



# WORKING WITH YOU:

Working in partnership to create a better community



**COMMUNICATIONS  
MANAGEMENT**

## INTRODUCTION:

The University of Cambridge set three clear goals as it planned its proposed mixed-use development in the North West of Cambridge:

- to create a development that helped to provide the residential and research accommodation it would need to retain and enhance its worldwide reputation;
- to create a development of high standards of design and sustainability;
- to engage with its wider communities to help inform and improve the scheme as it emerges.

The University has consulted extensively with the local community and other key stakeholders. People have been giving their views on the University's plans at a series of workshops, exhibitions, briefings, focus groups or through questionnaires and emails to our website.



*Roger Taylor; Project Director*

The feedback received has been invaluable in helping the University to develop a scheme of which the whole community can be proud. Some people were simply seeking further information about specific issues. Others had comments to make in support or opposition to various elements of the scheme. And many suggested constructive proposals to improve the development.

Every comment made has been examined by the relevant members of the professional team and taken into account in the development of the masterplan. Where possible and appropriate the University has responded directly to people to tell them what action we have taken as a result of their comments.

During the University's extensive consultation it has become clear that there are certain subjects that are of particular importance. Since many people had concerns or comments about the same issues the Project Team thought it would be useful to share the outcome of some of the most commonly asked topics and questions.

In this document the team members have identified the six main areas of interest raised during the consultation. They have outlined the key issues raised in each area and explained how they have responded to them. In some cases they have responded by explaining in more detail how we are proposing to address a particular issue. In others they have made changes to the University's plans to address specific concerns. There are some occasions where, after examining a suggestion, they have decided that it would not be possible or appropriate to make a particular change, and they explain why this is the case.

The University is very aware that many people have devoted a great deal of their personal and professional time to contributing to the consultation process and it is very grateful for all their input.

**The six subject headings are:**

- **Transport - Page 4**
- **Sustainability - Page 10**
- **Quality - Page 12**
- **Open Spaces - Page 14**
- **Other Developments in North West Cambridge - Page 16**
- **Other Issues - Page 19**

For each topic the team has first given a sample of comments made, taken verbatim from various elements of the University's consultation, to give a flavour of the range and variation of the issues raised. They have then looked at some of the more popular issues and shown how the University has responded to them

Full details of all the issues raised during the consultation processes are contained in the two consultation reports which are posted on the project website.

A handwritten signature in blue ink, appearing to read 'Roger Taylor', is centered on a light blue rectangular background.

**Roger Taylor**  
**Project Director**

## TRANSPORT

### You said:

- *“I would hope that all parties wish to see any increase in the traffic along Huntingdon Road kept to an absolute minimum. The design of the new pedestrian/cycle junctions will be important too. Can I suggest that it takes Burrell's Walk as its template so that it is as cycle friendly as possible? More cyclists would then want to use it.”*
- *“I would like to see a clear route from the middle of the development from Huntingdon Road to Madingley Road. And not open only to public transport.”*
- *“I fear that due to the multi-council control and separate developments there might not be joined up thinking on road use.”*
- *“My greatest concern is the lack of dialogue with NIAB and the urgent need for a coherent coordinated plan for transport facilities.”*
- *“Buses need to run suitable hours (late night & Sunday) and not rely on existing services (Citi4 & Citi5).”*
- *“Public transport should be maximised, car usage should be discouraged, through limited parking, good public transport, and good car sharing schemes.”*
- *“It is an admirable aim but I suspect that many inhabitants will need to travel within the area by car.”*
- *“There is considerable concern over the impact on the infrastructure of the whole of this area from local residents. Traffic in the area of junction 13 of the M11, the nearby Park and Ride and High Cross is currently congested during peak periods and it is felt will be exacerbated with further ingress of traffic entering this point from the proposed development.”*
- *Are there plans for Car Clubs?*
- *Need to identify equestrian use of bridleways, not just pedestrian and cycle route*
- *The walk home [from the University] should be open and well lit and there should be a safe place to lock up a bike that is near.*

- **The roads around your site are already very congested. How will you ensure that there is enough capacity for your site and other local developments so that the current congestion isn't made worse?**



Many people living around the site – including members of our project team – have told us repeatedly how busy the Huntingdon and Madingley Roads already are, particularly during the peak hours. People are naturally worried that our development and others planned for the areas will make this even worse. Minimising the impact of our development on the surrounding roads has become one of the key issues for our team. Getting this right

is hugely important for us, both to be good neighbours and to ensure the long-term success of our development.

As part of any transport strategy there are a number of elements needed to mitigate the impacts on the highway network. Therefore, we have developed a wide range of elements to our transport plan which together should minimise impacts on the highway network whilst maximising the opportunities for alternative modes of transport to car journeys.

The first element is to support and embrace the wider strategic transport strategy devised by the Highways Agency and Cambridgeshire County Council, which aims to reduce car use travelling into Cambridge, whilst catering for some additional growth in traffic on the highway network.

In the North West of Cambridge these authorities have plans which include improving public transport, for example through the new guided bus-way; creating a new Park and Ride to the north along the A14 corridor and enhancing the A14 to minimise traffic congestion.

Next, our emerging Green Transport Plan looks to minimise local car use, particularly at busy commuter times. Many of the people living in our new development will be working at the research establishments on site or at West Cambridge or will be studying/ working at various University sites. They will not need to drive off-site to work. Similarly, building the community hub, particularly with a primary school and nurseries, will reduce the need for car use. We believe that by making alternative transport much more attractive people will walk, cycle and use the new bus services that we will be supporting. Using a car at commuter time will not be the first choice for most residents. Our aim is that fewer than 40% of residents will travel to work by car.



To facilitate the traffic generated by our development we have developed an access strategy to intercept traffic from M11 and A14 before it gets to the residential areas along either Huntingdon or Madingley Road. This is facilitated by main access junctions located to the north west corner of the site on Huntingdon Road and the south west corner of the site on Madingley Road, adjacent to the existing Park and Ride. We will then be contributing to improvements on these local roads to manage the small amount of net extra traffic created by both our developments.

Cambridge County Council's own studies show that, with our transport plans, the amount of additional traffic generated from the site at peak periods will not be more than 1% of the existing volume. We know how important this is for local people so we are also undertaking our own detailed studies to test the impact.

For cyclists, the creation of a dedicated cycle path through the scheme, the Ridgeway, will make it safer and more pleasant for those currently having to cycle down Huntingdon Road, particularly at commuter time.

Outside commuter hours there is not such a problem. But even then, strategies such as including a supermarket for local use will reduce car journeys outside the local area, as reported in the recent County Council Retail Transport Study (June 2010). People have told us that they support a local supermarket, but not a huge one that would attract more traffic. We agree with this.

This is an area on which we are still working and listening to local people and it is vitally important, not least for the success of our new community, that we get this right. The planning authorities will not allow us to proceed unless we can clearly demonstrate that there is sufficient capacity to deal with any extra traffic.

- **We are concerned that developers are not working together on shared transport issues.**

Local people have told us that they are concerned about the cumulative effect of the new developments on the highways system and want us to work closely to minimise any impact.

We have dealt with this issue in two ways. First, we are talking with both the developers of the NIAB site and with the management of West Cambridge to ensure a co-ordinated approach. We are not working in a vacuum but are creating a co-ordinated approach to the traffic management throughout this area.

In addition, we and the other developers are in constant discussion with the Highways Agency, Cambridgeshire County Council, Cambridge City Council and South Cambridgeshire District Council. Their role is to take a strategic view of all the developments in this area. We are working with them to ensure that our transport plans are incorporated into the wider proposals for the area.

We know that if this is a concern for local people it will also be a concern for our future residents and this will not be good for our community's long term success. So we have to get it right.

- **How will you ensure that there is adequate public transport?**

People have told us that they do not think that the existing public transport will be sufficient to support our new community. We agree with that. Encouraging people to use public transport is central to our green transport plan to reduce congestion. With many residents working on site, and with the proximity to the City Centre we believe that, in many cases, car use will not be people's preferred option. But we need to ensure that there are good public transport alternatives.



We have started discussions with local bus operators and the County Council to plan for improved services as the development starts to take place. Having heard what people have said about the existing services we are discussing proposals which include improving the frequency of services to cut down on waiting time and overcrowding; diverting and extending services so that they incorporate wider areas; and extending services so that they link to other important destinations. Many people told us that there needs to be a better link from this area to the railway station and that has become an important part of our discussions.

Because we believe that these services are important we will potentially be providing finance to subsidise some routes to ensure that they operate.

- **Your plan for a low number of cars in the development is very ambitious – can it be achieved in reality?**

During our workshops and public exhibitions, many people questioned our ability to minimise car use and this has made us look very hard again at our plans to ensure that they are robust. At first sight they do look ambitious. Encouraging over 60% of commuters to use means other than their car to get to work is not going to be easy. But we do think it is possible with good planning. And it is essential if this development is to be a success and contribute positively to the University's future.

The main factor is the mix of uses on this site and the allocations policy that we have for the majority of residential accommodation. Many people will live and work on site and will not need to use a car to get to work. The supermarket, primary school and nurseries on site will further reduce car use, especially if we agree novel ways of delivery with the supermarket operator (for example some people have suggested that the supermarket could provide wheeled baskets to fit onto the back of bikes, which is well worth looking at).

For those that travel locally off the site we will provide better public transport and a good network of footpaths and cycle ways to encourage non-car travel. Students have asked us to ensure that these feel safe, particularly at night, so we are making safety features part of the design.

For those that do need to use cars we are examining reduction schemes such as car sharing and car clubs.

Taken together we believe that these measures will help us meet our targets, but we are still keen to hear other ideas to incorporate into our green travel plan.

- **Will you improve access to the A14 and the M11?**



The potential impact of our development on the local road network has been a major issue during our consultations. Some people have suggested that we might need to improve access to the A14 and M11.

We support improvement of these major roads but this is outside our area of responsibility. The Highways Agency is responsible for these roads. Our task is to ensure that the local roads have sufficient capacity to deal with any traffic created.

The University's West Cambridge Development already has a commitment to widen the Madingley Road to improve the connections to the M11 so this will need to be factored into the detailed assessment of the development.

The main entrance to the development from the Huntingdon Road will be from the dual carriageway section and this will minimise the impact on the A14.

- **What impact will a change to the planned A14 upgrade have on the project?**

The Government has been reconsidering all major transport schemes as part of its review of public expenditure. It has now announced that it will not be proceeding with the proposed scheme for the A14 upgrade. Whilst the A14 project was not included in the list of those that have been cancelled, the Government has said that it wishes

to examine alternative methods for managing traffic volumes on this stretch of the A14.

The University is discussing this issue with the Highways Agency and the highways authority and will keep stakeholders informed as soon as it is clearer about the implications of this decision.

- **Will you be creating a road through the development to link Huntingdon Road to Madingley Road? Will this become a rat-run?**

Local people have told us that Storey's Way is used by many drivers as a rat run between the Huntingdon and Madingley Roads. We are proposing to create a new road through our site which will link these two roads. Inevitably some people will use this as a rat-run but we will be designing it to discourage this type of use.

There will be a 20mph speed limit designed into the roads (for example with speed bumps and road narrowing) and the part of the road that will run through the local centre and community facilities will be restricted to public transport. This means that private car drivers will have to take a longer, more circuitous route which will not be so attractive.

Some people have suggested that a new junction to enable cars to join the Madingley Road from the M11 might reduce these rat-runs. However, this is not seen by the Highways Agency or Cambridgeshire County Council as a practical nor deliverable solution.

- **What type of parking is envisaged and is it different to West Cambridge?**

During the consultations some people said that they did not like the idea of large areas of car parking, like on West Cambridge. We have worked hard to develop a car parking plan which meets these concerns and is most appropriate for the type of community we want to create.



It will be different from West Cambridge. Parking will be at ground level or below ground with different types of parking for different users. We believe that a majority of people living on the site will not use cars to get to work and so there will be reduced car parking standards for the University housing and at the research facilities. As is the University's practice, those living in the post-graduate student accommodation will not be allowed to have cars. Parking for residential use will mainly be off street and related to individual homes and blocks and will meet the Area Action Plan standards.

We do not want parking to dominate the scheme and have worked hard to ensure that it will be provided in the most unobtrusive ways making good use of the natural contours of the site by constructing below ground car parking shared between major buildings.

- **You should be providing more bridleways**

Improved public access through and beyond the site has been raised as a potentially important benefit for local people. We agree with this and have looked at how best to maximise public access.

At present the majority of the land is not open to the public and there are only a few, although important, opportunities for public access, including bridleways. We want to change this.

Over one third of the site will be public open space, some used for formal recreation but much for informal use such as walking, picnicking and playing. This will be a major addition to local amenities and we see it as a vital part of creating a sustainable and thriving community.

The Highways Agency has proposed an upgraded bridleway as part of the A14 enhancement and we support this. It would include a crossing of the Huntingdon Road.

In addition, we have made it clear to the highway authorities that we are keen to work with them to improve bridleways on the site particularly if they can deliver connections across Madingley Road and other areas that are outside our control.

**• How will you encourage walking and cycling with safety initiatives, particularly for students?**



Unsurprisingly, our proposals for walking and particularly for cycling have generated a great deal of discussion throughout our consultations. We are grateful for the many very practical and considered suggestions which have helped to ensure that ours will be one of the country's most pedestrian and cycle friendly communities.

At such an early stage we are able to design features which will give cyclists and pedestrians safer and more pleasant journeys both within the site and beyond. The Ridgeway will be a dedicated cycle route through the site but there will also be a network of cycle and walking routes throughout the development.

We will design-out potential conflict points for example through providing junctions that will prioritise walking and cycling over other transport, such as cars and buses. We also aim to provide state of the art cycling facilities, including covered racks and high quality changing and showering facilities in buildings.

Security at night has been raised many times and we will ensure that walking and cycling routes are well lit and designed to make people feel safe at night.

We have also been looking at softer initiatives such as cycle training and the Walking Bus for local school journeys.

**• You need to ensure that bikes are secure and convenient to get to when parked**

Safe and secure parking for bikes has been raised many times and we have responded to this by designing into the scheme over 10,000 bike parking spaces.

These will be located throughout the site, both at residential and commercial developments as well as near bus stops.

The parking spaces will be covered, well lit and conveniently located near to entrances.

## **SUSTAINABILITY**

### **You said:**

- *"It looks like your current sustainability goals are largely just minimum standards for a 2016 timeframe development. I would encourage you to push the boundaries and aim for zero carbon housing, at least for a percentage of your development."*
- *"PassivHaus/Code 4 standards are essential. Code 5 is laudable if the University is prepared to subsidise extra cost."*
- *'Energy Centre – what does that mean? What size and type of energy will it be?*
- *Code levels- why not Code 6 from the outset? Difference between 5 & 6 is minimal. Need level 6 from 2016*
- *Government ideas: smart meters, restricted hours on fridge/ freezers – impact on house prices?*

### **• Are you really aiming for the very highest environmental standards? Can't you push even further?**

Consultees from within and outside the University have made it very clear that they expect the University to meet high sustainability standards with this development. We share that view and are constantly enhancing our plans to reflect this.



We are very confident that the North West Cambridge project, even as currently planned, will be one of the most sustainable developments in the United Kingdom. But we are still working to push it further, particularly by building in the flexibility to use new technologies as standards emerge during the lifetime of the development.

With the residential elements, for example, all dwellings will be aiming for Level 5 (out of 6) of the Government's Code for Sustainable Homes from the start of development in 2012. Level 5 of the Code represents a major leap forward in sustainability standards and will mean that the dwellings we build have some of the lowest energy and water use in the country and in the Cambridge area (even compared to the other expansion sites). From 2016 homes will be built to Code Level 6.

Some have asked why we are not building to Code Level 6 from the start. Both levels 5 and 6 of the Code require developers to design dwellings to the same extremely high level of energy efficiency and install the maximum amount of on-site renewable energy technologies. This means that adopting Code 6 from the start would not result in any greater on-site carbon savings or substantially alter the

energy strategy we have adopted. The difference between Code 5 and Code 6 lies in the level of payment into carbon offset schemes to mitigate any residual carbon emissions.

- **You should use the commercial receipts to subsidise the cost of high environmental standards**

We are. The cost of delivering these high environmental standards is substantial and the University will be financing these without any public subsidy.

- **What will the energy centre look like? Will you be employing the latest sustainable technologies?**



Many people have been asking for more information about the form of energy provision on site because this is an important element in creating a sustainable development. This is likely to develop over time as the site grows and new technological advances are made.

At the early stage the proposed energy centre will be located within the Local Centre and also be used as an education resource to teach residents and visitors about sustainable living. One option under consideration is to make the building a key architectural feature, with sustainable technologies on show, as a signpost of the sustainable aspirations of the development.

The centre will house a small, highly efficient, gas power station to produce electricity for the site. This reduces carbon emissions since the surrounding buildings can make use of the vast amounts of waste heat produced from the production of electricity – unlike large power stations located in the countryside.

An advantage of such an energy centre is that it can be provided incrementally, which means that heat and power can be provided for efficiently as the scheme grows through phased development.

Under the Area Action Plan (the adopted planning policy for the area) and by its own desire, the University is required to maximize sustainability and examine other methods of energy and heat production over time, which is why a site is also being reserved for a possible alternative energy source in the future.

- **Graduates are very concerned to keep costs low. Will residents be able to control individual energy consumption in student residences, for example through being able to control heating and lighting in their own room, separate billing to encourage more economic use.**

In the focus groups we held with under-graduates and post-graduates this was a big issue. It is clear that individuals want to have responsibility over their own energy use. We also propose to install separate metering in all key worker homes so that those who save energy will be able to benefit from the energy cost reductions.

The student accommodation will have thermostatic heating controls and lighting controls in each room so that occupants can control their energy use. We will investigate separate metering of student bedrooms, but is not proposed at the moment because of the costs and complexities of metering and billing so many rooms. However, this could change over time as technologies improve.

- **How will you ensure that you don't increase the flood risk for existing and future properties?**

Some people living around the site sought assurances that the development would not increase the flood risk to their neighbourhoods. We are therefore working hard to ensure that we will have no negative impact in this area.

Because we are addressing this at an early stage we can use design to manage effectively the water that will collect on site. We will use the natural slope from the centre of the site to the west as a way of channeling water into carefully designed ponds on the open space adjacent to the M11. We can then release this water over time into the Washpit Brook so that existing flow rates will not be exceeded. This means that there will be no adverse impact from flooding on the surrounding area.

In addition, we are currently running a computer simulation model of the Washpit Brook for various storm intensities to ensure that development complies with the Environment Agency's regulations for building next to water courses.

## **QUALITY**

You said:

- *"The buildings should be of a high class. We do not want an Arbury Park or certain buildings which have appeared on the West Cambridge site."*
- *"I am very worried about how this new development will change the area's present character."*
- *"If this development has to happen, then the developers MUST be kept up to the mark on providing proper facilities and the highest eco-standards. They should NOT be allowed to drive the project, as so often happens elsewhere."*
- *High design quality, but need to see what is included in design codes and what is required from developers.*

- **How do we know you will ensure the quality of the development and buildings? And how will you maintain the character of the area?**

People in Cambridge have seen many new developments over recent years built to various levels of quality. Consultees want assurances from the University that the development will be high quality.

The University has been in Cambridge for 800 years and has developed some of the world's most beautiful buildings in that time. It is important to appreciate how the success of North West Cambridge will be central to the future prosperity of the University. It has to be high quality accommodation if the University is to attract the world's top academics, researchers, support staff and research establishments. This is a major incentive for good design, both of buildings and the wider community elements.

At this early stage the University is preparing an outline planning application and specific matters of design will be addressed in future, detailed planning submissions for individual phases of the development

But already our experts have already commenced the development of design codes that will meet the high aspirations of the people who will live and work in this development and its facilities in the years to come. The overall character of the area is maintained through retention of certain existing features; open spaces; new housing sympathetic to existing design in the city; and new community services which will include a school, health centre, leisure and shopping facilities.

- **How will the University actively manage the residences to ensure standards are kept high?**

Some people were concerned to know how the University will ensure that its high aspirations for the site would be met and retained over the years. We have looked very closely at how we can achieve this because the long-term success of the development is vital for the University.

The University will retain ownership of the majority of the land on the site and this will enable it to maintain high standards. Even those elements used for private housing are likely to be sold on a basis that will require a contribution towards the overall maintenance of the Estate by the University. The graduate and key worker residences will be managed by a company established by the University.



- **We are not happy with the density of housing on the site. How will you ensure that this is in keeping with the surrounding area?**

The density on site is a very important issue that has been the subject of lots of debate which still continues. The Area Action Plan allows for up to 3,000 homes and accommodation for 2,000 post-graduates and design guidelines require specific densities to be achieved. The challenge has been to fit this number of homes onto the site – together with the other uses – in a way that creates a quality environment.

We are proposing a range of densities in different areas of the site which, taken together will achieve the average density of a minimum of 50 units per hectare as determined by the local planning policy.

Having discussed our proposals with our local neighbours we have agreed to provide low density housing with large gardens close to their boundaries to reduce the impact. The density will rise towards the centre of the development with tallest buildings at about five storeys high around the local centre, with the majority at three or four storeys.

We believe that the site is large enough to accommodate a sensible and sensitive mix of densities without having a negative impact on the surrounding area. In fact we believe that the range of densities will deliver a less uniform and more interesting community.

## OPEN SPACES

You said:

- *“The key factor for local residents is the loss of current open space (playing fields, for example) as a result of colleges making agreements with the University. That needs to be up-front and assurances given that there will be no land for land deals. If there is, there will be a considerable backlash locally!”*
- *“I run along the chestnut avenue to the observatory - you must take care of the trees there.”*
- *“[We want] guarantees trees in conservation area next to 34 Storey's Way will not be chopped down.*
- *“Not sure how you integrate an SSSI into a public space.”*
- *“[We are concerned about the] protection of the Parish of the Ascension burial site (aka St Giles Cemetery). No access from the development and no dogs.”*
- *“[We want a] guarantee of density of housing in keeping with conservation area.”*
- *If possible to have community facilities in [Storey's Field] would help to make the community function better, for neighbours to get to know each other better*
- *Create an open living space not a dormitory town (shops, gardens, playgrounds.)*

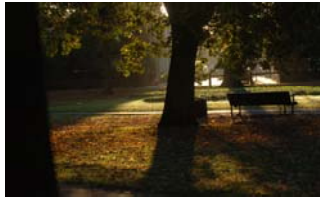
- **You must ensure that open spaces are available for local people to continue to use**

One of the elements that most excited consultees was the level of open spaces planned. People were keen to ensure that we provided a large amount of public space within the development. Currently there is limited access to the site and we are proposing to change that dramatically. Our plans provide public open space on over one third of the development site and we have been guided by public's views when looking at the mix of uses for it.

Some of the open space will be laid out for formal recreation, such as football and cricket. Much will be for informal use by the public such as walking, playing and picnicking.

Storey's Field, the main area of open space, will be large (about the size of Parkers Piece) with a mix of formal and informal uses. The large area of land adjacent to the M11 will largely be informal public space with fields, landscaping and ponds. Throughout the site there will be green spaces all of which can be enjoyed both by residents and neighbours.

- **You must protect trees in the conservation area of the site and the avenue of chestnut trees**



Although there are few large existing trees on the site consultees have been very clear that they want these preserved, in particular the avenue of chestnut trees. We have designed the site to ensure that significant trees are incorporated and in many cases enhance their standing.

The chestnut avenue will now form a central part of the development as a key pedestrian entry. We want to increase significantly the number of trees on the site and are planning to plant these early in the process so that they are more mature as construction starts on later parts of the development.

- **How will the Sites of Special Scientific Interest be protected?**

The Travellers Rest SSSI is an important geological site and one which people are keen that we should protect. We are working with Natural England to ensure that the site is sympathetically incorporated into the development as part of the Storey's Field open space in a way that will give it long term protection.

It will be carefully managed to preserve the special environmental features it contains. No development will occur in the protected SSSI area, and to ensure this there will be a 'buffer' zone to provide access.

- **How will you secure the privacy of the Parish of the Ascension burial site?**

The impact of our development on the neighbouring burial site is a major concern for many people, particularly close neighbours. We are very sensitive to this and will do all that we can to protect its privacy and tranquillity.

Land adjacent to the burial ground will not be used for noisy activities to preserve its peaceful setting. We will ensure that the boundary between our development and the burial ground is strong and impermeable.

There will be no through way from the site onto All Souls Lane so that we are not encouraging greater traffic past the burial ground.

- **Storey's Field should be open for everyone to use**

Neighbours were very keen to ensure that the major proposed open space, Storey's Field, will be available for everyone to use. We can confirm this and have worked hard to make this space an integral element for creating a strong community and integrating it with its neighbours.

## OTHER DEVELOPMENTS IN NORTH WEST CAMBRIDGE

You said:

- *“What element of overlap between NIAB and the NW site is likely to ensure community support for existing local residents and the incoming?”*
- *“The risk is that these facilities are used as an excuse to short change the community on the NIAB site. Otherwise, good facilities - but making rooms for hire - for local groups, for worship?”*
- *“I would like to see space reserved for a church to serve the local community. This probably wouldn't be viable immediately until there was a significant community of believers in the area, but it would be desirable to leave some space "reserved" for future use for a public place of worship. If a reserved piece of land is not possible, then at the very least I would like to see the Community Centre containing a number of large hireable halls available at a non-profit-making rate where future faith communities could hold their weekly meetings.”*
- *“I am worried about the total impact of the three developments swathing the North West of Cambridge - Orchard Park, NIAB (my house borders directly on the fields) and now this one. It's too much for such a small city.”*
- *“There will be an impact of the size of supermarket – in terms of traffic impacts, impacts on other commercial opportunities on NWC.”*
- *Cycle and public transport link between NIAB, NWC, West Cambridge, Chesterton Sidings*
- *Concerns about area becoming too much of a University campus/ ghetto – need to integrate with the rest of the community*

### **• Can't you work closer with other developers to create shared community facilities?**

Local people are aware that ours is just one of the major developments proposed for this part of Cambridge and many have questioned how closely these are being coordinated, particularly in relation to community facilities.

The neighbouring NIAB site already has a planning application submitted to the local planning authorities and this somewhat restricts the scope for integration although the local planning authorities are working to ensure that between us we provide the necessary community facilities. The most important element will be the proposed secondary school which will be provided on the second NIAB site to serve the needs of both sites. The University will make a significant financial contribution to its construction.

We envisage that the community facilities planned on our site, for example the supermarket and hotel, will be used by local people from the wider area which should restrict the need for longer car journeys.

We are planning improved pedestrian crossings on the Huntingdon Road and a bus route linking both sites to make it easy for people to move from one to the other.

- **There need to be religious facilities for the new local community – what will these be?**

The University believes that faith plays an important role in creating a strong community. It has therefore convened a group representing all faiths in Cambridge to determine what provision is most appropriate.

The University does not feel that a dedicated new faith building is necessary on the site but is continuing to work with the faith group to explore innovative ways of encouraging an active faith community. This may include shared-use of planned community buildings which could be designed to meet the needs of the different faiths.

- **There is already a large amount of new development in North West Cambridge – it is too much**

Some people expressed concern to us about the overall impact of the various developments taking place or planned around Cambridge. This is largely out of our control. The local planning authorities are working to meet centrally set housing targets (although under the new Government this may change) and are responsible for ensuring that the infrastructure necessary to support all new development is provided, either by the public or private sector.



What is important in relation to our site is that the University is not undertaking speculative development for profit. Most of the accommodation that the University is creating is to house key university workers and research graduates. The University's proposals are directly related to providing much of the research and residential accommodation that the University will need over the next 20 years or so if it is to retain and enhance its position as one of the world's top universities. That is what makes this development different from most of the others.

Also, because the development is so important to the University's future, the University will retain ownership of most of the land. It must ensure that it creates and maintains a high quality, sustainable community that attracts world class individuals and research organisations. This is what makes the North West Cambridge site so different from most of the other developments taking place in the area.

- **We don't want another huge supermarket here**

Some consultees were worried about rumours about the size of the supermarket that the University is proposing for the site. They were concerned that there should not be another hypermarket size store on the scale of Tesco at Bar Hill.

The University has been clear that it does not see a store of this size as necessary or desirable for this site. The supermarket must be big enough to serve all the grocery needs of local people both to be a true community facility and to ensure that people can do their full weekly shop without having to drive further afield. But we do not want a huge store that would attract people from far and wide or that would make it difficult to integrate in the local centre of the development.

One option in the Councils' recent study into supermarket need and provision proposes a store of 2,000 square metres (net) on our site which seems a sensible size and is consistent with what the University is currently proposing.

- **You must integrate with the existing community – we don't want this to become a university ghetto**

The issue about the mix of uses and accommodation types on the site has been keenly debated and is still being discussed.

The site is large and will contain a wide mix of uses including research establishments, community facilities, open space and a range of different residential accommodation. One of the great strengths of the University of Cambridge is the way in which the Colleges provide an environment where academics live and work closely together, which is important to inspire and enhance creative thinking. The University wants to ensure that this productive academic environment is replicated at North West Cambridge, whilst being conscious of the need to create a wider community amongst all of the residents and workers on the site. We are therefore still discussing with the planning authorities how we can balance the need to concentrate University employees with the council's policies on creating mixed developments.

## **OTHER ISSUES**

- **Why don't you provide allotments for all of the new homes?**

As we discussed our proposals with various individuals and bodies, it became clear that there was going to be a demand for allotments.

We are confident that the 2.6 hectares (around 6 acres) of land that we have provided for allotments will meet this demand. In addition, many of the new houses will also have private gardens.

- **Please ensure that there is good access for prams**

Many young families are likely to live on the site and that is why we will be providing a primary school and nurseries. But we want to make it easy for parents to walk to all of the facilities on site with their children and that is why we will be ensuring that the paths and buildings are accessible and secure for people with prams and wheelchairs and that the primary school is in close proximity to the local centre.

- **Will there be opportunities for self builders not just developers?**

Some people have suggested that there should be scope for self build homes on the site. We have looked at this but it is not a preferred option. To generate the funds needed to finance the development we are proposing to sell serviced areas of land (possibly on long leases) to house builders. They will then seek full planning permission to build housing that meets the University's design codes and contributes to the University's overall vision for the site. The University is not convinced that self build would fit easily with this model.

**• Is this development necessary for the University's future?**

Yes. If the University is to maintain and enhance its worldwide reputation it needs to attract and retain the world's best academics and researchers. This means that it needs to continue to invest in high quality research and residential accommodation. The North West Cambridge Development is a major element of this provision.

**• Is there the potential for a post-doctoral college?**

At this stage there are no specific plans for a new college on the site, but the University but there is the capacity to bring forward such a proposal in the future if the opportunity arose. That is why the masterplan is being designed to be flexible enough to accommodate changing situations over the 20 year life of the development of this site.

**• You must ensure that student residences are affordable**

Students and others were very keen to ensure that the accommodation for graduates and other key workers was affordable.

The University is keen to attract the world's best research graduates and having accommodation that is high quality and affordable will play a key part in this.

The University is still working on a draft policy for allocation and rent levels for its key worker housing. The goal is to provide accommodation that is high quality but below market rents so that it is affordable to the different groups of people living there.

## **THE FUTURE**



This document gives a flavour of the wide range of issues raised by the University's neighbours and key internal and external stakeholders. The project has been enriched and enhanced by the very constructive proposals made by the many different people who have an interest in the development and the identification of issues that are important to them.

Where possible these have been incorporated and addressed as the masterplan has evolved over the past few years. The University is very grateful for the time invested by so many people in ensuring that it creates a community of which everyone in Cambridge can be proud.

The project still has to obtain planning permission, both in outline for the overall masterplan proposals and then for each detailed element. Construction is due to be phased over twenty years to meet the University's requirements as they evolve. The University looks forward to continuing its very constructive dialogue with all those who wish to see this new community succeed.

*Thank you*

