



Figure 6.4
Transport Links: before and after
illustration of the development
in Chesterton sidings of a
new station, housing and
employment.

- Good protection of the environment in the city and the countryside outside the development areas
- Increased public transport reduces private-car commuting but congestion remains high
- More intensive use of land in the transport corridors may raise levels of emissions and pollution

Option 6: Virtual Highway

- Restricted housing supply leads to some increases in the cost of living in the city
- Continued displacement of traditional jobs in the city by high-tech and private-service jobs
- Increased imbalance in the social community in the city and south Cambridgeshire (e.g. disparity between wealthy and poor inhabitants)
- Damage to the region's competitiveness is possible, due to development restrictions where demand is high
- Good protection of the environment in the city and the countryside outside the development areas
- Reduced commuting into Cambridge and its fringe

Option 7: New Town

- Cost of living increases *on average* in all areas, but reduces within the New Town
- Displacement of traditional jobs by high-tech and private-service jobs continues in the city
- Increased imbalance in the social community in the city and south Cambridgeshire (e.g. disparity between wealthy and poor inhabitants)
- Employers' costs increase, putting the competitiveness of the region at risk

- **Good protection of the environment in the city and the countryside generally**
- **Significant congestion between New Town and the city, and high emissions and pollution locally**

Assessment of the options

Households and housing costs

The cost of housing by 2016 (i.e. monthly rents, which reflect house prices), varies significantly across both the districts and the seven options which illustrates the differentials between areas. Looking at a broader indicator, equivalent to the cost of living per month for a family (and including elements such as the cost of travel to work), we see a similar pattern which confirms the differentials between areas noted above.

Jobs and cost of production

The variation of job location in each district between options is remarkably small. This is partly due to growth in the city of the tertiary sector (university and high-tech) and public sector (government, health and education). The variation for Cambridge city is about 15,000 jobs, with the Densification and Green Swap options attracting the largest number and the Minimum Growth the lowest. Production cost, measured by cost per employee (including wages, floor space, rent and transport), varies much less across both the districts and the seven options than household costs, due to the apparent freedom that people have to travel wherever employment is offered, which offsets the differentials between zones and areas. Throughout the sub-region area, employers would face an increase in the cost of production over the next 15 years, ranging from 17% in the Densification option to over 45% in the Minimum Growth and New Town options. This would represent an annual rate of increase of between 1% and 3% which, if not compensated for by an equivalent rate of productivity gain, could put economic growth at risk.

Transport

Each of the seven options reflects a slightly different pattern of transport use. However, the predominance of car use is quite remarkable and, with the exception of the Virtual Highway