

**Opens on Sunday 7 August 2011**

**Route and stops**

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**FREE offers from  
Fen Drayton Lakes**

See back page

**Reliable, fast and frequent**



Busway services operated by



Publication in partnership with



**[www.thebusway.info](http://www.thebusway.info)**



# The Busway has arrived

**The revolutionary transport link that connects Cambridge with the market towns of Huntingdon and St Ives will provide passengers with a reliable, fast and frequent service.**

From Sunday 7 August passengers will be able to relax on leather seats, be refreshed by air conditioning and enjoy free wireless Internet access, while buses glide along the traffic-free track.

The Busway will offer a premier service – but tickets will not be at premium prices. Bus operators, Stagecoach and Whippet, will charge the same prices on Busway services as they do for the same trip using the current road routes along the A14. Buses will be running up to every 10 minutes making it even easier to turn up and go.

The world's longest guided busway has been pioneered by Cambridgeshire County Council to give people a high quality alternative to the frequent and frustrating traffic queues along the busy A14.

It also opens up a wealth of new opportunities for speedy, hassle-free journeys to the rural market towns to catch up with friends, attend business meetings or just wander around some historic town centres.

The scheme is part of the County Council's plans to look after the environment, the local economy and give better access to jobs by improving the public transport network, and is supported by the Department for Transport.



## Smooth operator

**The Busway is both flexible and quick, making it the best way to travel.**

A concrete track has been built along the 16-mile route to take the two small guide wheels fitted at the front of standard buses, so vehicles can be guided along smoothly at speeds of up to 60mph.

The buses can switch seamlessly between the track and normal roads, making it far more flexible than other forms of public transport.

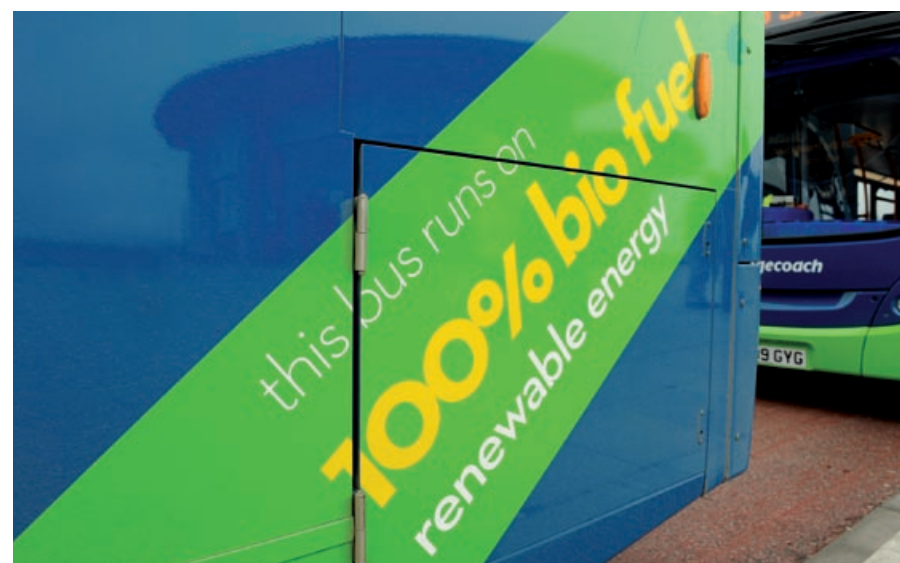


## A clean, green machine

**Step on board to save energy and the environment.**

The Busway project re-affirms Cambridgeshire as one of the most environmentally-friendly counties in the country.

With most guided buses running on bio-fuel – which is far greener than diesel – it's helping to save energy, while encouraging people out of their cars and out to enjoy the countryside.



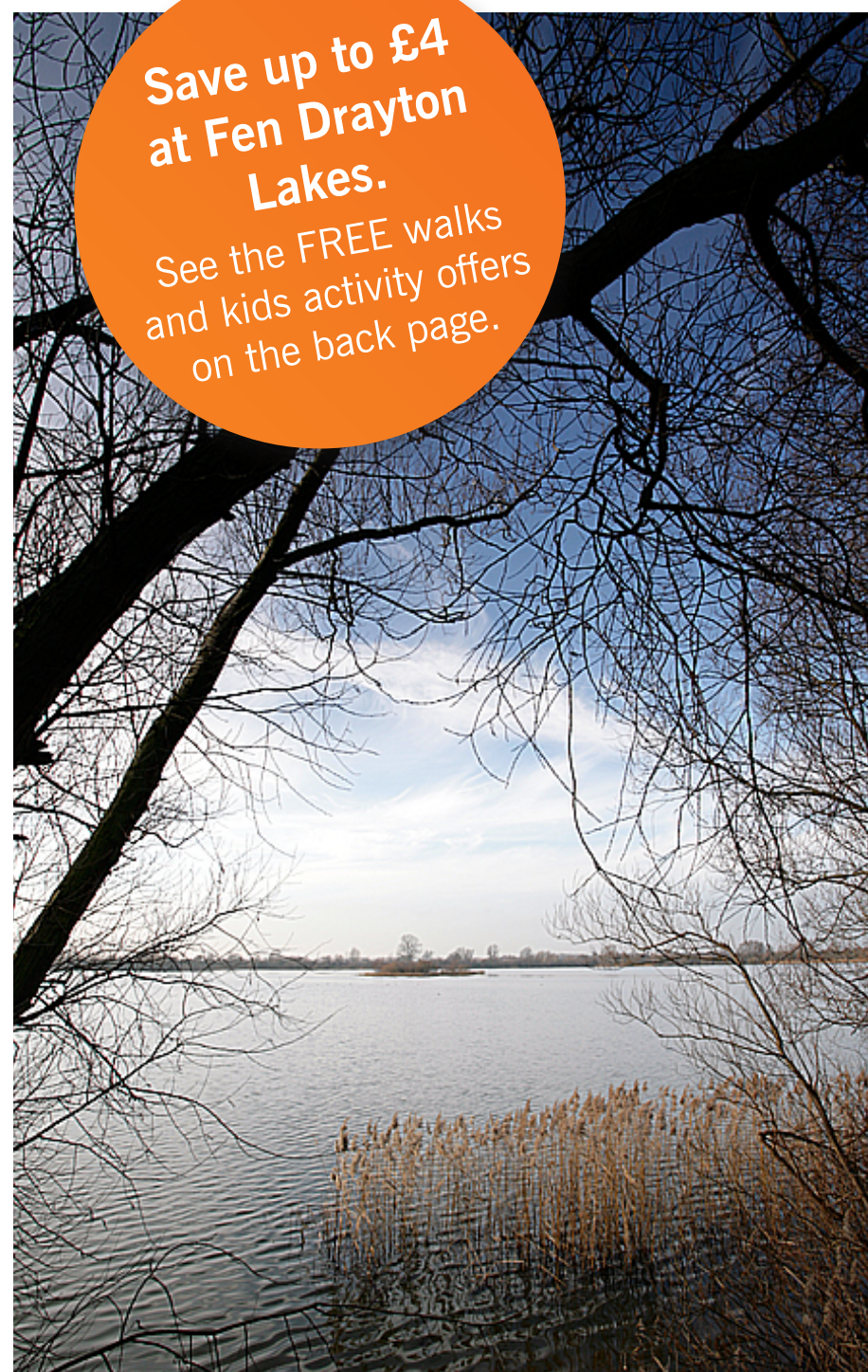


## Take The Busway for a walk on the wild side

**A short ride on The Busway will take you out to a choice of countryside walks to see wildlife at the edge of the Cambridgeshire Fens.**

Ask your bus driver to drop you off at the special Busway stop at Fen Drayton Lakes. A network of paths around lakes, meadows and ancient hedges await you – some accessible for pushchairs and wheelchairs.

The RSPB site is home to many resident and migratory birds, damselflies and butterflies, and if you're lucky you may even see an otter.



**Save up to £4 at Fen Drayton Lakes.**

See the FREE walks and kids activity offers on the back page.



## Walk, cycle or ride alongside

**When The Busway opens, walkers, cyclists and horse-riders can begin using a new path built alongside the track to get into work or out into the countryside.**

The entire route will have a top quality, wide and smooth blacktop surface to make it a great way to get out and about for all the family. The dedicated traffic-free route will be Cambridgeshire's cycling super highway. The route will make up a key part of Route 51 of the National Cycle Network, which currently begins in St Neots and continues into Suffolk. A map of the full route is available at [www.cambridgeshire.gov.uk/cycling](http://www.cambridgeshire.gov.uk/cycling)

The National Cycle Network was founded by sustainable transport charity Sustrans and is made up of 12,000 miles of traffic-free walking and cycling paths, quiet lanes and on-road cycling routes. These make cycling a great way to get to work, school, the shops as well as being a fun way to exercise. A network of Rights of Way and paths also link in to the new route.

The path next to the southern section of The Busway from Trumpington Park & Ride to Addenbrooke's Hospital and the Railway Station will also open when buses begin to run and can be used by walkers and cyclists. Horse-riders are only permitted on the St Ives to Milton Road section.

The section from Swavesey to St Ives will open later as work to raise the level of the path is completed. The work is scheduled to start in August.



# The Busway near you

A reliable, fast and frequent way to travel to and from work  
that also provides an easy way to get out and about after dark:  
Buses run 7 days a week and up to midnight Monday to Saturday.



More information can also be found by visiting

[www.thebusway.info](http://www.thebusway.info)

# The Busway made simple

**Stagecoach and Whippet will run frequent services on The Busway and getting on board is easy.**

## Find your stop

To find your nearest stop pick up a timetable booklet on Busway services or log on to [www.busway.info](http://www.busway.info). Remember, there is free parking for Busway passengers at the two new Park & Ride sites along the route.

## Check the timetable

Once you have selected your stop, check the timetable in your booklet or online to find out when buses are running. Check out the timetables for both Stagecoach (services A and B) and Whippet (services C and D). Real-time passenger information boards are also at most stops to help you.

## Buy your ticket

If you are starting your journey anywhere along the guideway you will need to buy a ticket before you board. This will help speed up journeys and ticket machines are at each stop along the route. Cards can be used to pay for purchases over £3 as well as coins and notes being accepted. More information on tickets can be found on the back page.

**Concessionary bus passes are valid on all Busway services under the same terms and conditions as all other bus services in the county**

## Get on board

If you are boarding the bus at a stop away from the guideway you will need to pay cash to the driver for your ticket when you get on the bus. Once you are on, sit back, relax and before you know it you'll be there.

## Easy to use bus stops

Stops along the guideway and in Cambridge city centre have raised platforms reached by ramps so people can get on and off the bus without needing to step up or down. This will make it easier for wheelchair users and people with pushchairs.

The new high-quality bus shelters are well-lit and have real-time information points to let passengers know when the next bus is due.

To help passengers with disabilities or visual impairment, there are wide footways around the new bus shelters and the special paving, currently used at pedestrian crossings, to mark the edge of the stops along the track.

## Pedal power parking

Bicycle racks, which are covered, well-lit and monitored by CCTV, can be found at the two Park & Ride sites, plus Swavesey, Oakington, Histon & Impington, Orchard Park West, Science Park and Trumpington stops.

## Easy access with free parking

Park & Ride has proved to be a popular and stress-free way to get into Cambridge with over four million commuters, shoppers and visitors beating the queues into the heart of the city each year.

Part of The Busway project has been to add two new Park & Ride sites along the route extending the facilities to even more people.

Parking is free at both Busway Park & Ride sites, with a total of 850 spaces and room to expand in the future. St Ives Park & Ride is signposted off Meadow Lane to the east of the A1096 (Harrison Way) and Longstanton Park & Ride is on the B1050. Both are well signposted on local roads and the A14.

To the south of Cambridge The Busway can also be accessed from Trumpington Park & Ride. Further information, and the timetable for services from the Park & Ride can be found by logging on to [www.cambridgeshire.gov.uk/thebusway](http://www.cambridgeshire.gov.uk/thebusway)



Longstanton Park & Ride



# Cambridge

**Culture, entertainment and superb shopping make Cambridge a great place to visit.**

Cambridge is a unique city and it's hard not to be impressed. Amongst the city's well known shops and beautiful architecture there are stunning university and college buildings, museums, churches, courtyards and narrow streets. For art lovers, there is a wealth of galleries and museums to visit, including the world famous Fitzwilliam Museum. The Cambridge Corn Exchange is recognised as one of the premier music and theatre venues in the UK with regular performances from the best names in music, comedy and theatre. The Cambridge Arts Theatre and Picture House also provide great entertainment and The Busway means you can enjoy a drink after a show as buses run up to midnight.

## Cambridge Science Park

Cambridge Science Park is the UK's oldest and most prestigious science park. Home to over 100 companies and 1,650,000 sq ft of buildings, Cambridge Science Park continues to attract new businesses, from small start-ups to subsidiaries of multinational corporations.

With a stop on the doorstep, The Busway will improve transport links to Cambridge Science Park. Cambridge railway station is just a short trip and St Ives is just 20 minutes on the traffic-free guideway.

## The Grafton

The Grafton is a great place to start your visit to Cambridge. There are over sixty great stores in one convenient covered centre including Debenhams, Bhs, Boots, H & M, New Look and Primark.



## Grand Arcade

Situated in the centre of the historic city, Grand Arcade is the city's newest shopping experience. All the leading brands of fashion, home, beauty and jewellery are located over two floors, with a choice of cafés and restaurants. The arcade also houses the largest John Lewis department store in the region.



# Hop over to Huntingdon

**The historic market town of Huntingdon is just a short hop away on The Busway – take a trip to see what you can find.**



## Car free with easy access

Huntingdon bus station is a few paces from the pedestrianised shopping area with a wide variety of national stores and supermarkets mingled with a range of independent shops, all set in a mix of old and new buildings.

There is easy access for all and visitors with limited mobility can use the well-established shopmobility scheme close to the bus station at Princes Street car park from Tuesday to Saturday. Call 01480 432793 for details.

To find out more about events taking place in Huntingdon, including the markets every Wednesday and Saturday call 01480 450250 or visit [www.huntingdowntownpartnership.co.uk](http://www.huntingdowntownpartnership.co.uk)

## Huntingdon's famous son

Oliver Cromwell was born and educated in Huntingdon. His rise to power was extraordinary and he was Parliament's leading military commander in the Civil War against Charles I. The Cromwell Museum is situated in the old grammar school where he was a pupil, and is the only museum in the country dedicated to his life. Call 01480 372742 for details.

Open to visitors on Sundays (June to August), historical Hinchbrooke House is a short walk from the bus station. Extend your walk a little further to gain access to Hinchbrooke Country Park with open grasslands, meadows, woodlands and lakes.

## Back to college on The Busway

It's never been easier to take up the fantastic learning opportunities at Huntingdonshire Regional College. With a stop on the college doorstep and buses every 20 minutes, students and staff can make the most of the new link.

The college offers a huge range of full-time, part-time and 'just for fun' courses for students of all ages. For more information, call 01480 379106, or visit [www.huntingdon.ac.uk](http://www.huntingdon.ac.uk)



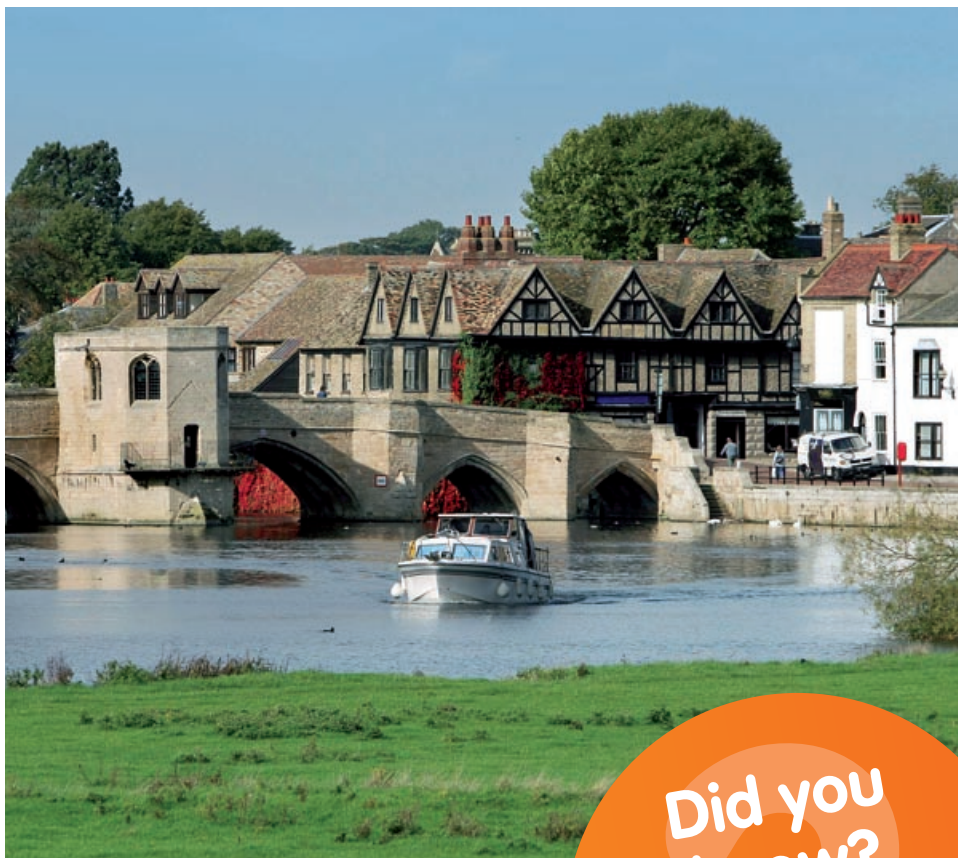
## Escape to St Ives

**Getting to the beautiful town of St Ives is easy on The Busway. Buses will take you right into the historic market town, where you'll be sure of a warm welcome.**

Ever since the town was created 900 years ago it's been attracting visitors to its fairs and markets, and much of its heritage still remains.

The 600-year-old stone bridge with its chapel built in midstream is one of only four in the country, and there are many more notable churches and buildings.

The history of St Ives and of the whole of Huntingdonshire is displayed in the riverside Norris Museum with local pictures, fossils, archaeology and objects from all periods.



**Did you know?**

You can go in the chapel on the famous St Ives bridge by picking up the key at the Norris Museum

From high street stores to small independent shops, the mix of old and new makes St Ives a brilliant place to indulge in some retail therapy, hunt for a bargain or pamper yourself.

The town's Monday and Friday markets provide an excellent range of goods and the mega markets held each Bank Holiday Monday are renowned throughout the county. For lovers of local produce, the Farmers' Markets on the first and third Saturdays of every month can't be beaten, and there are regular continental markets.

St Ives is also the ideal place to take to the river for a relaxing boat trip, or have an evening meal in one of many cultural eating places.

Log on to [www.stivestowncouncil.gov.uk](http://www.stivestowncouncil.gov.uk) to find out more about events The Busway can help you be a part of.

## Save with a SITI card

St Ives Town Initiative has a well used loyalty card - the SITI Card - to encourage people to shop locally, spend money in the town and support the community.

The card is available free for residents and visitors and can be used to benefit from special offers and discounts at shops and businesses displaying the SITI Card sign.

Leaflets with the card attached are available from the Town Hall, library or participating outlets.

Visit [www.siticard.co.uk](http://www.siticard.co.uk) to find out more.

## Boost for business

**The Busway is set to boost business and jobs in St Ives by helping to attract companies to new premises at St Ives Business Park.**

Within walking distance of the town centre, the business park is just a 20 minute ride on The Busway from Cambridge Science Park, with eight stops along the way including Histon.

Already home to over 300 staff employed by companies including Move with Us, Scope, SIG, Avro Industries and Transart, the expansion is expected to create around 250 new jobs at the site.

Two new buildings totalling 40,000 square feet are being developed by Cambridge-based Endurance Estates as the first phase of a 150,000 sq ft development costing £10 million.

The awarding organisation City & Guilds will be first to move into the new premises, and many other companies are interested in the benefits of moving to St Ives.

For more information, call **01480 464746**, email [info@sibp.co.uk](mailto:info@sibp.co.uk), or visit [www.sibp.co.uk](http://www.sibp.co.uk)



# A premium service that doesn't cost the earth

## Stagecoach and Whippet will run services on The Busway.

As well as single tickets being available a range of day and weekly tickets will offer even better value for money. Tickets purchased for Stagecoach and Whippet are not valid on each other's services. A separate multi-operator ticket is available – see information on the right.

# Get The Busway smartcard from Monday 1 August

## A new Busway smartcard has been launched that allows you to travel on both operators' services with just one ticket

Residents asked for a ticket to allow travel on both operators' buses. The ticket will offer real flexibility as you can just turn up and go when the next bus arrives.

From Monday 1 August log on to the address below for further information and to apply for your Busway smartcard online.

[www.cambridgeshire.gov.uk/buswaytickets](http://www.cambridgeshire.gov.uk/buswaytickets)

Stagecoach and Whippet will be offering daily and weekly tickets giving regular travellers better value on The Busway. Don't worry if your journey is only one way as you will be able to buy singles too.



Stagecoach's existing multi journey tickets will be valid on The Busway services, as well as still being valid on their routes on normal roads.

Here is how the tickets apply to The Busway (Cambridge below includes the railway station to Trumpington Park & Ride section):

Ticket Type	Journey	Price
Dayrider	Day ticket allowing you to travel in Cambridge and up to the Oakington stop on The Busway	£3.50
Dayrider plus	Day ticket that takes you further and includes all the stops on The Busway route (up to Huntingdon)	£5.40
Megarider	Weekly ticket allowing you to travel in Cambridge and up to the Oakington stop on The Busway	£12.00
Megarider plus	Weekly ticket that takes you further and includes all the stops on The Busway route (up to Huntingdon)	£21.50
Family Dayrider plus (after 09:30)	Family day ticket (1 adult, up to 2 children) that allows travel on all areas of The Busway	£6.00



Whippet will offer multi journey tickets that will be valid on Busway services as well as Whippet's services that run on normal roads. Here is how the 'Just Go' tickets apply to The Busway:

Ticket Type	Journey	Price
Just Go day - zone 1	Day ticket that allows you unlimited travel on The Busway between Longstanton P&R and Cambridge	£3
Just Go day - zone 2	Day ticket that allows unlimited travel on The Busway between all stops in St Ives and Cambridge	£4
Just Go day - zone 3	Day ticket that allows unlimited travel on The Busway between Somersham and Cambridge	£5
Just Go weekly - zone 1	Weekly ticket that allows you unlimited travel on The Busway between Longstanton P&R and Cambridge	£12.50 (student £10)
Just Go weekly - zone 2	Weekly ticket that allows unlimited travel on The Busway between all stops in St Ives and Cambridge	£17.50 (student £15)
Just Go weekly - zone 3	Weekly ticket that allows unlimited travel on The Busway between Somersham and Cambridge	£20 (student £18)
Just Go family day	Family day ticket (2 adults, 2 children) that allows unlimited travel on all areas of The Busway	£10

# FREE offers for Busway passengers

## The RSPB is offering a FREE guided walk at Fen Drayton Lakes in August and September for users of The Busway

The guided walks are taking place on Wednesday 10 August and Wednesday 14 September from 10am to 1pm.

To take advantage of this offer you must:

- Book your place by telephoning the RSPB on 01954 233260 or email [fendraytonlakes@rspb.org.uk](mailto:fendraytonlakes@rspb.org.uk)
- Take this voucher with you (it is valid for up to four people)
- Take your ticket from a journey made on The Busway for each member of your party

The RSPB is also offering a FREE children's activity at Fen Drayton Lakes during the school holidays. Children can either enjoy pond dipping or a 'bug hunt' with the help of experienced staff. Log on to [www.rspb.org.uk/fendraytonlakes](http://www.rspb.org.uk/fendraytonlakes) and click on the events tab on the left hand side for dates.

Booking is essential and children must be accompanied by an adult.

To take advantage of this offer you must:

- Call the RSPB on 01954 233260 to check for dates and times
- Book your place
- Take this voucher with you (it's valid for up to four children)
- Take one ticket from a journey made on The Busway for your group.