

Information in support of Bus Services Improvement Plan (BSIP) applications previously submitted by Newmarket Town Council (NTC): identifying demand and potential users

Method/technical: to try to get a reasonable response level in a short timescale we prepared a **poster (see attached)** including a link to the NTC web site and a QR code for an online survey. The survey (Google form) was launched online on Thu 30 January closing Fri 14 Feb 2025 (so just 2 weeks) and additionally 300 **hard copies printed (see attached)**.

Publicised/promoted: on the NTC web site/Facebook/Instagram and other social media, the Newmarket Journal with posters and hard copy surveys at locations around Town notably The Racing Centre, Day Centre, Bus Station, All Saints Church, Newmarket Hospital, Library, The Rookery and Orchard Doctors surgeries.

Responses/data: in the short period well over 200 (223) responses were received - online submissions accounted for around 60% of these and the hard copies returned (approximately 90, 40%) were then manually input into the system and **the Excel spreadsheet data is attached which also includes some additional analysis**. Note that the data hasn't been cleansed e.g. some respondents have indicated that they are likely to use without indicating support (so is understated), etc. Also, after the hard copies were produced and learning from online responses, the online form was updated with a question "Where did you find out about this survey", Kentford added as a separate location in Question number 18 "Where do you live" and also some of the answers were made compulsory to enable analysis. In retrospect information on estimated likely frequency of travel would also have been useful. There were also other supportive comments on social media and via email. **The results are summarised in the graphs and narrative below.**

Conclusions of the survey: this seems a decent number of returns for such a short-time period and limited exposure survey demonstrating substantial support for the proposals particularly a faster / more frequent / direct link between Newmarket & Bury St Edmunds via Kentford (which is also supported by Kentford Parish Council) and for the Town Circular particularly if it is linked to other, bus, train and village services. A notable respondent / user demographic appears to be female and over 65 years (which may partly reflect the demographic of the locations chosen for the hard copy surveys). Sunday Services also received strong support. **Users would like to see a regular and reliable service with clear timetables/routes covering the main locations (such as those identified in the survey) and at affordable fares (including concessionary bus passes) as well as RTI and decent weather-proof shelters.**

Bus shelters and RTI: NTC would like to work with SCC to improve / replace bus shelters around the Town and incorporate RTI as a minimum at the 2 shelters in the High Street (which we may be able to contribute some S106 funding) and the main bus station and ideally at as many of the key locations identified in the survey as is possible.

Future sustainability: the Nkt / BSE service via Kentford would enable linkage to the Kennett railway station (and thereby to BSE or Ely). Additionally demand is likely to increase due to 500 houses in Kennett Garden Village and a further 600 on the Animal Health Trust site (Kentford). **A Newmarket Town Circular service** could enable integration with existing and development of new town and village services including the new "Tiger" services commissioned by the Cambridge & Peterborough Joint Authority and any locations such as Studlands and Exning that may be adversely affected by the withdrawal of the number 11 service, together with servicing new housing in Newmarket (such as currently being built on King James' Park and St Felix school site on Fordham Road; then Pinewood on Exning Road, in the West Suffolk Local Plan).

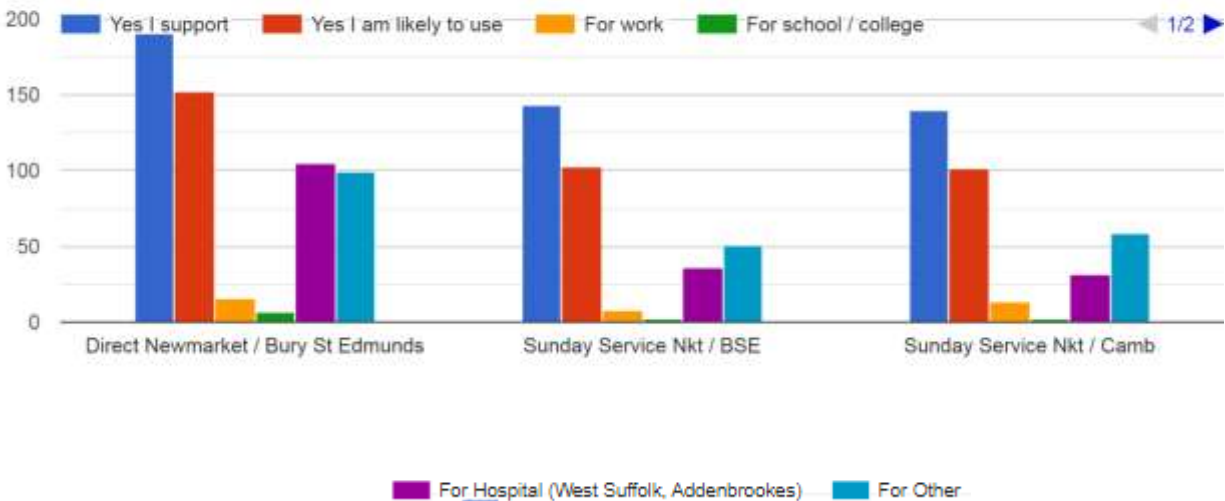
The survey sought feedback on the following proposals:

Better Bus Services for Newmarket Have your say: Newmarket Town Council needs to gather evidence of support and likely use to strengthen our bids for improvements to the current bus services, particularly:

- Faster / direct service between Newmarket & Bury St Edmunds via Kentford
- Sunday Service between Newmarket (Nkt) and...
...Bury St Edmunds (BSE) via Kentford
...Cambridge (Camb) via Bottisham
- Newmarket Town Circular (to also link into village services)

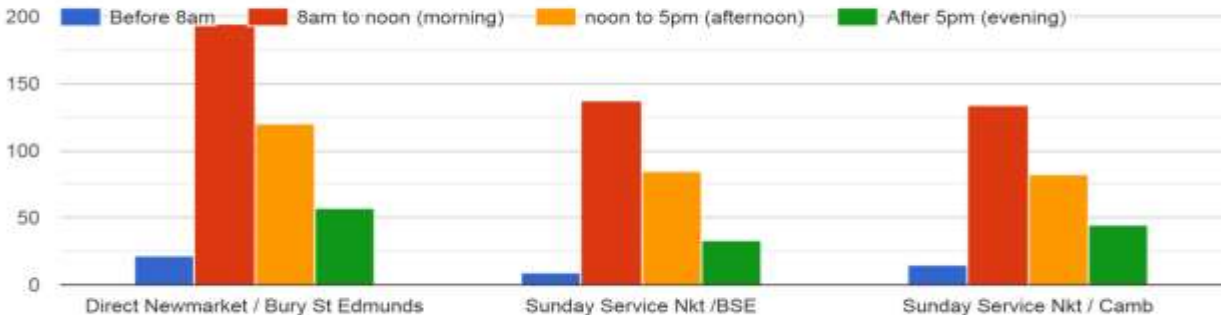
Question: Do you support? Are you likely to use? What for? :

Newmarket / Bury St Edmunds and Cambridge:



Other what for included: shopping, social / days out (e.g. Abbey Gardens) avoid social exclusion, library, cinema/theatre, meeting friends, banking, market, NHS services (doctor, dentist), church service, access to Newmarket from Kentford.

What times are you likely to travel?

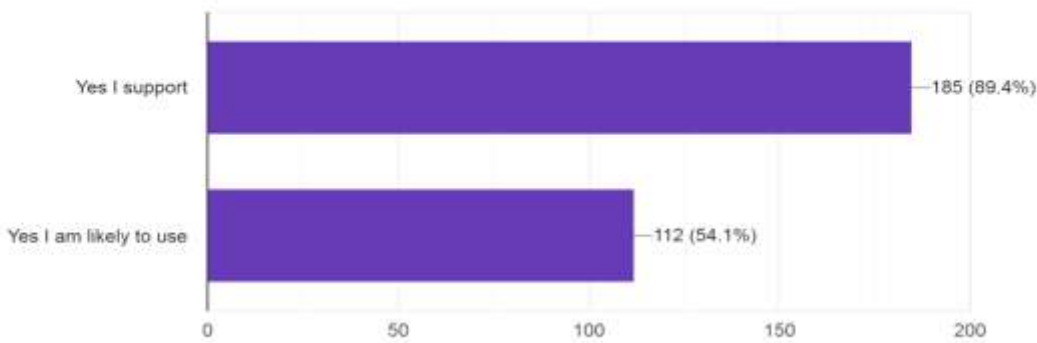


For times before 8am and after 5pm: replies included: social such as cinema/theatre, visiting/days out, restaurants, hospital, college, work.

Newmarket Town Circular:

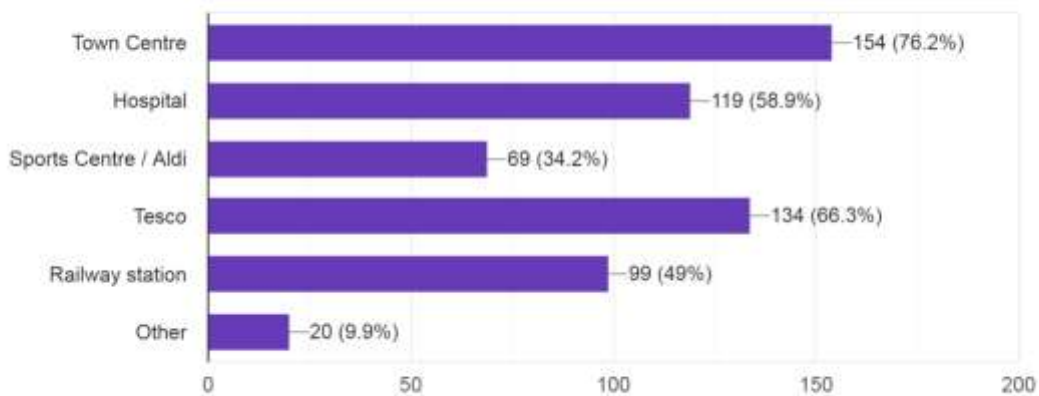
Newmarket Town Circular: which would run throughout the day in both directions (2 vehicles) to link key amenities with the housing on both sides of the town. Ideally to also link into village services.

207 responses



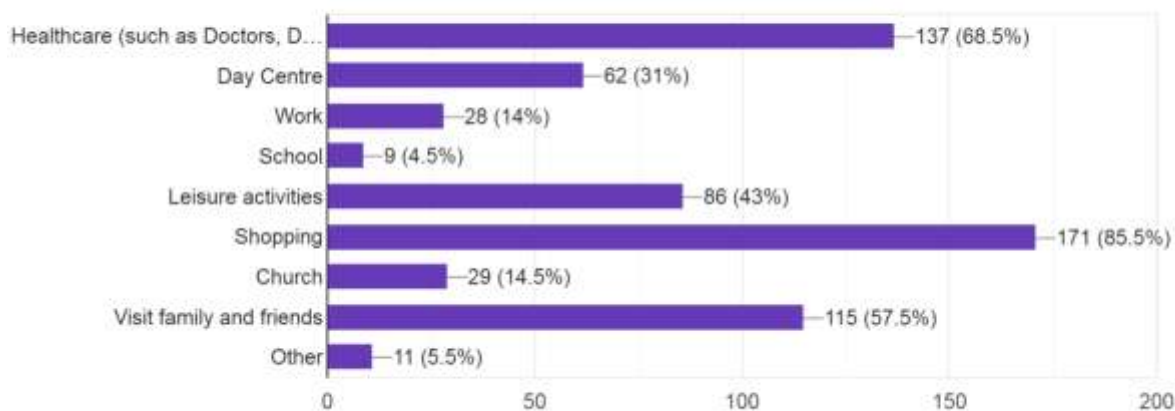
Newmarket Town Circular: where would you go to?

202 responses



Why would you use the service?

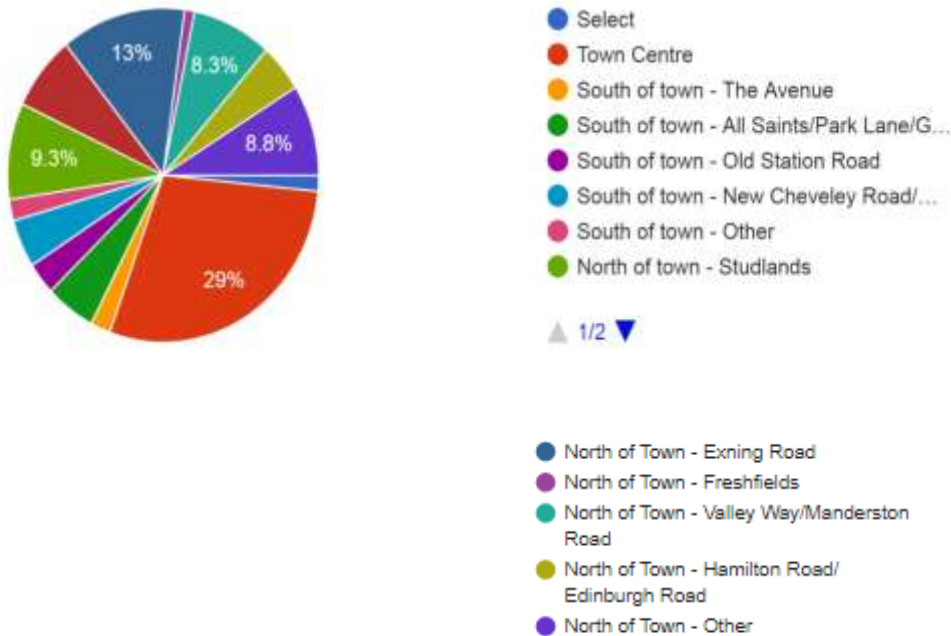
200 responses



The following illustrates potential travel from and to all parts of the town:

Newmarket Town Circular: where in town are you likely to need to travel to / from (approximately)?

193 responses

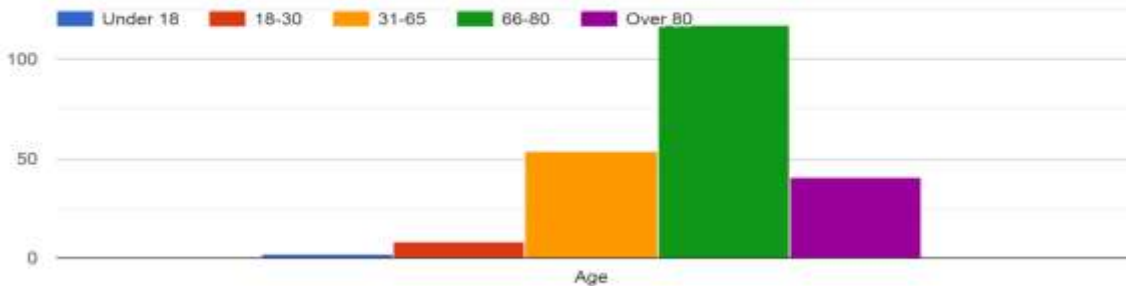


What would make it more (or less) likely for you to use the services e.g. times, frequency, bus fare? :

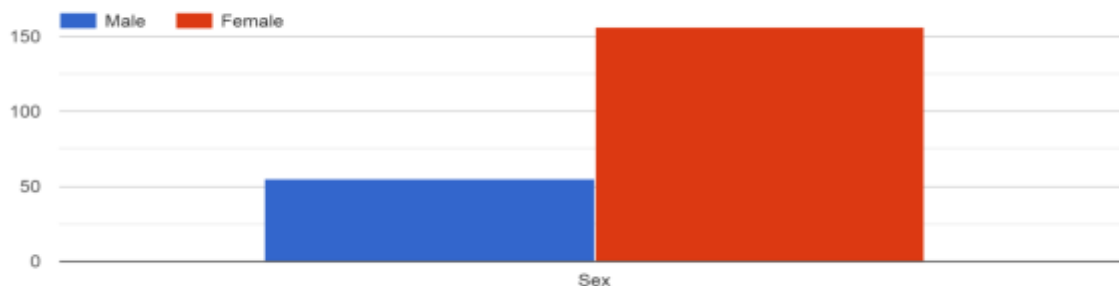
More likely depends on the times/frequency/reliability/punctuality/infrequent cancellations/RTI, decent weather (shelters), affordable fare/use of bus passes, route (direct vs round the villages). Less likely is the converse of these.

Information about respondents:

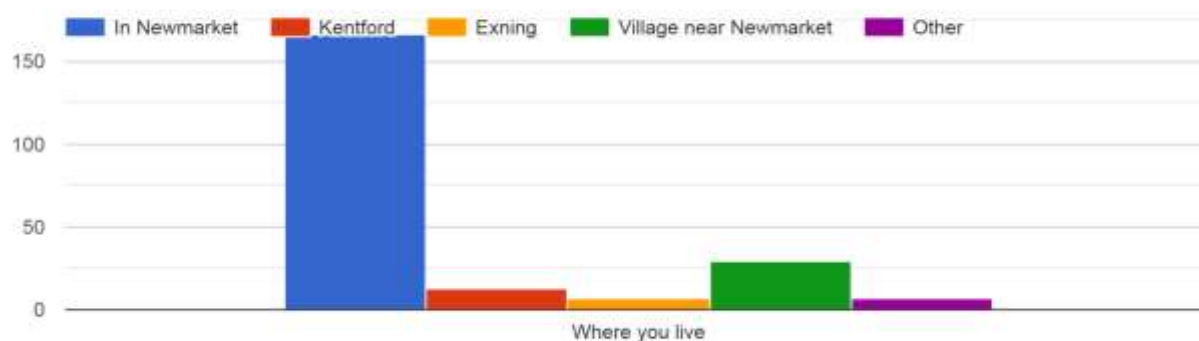
About You (information held anonymously):



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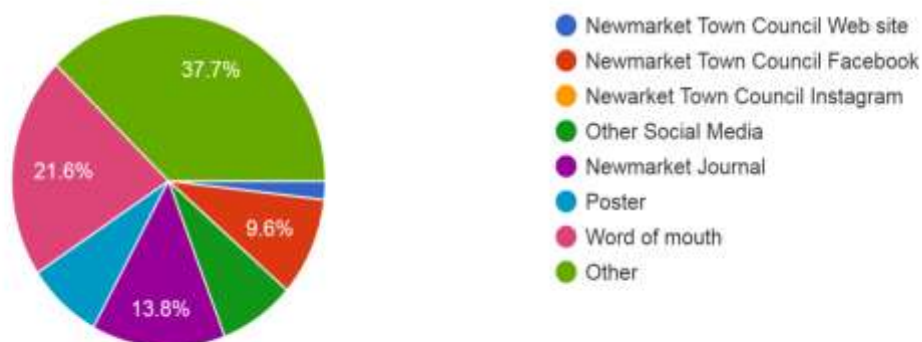


Other: includes Kentford (before included separately), Moulton, Gazeley, Burwell, Lode, Gt Wilbraham, Lt Wilbraham

This was added in part way through survey:

Where did you find out about this survey?

167 responses



Other: includes Newmarket Day Centre, Library, Orchard House Surgery.

We are also looking at the potential for upgrading bus shelters, signage, real-time information (bus station and High Street), route maps and Apps. Have you any other comments? Please add...

Comments: included improved/new shelters/main bus station upgrade to waiting area, RTI, clear/integrated timetables and route maps for all services including links with Cambs services as Apps/online/at bus stops, Sunday/evening services.