

## County Report January 2014

### Councillor John Reynolds

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#### **SIMPLE SWAPS FOR HEALTHIER FAMILY SHOPS**

Local support for a national campaign where just small swaps on a January shopping list can mean big healthy changes in fat and sugar intake. The 'Smart Swaps' campaign calls on families to sign up and make one easy change – like swapping sugary drinks to low sugar drinks, or swapping a biscuit for a piece of fruit.

The campaign comes at a time when being overweight or obese is high up on the health agenda because of the risks to health. Currently it is estimated that around 21 per cent of people in Cambridgeshire are obese, approximately one fifth of the county's population.

Signing up to Smart Swaps means that by making simple changes to what you eat and drink it is possible to have a real and healthy impact on your diet. For the average family this could mean a reduction of three quarters a bag of sugar over four weeks. Over a period of time this really starts to add up."

Those who sign up to the 'Smart Swaps' campaign will receive a FREE Smart Swapper full of healthier swap and meal ideas, money off vouchers and fridge magnets as well as supportive emails and texts throughout the month. A FREE Smart Recipes app will also be available with tasty, quick and healthier meal ideas, which can be downloaded from iTunes and GooglePlay.

Local County Councillor John Reynolds, said: "January always makes us want to eat healthily and Change4Life's Smart Swaps campaign makes it easy to start the year off with some healthier changes to your diet. There's never been a better time to start so why not give Smart Swaps a go!"

#### **YOUNGSTERS CAN PUT AUTHORS IN THE PICTURES**

First time authors could be in with a chance of winning as the 9th 'Read it Again!' Cambridgeshire Children's Picture Book Award launches this month. Run by Cambridgeshire Libraries, the 'Read it Again!' award is for a picture book where the words and pictures are the first published work of one individual.

Local County Councillor John Reynolds, said "The award promotes exciting new talent and encourages youngsters to explore words, stories and pictures. The winner is voted for by children in primary schools in Cambridgeshire."

Children will read, discuss and then vote for their favourite book from a shortlist of eight outstanding titles, all published during 2013. The book receiving the most votes will be declared the "Read it Again!" winner at a special ceremony to be held in early summer.

As well as enjoying the books, children will have the opportunity to correspond with the creators via letters and email. Last year's award, won by Jenni Desmond for her amazing book, "Red Cat, Blue Cat", involved over 7,500 children from 58 local schools.

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## **GRANTS AVAILABLE TO CREATE A CYCLING LEGACY**

To celebrate the third stage of Le Tour de France starting in Cambridge next year, £20,000 is being made available to local groups to make the visit of the sporting spectacular even more memorable. The Cycle Legacy Small Grant Fund has been created by Cambridgeshire County Council to support activities or events linked to and inspired by cycling or Le Tour.

To be eligible, groups or organisations should put forward activities within their community which will involve and motivate people to create a lasting and positive legacy to mark this historic visit of the race to Cambridgeshire. Each grant will be up to a maximum of £500 and additional funding or support in kind will be expected.

The grants are being awarded in three rounds and the deadlines for applications for each round are: 17 January, 7 March and 11 April.

For more details on the guidance and how to apply please go to:

[www.cambridgeshire.gov.uk/transport/around/cycling/cycle\\_legacy](http://www.cambridgeshire.gov.uk/transport/around/cycling/cycle_legacy).

Local County Councillor John Reynolds, said: "The visit of Le Tour de France to Cambridge and the county next year will be a fantastic occasion. The key for us is to make sure we celebrate the day but also help to support events around Cambridgeshire to ensure the impact of the race spreads far and wide. This is why we have diverted existing funds to create the Cycle Legacy Small Grant Fund.

"If you are a group or organisation which is based in the county and have an event which is linked to cycling or the race we would like to hear from you. While we don't have a huge pot of funding, we hope the money we are making available will help to make an event or celebration happen so please get in touch."

The Grand Départ will race from Leeds to Harrogate on July 5, York to Sheffield on July 6, and a third stage will travel from Cambridge to London on July 7.

Beginning on Gonville Place by Parker's Piece, the peloton will ride through the city centre, past the world famous colleges of St Johns, Trinity and Kings as they cycle along Kings Parade and Trumpington Street before leaving the city via Trumpington Road. The peloton will then race through the rest of Cambridgeshire via the A1301 before leaving the county via Saffron Walden and through Essex towards London to finish on The Mall in front of Buckingham Palace.

## **STEPS TAKEN TO EXPLORE FUTURE OF CROMWELL MUSEUM**

Plans have been agreed to help Cambridgeshire County Council identify options to try to keep open the Cromwell Museum in Huntingdon. At a special Cromwell Museum Management Committee held this week, the group agreed to help the local authority look at alternative options. Grant funding from the Arts Council England's Renaissance programme will be used to carry out work to review and test the viability of finding an alternative operator for the Huntingdon based tourist attraction. The group will meet again in early April to consider the outcomes.

Local County Councillor John Reynolds said "Since the end of last year we've been committed to looking to see if there are other options to enable us to keep the museum open. The Council has to make £149m worth of savings over the next five years, so we've had to look hard at non statutory services - which includes the museum. We still hope it's possible to find someone else to run and manage it at no cost to the tax payer and we have until next year to explore this."

## **NEW TAXI RANK SYSTEM SET TO IMPROVE SAFETY AND REDUCE CONGESTION**

A new taxi rank system has been launched in St Andrew's Street, Cambridge that will tackle travel issues in one of the busiest streets in the city. The system was piloted between 9am and 9pm for a month. Council and taxi drivers will assess how it has worked and agree how it will operate permanently.

The new system will see the taxi rank on nearby Drummer Street act as a feeder for the St Andrew's Street rank. Rather than taxis queuing illegally on the narrow and heavily used St Andrew's Street, they will wait at Drummer Street and an electronic sign will let drivers know when there is a space free. Taxis will also be available directly from the Drummer Street rank, which can be better value for those travelling south.

The scheme has been developed following calls to tackle safety and congestion issues on St Andrew's Street. The over-queuing of taxis in the past has caused delays for numerous buses travelling through the city centre and the bottle-neck of traffic has prompted safety concerns from pedestrians and cyclists. The new taxi rank cost £30,000 and was been funded by the Department of Transport through the Better Bus Areas Fund awarded to Cambridgeshire.

## **GREAT WAR COMMEMORATION**

There are many national and local events and activities planned to commemorate the Great War. The County Council and local Armed Forces and Cadet Forces are now working together to ensure that our plans are joined up and that we share our resources. I am writing to make you aware of what is in hand for 2014.

The Council successfully secured EU funding which we are using to finance a project entitled "The Great War – Between the lines". This has a strong focus on the untold stories and the impact on Cambridgeshire (although we recognise that administrative boundaries were different 100 years ago) and will look at the role of women, hospitals and factories set up in the area, the impact on local traditions and customs and the Cambridgeshire Regiment.

Our Libraries, Archives and Adult Learning services are working together on this and material gathered will be featured on the Cambridgeshire Community Archive Network website which can be found via this link <http://great-war.ccan.co.uk/>. This project will culminate with an event on 3<sup>rd</sup> August (the day before the anniversary of the outbreak of the Great War) at Hinchingbrooke House. Work will continue after that date, although the project will have come to an end. For example, we plan to provide information packs to schools that wish to carry out local research – such as following names on war memorials.

The first event will take place on 8<sup>th</sup> March 2014 and will focus on greater Cambridge. In collaboration with the University, Cambridge City and South Cambridgeshire District Councils, this event will focus on their war memorials and will include walking, running and cycling routes to view them and learn more about the stories that lie behind them. It is hoped that local Cadet Forces will help to guide/marshall this event which will also provide an opportunity for local people to become aware of – and involved in – the Council project and other events.

More details of these events will appear as programmes become firmed up. We are very aware that Parish and Town Councils and other local groups will also be planning commemorative events over the period 2014 -2018'

## **LARGE RESPONSE FOR CASH TO SUPPORT PUBLIC TRANSPORT**

Parish Councils in South Cambridgeshire were invited in November to bid for funding to improve facilities for their bus users. This funding has been provided by the Department for Transport and is being administered by Cambridgeshire County Council. The criteria for use of this funding mean that it can only be used in South Cambridgeshire and that priority may be given to areas along the busiest transport routes to Cambridge.

Possible improvements could include; new bus shelters, cycle parking, and real time bus information displays. Successful Parish Councils will be given the opportunity to develop their plans and establish project costs to enable work to be implemented by March 2014.

The Council received a large number of submissions, and due to the demand approval has been given to increase the total available funding from £40,000 to £115,000. Work is now underway with Parish Council's to implement the improvements that include;  
Bicycle Stands, Repair / Refurb grant, Bus Shelters etc.

## **£6 MILLION GOVERNMENT FUNDING JUST THE TICKET FOR STATION PLANS**

A £6 million grant from Government to deliver the first stages of the new Cambridge Science Park Station. The money will be spent on a range of measures, including cycle links such as along Cowley Road and the those from Nuffield Road onto the Busway cycleway. These latter will create a new route from East Chesterton to Science Park and Cambridge Regional College avoiding the Golden Hind junction on Milton Road.

The money will also pay for the Busway route into the station from Milton Road. These measures are part of the overall station plans that have been through extensive public consultation and this money will allow their early delivery ahead of the main station works. The Council remains committed to delivery of the station in 2015 and these works are an important first step.

The interchange at the new station will provide access onto the wider public transport and highway network. It will enable travellers to switch between all modes of transport with access for pedestrians, cyclists, bus users, car drivers, passengers, and rail users. The interchange will be linked into the existing Busway, including the pedestrian and cycle provided by the maintenance track.

The funding announcement shows the commitment Government has in Cambridgeshire County Council's current plans for the new station at Cambridge Science Park.

Local County Councillor John Reynolds who is a member of the planning committee, said: "This is very welcome news and shows the Government's joint commitment with us to deliver this vital station for Cambridge. Improving transport in this area will help the local economy and provide better links into Huntingdonshire, Fenland and the new Northstowe development. Bringing forward this scheme has been a key priority for Cambridgeshire County Council to help reduce congestion, boost the economy and keep Cambridgeshire moving.

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## **SIGNATURE VISIT BY DEPUTY PRIME MINISTER A GOOD SIGN FOR CITY DEAL**

A billion pound deal for Greater Cambridge has taken a step closer. The Deal aims to unlock a billion pounds of additional funding for investment in transport infrastructure and homes to support high quality economic and housing growth over the coming decades. The Chancellor's Autumn Statement committed the Government to deliver the gain share proposals for the Greater Cambridge City Deal. A £6 million grant was part of the Deal for the new Cambridge Science Park Station.

As part of the City deal there will also be a revised package of funding to support the delivery of affordable housing. This will also be along with new measures to allow skills funding to be used in different ways which will target training more at the particular needs of local employers.

In addition to funding for transport and affordable housing, the Deal would see the three councils (County, Cambridge City and South Cambridgeshire District Councils) pooling some of their funding and powers, and working even more closely than now in a form of "combined authority". This requires Government to change current legislation, but would allow for the creation of a single strategic vision for the future of the area covered by Cambridge City and South Cambridgeshire.

The city deal has been negotiated by a partnership of Cambridge City Council, South Cambridgeshire District Council, Cambridgeshire County Council, The University of Cambridge and the Greater Cambridge Greater Peterborough Enterprise Partnership.

Councillor Ray Manning, Leader of South Cambridgeshire District Council, said: "It is excellent news that pen is going to paper on this memorandum which moves us closer to unlocking a City Deal which will have benefits to the whole of Cambridge, South Cambridgeshire villages and beyond. Retaining taxes generated in the local area gives us the opportunity to invest in the infrastructure needed here which will boost the local economy, make sure businesses can continue to prosper and allow much-needed and affordable housing to be delivered."

Cambridgeshire County Council Leader Martin Curtis, said: "This is good news not only for Greater Cambridge but the whole of the County. The ripple effect of this deal means that the whole of Cambridgeshire will benefit. This is truly a partnership arrangement and it was good to see the Government, in the form of the Deputy Prime Minister put their name to it. We also welcome the £6 million investment for the new station at the Cambridge Science Park."

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