

North West Cambridge Development - Community Group Meeting
Minutes of the meeting held on 17 September 2013
At Hotel Felix

Those present

John Chaplin Storey's Way Residents Association, Chair (JC)
Rev Dr Janet Bunker (The Parish of Ascension) (JB)
Ann Mullinger, WIRE (AM)
Jenny Greene, NAFRA (JG)
Eric Marland (EM)
Helen Hutchinson, Windsor Road RA (HH)
Cllr John Reynolds (JR)
Cllr Douglas De Lacey (DDL)
Marjolein Whytzes, Oxford Road Residents' Association (MA)
Gaby Lyons, Huntingdon Road (GL)
Sue Greenwood, Huntingdon Road (SG)

Consultants

Sarah Collicott, Insite Arts (IA)
Sam Wilkinson, Insite Arts (IA)
Jonty Roots, Bostock and Pollitt (BP)
Joanna Thorpe, Bostock and Pollitt (BP)

University

Heather Topel (HT)
Brian Nearney (BN)
Biky Wan (BW)

Apologies

Aaron Walker, NAFRA
Morcom Lunt, Federation of Cambridge Residents' Associations and North Newnham RA.
Bob Dawson, NAFRA
Gillian Rogers, Tavistock Road & Stratfield Close Resident Association
Gerko Pietzsch, Conduit Head Road
Bob Dawson, NAFRA
Hugh Taylor, NAFRA
Cllr Simon Kightley
Belinda Brooks-Gordon

1. Introductions were made and apologies given.

2. The minutes of the meeting were agreed and no matters arising.

3. HT gave an update on the Project.

Onsite activity: the works at Gravel Hill Farm comprising the Project Office and Temporary Community Centre are due for completion early next year; the appointment of Skanska for enabling works and to create the construction access road have commenced and are due for completion at the end of January 2014; the works related to the Great Crested Newts was nearing completion but the assessment of the most current plans would mean that a limited number of trees and shrubs near Madingley Road would need to be removed at the end of September 2013 with some further removals in the winter.

Live Planning issues: Two Reserved Matters Application will be submitted this week on 20 September – one for the Primary Street that runs from Madingley Road to Huntingdon Road and the second for Lot 5 which is for post-graduate student accommodation. A Section 73 application will also be made on 20 September relative to height variations from the planning consent that was granted in February 2013. This application excludes two of the greatest concerns that were raised at the last meeting (Lot 2 and Lot 9) as they are no longer part of the University's

North West Cambridge Development - Community Group Meeting
Minutes of the meeting held on 17 September 2013
At Hotel Felix

proposals. Formal notification will be given to the neighbours and residents' meetings can be given to update on specifics as required. A series of Reserved Matters Applications will continue to be submitted in the coming months and the University offered to bring proposals as exhibition material for future meetings, which representatives agreed would be welcome. JR requested that a small map indicating the location of the Lot in relation to the overall masterplan be shown on the relevant board.

In the project elsewhere, discussions and progress continues with the relevant authorities on the Joint Venture on the Community Centre and with the Department for Education on the Primary School. Public Art outcomes are progressing providing opportunities for people to engage with the development in at a broad level.

The University is dealing with the traveller situation at Howe Farm through the legal channels and will work with the local authorities and agencies to ensure a swift and peaceful outcome. GL raised concerns about the security presence and access via the farm track whilst the situation continued. JG mentioned that earlier this year there were a number of break-ins into sheds along residents in the nineteen acre field area.

4. Sam Wilkinson and Sarah Collicott of InSite Arts gave a presentation of the Public Art Strategy

5. Discussion on the Art presentation material

Q: How will you engage with people outside of the development, for instance schools groups? (JR)

A: (IA) Every artist has a requirement to engage with a variety of audiences and the public. Each artist will have their own different approach. Two aspects of the Art programme that are of particular note for public engagement are: the Artist-in-Residency for Astronomy and the development of the Tea House on the Western Edge. There will be an Art in Education programme that will proactively engage with school groups. (HT) The Gravel Hill Farm complex will also comprise the Temporary Community Centre and Artists' Studios which will provide the opportunity to welcome people from outside the development and University.

Q: How will you publicise the Art programme? (JC)

A: (HT) There is a range of audiences who may be interested in the Art programme. The website will be a platform to reach many of those audiences. A communications plan will be created that includes our development networks, links with other cultural organisations and the University's Public Engagement infrastructure building on that to grow the interest and promotion for the Art programme.

Q: Can other academic departments come on board for subsequent residency topics? (DL)

A: (IA) Yes. Each annual residency will work with different academic departments that have links to the development. Year two artists will work with Engineering, Land Economy and Cambridge Collections.

Q: Have you given consideration to the light pollution impact on the Tea House on the Western Edge? (DL)

A: (HT) The proposals for lighting the Tea House are still under consideration. The Tea House has a flat roof and will sit on reed beds which should limit the reflection of light. The artwork has been designed to be viewed from the development side, not the M11 so light reflection should be limited from that aspect and we will liaise with the Astronomy department to ensure their feedback is captured and taken into account.

Q: Will the art programme include opportunities for people with disability? (JG)

A: (IA) Artists wish to reach a broad spectrum of audiences and the consultants will work with the University and the Education strand to investigate these opportunities.

6. Jonty Roots of Bostock and Pollitt gave a presentation on the process of the Brand development for North West Cambridge

7. Discussion on the presentation material

North West Cambridge Development - Community Group Meeting
Minutes of the meeting held on 17 September 2013
At Hotel Felix

Q: Can the Girton Parish Boundary be shown on maps – they reflect different benefits to those in the city? (DL)

A: (HT) The University is working with the local authorities officers to devise the best way of communicating the boundary and it will be shown on relevant planning application material.

Q: What do you feel is the right balance to strike between the University and local residents in your approach? (SG)

A: (BP) The balance is important to consider. We think it should feel like part of the city and reflect the values of the city and the University.

Q: How will you make the development sound attractive and not twee? (SG)

A: (HT) The University is aware that the development needs to be appealing to a broad range of people, including market housing developers who will want to name their developments – the commercial team is very sensitive to this and it is in the University's interest to manage and control this.

Q: Compass points seem to be a trend in estate agency practice at present and South Cambridge is itself becoming a brand (GL)

A: (BP) That's a good reference point and example to understand how an area organically assumes a name.

Q: How will you link the brand to the sustainability credentials? (JG)

A: (BP) We are not at the point in the brand development yet to consider this and this will come later in the process.

Q: Can I suggest that the Artists speak with the brand developers – this may inform organically aspects of naming? (EM)

A: (BP) We have already had a meeting with the Art consultants and will consider that as part of the naming strategy in the recommendations to the University.

Q: It is difficult to comprehend the notion of a brand – is it possible to see a selection of examples? (MW)

A: (BP) That would come later in the process when developed ideas would be shared in focus group sessions.

Q: Have you considered the University naming policy within your own approach? (JC)

A: (BP) North West Cambridge isn't just a University enclave so we need to look beyond the University for inspiration.

Q: What are the timescales for the brand development? (MW)

A: (BP) We aim to have the brand developed by the middle of next year.

Comments:

- **The names that developers have introduced with no consultation have been dropped (e.g. Great Kneighton, Arbury Park) have all been dropped so any consultation is good practice. There are many developments going on in the region and people become suspicious of 'naming' (JB/GL)**
- **The naming is important as the development will be used as a model that others may reference. (JC)**

8. Next meeting

A date to be secured in late November / Early December 2013 with discussions on the Primary School and emerging design proposals to be shared.

9. Any other business

SG mentioned that aside from the current situation, Howe Farm was looking neglected. HT said that the University would look into what improvements can be made.