3.5%)	(24.1%)	(15.3%)	(0%)	(55%)
2022	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (100%)
2023	0 (0%)	1 (16%)	0 (0%)	0 (0%)	5 (84%)
Travel Plan Targets Sustainable Travel Modes: 60>% Car (Inc. car share) mode: <40%	<b>Actual: 14%</b> (2022-0%, 2018- 45%)			<b>Actual: 84%</b> (2022-100%, 2018-53%)	

## Store users Modeshare

Year	Multiple Occupancy cars	Single Occupancy cars	Public Transport	Cyclists	Pedestrians	Scooters
2010 (TA)	59%	30%	1%	0%	10%	0%
2023	13.6%	21.4%	10.5	5%	49.2%	0.1%
Difference	-45.4%	-8.6%	9.5%	5%	39.2%	0.1%

TA prediction (2010)



# University of Cambridge Primary School:

## Pupils Modeshare

Year,	Walking	Cycling (incl. tandem)	Bus (incl. U Bus)	Train	Taxi	Car (incl. car share)
2018	9 (12%)	24 (33%)	1 (1%)	0 (0%)	0 (0%)	39 (53%)
2019	39 (17%)	92 (39%)	7 (3%)	0 (0%)	0 (0%)	96 (41%)
2020	56 (17%)	149 (46%)	2 (1%)	1 (0%)	0 (0%)	114 (35%)
2021	13 (21%)	33 (52%)	0 (0%)	0 (0%)	0 (0%)	17 (27%)
2022	25 (21%)	48 (41%)	3 (3%)	0 (0%)	0 (0%)	41 (35%)
2023	34 (23%)	71 (49%)	2 (2%)	1 (1%)	1 (1%)	33 (23%)
Travel Plan Targets Sustainable Travel Modes: 60>% Car (Inc. car share) mode: <40%	<b>Actual: 76%</b> (2022- 65%, 2021- 73%, 2020-64%, 2019-59%, 2018-46%)				<b>Actual: 24%</b> (2022-35%, 2021-27%, 2020-35%, 2019-41%, 2018-53%)	

## Staff Modeshare

Year	Walking	Cycling	Bus	Train	Car Share – Passenger	Car – Driver
2019	4 (50%)	1 (13%)	0 (0%)	1 (13%)	0 (0%)	2 (25%)
2020	3 (19%)	4 (25%)	0 (0%)	0 (0%)	0 (0%)	9 (56%)
2021	8 (15%)	10 (18%)	4 (8%)	0 (0%)	1 (2%)	30 (57%)
2022	4 (10%)	8 (19%)	3 (7%)	0 (0%)	1 (2%)	26 (62%)
2023	4 (9%)	6 (13%)	2 (4.5%)	0 (0%)	2 (4.5%)	31 (69%)
Travel Plan Targets Sustainable Travel Modes: 60>% Car (Inc. car share) mode: <40%	<b>Actual 26.5%</b> (2022-38%, 2021-43%, 2020-44%, 2019-76%)				<b>Actual 73.5%</b> (2022-57%, 2021- 57%, 2020-56%, 2019-25%)	

## Eddington Nursery:

### Pupils Modeshare

Year	Walking	Cycling	Bus	Train	Car Share – Passenger	Car – Driver Inc. Car share driver
2020	1 (13%)	2 (25%)	2 (25%)	0 (0%)	0 (0%)	3 (38%)
2021	1 (8%)	3 (23%)	0 (0%)	0 (0%)	2 (15%)	7 (54%)
2022	0 (0%)	4 (40%)	0 (0%)	0 (0%)	0 (0%)	6 (60%)
2023	0 (0%)	3 (23%)	2 (15%)	0 (0%)	1 (8%)	7 (54%)
<b>Travel Plan Targets</b> Sustainable Travel Modes: 60>% Car (Inc. car share) mode: <40%	<b>Actual 38%</b> (2022- 40%, 2021- 46%, 2020 - 63%)				<b>Actual 62%</b> (2022 - 60%, 2021 - 54%, 2020 - 38%)	



## Locke Hotel Group:

### Staff Modeshare

Year	Walking	Cycling	Bus	Train	Coach Passengers	Kick/Electric Scooter	Car – Driver Inc. Car share driver
2018 (projected) Baseline	32%	22%	17%		2%	0%	8%
2021	8%	23%	0%	0%	0%	0%	69%
2022	0%	10%	20%	0%	0%	0%	70%
2023	6%	13%	23%	7%	0%	1%	50%
<b>Travel Plan Targets</b>	<b>Actual: 50%</b>						<b>Actual: 50%</b>
Sustainable Travel Modes: 75>%	(2022 -30%, 2021 - 46%)						(2022 - 70%, 2021 - 54%)
Car (Inc. car share) mode: <25%							

Seventeen (17.8%) of the 95 hotel staff responded to the travel survey, an increase of 8.3%.

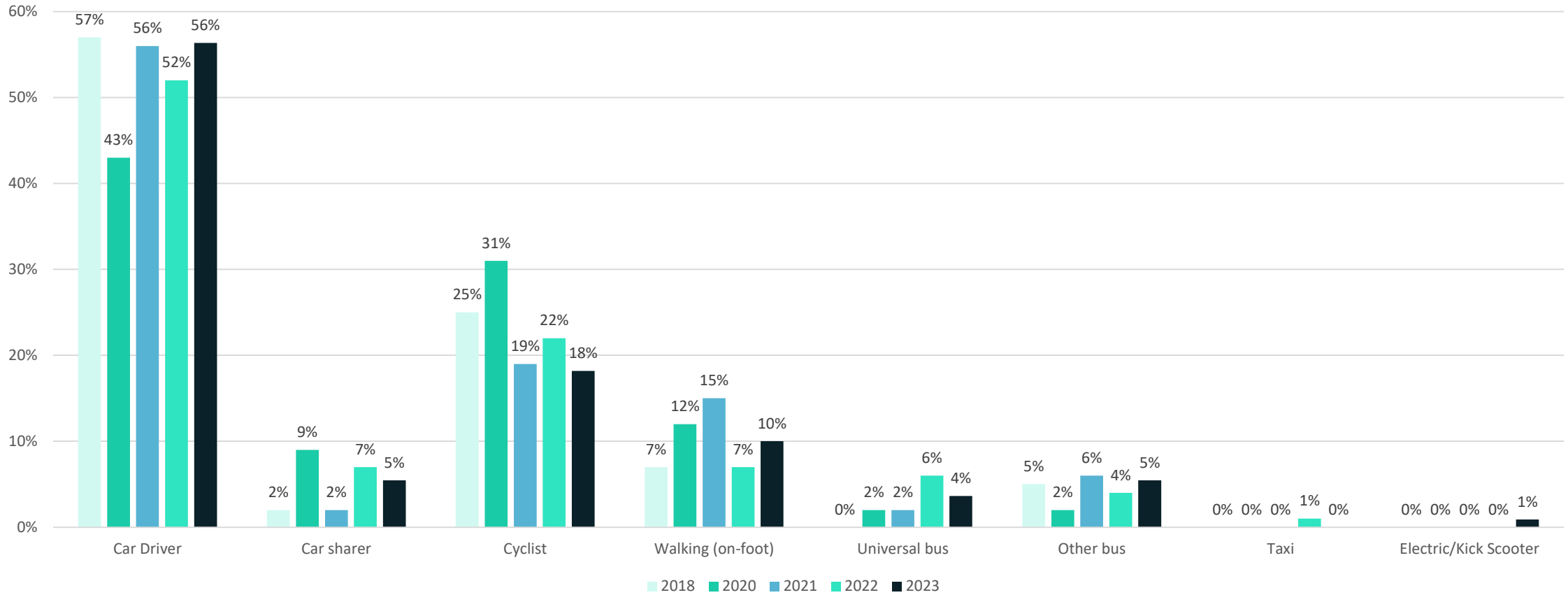
Interventions delivered by hotel:

Hotel pool bikes, Bus tickets for residents/guests, Electric Vehicle Charge points, plus a high fee for overnight parking.

# All Eddington Staff Survey

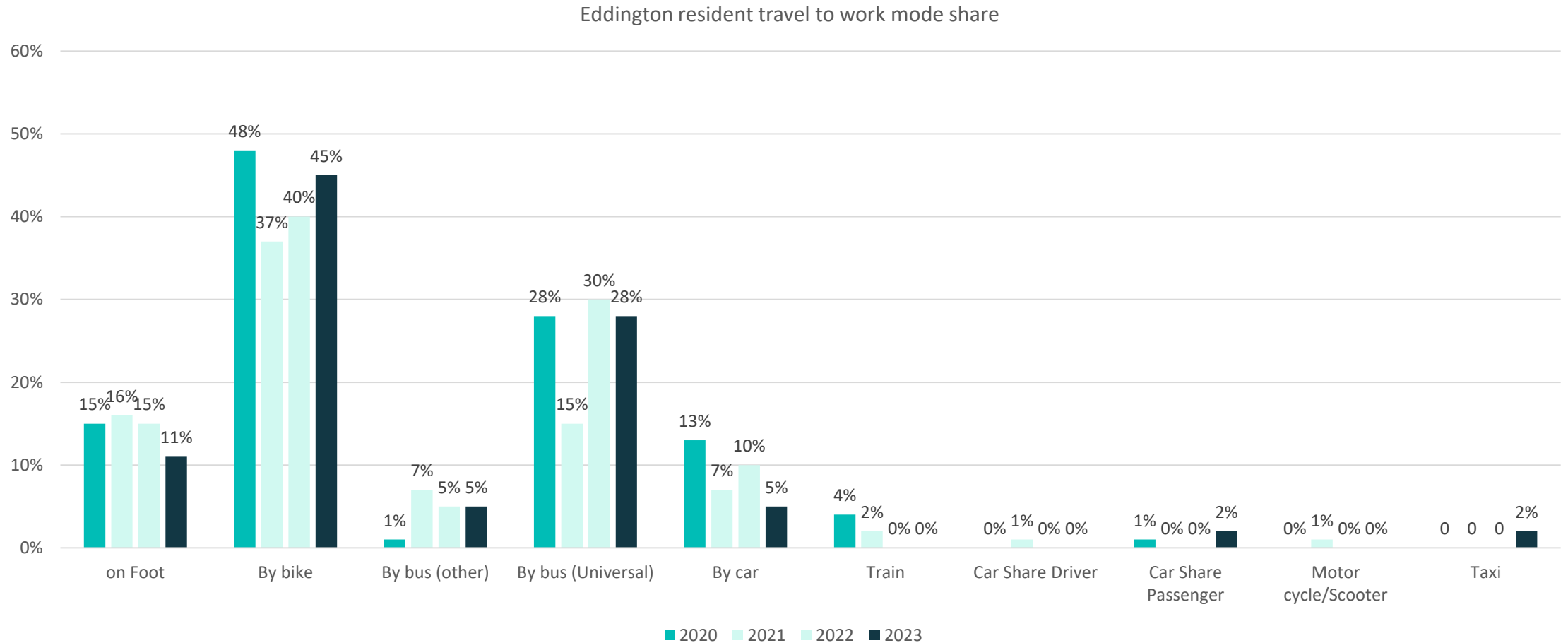
## Staff Modeshare

Eddington Staff Travel Modes 2018 - 23



# Eddington Residents.

## Residential Modeshare



Residential Travel to work mode share for 2023 is 89%, a reduction of 1% from 2022.



## Eddington Travel Plan Interventions.

	2017	2018	2019	2020*	2021*	2022	2023
	Oct - Dec	Jan - Dec	Jan - Dec	Jan - Dec	Jan - Dec	Jan - Dec	Jan - Dec
Try Before You Buy	5	56	51	13	13	54	59
Dr Bike – number of bikes seen	N/A	121	154	98	155	530	843
Cycle maintenance workshop attendees	N/A	16	8	0	0	0	0
Personal Travel Planning attendees	17	37	5	0	2	2	0
Car club users	N/A	120	129	22	10	8	11
Cycle training attendees	3	12	6	0	0	12	4

\*Covid Years

Voi Scooter/E-bikes start finish trip data

Nr	Address	2022		2023	
		Ride Starts	Ride Ends	Ride Starts	Ride Ends
378	Eddington (Storeys Field Centre)	11349	11363	7418	7691
902	Turing Way	0	0	1452	1386
		11349	11363	8870	9077

# Thank you for your interest.

[Eddington-cambridge.co.uk](http://Eddington-cambridge.co.uk)

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