

Sustainable Travel Hub



Smarter journeys at Waterbeach

Urban&Civic has appointed sustainable travel planners, smart journeys, to encourage new residents moving into the development to choose cycling, walking and buses, over their car: improving their health and decreasing their carbon footprint.

The move is part of a package of measures that will be in place for first residents moving in, focussing on the Sustainable Travel Hub. The infrastructure being put in place includes the cycle route along the A10, the works to Mere Way to create a cycle and walking route to the Science Park, and the Sustainable Travel Hub, which will provide shuttle bus service connections to the rail station and Milton Park&Ride, bike and e-bike hire and an electric car club.

The smart journeys team will work hand in hand with the Urban&Civic Community Development team to support residents as they move in to find out more about the options available, and plan and incentivise them to leave the car at home where possible.

The team will also work with Deneia Primary Academy to encourage parents and staff to make sustainable travel choices when traveling to and from Waterbeach's first primary school: which has been designed to prioritise scooting, walking and cycling to school, by having no car drop-off access adjacent to the school.



Partnerships



Physical

Marianne Spilling from Smart Journeys said:

“Our team is passionate about engagement and believes that behavioural change on how people move about starts with building strong relationships and working with communities to tailor our approach to offer unique, bespoke travel plan services that respond to local needs.”

“We look forward to implementing personalised travel planning that enables Waterbeach residents to consider their travel habits and choices, as well as the impact this has on their surroundings; encouraging them to explore more sustainable travel options for work and leisure.”

