



**January 2026**

# **Communication and Engagement Policy**

**North West Cambridge Development  
Version 1.0**

## **1. Purpose**

This policy sets out the University of Cambridge's approach to communication and engagement at Eddington. It establishes how the University communicates with residents, stakeholders, and the wider public, and how feedback, complaints, and consultation activities are managed.

The policy supports the University's commitment to transparency, inclusivity, and accountability in the management of the Eddington estate.

## **2. Scope**

This policy applies to the University of Cambridge ("the University") and its wholly owned subsidiaries with operational responsibilities at Eddington:

- Portal Estate Management Limited ("Poral")

The policy does not apply to independent organisations operating at Eddington that are outside the University's direct control, including (but not limited to) the University of Cambridge Primary School, Eddington Nursery, Storey's Field Centre, or commercial tenants occupying retail premises. Statutory consultation processes undertaken by Local Authorities, including formal planning consultations, are not affected by this policy.

## **3. Policy Statement**

The University is committed to maintaining open, transparent, and effective communication with residents, stakeholders, and visitors at Eddington. Where appropriate, consultation will be undertaken to understand the potential impacts of decisions or changes and to inform decision-making.

All communication and engagement activities will be conducted in a fair, proportionate, and inclusive manner.

## **4. Definitions**

### **Consultation**

A formal or informal process undertaken to identify, in advance, the potential impact of a proposed decision or change on those who may be affected, with the aim of informing decision-making and mitigating adverse impacts.

### **Harassment**

The unreasonable and sustained pursuit of complaints or representations targeted at one or more members of University staff and/or causing ongoing distress to individual staff members.

### **Persistent or Unreasonable Complainant**

An individual or organisation that raises issues or complaints in a manner considered unreasonable. This may include:

- Obsessive, persistent, harassing, prolific, or repetitious behaviour
- Excessive correspondence or contact by email, telephone, or other means
- Pursuit of complaints that are unmeritorious or seek unrealistic outcomes
- Pursuit of legitimate complaints in an unreasonable manner

### **Stakeholders**

Users of Eddington, including residents, staff, business owners, and visitors.

## **5. Roles and Responsibilities**

### **5.1 Portal Operations Manager**

The Portal Operations Manager is responsible for:

- Ensuring adequate resources are available to support effective and inclusive communication and consultation
- Reviewing and responding, where appropriate, to complaints relating to this policy
- Initiating reviews of this policy as required

### **5.2 Portal Communications Coordinator**

The Portal Communications Coordinator is responsible for:

- Ensuring all communication and engagement activities comply with this policy
- Managing and responding to Eddington-related complaints and appeals in accordance with relevant procedures
- Undertaking consultation activities where appropriate to decision-making
- Ensuring representations are considered fairly and objectively
- Reporting complaints and consultation outcomes to the Operations Management Boards on a monthly basis

## **6. Communication Arrangements**

### **6.1 Residents and Stakeholders**

Communication with residents and stakeholders will be undertaken through:

- The Portal website (<https://portal.resi-sense.co.uk>), providing resident-only information and enabling reporting of non-urgent estate management issues
- A 24-hour estate management telephone service (03333 440290)
- Email communication for non-defect-related enquiries ([portal@eddington-cambridge.co.uk](mailto:portal@eddington-cambridge.co.uk))
- A monthly newsletter distributed via the Portal website, supplemented by additional emails where required
- Regular information evenings for new residents
- Quarterly stakeholder engagement meetings for businesses and other stakeholders

### **6.2 General Public**

Communication with members of the public will be undertaken through:

- The Eddington website ([eddington-cambridge.co.uk](http://eddington-cambridge.co.uk))
- A general enquiries email address ([info@eddington-cambridge.co.uk](mailto:info@eddington-cambridge.co.uk))
- Social media channels, including Instagram, and LinkedIn
- A monthly email newsletter for subscribers

## **7. Complaints and Appeals**

Residents and stakeholders may raise complaints relating to matters at Eddington in accordance with the relevant complaints and appeals procedures set out in the following documents:

- Portal Complaints Policy
- Portal Estates Management Policy