

**CAMCYCLE**



**Cambridge Cycling Campaign**

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9<sup>th</sup> November 2020

To: Cambridgeshire County Council consultation  
Cc: Chair, Highways and Transport Committee  
Cc: Executive Director, Place & Economy

Dear County Council,

### **Mill Road Bridge - survey methodology**

We write regarding the latest phase of consultation on the changes to Mill Road.

1) The title of the webpage<sup>i</sup> and your Tweet<sup>ii</sup> regarding the survey both refer to the bridge being "closed". This is factually incorrect. The bridge is not closed; pedestrians, cyclists and bus users are all using it as normal. We ask that this be corrected.

2) The survey itself refers to a "trial closure" in several places without the caveat of specifying that this affects only a specific type of transport. Again, this represents bias in the question being asked. This is further biased given that some members of the public see the bridge as now more "open", because of the road danger that the collision data shows previously existed. Accordingly, we ask that the questions be tightened up to remove both of these biases.

3) Most concerning is that the survey requests no identification of respondents at all. No methods such as e-mail verification, a postcode box (to identify respondent locations), nor browser-signature checks (e.g. IP/cookie/canvas checks) to guard against repeat submissions appear to be in place.

We formally request that these methodological issues be corrected, as soon as possible, to avoid the introduction of bias.

In writing, we are making no comment on the issue itself at hand.

Yours sincerely,

## Cambridge Cycling Campaign

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<sup>i</sup> <https://www.cambridgeshire.gov.uk/residents/travel-roads-and-parking/transport-projects/cycling-pedestrian-improvements/coronavirus-covid-19-walking-and-cycling-schemes/mill-road-bridge-trial-closure>

<sup>ii</sup> <https://twitter.com/CambsCC/status/1325770552666152966>