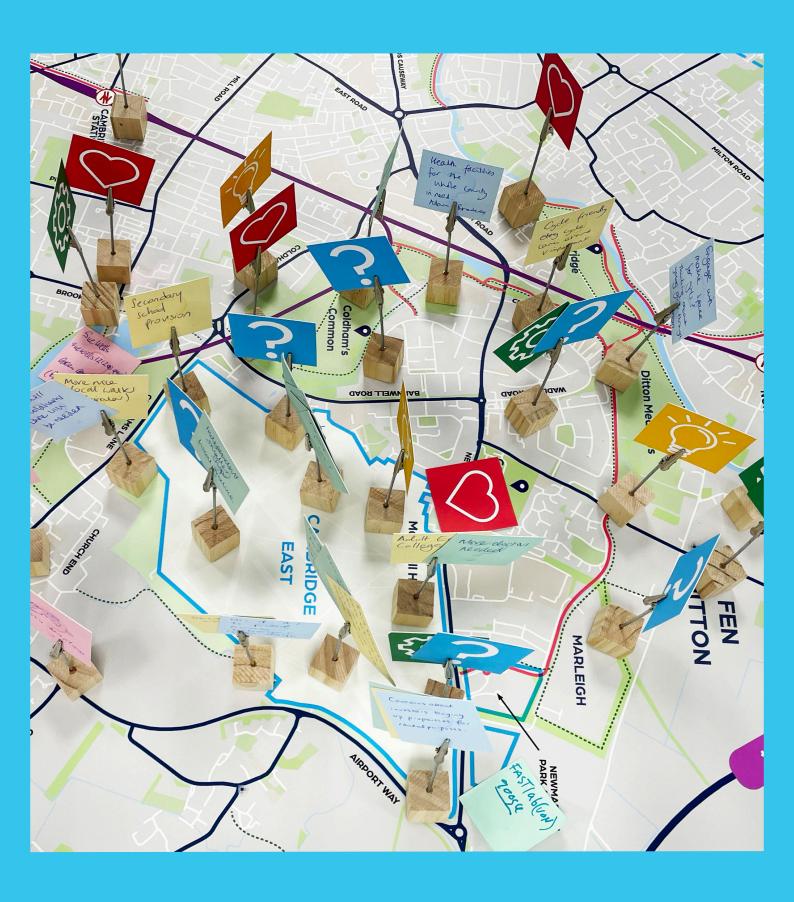
# **CAMBRIDGE EAST**

# **Initial Engagement Report**

October 2023



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# **Executive Summary**

#### **Purpose of this Report**

This report provides a record of initial community engagement by Marshall on early ideas and the opportunity for future development at Cambridge East between June and August 2023.

It describes the engagement activities, along with views and suggestions from the community members and interested parties about what any future development might need to consider. The engagement was undertaken in the absence of any proposals for Cambridge East and the feedback captured in this report does not represent any specific intentions by Marshall.

#### **Initial Engagement**

Engagement during this period was undertaken in three parts:

- Engagement with local stakeholders and community representatives through a series of placemaking workshops.
- 2. Engagement with the wider Cambridge community through a series of public events allowing people to share their views on the opportunity.
- 3. Online engagement via the Cambridge East engagement website.

Over 260 people took part in the engagement process through attending a workshop, attending a public event

or participating online. The summary below captures the headlines and key areas of interest that have emerged through the process.

#### **Engagement Feedback**

Overall, participants recognised the unique opportunity that Cambridge East presents, and were keen to ensure that the ultimate development achieves the highest standards of design, environmental sustainability and accessibility, befitting the scale and location of the opportunity. Community views on local issues, potential opportunities for Cambridge East, and local aspirations were relatively consistent across the three different engagement approaches.

Conversations and feedback largely focused on what the approach and considerations for the future development should be, with participants feeling that Cambridge East had the potential to create something of value for the local area. Very few comments noted concern about potential development however, some participants were not in favour of the principle or scale of potential development. Where concern was noted, it was primarily linked to the potential for the development to exacerbate transport issues (specifically congestion) in the area, as well as discussion around local water supply issues, with queries about whether this would be problematic for the development o or might cause further issues for the area.

The engagement exercises were very much focused on identifying ideas and priorities for the future. The primary themes that came through in the feedback are set summarised overleaf.



#### **Key themes from engagement**



#### Ambitious approach to transport and mobility

Transport was one of the principal topics of discussion throughout the engagement process. There was a strong feeling from people who took part in the workshops, public events, and online engagement, that Cambridge East has the potential, and needs to be, creative and innovative about its approach to transport infrastructure and vehicle access.

While a lot of participants could see the advantage of encouraging less dependency on private cars, both for the environment and to help with any added congestion, it was felt that the current public transport services in the area couldn't sustain this, and much better infrastructure would be required for the whole area.

Several suggestions came up repeatedly for both the development and wider area:

- The need for a better, more "comprehensive", and easy to use bus service.
- The need for buses to connect more major destinations, e.g. Addenbrookes Hospital, as well as between areas and villages around the edges of the city (rather than being city centre focused).
- 24 hour bus routes.
- Whether there is potential for a new rail station or tram network at Cambridge East.
- Low-car development and car clubs to give people options for errands, etc.
- Vastly improved cycle and pedestrian infrastructure where people feel this is a positive, safe, and easy option.



#### **Complementary district facilities**

A key theme that emerged through discussion at the stakeholder workshops and public events was the view that Cambridge East could become a complementary "District Centre" to serve the east of Cambridge that is more accessible for people living in east Cambridge and surrounding areas than the city centre. This was largely driven by the view that local people don't use the city centre much and often choose to drive out of the area for needs such as shopping, dining, or cultural activities.

Participants felt that co-located facilities would be of most benefit in reducing car use, providing multiple social/healthcare/education services together to create civic centre.



#### Alternative approaches to housing

Participants in the workshops and public events showed a particular interest in alternative approaches to housing. Several felt that the scale of the development should enable creative thinking and variety. Identifying land for self-build plots was raised on several occasions. Other suggestions were made for:

- · Self build plots.
- Co-operative housing (such as Marmalade Lane).
- Later-living models and multi-generational living
- Neighbourhoods for "healthy living/ageing" (e.g. Health Innovation Neighbourhood, Newcastle).
- · Homes for NHS workers.
- Sustainable construction methods and technologies.

Alongside this, some attendees were keen to have a better understanding of what affordability will mean in terms of housing provision.



#### Sustainable development and resiliency

Three principal themes came out of discussion around sustainable practices and climate resiliency as follows:

- Water although concerns were shared about Cambridge's water resources, there was also a lot of interest in seeing water as a key feature of the development. This included ponds, lakes and sustainable drainage systems (SuDS), or a bluenetwork, which could play a role in supporting wildlife as well as being a major attraction for people in the area.
- Shaded areas views that a lot of the green and open space across Cambridge is exposed and unshaded and that the area could benefit from more naturally shaded places such as woodland or glens, particularly with effects of climate change and predictions that temperatures will increase significantly in coming years.
- Food production participants in the workshops and public events suggested that more emphasis could be put on food production – either managed by an estate, or led by community groups. Specific ideas included:
  - Food growing space for teenagers.
  - Growing close to home (e.g. on roof terraces).
  - · Markets for local produce.
  - Collaboration with local organisation Co-Farm (for short term and long term opportunities).



#### Opportunity for a new cultural district

There was a keenness amongst many participants for Cambridge East to champion the creative industries as this is something that Cambridge is lacking at present. Many wanted to see support and space provided for creative businesses and felt this could be a new "creative district for the east of England".

Alongside interest in the creative industries, there was significant interest in the provision of cultural venues that might start to draw in creative communities. Suggestions were made for facilities people felt are lacking in the area currently such as theatre/dance/cinema in bespoke building, as well as studio and gallery spaces, outdoor theatre, and museums.



#### Benefits for the east of Cambridge

There was a definite view that the east of Cambridge is under–served in many ways at present and that Cambridge East has the opportunity to fill some existing gaps in the area. Three areas received a lot of interest:

- Providing social spaces for communities to come together such as pubs, cafés, and community centres.
- The need for more local services in easy reach of communities in the east of Cambridge such as banks, post offices, food shops.
- Support for independent businesses over big chains so the area is more community focussed and there is investment in building a local economy.



#### Marshall Legacy

Two concepts were raised that relate to the Marshall name and legacy:

- Innovation: The desire to see Marshall be ambitious and innovative about the development. Many participants want to see Marshall push the boundaries when it comes to sustainability, transport, and housing.
- 2. "Marshall Museum": A number of people suggested the development could include a museum to mark the history of the site.



#### **Accessibility / Inclusivity**

The issue of accessibility and designing for people with different needs was raised through multiple channels. This included the importance of creating streets and spaces for older people, those with disabilities or mobility issues, and neurodivergent individuals who experience places differently.



#### Community involvement in the green corridor

A key concept that came out of discussions around the green corridor, was the desire for the community to be directly involved in the design of the corridor. There was a lot of interest in dedicated discussion and co-design workshops with the community around the role, function, design and layout of this space to respond to the needs of different users and varied uses it might have.

Alongside this, there was an eagerness to see the corridor have a community role post-completion, with suggestions that there may be space within it that is managed or maintained by the community long term. Ideas included community gardens, growing areas, and orchards.



#### **Emphasis on natural environments**

A lot of emphasis was put on providing natural spaces within Cambridge East, recognising its location on the edge of the city and also responding to the needs in the area. There was a view the city has lots of smaller spaces or curated spaces but an accessible wilderness, where there were facilities and things to do near to open space would make Cambridge East more unique compared to other areas of Cambridge.

Suggestions in relation to this included:

- Habitats for wide range of wildlife with wildlife corridors and some protected areas, including water habitats.
- "Urban forests" Native/locally grown trees and wildflower species (not imported saplings).
- Mature tree cover and water spaces.
- · Natural play and education spaces.



# ENGAGEMENT OVERVIEW



# **Engagement Overview**

Marshall undertook early engagement on the future development of Cambridge East between June – August 2023. The purpose of engaging with the community at this time, was to explore the opportunities that the development could offer or create and discuss how the development might offer benefits for local people.

The primary focus areas for the engagement were:

- Understanding community views about the area now;
- Exploring potential needs and aspirations or priorities for the future;
- Capturing views on what contributes to good placemaking;
- Discussing opportunities for green infrastructure and environment; and
- Understanding views about transport infrastructure and possibilities for the future development.

Marshall recognises the importance of engaging early, prior to commencing the development of a masterplan, to ensure the key issues and opportunities are understood, and to begin the process of identifying key stakeholders who will wish to engage on particular topics. Marshall anticipates regular community engagement as the scheme is developed further.

#### **Engagement Methods**

The following methods of engagement were used during this period to understand the views of local stakeholders and representatives as well as wider community members.

#### Workshops

A series of three workshops with invited community representatives to discuss opportunities around transport, green infrastructure and environment, and placemaking. Circa 40 local organisations were invited to take part.

#### Public events

Four public drop-in events were held to welcome the wider community to talk to Marshall about the future development and opportunities for Cambridge East. The exhibition provided information on Marshall, the potential for allocation within the Greater Cambridge Shared Planning (GCSP) draft Local Plan, and opportunities for the site, as well as engagement activities related to understanding the area now, future transport considerations, green infrastructure, and placemaking.

#### Online engagement

Alongside the in-person events, an online engagement

platform was provided to capture wider participation (cambridgeeast.com). This enabled people to contribute their views about key topic areas via an online survey.

#### **Promotion**

The public events and online engagement were advertised using the following methods:

- Flyers to c.7,000 local households and businesses;
- Direct invitations to local stakeholders;
- · Posters in local community venues and shops;
- Adverts in the Cambridge Independent and Cambridge News (print and digital format);
- Banners near to the site; and
- Social media promotion on Marshall Group platforms and via stakeholder networks

#### **Attendance and Participation**

Over 260 people took part in the engagement process through one of the above methods of engagement.

Event	Dates	Attendance / Participation
Workshops	19, 27 & 29th July 2023	23 attendees across three sessions
Public events	8, 11, 12 & 18th July 2023	119 visitors to public events
Online engagement	8th July - 14th August 2023	129 interactions (comments) through the website*
	Total	269

<sup>\*</sup>There were over 7,000 visits to the website in total.

#### Workshop attendance

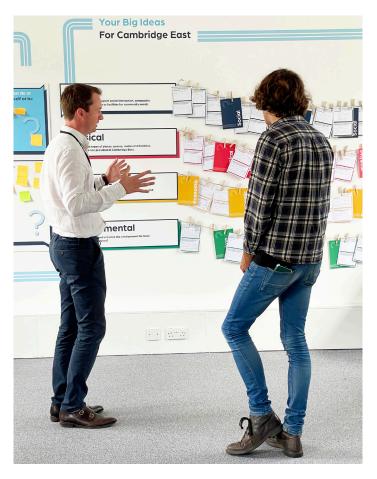
The following stakeholders and community organisations took part in the workshop series:

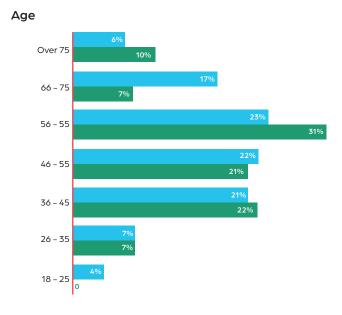
- Abbey People
- Addenbrookes Hospital
- Cambridge Biomedical Campus
- Cambridge Past, Present and Future
- Cambridge Regional College
- Cambridgeshire County Council
- CamCycle
- Fen Ditton Parish Council
- Marleigh Locality Group
- Teversham Parish Council
- The Trails Trust
- · University of Cambridge
- Wicken Fen Vision

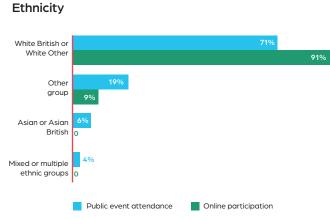
A full list of invited stakeholders is provided in Appendix A.

#### **Demographic overview**

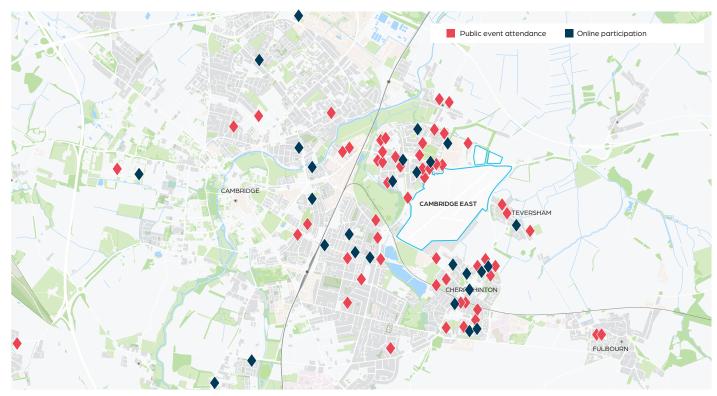
This section provides a summary of the demographic information for the public events and online engagement.







Map showing post code data for attendees at the public events and contributors to the online engagement process, where a post code was provided (82/119 public; 32/129 online).





# STAKEHOLDER WORKSHOPS FEEDBACK





# Workshop 1: How transport contributes to healthy and vibrant communities

#### **Community Attendees**

Edward Leigh	Cambridge Past, Present and Future
George Devine	Fen Ditton Parish Council
Josh Grantham	CamCycle
Matt Johnson	University of Cambridge
Nick Kirby	Cambridge Biomedical Campus
Dan Burns	Cambridge Regional College
Jez Tuttle	Cambridgeshire County Council

#### **Project Team**

Alongside the consultation team, the following project team representatives were in attendance.

Sarah Oakes	Marshall
Rhiannon Padley	Marshall
Richard Oakley	No.6 Developments, Devleopment Manager
Elliot Page	KMC Transport Planning, Transport Consultant
Matt Ingrey	Stantec, Transport Consultant
Rebecca Sanders	Quod, Planning Consultant

#### **Summary of Feedback**

#### Activity 1- Understanding the area now:

The first activity explored existing conditions in the area, seeking to understand how members of the community experience transport, access, and connections around Cambridge East at present. The key themes to come through from attendees at the session are described below.

#### **Public Transport**

- Overall view that the bus services prioritised the city centre with people mostly using central Cambridge as a transport interchange for routes in and out of the city rather than a final destination. This means journeys are long and inefficient for most people. Participants felt that there was a lack of connections to places around the edges of the city (orbital routes).
- Need identified for new public transport routes for the east of the city to key destinations such as Addenbrookes Hospital and employment hubs such as Cambridge Science Park. Improved cycling and public transport connections are also needed from the Park and Ride to these locations as well as Cambridge Station.
- Participants mentioned that bus services needed to be more reliable, accessible and frequent to help cater for an ageing population who are likely to be more reliant on public transport.
- Fen Ditton was mentioned as being very badly served for public transport.

- Opportunity mentioned to connect to skills college in north of city, providing access to jobs and training.
- Discussions were had as to whether there was any opportunity to realign the rail corridor through the site to provide new station for Cambridge East.
- Questions about whether a tram network could work for a site of this scale to reduce car use.

#### **Current routes and connections**

- Concerns over Coldham's Lane Bridge with the pedestrian and cycle bridge adjacent. Suggestion it will need to be "rebuilt" in time.
- Recreational walking routes such as Chisholm Trail and Coldham's Lane were considered over capacity.
- View that the Chisholm Trail junction with Coldham's Lane needed more consideration and was not great for cyclists.
- View that there could be better connections from Anderson Land (Mission Street) to Tins.
- Desire for a new junction onto A14 with potential to close J34 and close west facing slips at J35.

#### Cycling

- Cambridge is known for its cycling culture. While the city centre is relatively well served for cycle infrastructure, consideration needs to be give to the outer areas and villages to ensure better connections.
- Link between the site and the Biomedical Campus/CUH needs upgrading for cycling.
- Would like to see an increased prioritisation of cyclists at junctions as well as better cycling and cycle parking infrastructure. Junctions often not designed to maximise priority or safety for cyclists.

# Activity 2 – Creating a well–connected neighbourhood:

The second workshop activity sought to explore what conditions are necessary to create a well-connected future neighbourhood and how to encourage less dependence on private car use. Key suggestions and points of discussion are captured below:

#### Periphery transport hubs

There was a strong feeling from all participants that Cambridge East had the potential to be creative and innovative about its approach to transport and vehicle access.

While participants could see the advantage of encouraging less dependency on private cars, it was felt that the current approach to public transport in the area could not sustain this and much better infrastructure would be required. Within this, it was considered important that bus stops were frequent and convenient to encourage use, and that there needed to be more regular bus services.

Suggestions included clustering cycle hubs/bike hire, car clubs, e-scooter hubs and bus stops next to car parking to enable easy transitions.

#### Wider connections

Attendees noted that even if the development itself were forward–thinking in terms of travel options within the site, it would still require integration with wider transport networks in the Cambridge region, which are not necessarily adequate enough to help any site specific initiatives succeed.

#### Co-located local community hubs and facilities

Participants felt that co-located facilities would be of most benefit in reducing car use, providing multiple social/healthcare/education services together to create a "civic centre". These could be near to travel hubs or easy to travel to.

Discussions were also had around flexible spaces or multi-use spaces that have different purposes at different times of day.

#### Mixed and multi-generational living

Participants raised the concept of later-life living including "villages for healthy ageing". Reference was made to an example in Newcastle of village for healthy ageing with surrounding healthcare infrastructure (Health Innovation Neighbourhood).

Suggestions were also made about highdensity living, including later-life living and multigenerational communities, noting that there would be a need for accessible parking near to housing.

#### **Parking solutions**

Participants felt there was a potential to reduce dependency on private car use within the site to provide a hierarchy of parking solutions with private cars in car barns alongside car clubs on streets and around the barns to help encourage different modes of transport within the development. Electric vehicle parking/charging is also needed in the area to make more sustainable car use an easier option, particularly for the villages /settlements on the edge of the city.

Consideration was also given to the need for homes and apartment buildings to be designed for people who own bikes and scooters/e-scooters as many modern homes don't provide adequate utility space.

#### Cycle parking

Similarly, it was felt that there should be different types of cycle parking to allow for both long and short stay parking, and that this should be reflected in designs.

Some attendees mentioned that they thought the standards for residential cycle parking are currently too low and should be increased.

#### **Street environments**

Participants felt that one way to encourage walking and cycling was to make streets enjoyable to use so that it feels like a more positive option. Suggestions for this included feeling safe and clean, as well as making sure that there are easy and well planned places to cross roads.

While it was understood that streets would still need to allow vehicles for deliveries and services, it was felt this should be more managed and not "take-over" the street environment, which was considered to be the case in some other areas of Cambridge.

#### Creating a well-connected neighbourhood

Participants were asked to think about how to create a well connected neighbourhood, considering what people might need, and the distances they would be willing to travel for different services or facilities from their home. The table below sets out the themes and suggestions that came out of the discussions:

Journey times (from home)	Facilities
Immediate needs within a 10 minute walk or cycle	<ul> <li>Pubs/cafés or local ('village' style) informal gathering/social spaces.</li> <li>Parks and play areas (particularly for younger children).</li> <li>Primary schools and child care facilities – i.e. nurseries.</li> <li>Food shopping (small shops).</li> <li>Bus stops and cycle hubs (5 min walk).</li> </ul>
Facilities within a 20 min walk or cycle	<ul> <li>Local community hubs.</li> <li>Co-location of multiple facilities and services e.g. library, primary health care, faith spaces, community centre, neighbourhood scale co-working, primary school.</li> <li>Co-located primary healthcare.</li> <li>Local restaurants and cafés/evening culture.</li> <li>Older education - secondary/16+.</li> <li>Outdoor sports.</li> <li>Local shopping.</li> <li>Rail connections.</li> </ul>
Journey of more than 20 mins or car/public transport journey	<ul> <li>Transport hubs with bus/cycle/parking interchange.</li> <li>Cultural facilities and events such as museums and galleries.</li> <li>Larger retail that might not be needed on a daily or even weekly basis.</li> <li>Destination play (i.e. leisure centres/specialised facilities).</li> <li>Employment centres (i.e. industrial/tech space) which is on the outer limits and connected by radial bus routes.</li> </ul>



# Workshop 2: What are the opportunities and priorities for an accessible and varied environment and landscape?

#### **Community Attendees**

Nicky Shepard	Abbey People
Karen Vincent	Wicken Fen Vision
Mo Horan	Cambridge Regional College
Nick Moir	Fen Ditton Parish Council
Frances Amrani	Teversham Parish Council
James Littlewood	Cambridge Past, Present and Future
Debbie Wildridge	Marleigh Locality Group
Miranda Fyfe	The Trails Trust

#### **Project Team**

Alongside the consultation team, the following project team representatives were in attendance.

Liz Roche	Marshall
Rhiannon Padley	Marshall
Henry Stark	Marshall
Richard Oakley	No.6 Developments, Development Manager
Toby Gibbs	Logika, Environmental Consultant
Richard Waddell	Bradley Murphy Design, Landscape Consultant
Rebecca Sanders	Quod, Planning Consultant

#### **Summary of Feedback**

#### Activity 1– Understanding the area now:

The first activity focused on understanding how people use green spaces in the area now, the value of different spaces, and what environmental factors local people may or not be aware of. The key themes to come through from attendees at the session are described below.

#### Cambridge character and existing corridors

- It was noted that there are a wide variety of landscape characteristics within the existing green corridors in Cambridge, but that they are all defined by water as a feature.
- Chalk streams are an important part of the local landscape (Cherry Hinton brook and Coldham's brook).
- Views that central Cambridge lacks outdoor event space and shaded space and existing spaces feel more like they cater to the universities and to tourists rather to local people. Participants rarely used the open spaces with the city centre.

#### Significant local spaces

- Cherry Hinton Hall, Teversham Community
   Orchard, and Strawberry Fields were all mentioned
   as well used spaces for the local area, along
   with the green space in Cherry Hinton from the
   convenience store around to Fulbourn Old Drift.
- Ditton Meadows was mentioned as having a "unique village" and "urban transition" character.
- Other locations of note were Anglesey Abbey

which has lots of trees and good cycle access and Milton Park which people tend to drive to for dog walking outside city.

#### West of Cambridge East site

- Barnwell/Abbey ward view that there is lots
  of green space but very little tree cover. Would
  like more shaded spaces as flats in the area
  get very warm in the summer.
- Would be good if Coldham's Common could link through to the Cambridge East site to create loop and nature reserve. Very open and meadow-like but lacks trees/shade.
- Chisholm Trail and Marleigh Trail both very well used but need more places to stop and enjoy (cafés/coffee shops along the route).

#### South and east of Cambridge East site

- Cherry Hinton was considered to lack green amenity and footpaths need to be more accessible.
- Concerns that increased visitor numbers might adversely impact Wilbraham Fen, especially where the new green corridor may channel people to the east.

#### Park and Ride relocation

- Concerns that relocating the Park and Ride will have an impact on people accessing Marleigh School who sometimes use it as parking.
- Concern about the future location, size and potential impact on what is currently rural land to the east of Teversham.

#### Local paths and walking networks

- Views that the local footpath network is very "stop-start" and does not necessarily encourage or prioritise pedestrian movement as an option. Would like routes to be more joined-up. This was also mentioned in the case of bridleways.
- Honey Hill and Strawberry Fields walk (past Stud Farm) noted as popular walking routes.

# Activity 2 – Creating a varied and accessible environment for all:

The second workshop activity looked at the type of environment that Cambridge East could provide to complement or enhance the existing area, as well as ways in which the development could look at climate and environmental resiliency. Key suggestions and points of discussion are captured below under the three categories discussed:

#### Complement

Feedback in this section focused mostly on the existing character of the area and the type of infrastructure that would be suitable as part of a future development. Ideas included:

- Local heritage interest in reflecting some of the historical and industrial character of the area through the landscape. Historical airfield was ash and elm forest with fishing. A historic route north–south connecting Teversham to Newmarket Road across the airfield was also mentioned. Could a piece of runway be retained and used as a historic reference?
- Local influences suggestions that future proposals should try to incorporate or reflect features that are "unique to Cambridge" such as the chalk streams.
- Experience desire to see the green corridor divided up or "zoned" using variation of landscape features or qualities that lend themselves to different needs such as play or quiet spaces or dog walking. Expectation that there should be a way to bridge the urban/ natural environments.
- A balance of wild and managed landscapes

   participants felt that the site lends itself to providing both managed open spaces and wilder landscapes that are more reflective of its relationship to the fens and countryside beyond the city.

#### **Enhance**

Ideas to add value or enhance the area referenced both big ambitious concepts as well as providing better everyday facilities. This included:

 Green corridor – participants felt that the green corridor provided opportunities to do something ambitious and different to Cambridge's other green corridors and suggested community involvement in further workshops on design and character, as well as being something that community groups could be involved in shaping or maintaining. Specific suggestions included connecting Teversham to the city with a cycling and wildlife corridor. Additionally, it was pointed out that there should be north-south green links not just the east-west corridor.

- "Three-tiers" of green space ideas were discussed around three types of space that people might use:
  - Local spaces close to existing homes that are easy to visit and might form part of a daily routine.
  - Mid scale spaces where someone could spend an hour or so and might include some form of activity (play/walking/running/cycling trail).
  - Day destinations where people from outside of the area might also come to visit as it provides a diversity of facilities such as water, shade, activities for children, cafe(s).
- Engaging activities Engaging routes e.g. play on the way/art trails etc. Distribute communal spaces e.g. picnic/BBQ areas (shaded). Range of play opportunities (natural not just equipment).
- Designing for different users Small informal spaces were mentioned to provide spaces for teenagers. Ideas included a graffiti wall, ball wall, or bouldering. Also calm/reflective spaces for older people to enjoy.
- Sports facilities Participants were keen to see varied sports facilities provided but felt these could be distributed outside of the green corridor.
- Make more resilient

This section explored at different opportunities to build in resiliency to the future development, with ideas for wildlife and climate as well as thinking about what the character of the place and the outdoor conditions people might need in the future. Areas that participants were particularly interested in included:

Biodiversity – suggestions around biodiversity included creating natural spaces for wildlife and wildflowers that people could also share and experience, as well as using the green corridor to link to other natural features in the area such as the Wicken Fen area. Hobson's Park considered a good example of zoning and biodiversity as well as the wildflower SUDs at Eddington.

- Shaded areas View that a lot of the green and open space across Cambridge is exposed and unshaded and that the area could benefit from more naturally shaded places such as woodland or glens, particularly with effects of climate change and predictions that temperatures will increase significantly in coming years.
- Water availability Concerns about water resources in the area and whether the scale of development would put too much pressure on the region.
- Water features Participants raised that water features within the landscape are a feature of Cambridge and features such as ponds, lakes and SUDs, or a blue-network, could play a role in supporting wildlife as well as being a major attraction for people in the area.
- Food production Participants suggested that green infrastructure could be used to support more options for food production – either managed by an estate or led by community groups. Specific ideas included:
  - Food growing space for teens.
  - Growing close to home (e.g. on roof terraces).
  - Markets for local produce.
  - Collaboration with local organisation Co-Farm (for short term and long term opportunities).



# Workshop 3: How do we create an extraordinary new urban quarter for Cambridge?

#### **Community Attendees**

Matt Johnson	University of Cambridge
Nicky Shepard	Abbey People
George Devine	Fen Ditton Parish Council
Lynda Warth	Cambridgeshire County Access & Bridleways Officer
Carin Charlton	Cambridge University Hospitals (CUH) NHS Foundation Trust
Nick Moir	Fen Ditton Parish Council
Mo Horan	Cambridge Regional College
Frances Amrani	Teversham Parish Council

#### **Project Team**

Alongside the consultation team, the following project team representatives were in attendance.

Liz Roche	Marshall
Sarah Oakes	Marshall
Henry Stark	Marshall
Bob Allies	Allies and Morrison, Masterplanning Consultant
Vicky Thornton	Allies and Morrison, Masterplanning Consultant
Toby Gibbs	Logika, Environmental Consultant
Richard Waddell	Bradley Murphy Design, Landscape Consultant

#### **Summary of Feedback**

#### Activity 1- Understanding the area now

The first activity focused on understanding the different areas of Cambridge, what they have to offer, what might be missing, what people value, and what characterises them. Locations that came up as focus areas of the conversation are described below:

#### **Central Cambridge**

The general view from participants was that central Cambridge is "not for local people" and is more used by tourists as well as the universities and students.

People do not use the city for shopping as much as they used to as many shops have closed, and what is left is not considered to be of a high quality. A lot of people choose to travel outside of the Cambridge area for retail needs.

However, the city centre is considered to have all of the nightlife, culture, food, banks, and essential services that people need (although it is not always the easiest option in terms of travel and parking is expensive).

One of the main reasons people go into central Cambridge is for the railway station.

#### **East Cambridge**

Local areas, particularly Barnwell and Abbey, felt to be "friendly and welcoming". People know and help each other out. Populations there are intergenerational and diverse.

The characters between places surrounding Cambridge East were considered to vary substantially, with "significant disparity" between Barnwell/Abbey areas and Teversham.

It was also noted that the contributions Marshall make to supporting the local area are very important.

#### **Teversham**

Teversham was noted to have very little in the way of shops or facilities, and is very much a residential village. It also has poor transport connections to other areas in the east of Cambridge, leading people to rely on car journeys to places like Fulbourn. The orchard is well liked and used.

Interest in Cambridge East being able to provide more amenities for people living in Teversham, but concern about being absorbed by the development.

#### **Fulbourn**

Fulbourn was mentioned as having good "local" shops such as a butcher and grocer, etc., which are well used by people from surrounding areas.

#### Marleigh

Marleigh seen as a "rural development" by residents, rather than a development on the edge of the city. The farmers market has become a positive feature for the area, and is well used, but otherwise there is a lack of local markets.

# Activity 2 – Creating an extraordinary new urban quarter:

The second activity explored ways in which the future development of Cambridge East could either complement the existing area and city or be more ambitious for the future in six topic areas: local character; landscape and public realm; uses and activities; transport, streets and connections; homes and community; and local economy. Key suggestions and points of discussion are captured below:

#### Overarching feedback

On the whole, workshop participants felt that there was the opportunity to do something really exciting and innovative at Cambridge, however there was not one big idea about what this should be. There was general consensus that Marshall should be

forward-thinking in all aspects of the development, what should make it extraordinary is the sum total of everything it is trying to achieve.

However, some of the strong themes to emerge from the discussions include:

- District centre facilities view that Cambridge East could provide services that are "more accessible" for people living in east Cambridge and surrounding areas than the city centre is.
- Opportunity for a creative district desire to see Cambridge East champion the creative industries as this is something that Cambridge has lost. Views that this should support space for creative businesses as well as cultural venues that might start to draw in creative communities.
- Variety participants were eager that the future development provide variety, whether that was in style, scale, facilities or public spaces.
- Alternative ways of living a lot of discussion was had about whether Cambridge East could look at alternative housing models to create a sense of community. This included suggestions around co-living, later living, and self build.
- Early activation and involvement discussion around timescales for delivery and views that it would be beneficial if, once vacant, the site could start to be used for community facilities or to provide local amenities to help support existing communities and start to create a sense of community around Cambridge East.
- Youth council Linked to discussions around delivery timescales was the idea for a youth council to help think about future needs and interests as well as making sure younger generations are catered for.

The table overleaf captures the key areas of feedback under each of the six themes discussed in the workshop.

#### **Local character**

#### **Complementary ideas**

- Would like to see a balance of modern architecture with nods to tradition. Should be a variety of styles.
- Different local villages or characters and identities within the site with local/independent shops and dining.
- Retain important features and embrace the architecture of the existing Marshall headquarters building.

#### **Ambitious ideas**

- Create an "inclusive city district" for locals with good access and connections.
- Create buildings that are "visually stunning".

#### **Transport, streets and connections**

#### **Complementary ideas**

- High-frequency public transport options.
- Need to rethink where bus routes are going not just the city centre.
- Active travel options that feel just a safe and easy/ natural as jumping in the car.
- Easy connections and routes to areas/villages around the edges of the site.

#### **Ambitious ideas**

• Be ambitious with public transport and consider trains/light rail/trams to reduce car use.

#### Local economy

#### **Complementary ideas**

- There is not enough support for smaller businesses in Cambridge – would like to see shared/ collaborative spaces and environments for smaller businesses, including start-ups, affordable spaces, and impact-hubs.
- Would like to see support for Cambridge creative industries as most people move out of the area for this currently.
- Important to make sure there are training opportunities for local people and focus on local recruitment.

#### **Ambitious ideas**

 Create a "new creative district" for Cambridge – space for small businesses and cultural venues of different sizes.

#### Landscape and public realm

#### **Complementary ideas**

- Landscape should wrap around buildings and feel generous and integrated.
- Market squares, outdoor cinemas, shared spaces.
- Positive spaces for teenagers.
- Outside activities such as running and cycling tracks, table tennis, petanque, etc.
- Water considered a "key element" that should be a big feature of the landscape.

#### **Ambitious ideas**

- "City farm" or some form of destination.
- Swimming lake for wild swimming.

#### **Uses and facilities**

#### **Complementary ideas**

- Arts/culture facilities. Sports/leisure facilities (that can be used for competitions).
- Think about phasing of healthcare facilities, as many existing facilities have not been occupied.
   Need for acute care facilities vs. primary care.
- Education full range from early years to tertiary.
- Evening economy needs to be considered. Should feel active but not disruptive.

#### **Ambitious ideas**

- Try and create a sense of community predevelopment by using the site for community activities, events or facilities.
- "Aerospace museum" to celebrate airfield and Marshall's history.

#### **Homes and community**

#### **Complementary ideas**

- High quantum of tenure-blind affordable housing including social rent.
- Affordable homes designated for NHS staff in the area.
- Include multi-use buildings to get the most out of community spaces.

#### **Ambitious ideas**

- Retirement village and/or homes for healthy ageing.
- Set a "new standard for sustainable homes" including co-living and self-build options (Marmalade Lane referenced).
- · Multi faith spaces.



# PUBLIC ENGAGEMENT FEEDBACK



## **Public Events - Overview**

The public events sought to capture early ideas and input from local community members. The events were designed to capture feedback in three ways:

- 1. **Knowledge map** large format map of the existing area to capture views about the area now, including what people value, what is missing, what could be improved and other comments (page 20–21).
- **2. Topic feedback** open questions prompting views on three key topics areas (page 22–24):
  - Transport
  - Green infrastructure
  - Placemaking
- 3. Ideas wall comment cards for people to contribute ideas in four principal areas of placemaking (page 25-26):
  - Social considerations
  - · Physical considerations
  - · Economic considerations
  - Environmental considerations



119 attendees at the events Over
400
individual pieces of feedback



## **Public Events - Knowledge map**



#### What's great about the area, what do you value?

39 individual comments have been categorised into key areas of feedback below.

#### **Cherry Hinton**

- Has a range of facilities that people value, such as library/community centre (currently under redevelopment), and shops/restaurants/cafés and takeaways.
- People value the quiet but mixed vibe, with a viable high-street. Value green spaces e.g. Cherry Hinton Chalk Pits and footpath from Cherry Hinton — Teversham.

#### **Teversham**

 Enjoys own identity (historic) separate from city (which residents are eager to retain).

#### **Barnwell/Abbey**

- Benefits from proximity to green spaces (e.g. Stourbridge common, Coldham's Common and Ditton Meadows), river and city centre. Tree-lined streets.
- Abbey has strong/inclusive community spirit.

#### **Fen Ditton**

 People enjoy town/country contrast with access to Ditton Meadows and river, and walking distance from city centre and train station. Value mixed architecture.



#### What's missing from the area?

89 individual comments have been summarised into key themes below.

#### **Arts/culture**

- Concert venue/events/culture venue suggested several times – including possibility of inspiring architecture.
- Art gallery/galleries City lacks creative culture many creatives leave to establish themselves elsewhere.
- Significant Museum (Museum of Cambridge Discoveries/ "Marshall Museum"?).

#### Sports/leisure

- Multi-purpose sports/leisure facilities e.g. Swimming pool, sports pitches, tennis, Multi-Use Games Area – so local families don't have to go into town.
- CUFC new stadium (land exchange), Velodrome, bowls green, dry ski slope, skate park, wild swimming (single suggestions).

#### **Facilities**

- Social spaces e.g. pubs/restaurants/cafés (lacking in Barnwell area particularly).
- Community centres popular suggestion. Cluster with other services e.g. post-office/banks/healthcare/library.
   Build early to build community. These facilities lacking in surrounding areas (e.g. Barnwell/Teversham).

#### Green/open space

 More food growing opportunities needed – e.g. allotments/community garden/community farm (similar to Co-Farm).

#### **Transport**

- Train station for Cambridge East/Cherry Hinton. Bring back Cambridge Autonomous Metro/trams.
- Dedicated cycle lanes (particularly Newmarket Road/ Barnwell Road) with more crossing points.

#### Housing

- · Accessible housing for older people.
- Key-worker housing (Addenbrookes/NHS workers).
- Range of housing types for families/house sharers (2/3/4 bedrooms) – with gardens.
- · Self-build plots.

#### **Education**

- Full-time nursery, primary school, secondary school, further/adult education college/sixth form.
- Apprenticeships in sustainable building practices.

#### Healthcare

 Area needs more doctors/dentists particularly. Full service medical centre.

#### **Environment**

 Climate-focused design e.g. shutters/design for temperature extremes.

#### **Business/economy**

• Affordable micro-workspace for start-ups.



#### What could be improved about the area?

91 individual comments have been summarised into key themes below. The primary topic referenced was transport, accounting for the majority share of the comments.

#### **Transport**

- Urgent need for more orbital connections e.g. Park and Ride/Teversham to Addenbrookes Hospital/train station etc. North/South connectivity across site vital.
- Concerns about potential increase in traffic on surrounding arterial roads. Congestion already problem for Cambridge.
- Public transport and bus routes need to be massively improved (Cherry Hinton, Teversham, Barnwell etc).
- More segregated cycle routes (e.g. through Marleigh and down railway line).

#### **Facilities**

- More independent shops selling local produce. Big weekly shops need more public transport accessibility.
- Faith space provision.

#### **Environment**

- Concern about water availability harvest rainwater on site?
- Sustainable design e.g. solar panels make development an example of cutting edge green design.

#### **Green/Open space**

- Interesting and varied green spaces e.g. meadows/ orchards/woodland/allotments/water. Wild/ managed balance.
- Make sure there area wildlife corridors.
- Artwork/interactivity in the open spaces.

#### **Accessibility**

- Design inclusive of older/disabled/neurodivergent people.
- More community funding for school/community activities in surrounding area.



### Other ideas or comments?

32 individual comments have been categorised into key topics, ideas or suggestions below.

#### Housing

- Mix of types/sizes including homes with gardens.
- Opportunity to dedicate land to self build plots.
- Desire for freehold and avoid investors buying to rent.

#### **Green/Open space**

Wokingham green corridor over-road example.

#### Heritage

 Retain history of site – piece of runway/building footprint.

#### **Education**

· Relocate Anglia Ruskin Campus here.

#### **Youth Engagement**

• Make sure young people are involved.

#### **Business / Economy**

Important to support small businesses.

#### **Inclusivity**

- Make sure the development is inclusive for people with differing needs.
- · Think about young girls through design.

#### **Transport**

Very difficult to get to city centre from Cherry Hinton

 would be good to have more local options for
 'town centre' services.

## **Public Events - Transport**

#### What might encourage people to walk, cycle or use public transport to get around Cambridge East?

31 individual comments have been categorised into key topics, ideas or suggestions below.

#### Cycling (14 comments)

- More wide segregated cycle lanes like the Dutch.
- Green leisure routes and direct commuter routes to major destinations.
- · Better bike storage.
- Bike maintenance classes and programmes for youth.

#### **Buses (9 comments)**

- Improve local bus services to be more frequent and run later into the evening.
- · Make sure bus journeys are low cost.
- Fast/direct buses and slower stopping services.

#### Rail/Trams (4 comments)

 Explore rail/light rail/tram options – pedestrian/ cycle infrastructure alone won't change the way the city functions.

#### **Traffic/Congestion (3 comments)**

- Orbital routes/ring road (Like Utrecht).
- Mixed views on Sustainable Travel Zone (STZ).

#### **Accessibility (2 comments)**

· Better lighting and disability access.

# What would make the biggest impact on improving local access and transport connections in the east of Cambridge?

36 individual comments have been categorised into key topics, ideas or suggestions below.

#### **Buses (14 comments)**

- Better, more comprehensive and easy to use bus service.
- 24hr bus service, affordable/free. Connect more major destinations, e.g. Addenbrookes Hospital, as well as between villages.

#### **Rail/Trams (8 comments)**

- Explore rail/light rail/tram options or a new Cambridge East Station.
- Integration with Newmarket line.

#### **Traffic/Congestion (6 comments)**

- No car properties and car-clubs.
- · Less congestion. Reduce traffic flow.

#### **Cycling (5 comments)**

- Electric charging points and storage. E-bike rentals
- Greener/less intimidating cycle routes.
- Cycle rickshaw taxis.

#### Safety and accessibility (3 comments)

• Better lighting on cycle/footways.

#### Which of the following would you like to see prioritised at Cambridge East?

Separate cycle lanes/routes	13
Frequent public transport options	11
Well-lit, low-risk routes	10
Green and active routes	8
Low-car streets	3
Low traffic speeds	3
Car-club options	2
Cycle-sharing facilities	1

#### 'Other' comments:

- · Set the example for car-free living.
- Car-free with lots of social areas such as cafés, malls, entertainment, etc.
- · Better cycle lanes.

### Public Events - Green Infrastructure and Environment

#### What would make you use or visit a new green corridor?

34 individual comments have been categorised into key topics, ideas or suggestions below.

#### Facilities/activities (19 comments)

- Circular walking/cycling routes.
- · Sports facilities including outdoor swimming.
- Growing spaces/community kitchen.
- Cultural events/outdoor theatre.
- Sensory/more accessible woodland play.
- Open air swimming pool similar to Jesus Green.

#### **Biodiversity (5 comments)**

- Wildlife corridor (hedgehogs)/nature reserve/ wildlife bridges. Wildflower meadows and rewilding.
- · An urban forest.

#### **Character/experience (10 comments)**

- Mature tree cover and water spaces (lakes/rivers/ ponds).
- Quiet/calm spaces with good air quality to contribute to mental health benefits.
- If it were both a route and a destination.

#### What could make this an exceptional feature for the Cambridge area?

21 individual comments have been categorised into key topics, ideas or suggestions below.

#### **Biodiversity (8 comments)**

- Different water habitats (ponds/streams/lakes).
- Native/locally grown trees and wildflower species (not imported saplings).
- Consult with local group, 'On the Verge', who create wildlife corridors.

#### Facilities/activities (7 comments)

- Spaces/activities for teenagers. Sports training facilities e.g. tennis, etc.
- Local hub with café/sports facilities for different family members to enjoy different activities.
- Culture: sculpture park, open-air theatre.

#### **Character/experience (2 comments)**

• Parks and trees connecting city to countryside.

#### Community involvement (2 comments)

- Community involvement from the start.
- Community land available. Get people involved in managing spaces.

#### What would you like Cambridge East to do to enhance the local environment?

27 individual comments have been categorised into key topics, ideas or suggestions below.

#### **Biodiversity/Environment (12 comments)**

- Protect/retain chalk streams. Build sufficient reservoirs as priority.
- Greywater harvesting and use.
- · Areas with no public access (wildlife haven).
- Living roofs 20% biodiversity net gain min. Bees, birds, bats, insects.

#### Facilities/activities (8 comments)

- Schools access to woodland for green learning/ wildlife education, etc.
- Allotments/community gardens/orchards.
- Maze/diverse play/sensory play areas.

#### **Character/experience (7 comments)**

- Connection to Wicken Fen. Permeable edges to whole site.
- · Car-free living.

## **Public Events - Placemaking**

#### How could Cambridge East complement what the city centre has to offer?

22 individual comments have been categorised into key topics, ideas or suggestions below.

Business/Economy (7 comments): Business support for small/alternative/independent businesses and shops. Creative workspaces. Food and produce market.

**Sports/Leisure (5 comments):** Swimming pool, outdoor exercise/gym space, futsal. Dedicated youth spaces.

Arts/Culture (4 comments): Arts/cultural spaces for creative sector. Museums.

Housing (2 comments): More affordable housing with sustainable construction.

Public space (2 comments): Lake, outdoor café, play area, fountains, outdoor theatre, dedicated youth spaces.

**Transport (1 comment)** 15 minute city, well-connected to city/outside.

Education (1 comments): Cambridge East Satellite University campus.

#### What could Cambridge East do or provide to differentiate itself or be ambitious for the future?

24 individual comments have been categorised into key topics, ideas or suggestions below.

Arts/Culture (9 comments): Arts/cultural venue e.g. concert hall/theatre/dance/cinema in bespoke building. Outdoor theatre/events space. Spaces for artists e.g. In old airport buildings. Marshall museum.

Housing (4 comments): Sustainable homes e.g. solar panels, air-source heat pumps, insulation. Unique architectural character to give Cambridge East identity.

Facilities (3 comments): Service hubs with clustered services e.g. banks, post office, healthcare, etc. Spaces and activities for communities to meet.

Business/Economy (2 comments): Tech-hubs/co-working.

Public Spaces (1 comment): Public squares lacking in Cambridge – activity needed in day and evening.

Sports/Leisure (1 comment): 25m Swimming pool.

Transport (1 comment): First cycle only town.

Character (1 comment): Make aesthetically different. Buildings that are cohesive but not uniform.

#### Describe what you would like the character of Cambridge East to be or feel like?

27 individual comments have been categorised into key topics, ideas or suggestions below.

Local Character (11 comments): Friendly, open, relaxed. Traditional/modern variety hybrid and mix of building styles. Architecture with ornamentation and aesthetic design. Low/medium rise preference. Do not prioritise cars.

Housing (5 comments): Eco-housing using hemp/ thatched roofs/timber etc. Trial self-build plots. Be national example of re-birth of council housing. Front and back gardens. Fewer high-rise flats. **Transport (5 comments):** Set the example for carfree living. Ensure people can still access or use cars for errands.

Business/Economy (3 comments): Affordable independent businesses. Creative vibe. Food markets.

Facilities (3 comments): Lots of social areas/community spaces / entertainment.

#### YOUR IDEAS: SOCIAL CONSIDERATIONS

# What would you like to see happen at Cambridge East?

**Arts/Culture** – Concert hall/exhibitions/theatres/dance/cinema etc. (indoor/outdoor). Multi-functional events spaces.

**Markets** – Open air markets for flowers/antiques/food/local produce. A good central/market square.

**Education** – lifelong learning. Places for teenagers to go, for education and leisure.

**Facilities** – Faith space co-located with retirement village and primary school. Fully accessible neurodiverse social hub. Community centres/hubs – built early unlike Northstowe. Cafés/pubs/restaurants.

**Healthcare** – Community health centres with full range of NHS services.

**Housing/Communities** – High percentage of affordable housing (genuinely). Covenants so home cannot be sold. Key worker housing. Accessible flats/neighbourhoods for disabled/elderly with shared facilities. Integrate well with neighbouring communities, physically and socially.

**Sports/Leisure** – Ideas included community sports hall, rowing lake/outdoor pool, velodrome, bowling green, tennis courts, and athletics facilities.

# What would make Cambridge East a great or extraordinary place?

Accessible/Inclusive — Fully accessible design, particularly for neurodiverse and learning disabled people which Cambridge is bad for. Activities and leisure facilities for all age groups/demographics.

**Arts/Culture** – "Discovery Museum" showcasing Cambridge discoveries.

**Housing/Communities** – Integration between Cambridge's diverse communities. Community ownership of assets – future thinking.

**Sports/Leisure** – Space for CUFC to relocate.



#### YOUR IDEAS: ENVIRONMENTAL CONSIDERATIONS

# What would you like to see happen at Cambridge East?

**Biodiversity** – Meadows, forests and other wild spaces to create habitats. Intersperse with gathering/seating spaces.

**Character/Experience** – Lakes and water features v. popular. Broad preference for low/zero car use.

Climate Response/Resources – Strong desire for cutting edge sustainable design, e.g. greywater, solar, insulation, bio-based materials, community-based district energy systems, community growing, zero carbon.

**Biodome:** Suggestion of Eden-project style biodome/ ecology centre.

**Facilities/Activities** – Community growing allotments very popular. "Library of Things".

# What would make Cambridge East a great or extraordinary place?

**Biodiversity** – Re-wilded country park and habitat creation. "Singapore-style" integration of nature/ urbanism/sustainable technology.

**Character/Experience** – Exemplar model development – hybrid of urban, nature and community. Architectural diversity.

**Facilities/Activities** – Community kitchen/start-up space linked to growing space. Cycle training circuit. Sustainability museum.

#### YOUR IDEAS: ECONOMIC CONSIDERATIONS

## What would you like to see happen at Cambridge East?

#### **Business/Industry Sector Support –**

Provide support for local businesses to access affordable workspace/retail units/workshops. Support young and marginalised groups with employment skills and apprenticeships. Support local supply chain.

Hub for social enterprise and small businesses/coworking. Centre for craft/artisanal skills.

**F&B/Retail** – Restaurants, cafes, food court for pop-up/start-up food businesses. Shops selling local produce.

Facilities – Urgent need for post office and other faceto-face services like bank/laundrette/health facilities.

**Transport** – Improve access to Addenbrookes Hospital– biggest employer in city.

# What would make Cambridge East a great or extraordinary place?

**Business/Industry Sector Support** – Opportunities for local contractors/companies. Sense that Cambridge's "soul" is leaving due to unaffordability for businesses. Support social enterprises and circular economy.

**Creative hub** – Make Cambridge East a new creative and cultural desitination.

**Education** – Level-up east of City with "Marshall College" – focussing on aerospace, engineering and vocational qualifications. Accomodation for students and staff.

Facilities - Repair shop/swap shop.

33 Comment cards

#### YOUR IDEAS: PHYSICAL CONSIDERATIONS

# What would you like to see happen at Cambridge East?

**Character/Experience** – Intelligent street design geared to walking/cycling. Streets/neighbourhoods designed by different architects. Variety of pedestrian street-types, squares and architectural design e.g. varied brickwork and roofscapes.

**Sustainability** – Bio-based building materials e.g. Hemp, clay, timber etc. Zero carbon development with recycling facilities.

**Green/Public Space** – Lots of green spaces/green routes for cycling with sustainable travel hub. Allotments.

**Housing/Communities** – Some appetite for high-rise. Keyworker housing and social housing needed. Community arts centre with bookable hall.

**Sports/Leisure** – Various outdoor sports pitches/courts e.g. football, tennis, running, bowls, hockey. Facilities for disabled children and adults. Indoor and outdoor swimming.

# What would make Cambridge East a great or extraordinary place?

**Character/Experience** – Important to have high quality design in the plans, with the opportunity for some self build homes to create a place of architectural diversity.

**Green/public space** – Green space that is big in size and easy and public to access, including possible woodland to improve biodiversity.

**Transport** - Improved public transport to connect those at Cambridge East to the surrounding area, which will create less reliance on cars, and less congestion.



# ONLINE ENGAGEMENT FEEDBACK

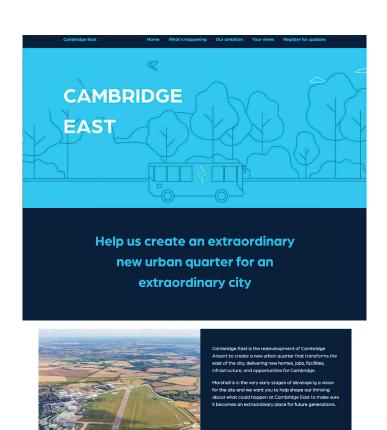


## Online Engagement – Overview

The online engagement platform was designed to capture feedback in four principal areas through a community survey function, which was advertised alongside the public events. The four focus areas for the survey were:

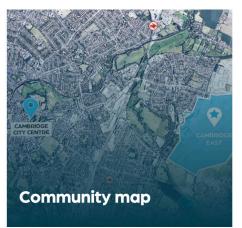
- 1. Creating a sustainable place
- 2. Creating a place for community
- 3. Ensuring a connected place
- 4. Great placemaking

Feedback in this section is reported on per theme. Although circa 130 people participated in the survey, not all people contributed to all themes or all questions.



Cambridge East website

Let us know your thoughts by commenting on our map or share your thoughts on each of the following themes





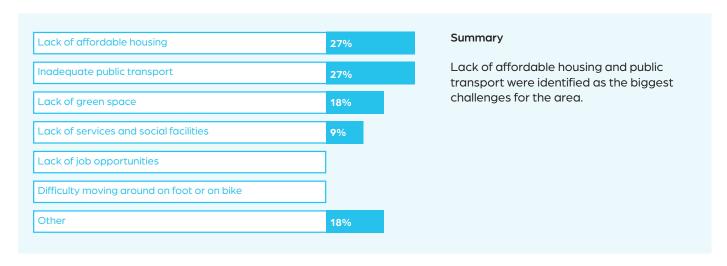




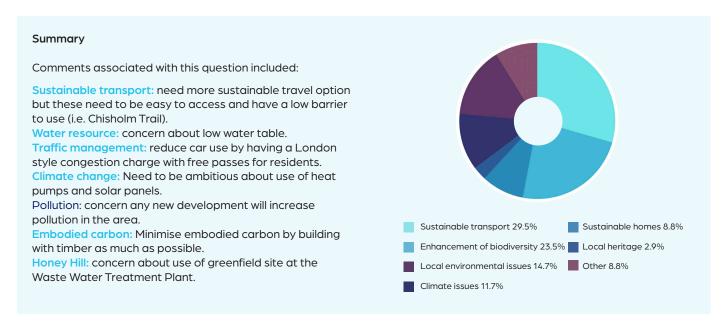


## Theme 1: Creating a sustainable place

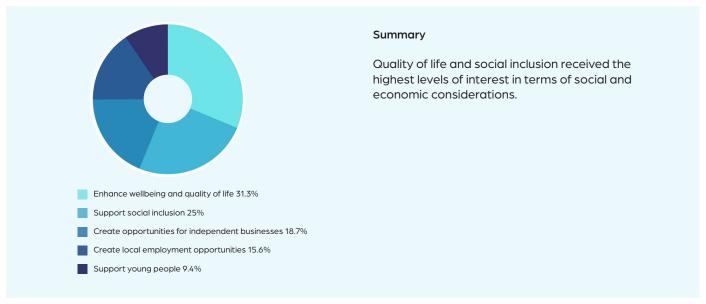
#### Q1 What do you see as the biggest challenge facing the local area?



#### Q2 Which of the following environmental considerations do you think are most important for Cambridge East?



# Q3 Which of the following social and economic considerations do you think are most important for Cambridge East?



## Theme 2: Creating a place for community

#### Q1 What do you value most about the local community and culture in Cambridge / your area?

Responses to this question have been summarised below, although a number of comments did not directly respond to the question. The 19 responses related to the question included:

- Plenty of green space and parks and good playgrounds (5 comments).
- Good church provision (4 comments).
- · Cycling accessibility (3 comments).
- Good community with a wide variety of people, and the ability to support each other and enjoy activities together (2 comments).
- The history, and natural wild spaces (1 comment).
- Community facilities and sports facilities (1 comment).
- High quality housing (1 comment).
- Great independent shops (1 comment).
- Diversity (1 comment).

Other comments recorded were as follows:

- This development should include a primary and senior school, GP surgery, dentist and an optician.
   Also a good selection of proper houses.
- Frequent local bus routes are needed if cars are to be used less to benefit climate change, as well as electrical charging points for residents.
- Would like to understand plans to ease traffic in the area – particularly Cherry Hinton High Street, Coldham's Lane and Newmarket Road.
- Concern over impact of additional development on existing areas, particularly Cherry Hinton.

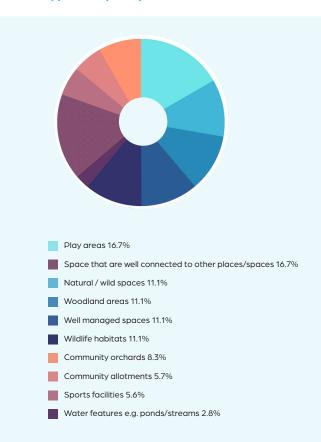
#### Q2 Are there specific facilities or spaces that would benefit existing communities?

Responses to this question have been categorised into key themes raised below. 16 comments were recorded against this question:

- Social spaces: Frequent social events for all ages.
   Family friendly cafés, restaurants and pubs. Meeting halls that could be used by a variety of groups and local organisations, or hired for gatherings (like a village or church hall). A library that's welcoming and user-friendly across different age groups (4 comments).
- Open space: Big open spaces as well as green spaces and a secure dog park. Anything exerciserelated equipment in parks such as the one in the Thorpe Way park (4 comments).
- Churches: Churches have role to play in creating communities (3 comments).
- Sports and fitness facilities: Better sport facilities in general, but also a specific suggestion for a dedicated table tennis facility to cater to a range of ages and abilities (2 comments).

- Housing diversity: Including co-ops and cohousing for what they offer-to building a sense of community (1 comment).
- Smaller streets and squares: The area has a lot of big retail that you have to drive to. Would be good to have a village feeling with small streets and squares (1 comment)
- Cycle infrastructure: Cycling routes to better connect Cherry Hinton and Cambridge. (1 comment).
- Road infrastructure: More road space and less bumper to bumper traffic (1 comment).
- A "museum of Marshall history": This piece of Cambridge history must not get lost. A museum should be left to commemorate the exceptional role Marshall played in the UK history, the WW2, and Cambridge (1 comment).
- A community swimming pool: A pool that offers special facilities for the elderly, disabled, and young (1 comment).

#### Q3 What types of open spaces would benefit the local area?

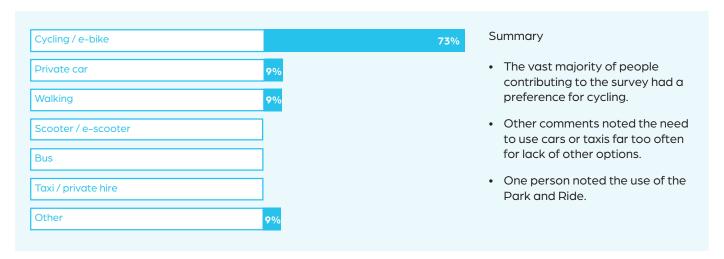


#### Summary

- There was no clear view on the type of open space that would be most beneficial to the area.
   The feedback indicates that respondents felt that all types of space are needed.
- Play areas and well connected spaces were the top two highest rated typologies.
- Other comments noted that meadows, natural habitat, woodlands, and wild area should be prioritised and that at least a quarter of the site should be allocated to the a natural green corridor.

## Theme 3: Ensuring a connected place

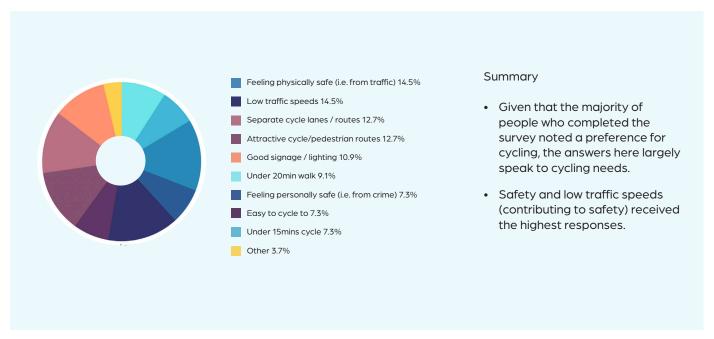
#### Q1 What is your preferred mode of transport for getting around the area?



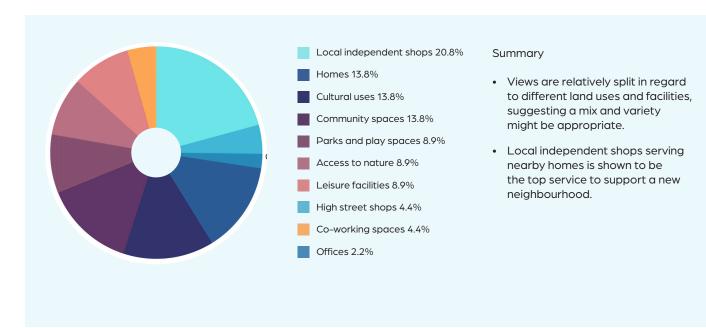
#### Q2 What would encourage you to use public transport?



# Q3 What features of a new development would encourage you to walk/cycle to the nearest facilities (i.e. shops / GP/ school)?



Q4 Our aim is to provide a mix of neighbourhood uses to help reduce car trips and provide amenities close to places people live and work. What combination of the below do you think would help support a successful neighbourhood?



# Q5 What would make the biggest impact on improving local access and transport connections in the east of Cambridge?

Responses to this question have been categorised into key themes raised below. Eight people recorded a comment against this question:

#### **Reducing congestion - 3 comments**

View that making it easier and safer for children to walk/ cycle to school, as well as a good quality school bus system to reduce private car use at pick up and drop off times.

Suggestion that a new road through the airport site would contribute to reducing congestion on Newmarket Road and surrounding routes – particularly with the population growth that the new development will bring.

One comment referenced that a congestion charge would change how people commute.

#### Cycle infrastructure – 2 comments

Views that better, dedicated cycle infrastructure such as lanes for each road user (pedestrians/cycles/buses/motor vehicles) would make people feel that the car

is less of a necessity. Suggestions that walkers and cyclists could be separated from car traffic with bollards and/or kerbs — not just painted lines.

#### Tram or light rail - 1 comment

Comment on the opportunity to build new infrastructure from scratch given the scale of the development area and suggestion that a tram or light rail infrastructure could be a "game changer" for the area.

#### Listening to the needs of local people – 1 comment

Concern that there will be too much focus on cyclists and the proposals wont take into the consideration or design for the needs of car users.

## Concern about development in the area – 1 comment

View that not building more homes would keep car use and congestion down.

### **Theme 4: Great placemaking**

#### Q1 What makes Cambridge a good place to live and work or visit?

Responses to this question have been categorised into key themes raised below. Eight people recorded a comment against this question:

- Relatively cycle friendly (2 comments).
- Beautiful buildings and setting, particularly in the historic centre (2 comments).
- Great local shops (1 comment).

- The people in Cambridge are very friendly (1 comment).
- There are lot of things to do and good local events (1 comment).
- View that Cambridge feels very compromised and could offer so much more for people (1 comment).

#### Q2 What would be your one big suggestion for the future of Cambridge?

Responses to this question have been categorised into key themes raised below. Eight people recorded a comment against this question:

Comprehensive bus or public transport network
(2 comments) – Local transport systems that would
make urban travel more fitting with the 21st century,
such as a tram solution. Also a more comprehensive bus
network.

More space (1 comment) – View that Cambridge feels "claustrophobic" and could benefit from more open space and generous street. Reference to "big open civic spaces" in cities like Birmingham.

Better accessibility (1 comment) – Planning and designing new development for people who are not ablebodied or have different abilities as Cambridge does not feel like a very inclusive environment.

**Better cultural facilities (1 comment)** – More focus on culture and "a proper arts and cultural centre" for entertainment.

A centre for "People's Health" (1 comment) – A facility focused on physical and mental health that provides opportunities for discussion and education,

provides opportunities for discussion and education Combined with healthy foods activities real direct information and interaction.

Access to nature (1 comment) – Easy access to nature, or introducing more nature into urban environments.

**Independent retail options (1 comment) – Need** more independent shops and retail.

**Better sporting facilities (1 comment)** – View that sporting facilities are limited in Cambridge.

Out of the box thinking (1 comment) – A place that focuses on changing structures and the way people do things not endorsing existing ideas.

#### Q3 What is missing from Cambridge?

Responses to this question have been categorised into key themes raised below. Six people recorded a comment against this question:

- Alternative to car use Two people mentioned a solution to reducing the number of personal cars in the city is needed along with good walking and cycling options.
- Modern "world class" buildings View that
   Cambridge would benefit from beautiful new world
   class buildings that are the envy of the world and
   befitting a city with a globally elite university.
- Indoor velodrome Suggestion that the cycling community in Cambridge and wider east of England regions could benefit from a velodrome.
- Variety of homes Interest in seeing more housing options variety for different needs and ways of living.
- Good health education More focus on educating people about healthy and active lifestyles from primary and secondary age.

**APPENDICES** 

## Appendix A: List of Invited Stakeholders

List of stakeholder organisations invited to participate in the stakeholder workshops held in June 2023. Those marked in bold attended one or more of the sessions.

Category	Organisations
Local Authorities	Cambridge County Council
Parish Councils	Teversham Parish Council
	Fen Ditton Parish Council
	Stow-Cum-Quy Parish Council
	Fulbourn Parish Council
	Horningsea Parish Council
Residents Associations	FECRA
	Abbey People
	Marleigh Locality Group
	Cherry Hinton Residents Association
Transport Groups	Cam Cycle
	Cambridge Connect
	Smarter Cambridge Transport
	Transport East
Businesses and Networks	Cambridge Ahead
	Cambridge Ahead YAC
	Cambridge Network
	Cambridge Bid
	Cambridge Chambers of Commerce
	Cambridge Biomedical Campus
Education	Anglia Learning
	Form the Future/LaunchPad
	Cambridge Regional College
	Anglia Ruskin University
	University Of Cambridge
	Knowledge School Foundation
Health	Cambridge University Hospitals NHS Foundation Trust
	Addenbrookes/CCG
	Cambridge & Peterborough Clinical Commissioning Group
Local Interest Groups	Abbey People
	Cambridge Past, Present, Future
	Cambridge Conservation Initiative
	Barnwell and Fen Ditton Local History Society
	Cambridgeshire Bridleways Group
	The Trails Trust
Environment	Cambridge Carbon Footprint
	Green Cambridge
	Cambridge Friends of the Earth
	Wicken Fen Vision
	National Trust site: Anglesey Abbey, Gardens and Lode Mill
Sport /Leisure	Sport England
	Cambridge United Community Trust
	Cambridge United Football Club

