

smart*j*ourneys in partnership with platform housing group

Skylark Newsletter

Sustainable Travel Information, News, and Updates

JULY 2025

ISSUE
02



Photo: Skylark, Wisbech

SKYLARK transporting possibilities, more sustainably

Introduction

Welcome to the second edition of your local Skylark travel planning newsletter! This bi-annual newsletter will be a channel of information updating you on the latest sustainable travel updates, events, initiatives, and promotions that are being offered in your community and delivered by Smart Journeys in partnership with Platform Housing Group.

Sharon Forbes

Sustainable Travel Planning Manager
Smart Journeys



Who are Smart Journeys?

Smart Journeys are a consultancy team of Travel Planners working across Cambridgeshire and beyond to provide knowledgeable advice, practical support, and innovative tools and services to help new residents with their sustainable travel from their new homes.



Exclusive prizes for your Skylark community

£50 Amazon Voucher Winner!

Well done to our £50 Amazon voucher winner Nikki who took part in our Big Commuter Survey in October 2024! Nikki said, "I could not believe I had won. The survey only took me 2 minutes!"

We would like to take this opportunity to sincerely thank Nikki for taking the time to do our survey and fully take on board the feedback provided.

We have a Winner! Cycle Helmet Raffle

Congratulations to Sarmite, our Skylark Cycle Helmet Raffle winner! Sarmite was our lucky new Skylark Newsletter subscriber who received their new helmet in January 2025.

You too may get an opportunity to win a prize. Simply subscribe to the Skylark Newsletter and get the latest travel news delivered straight to your inbox.

As a subscriber, Smart Journeys will also reach out from time to time to update you personally on upcoming

travel surveys, upcoming prize winning incentives, or important travel updates. To subscribe, please contact info@smartjourneys.co.uk.

"Sustainable and active travel not only promotes good physical health and mental wellbeing but connects people, bringing communities together..."

Sharon Forbes

Sustainable Travel Planning Manager
Smart Journeys

The Big Commuter Survey – RESULTS!



Smart Journeys carried out their annual online commuter survey for two weeks from 14th October, ending midnight on Sunday 27th October 2024.

One of the core objectives of this annual commuter survey is to provide insight into the localised impact commuting has on the highway network and the environment over a one-week period.

The travel mode data also collected information on journeys away from the site (on business) and of those residents on leave. This is to portray a normal working week, and this proportion of residents is presented as 'other'.

The survey results provide a clear picture of the way Skylark residents travel to work, enabling Smart Journeys to gain a basic insight into the travel-related issues residents face getting to work, and to identify

new travel and transport opportunities.

This data is also used by Smart Journeys to provide valuable insights to support with their sustainable travel initiatives, influence future public transport decisions across the county, and advise on public

transport improvements around the local area. Results will also help steer on improvements to the transport network, ensuring that we focus on the most effective areas for both residents and businesses.

The goal is to support in making Cambridgeshire a greener, more sustainable place to live, by endeavouring to offer more accessible, safer, healthier, and reliable travel options. Travel and commuting habits have shifted in recent years and we want to learn more about how residents are now getting to and from work; equipping us to plan for enhancements, such as additional walking and cycling routes, along with better public transport facilities and infrastructure. We are also committed to achieving carbon net-zero by 2045, something we also know is important to Cambridgeshire residents, as highlighted in the recent Quality of Life survey. The travel survey in October 2024 enabled Skylark residents to contribute and share feedback.

Smart Journeys want to take this opportunity to thank all the Skylark residents who took the time to take part in this exercise.



Survey Results

A total of seven (7) respondents took part in the survey.

- Single occupancy car use was found to be the main mode of transport used to commute.
- Cycling.
- Walking.
- Bus and train travel is the least mode of transport used to commute.

Barriers

The survey revealed that a high number of residents generally experience barriers commuting more sustainably.

Walking

67% of Skylark survey participants find walking distance too far, with 33% saying it takes too long, and had concerns with personal, and road safety.

Cycling

50% of Skylark survey participants had concerns over theft of personal property/security, general personal security, and road safety. An additional concern raised was, "lack of cycle paths or pavements and that some of the roads are so narrow with ditches either side and having to compete with lorries and tractors is worrisome, especially for young children."

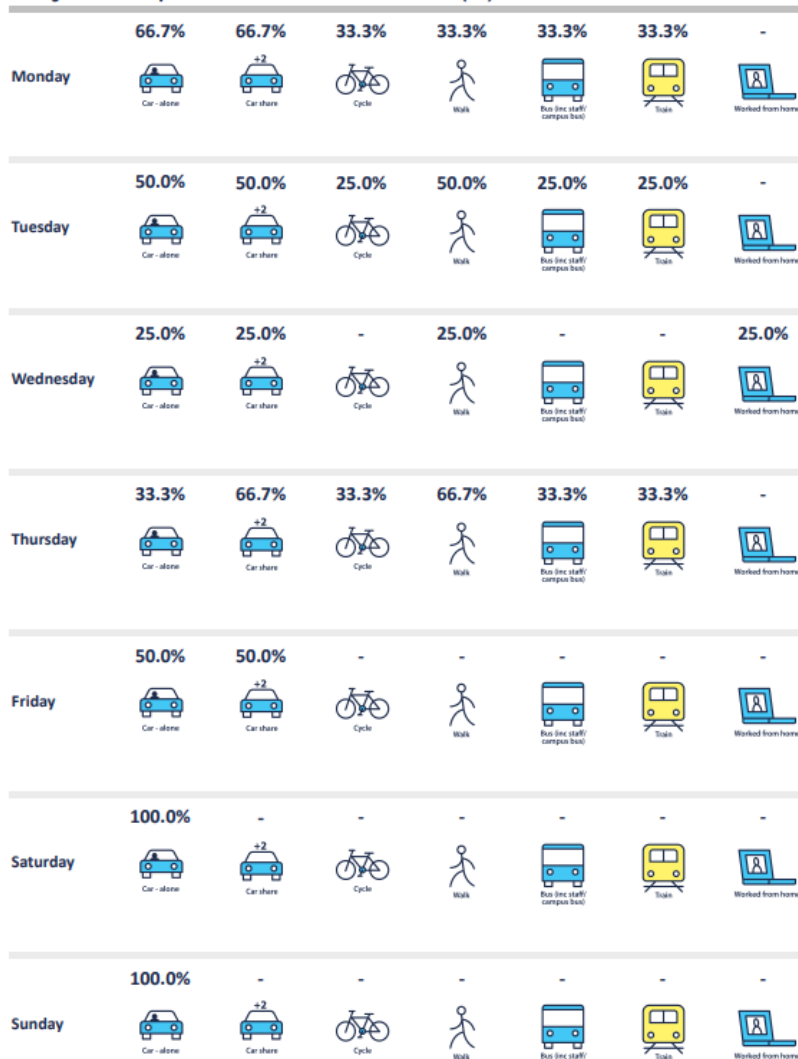
Carsharing

100% of Skylark survey participants felt carsharing was not reliable.

Bus (incl P&R)

67% of Skylark survey participants felt talking the bus took too long, with 33% taking buses were unreliable, more expensive than their usual form of transport, service does not go where they need, or leave when they need. The general consensus was a need for more bus routes through Wisbech and surrounding areas.

Daily Modal Splits - Main modes of travel (%)



Train

100% of Skylark survey participants had concerns about personal safety and road safety when travelling to get the train.

E-Bike/E-Scooter

50% of Skylark survey participants felt accessing an e-bike or scooter was too far.

Survey - Next Steps

Bus

We have taken on board your feedback from the survey and have already started looking at alternative ways for residents to travel in around Wisbech by bus. We have been in and around conversations with alternative bus operators who could potentially offer a more flexible and tailored service, meeting the requirements of Skylark residents, to better support in facilitating a more effective interconnective day-to-day commute, or for recreational/leisure travel.



Tiger 7 (T7) Bus

Did you know that from 27th May seven brand new Tiger bus routes will be roaring into action across Cambridgeshire and Peterborough? These routes have been designed to better connect towns, villages, and communities – offering faster journey times, more frequent services, and improved reliability.

One of the new services is the planned Tiger 7 (T7) bus service, an hourly service that runs from Wisbech Horse Fair Bus Station to Chatteris East Park Street, Monday to Saturday from approximately 6am-8pm.

Whether you are commuting to work, heading to school or college, shopping in town, or visiting friends and family – there's a Tiger route for you.

For Tiger 7 (T7) timetable, visit: <https://bustimes.org/services/t7-wisbech-chatteris>.



Cycling

Smart Journeys are aware of the current challenges with limited cycling infrastructure available in the surrounding Skylark area and are continuing to look at better ways to enable safer and more accessible routes for all residents in the local area.

There are plans under the Local Cycling and Walking Improvement Plan (LCWIP) Schemes to implement enhancements in the area with links to Weasenham Lane employment area and the Town Centre. It is then

likely that in the future, cycling would become a more attractive mode of transport. In addition, the plans for the new school in this area and new housing development on Sandy Lane which would potentially lead to some much-needed local enhancements on Weasenham Lane. Sign up and subscribe to the Skylark Newsletter to keep up to date with travel and transport information.

Unfortunately, bike thefts are a significant issue in Cambridgeshire, particularly in Cambridge city center, with an estimated 9,000 thefts per year. Smart Journeys role is to guide



and inform bike owners on how to take stronger measures to keep their bikes safer and secure. Just some of the most important things to remember is, double lock your bike and register the frame number for tracking purposes in case of an unfortunate bike theft.

Smart Journeys hold events where FREE bike marking may be provided. To register and mark your bike, visit: <https://www.bikeregister.com/>.

Subscribe to the Skylark Newsletter and email communication for up-to-date information on Smart Journeys event dates in your local area by contacting info@smartjourneys.co.uk.

Car Sharing

Smart Journey are currently looking at reliable, safe, and practical options to implement car sharing in the local community. Carsharing has many



benefits, with just some of the advantages being:

- Great for wellbeing.
- Saves money.
- Benefits the community.
- Saves time.
- A great way of networking.
- Is more sustainable than single occupancy car use.

Car sharing can also be used for a variety of purposes, for example, commutes to work, school runs, errands, medical appointments, and much more. To register, visit: <https://hub.liftshare.com/regional/cam-bridgeshire>.

To access the full results from the Big Commuter Survey 2024, visit <https://www.platformhomeownership.com/elm-high-travel>.

Annual Community Forum Tuesday, 5th August 2025



To better engage with our residents, Smart Journeys in partnership with the Platform Community Engagement Team will be holding a Community Forum on Tuesday, 5th August 2025, exclusive to Skylark residents.

The event will give Skylark residents an opportunity to meet with us, and discuss any local property or local transport questions, get involved in fun activities, win prizes, access free bike servicing, bike marking sessions, freebies, and lots more - all exclusive to Skylark residents! Full details on activities for the day will be announced soon, so stay tuned.

Save the date in your diaries and come along and join your community networking event.

More information will be sent round to all residents nearer the time.

Skylark Noticeboard

Platform Housing Group are pleased to announce the instalment of their Skylark noticeboard.

The noticeboard will provide local residents with information on sustainable travel options, news, and local events.

The noticeboard is located towards the entrance of Skylark estate (along Linnet Drive). Feel free to walk there and check it out!

Upcoming Sustainable Travel Events

The Cambridge Criterium – Sunday, 24th August 2025

Experience the return of the Cambridge Criterium, a festival of free-to-attend cycling events in Cambridge that brings professional cycle racing and family cycling fun to the UK's cycling capital.

- A free-to-attend cycling festival in Cambridge.
- Free family cycling on traffic-free roads.
- Food park on Jesus Green.
- Watch professional cycle racing in person for free!
- and more.

Last year's successful event was the first professional cycling race in



Cambridge since the 2014 Tour de France, all on Jesus Green in the heart of the city!

The headline races for men and women will feature the country's top domestic riders, including Olympians, national champions and even some former and current world champions.

Where to watch?

A traffic-free 2.6km circuit around Jesus Green will transform the heart of Cambridge into a vibrant festival hub for residents and attendees of all ages with a broadcast to a big screen on the Green.

How to get involved?

You and your family can ride the racecourse on traffic-free roads before the pros - completely free!

Volunteer

Why volunteer?

Be in the heart of the action: Get up close to the race excitement, witness

amazing athleticism, and soak up the electric atmosphere.

Support a worthy cause: Help inspire the next generation of athletes and support thousands of riders to achieve their goals.

Have fun and make a difference: Meet passionate cycling enthusiasts, learn new skills, and contribute to a successful event.

Find your perfect role:

They offer a diverse range of roles to suit your interests and time availability. You could:

Cheer on riders: Be a marshal, guide cyclists and spectators at key points, and keep the energy high.

Support logistics: Assist with registration, set-up, tear-down, or merchandise stalls.

Share the excitement: Help with photography, social media, or spectator information points.

No experience? No problem!

They provide comprehensive training and support, ensuring you feel confident and valued throughout the event. Come join their friendly crew and discover the satisfaction of working on a world-class event.

For more information, please contact: info@monumentcycling.com.
Highlights of event:

https://www.youtube.com/watch?v=wAgno46_tdA

<https://www.youtube.com/watch?v=b-Bz47LxuW5Q>

How to Get There

Take the 56 bus from Wisbech Horse Fair Bus Station to March Train Station. Then CrossCountry train to Cambridge. Plan ahead and check times during this public bank holiday:

56 Bus timetable: <https://www.stagecoachbus.com/timetables>

CrossCountry train times and fares: <https://www.crosscountrytrains.co.uk/>



Things to do in Wisbech



With the warmer weather upon us, make the most of getting out and about by walking, embracing your natural surroundings, and local activities.

Just a short 11 mins bike ride, or 35 mins walk away from Skylark is an

unassuming National Trust gem, the Peckover House and Garden, at North Brink, Wisbech PE13 1JR.

From the 1790s it was home to the Peckovers, a fascinating dynasty of Quaker bankers, collectors and philanthropists who created the

spacious Victorian garden that lies behind the house.

To learn more about its history and what's on, visit: <https://www.nationaltrust.org.uk/visit/cambridgeshire/peckover-house-and-garden>



Contact Us

If you have any questions or need local travel or transport advice, please get in touch.

Email: info@smartjourneys.co.uk

Website: smartjourneys.co.uk

Facebook: @smartjourneys

smart**j**ourneys in partnership with platform  housing group

www.smartjourneys.co.uk

