

Land at Denny End Road, Waterbeach

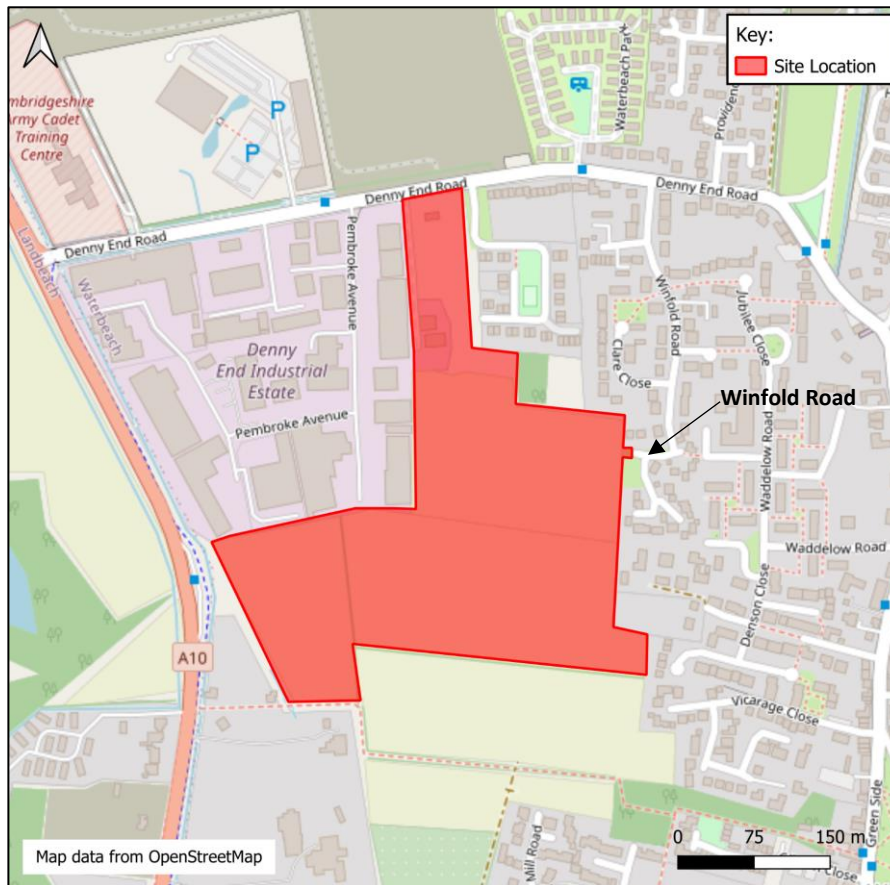
Transport Strategy

January 2026
260127/N01

Introduction

1. Rovia is appointed by the Landowner to advise on the proposed residential scheme comprising 150-250 dwellings on the Site known as Land at Denny End Road, Waterbeach, Cambridge. The Site is located south of Denny End Road circa 1km northwest of Waterbeach Railway Station.
2. The Site is located within the administrative boundaries of South Cambridgeshire District Council (SCDC) as the planning authority and Cambridgeshire County Council (CCC) as the highway authority. The Site location is provided in **Figure 1** below.

Figure 1: Site Location

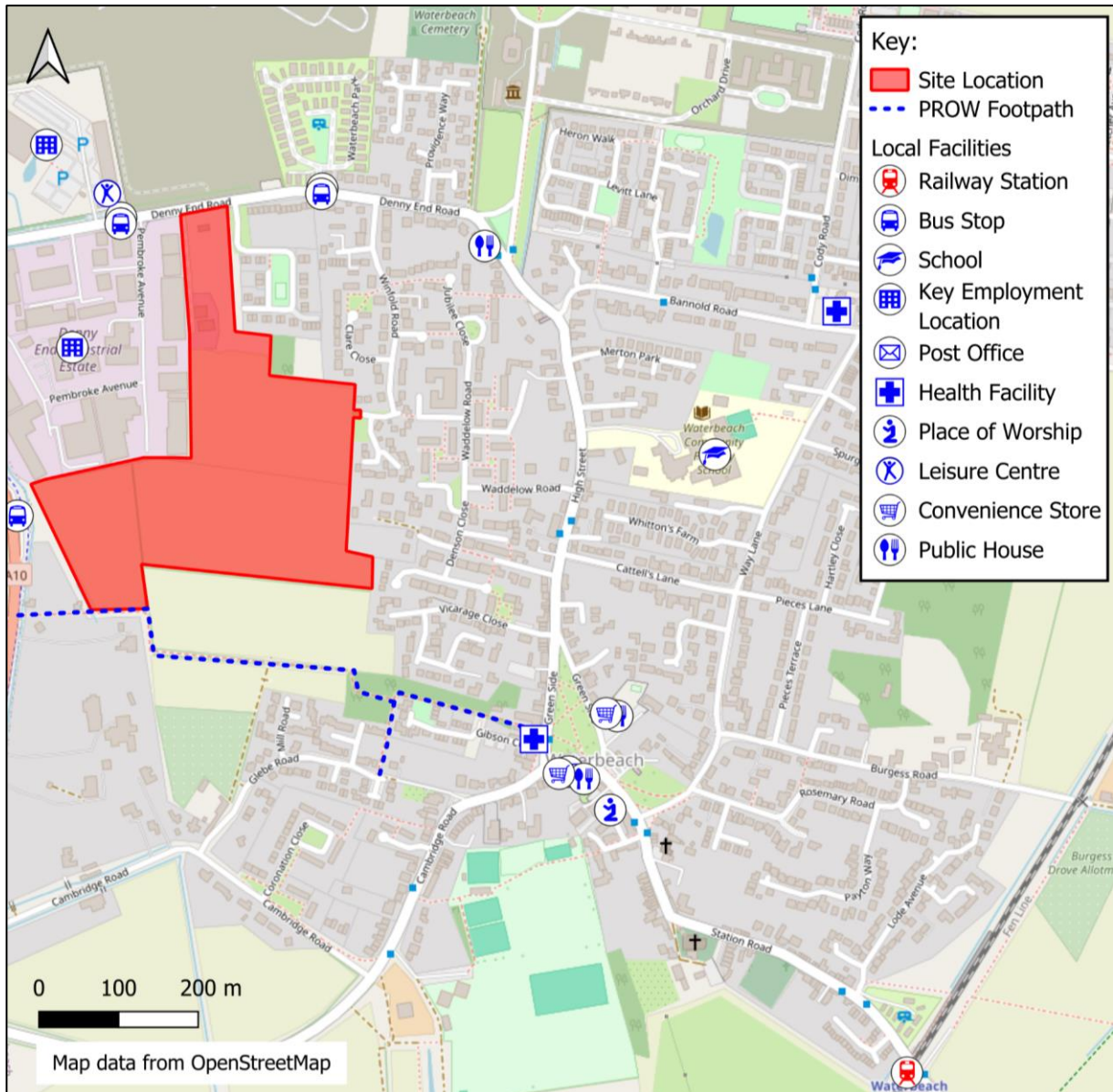


3. CCC and SCDC are in the process of preparing a new joint Local Plan known as 'The Greater Cambridgeshire Local Plan'. The Local Plan will set out a long-term spatial strategy for housing, jobs, infrastructure and climate change for the District. The Applicant is seeking to promote the Site for allocation in the Local Plan for a residential development of up to 250 dwellings.
4. This report sets out an initial transport strategy for the promotion of the Land at Denny End Road. The focus of the Transport Strategy will be on the Site's potential to deliver sustainable development, drawing on its ability to provide high quality walking, cycling and public transport connections, both internally and externally.
5. This Transport Strategy is structured as follows:
 - Active and Sustainable Travel
 - Access Strategy
 - Highway Impact
 - Summary

Active and Sustainable Travel

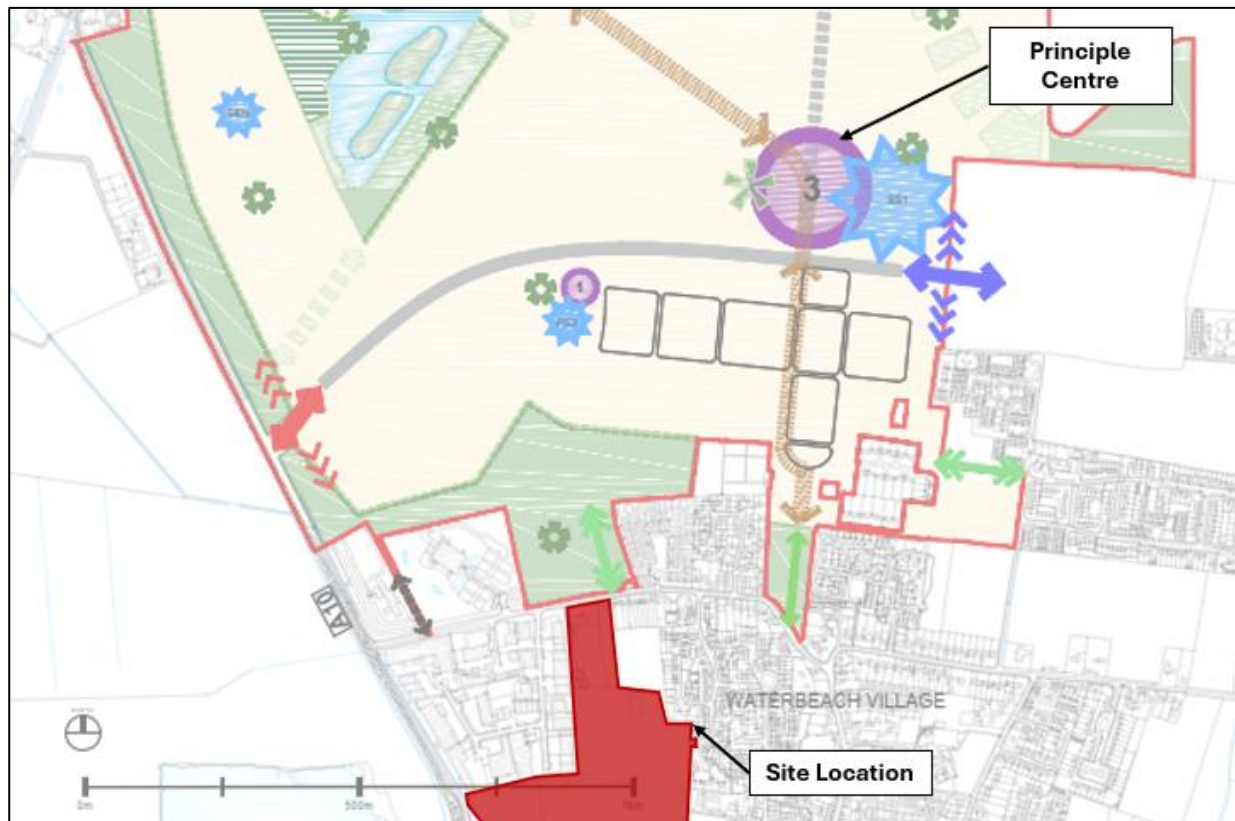
6. The Site offers the opportunity to deliver a genuinely sustainable form of development, incorporating the principles of the 15-minute neighbourhood.
7. A 15-minute neighbourhood is one where residents can access day-to-day facilities, such as shops, workspaces, schools, healthcare, leisure facilities, and other essential services, within a short walking or cycling distance. This approach promotes active travel, reduces reliance on the private car, and encourages healthier lifestyles. Evidence shows that most journeys of under 15 minutes are undertaken on foot. Therefore, new development located within established residential areas, which are located close to key destinations within this range, can significantly reduce car dependency.
8. The Site is located within an established residential and employment area, which benefits from an existing network of footways. The Site is within walking distance of several local facilities including access to education, employment, food retail and leisure. The local facilities surrounding the Site are shown in **Figure 2**.
9. The SCDC SPD District Design Guide states that new developments should be within 800m walking distance of local facilities. Although 800m should not be treated as an upper limit to walking trips, several facilities are within 800m walking distance equating to a circa 10-minute walk and all facilities are within a 15-minute walk from the centre of the Site. As such, there are multiple opportunities for everyday trips to be undertaken by active and sustainable modes.

Figure 2: Local Facilities



10. As part of the consented Waterbeach New Town there will be additional facilities such as schools and retail within walking and cycling distance of the Site as shown in **Figure 3**. The principal centre, which has a retail and civic focus, would be circa 1100m walking distance (around 15 minutes) northeast from the centre of the Site.

Figure 3: Proximity to Waterbeach New Town Facilities



Extract of Waterbeach Barracks and Airfield: Parameter Plan from TA (Ref: S/0559/17/OL)

11. The Site also connects to a public right of way (PROW) footpath, located to the south of the Site as shown in **Figure 2**. This will likely form an additional walking route to facilities located on Chapel Street including the convenience stores and post office. This PROW could be enhanced as part of the Proposed Development.
12. The Site is located circa 35-minute cycle from Cambridge City Centre. National Cycle Route 11 begins at Waterbeach Railway Station and provides a direct route into Cambridge City Centre. Several cycle routes will be improved, including a new foot/cycle bridge over the A10 that is being delivered by the consented Waterbeach New Town West development.
13. The development will deliver exemplar walking and cycling infrastructure within the Site. It is also essential that the development is well connected to neighbouring communities. Strengthening these links will ensure that existing residents can also benefit from the Proposed Development. Where feasible, off-site walking and cycling improvements will be delivered to enhance access for surrounding communities, enabling sustainable connections to the development.
14. The nearest bus stops are circa 350m from the centre of the Site. These stops are host to the 19A and PR5 Park and Ride (P&R) bus services. The most frequent service is the PR5 P&R service which routes to Cambridge City Centre via Milton Road P&R with services running every 20 minutes. The furthest distance for residents to walk to a bus service would be circa 650m (8-minute walk) with many residents being within 400m (5-minute walk) of the service.
15. As part of the Waterbeach New Town there will be new and enhanced bus services including a new shuttle bus service to and from Waterbeach Railway Station and there is a proposed extension of the busway to

Cambridge North Station and Cambridge Science Park. The provision of a shuttlebus to Waterbeach Railway Station will provide an alternative method of travel to active travel. The extension of the busway will provide a priority bus route where services will not be impeded by traffic and therefore offer a more reliable and faster way to travel sustainably. These measures will encourage reduced car use and minimise impact on the local highway network.

16. The applicant is willing to work with CCC and the local bus operators to determine if improvements can be made to enhance local bus services to serve the Proposed Development.
17. Waterbeach Railway Station is located 1.5km walking distance from the centre of the Site. It is host to Great Northern and Greater Anglia rail services providing frequent connections to Cambridge City Centre and London Kings Cross.

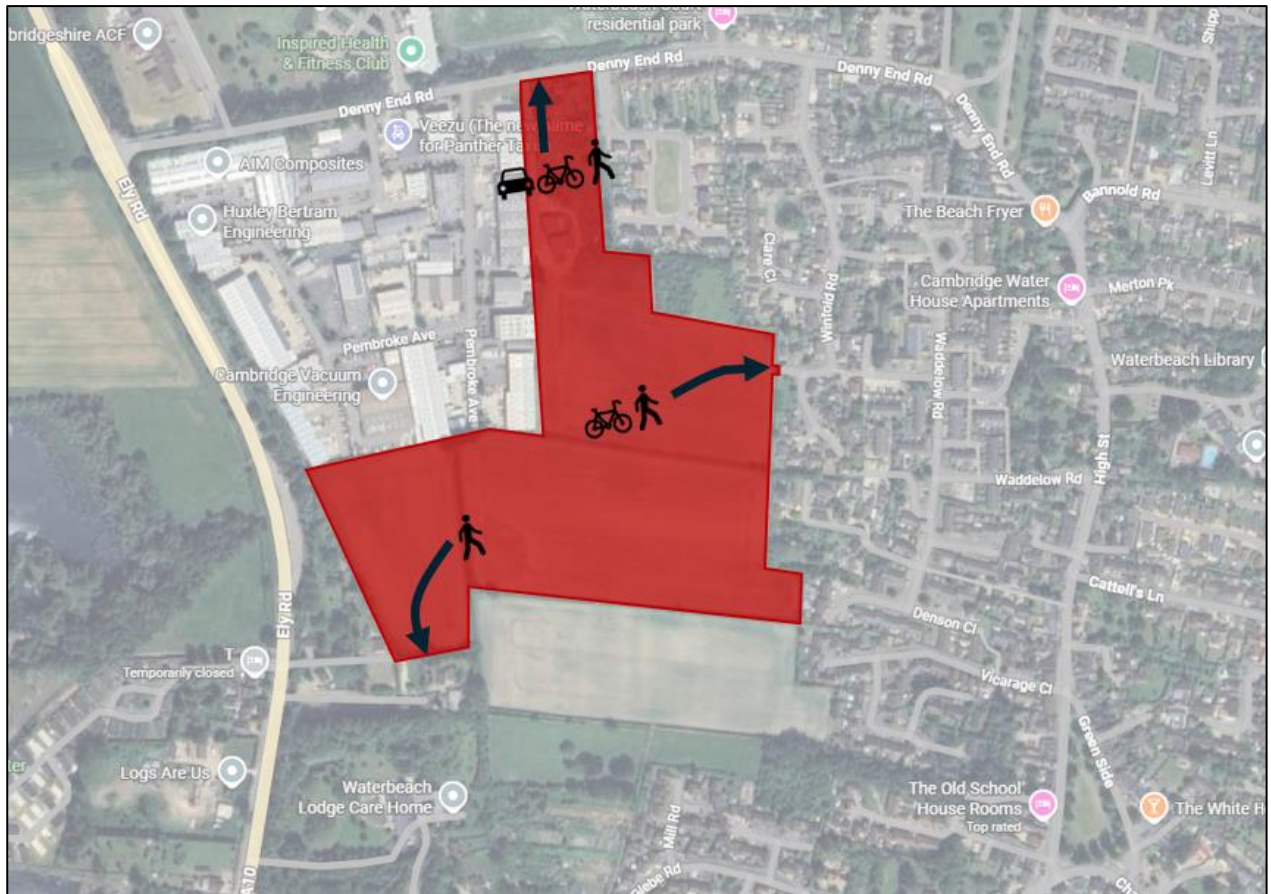
Travel Plan

18. Much of the sustainable transport strategy will be encompassed by a Travel Plan, which will be provided as part of any future planning submission. A Travel Plan sets out a package of management tools and measures to encourage residents and visitors of a development to travel sustainably, where possible. The Travel Plan sets out the Applicant's commitment to ensuring that the development is as sustainable as possible, from a transport perspective.

Access Strategy

19. Vehicular access would be achieved via Denny End Road, which has a footway on its southern side only. Denny End Road is subject to a 40mph speed limit in the vicinity of the Site but circa 80m east of the Site access the speed limit reduces to 30mph.
20. It is considered that an appropriate access from Denny End Road could be achieved to serve the proposed development. The capacity of the access would be assessed as part of a future planning application and informed by traffic surveys. Access visibility is in accordance with the 40mph posted speed limit. However, it is considered that the 30mph speed restriction could be extended to the west of the site access.
21. Pedestrian access would also be permitted by the PROW footpath located to the south of the Site. A pedestrian and cycle only access point is being explored via Winfold Road. The title for parcel of land between the site and Winfold Road benefits from being controlled by the Landowner. The access strategy for the Site is summarised in **Figure 4**. The provision of three access points adjoining the existing settlement offers an opportunity to shape a highly permeable and well-connected development. These access points also help to integrate the new development more naturally with the established Waterbeach settlement, improving accessibility to nearby services and facilities.

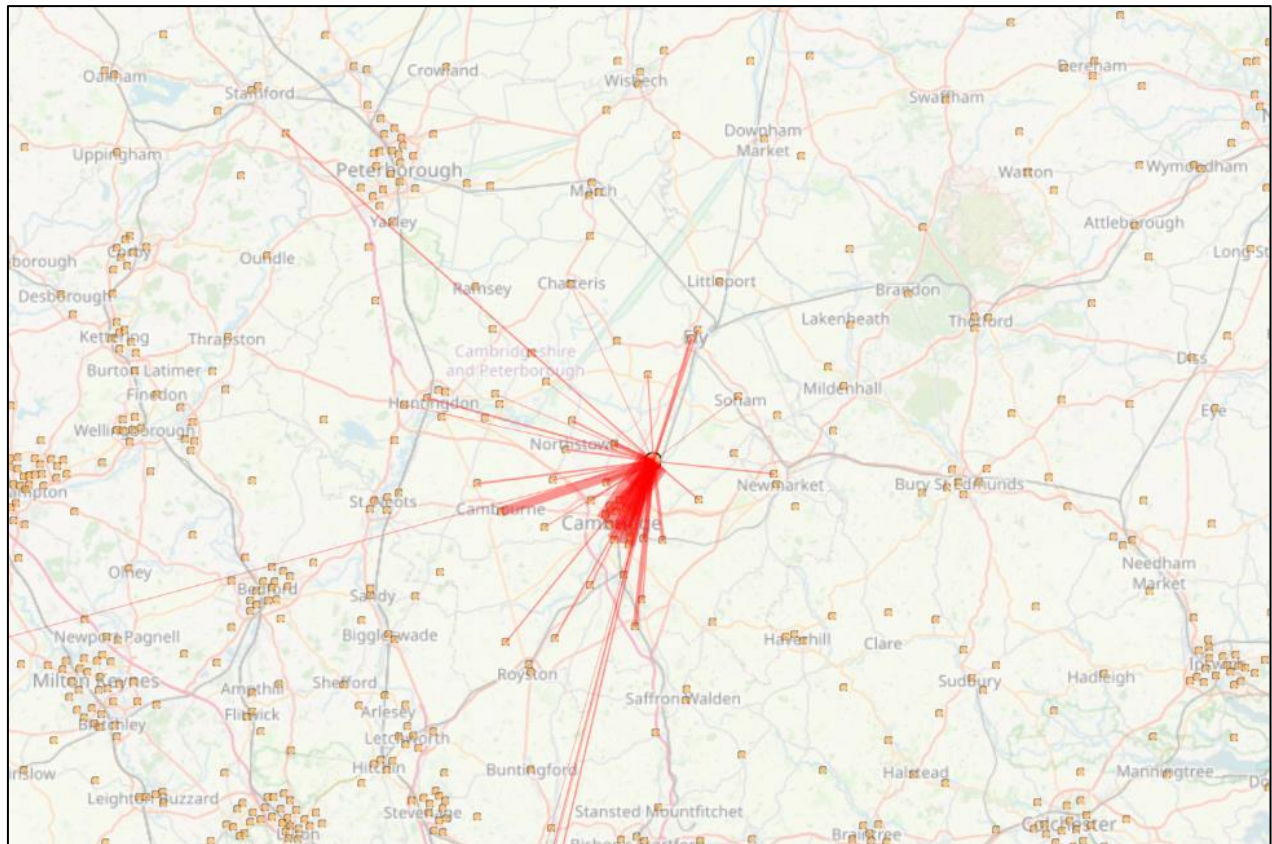
Figure 4: Site Access Strategy



Highway Impact

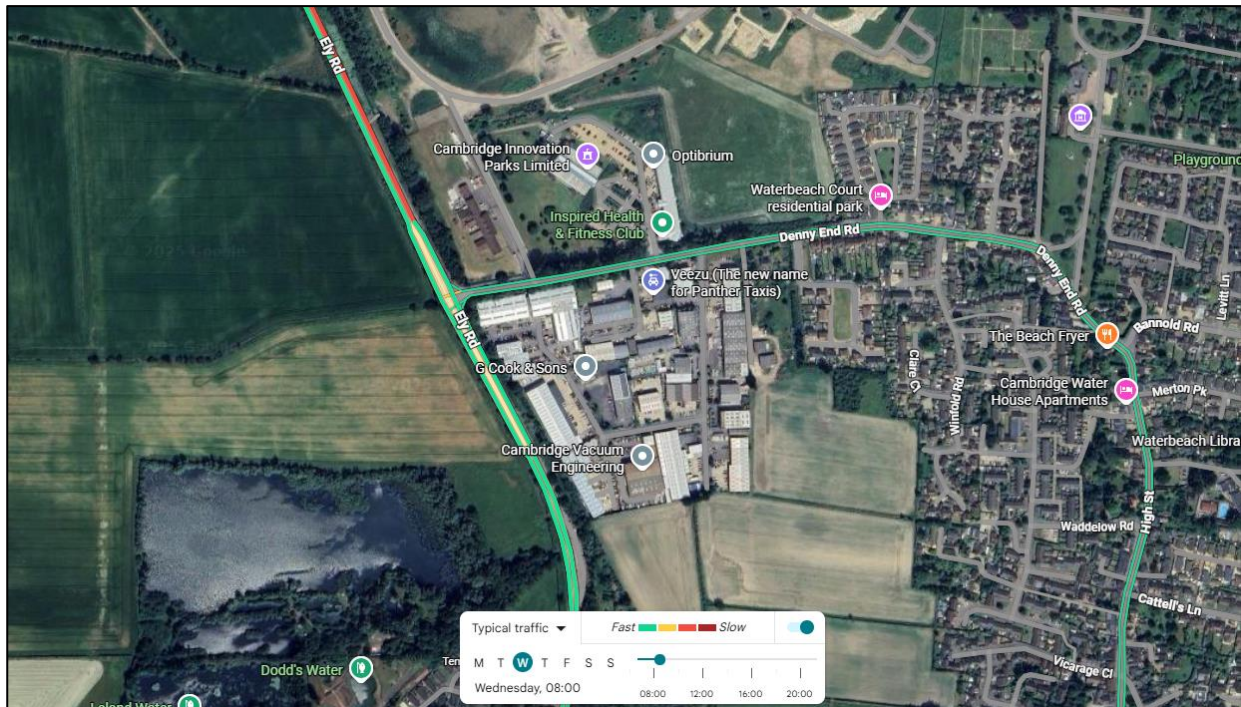
22. The TRICS industry standard database has been used to provide an indication to the number of vehicle trips a 150-250 home residential development is likely to produce. The TRICS data shows that the Proposed Development could produce 64-130 two-way trips in either peak hour depending on the final number of dwellings. A full trip generation exercise which considers vision-led measures would need to be undertaken in due course.
23. The Datashine: Commute database which uses 2011 census data has been used to understand where residents travel to work. The data, shown at **Figure 5**, indicates that most residents commute to Cambridge and as such this precedence provides a good opportunity to promote trips by active and sustainable travel for a development in this location.

Figure 5: Where people work (2011 Census)



24. Google Heatmaps have been used to provide an indication of the current operation of the local network. Roads are either coloured green, yellow, orange or red with the green end of the scale indicating free-flowing traffic and red being slow traffic. Overall, the network appears to be free flowing with the exception of the A10, north of Denny End Road, in the morning peak hour as shown in **Figure 6**. As such surveys and detailed modelling would need to be undertaken to assess the future operation of the junction with the proposed development.
25. It should be noted that the junction of the A10 and Denny End Road has recently been upgraded as part of the consented Waterbeach New Town development to the north of the Site. These improvements primarily focus on sustainable travel by the addition of a straight-across crossing as opposed to a staggered crossing. Given the proximity of the Site to this junction, the operation of this junction would be assessed as part of any future planning submission.
26. Given the opportunity to promote travel by sustainable modes to Cambridge and the ability to facilitate multiple day-to-day journeys via foot it is considered that the impact on the highway would not be severe.

Figure 6: Google Heatmaps



Summary and Conclusion

27. This Transport Strategy considers the transport opportunities associated with a development at Land at Denny End Road, Waterbeach, Cambridge. It focuses on describing the transport connectivity, the vehicle access arrangements, and potential impact on the existing transport network. It establishes that Land at Denny End Road is an excellent location in transport terms for growth in the district and such growth should take full advantage of the locational benefits. The key benefits of the Site are described below:
- The Site offers the opportunity to deliver a genuinely sustainable form of development, incorporating the principles of the 15-minute neighbourhood including access to facilities such as local convenience stores, schools, bus stops, a doctors surgery and a pharmacy.
 - Well connected by bus services to Cambridge City Centre, with journey times around 30 minutes.
 - Within a 35-minute cycle of Cambridge via National Cycle Route 11.
 - Most residents commute to Cambridge and as such this precedence provides a good opportunity to promote trips by active and sustainable travel for a development in this location.
 - An appropriate access from Denny End Road could be achieved to serve the proposed development.
 - The development will deliver exemplar walking and cycling infrastructure within the Site. Where feasible, off-site walking and cycling improvements will be delivered to enhance access for surrounding communities, enabling sustainable connections to the development.
28. In conclusion, from a transport perspective, Land at Denny End Road is a Site that is suitable and appropriate for allocation in The Greater Cambridgeshire Local Plan.