



UNIVERSITY OF
CAMBRIDGE

North West Cambridge

Future Phases of Eddington

September 2025



Statement of Community Involvement

NWCM: Future Phases

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1. Context

This **Statement of Community Involvement ("SCI")** has been compiled by Field Consulting as part of a planning application by the University of Cambridge ("the Applicant"). The Applicant is seeking Outline Planning Permission ("OPP") for the Future Phases of the North West Cambridge Masterplan ("NWCM").

Eddington is the University of Cambridge's response to the need to provide affordable housing for its staff so it can attract and retain top talent to maintain its global competitiveness. By housing staff in a purpose-built, high quality neighbourhood, the University also reduces the demand on the wider housing market in the city.

By providing 50% of housing for staff and the remainder contributing to increasing the overall supply of housing in the city, the Eddington development supports the highly successful Cambridge ecosystem which provides long-term growth and prosperity for the local, regional and national economy.

Importantly, however, Eddington is open to all. Eddington combines all the community infrastructure that is needed for a new, growing neighbourhood. The University's investment in the community is evident in the school, nursery, post-doc centre, hotel, supermarket, community centre, sports facilities and parklands, as well as homes delivered in Phase 1. The Site will remain under the University's long-term stewardship.

The **Outline Planning Application ("OPA")** seeks planning permission for:

Outline planning application (all matters reserved except for means of access to the public highway) for a phased mixed-use development, including demolition of existing buildings and structures, such development comprising:

- Living Uses, comprising residential floorspace (Class C3/C4, up to 3,800 dwellings), student accommodation (Sui Generis), Co-living (Sui Generis) and Senior Living (Class C2);
- Flexible Employment Floorspace (Class E(g) / Sui Generis research uses);
- Academic Floorspace (Class F1); and
- Floorspace for supporting retail, nursery, health and indoor sports and recreation uses (Class E(a) – E(f)).
- Public open space, public realm, sports facilities, amenity space, outdoor play, allotments and hard and soft landscaping works alongside supporting facilities;
- Car and cycle parking, formation of new pedestrian, cyclist and vehicular accesses and means of access and circulation routes within the site;
- Highway works;
- Site clearance, preparation and enabling works;
- Supporting infrastructure, plant, drainage, utility, earthworks and engineering works.

The OPA includes three Control Documents which define the Specified Parameters for the Proposed Development. These Control Documents are – (1) the Development Specification; (2) the Parameter Plans; and (3) the Design Code.

The Parameter Plans indicate which Building Development Zones may be suitable for which use and therefore manage where the proposed uses could arrive on the OPA Site. The Parameter Plans also identify features such as maximum building heights; areas of green infrastructure; and access and circulation routes. The Parameter Plans are set up to provide a level of flexibility for the detailed design of the scheme at a later date which will need to be approved by the local planning authority through subsequent Reserved Matters Applications ("RMAs").

The Applicant has carried out extensive consultation on the proposals set out above as part of the preparation of the OPA for the Future Phases. This SCI summarises in full this public consultation and depicts the channels through which the Applicant has engaged with local residents and stakeholders to gather their feedback on the proposals for Eddington's Future Phases.

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Over **1,500** people met across the community



Generated over **51,600** impressions for information posts on social media



Held over **30** engagement events and meetings



Held over **75 hours** of consultation events to answer public questions



Received and reviewed over **400** feedback forms



Had nearly **1,900** visits to the consultation website



Sent **24,000** flyers to local addresses

2. Our approach to consultation

The Applicant has taken a comprehensive and inclusive approach to consultation that has ensured members of the local community and relevant stakeholders were included in each step of the design process for the Future Phases. The Applicant's approach has been shaped by a wish for the Future Phases of Eddington to be shaped by those who know it best, or rather, those that live, work and play there.

In view of this approach, imperative to the Applicant was ensuring that every stage of consultation was fully accessible, transparent and open to all. This included ensuring that hard-to-reach residents and stakeholders had access to a consultation event. This was evidenced in wide advertisement of consultation events, a variety in the types of consultation events hosted, and a diverse number of locations for consultation events, both in person and virtual. The Applicant ensured that consultation events were diverse in nature and appealing to a broad range of visitors, with events ranging from targeted workshops to open, free community events.

Through this approach, the Applicant has conducted a thorough and wide-ranging engagement plan, informed by both local and national guidance and the commitment by the Applicant to consult as many residents and stakeholders as possible.

Local & national guidance

This approach to public consultation and engagement has been guided by best practice, the extensive experience of the project team and relevant guidance.

This includes key national policy guidance such as the [National Planning Policy Framework](#) (NPPF; December 2024), which states in paragraph 40:

"Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality preapplication discussion enables better coordination between public and private resources and improved outcomes for the community." The Applicant's approach to public consultation also follows local policy guidance. In the Adopted Version of Greater Cambridge Shared Planning's [Statement of Community Involvement](#) (March 2024), it states in paragraph 4.4:

"Both Cambridge City and South Cambridgeshire District Council encourage applicants or

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developers to carry out early engagement with the Local Planning Authority and the local community before submitting a planning application.”

This SCI demonstrates that the Applicant has adhered fully to local and national guidance in their pre-application consultation. The Applicant has also ensured to the fullest extent that stakeholders and the wider community were regularly engaged with via multiple channels and encouraged to take part in the process of shaping the proposals for Eddington’s Future Phases.

3. Eddington’s Future Phases proposals

3.1 The Site

The NWCM site (“**the Site**”) is located approximately 2km north-west of Cambridge city centre. The Site is roughly triangular in shape and comprises land between Huntingdon Road (A1307), Madingley Road (A1303) and the M11. The Site forms part of the emerging settlement of Eddington.

The Site covers a total area of approximately 114 hectares (“ha”) and is located across the administrative boundary of South Cambridgeshire District Council (“SCDC”) and Cambridge City Council (“CCC”) which are therefore the Local Planning Authorities (“LPAs”) for the Site. The Greater Cambridge Shared Planning Service (“GCSPS”) manages planning services on behalf of SCDC and CCC.

The Site predominantly comprises grassland fields, construction areas, and sections of Huntingdon Road (A1307) and Madingley Road (A1303). Barcroft Centre and associated buildings are located within the most northerly extent of the Site, along Huntingdon Road. The Site contains areas of hard standing, including an area utilised for parking to the south of the Site. There are a variety of amenity and green spaces on the Site including swales, ponds, grassland, areas of woodland, hedgerows and individual trees. A storm water recycling system pond, which has never been commissioned, is located along the western edge of the Site.

Traveller’s Rest Pit Site of Special Scientific Interest (“SSSI”) is located within the eastern extent of the Site.

The Washpit Brook is the closest watercourse to the Site, which runs through the Site from southeast to the northwest. Much of the Site is comprised of topsoil and clay that emerged as a result of development undertaken pursuant to the 2013 OPP at North West Cambridge.

Vehicular access to the Site can be gained via either Huntingdon Road to the north or Madingley Road to the south of the Site. Huntingdon Road and Madingley Road are linked via Eddington Avenue, which traverses the south-eastern extent of the Site. Pedestrian access can be gained via the same routes. Pedestrian and cycle access can also be gained via Horse Chestnut Avenue and Bunkers Hill (from Huntingdon Road), as well as Storeys Way and Madingley Rise to the east of the site. A Public Rights of Way (Footpath 99/5) crosses the site in the north-west corner, running between Huntingdon Road to Cambridge Road, and crossing beneath the M11.

The Site is bound by:

- a small portion of the A14 to the north, and Girton College, residential properties and agricultural fields which front onto Huntingdon Road (A1307) to the north and north-east;
- residential properties located along Huntingdon Road, Ascension Parish Burial Ground, Trinity Hall (University of Cambridge student accommodation) and Trinity Hall sports grounds to the east of the site;
- Madingley Road Park and Ride, Madingley Road (A1303), and residential properties and buildings associated with the University of Cambridge to the south; and
- the M11 motorway to the west, beyond which lies agricultural fields.

Cambridge City Centre is located approximately 2km to the south-east of the Site at its nearest point. The Site forms part of the emerging settlement of Eddington

The Development Plan comprises:

- Cambridge Local Plan (2018)
- South Cambridgeshire Local Plan (2018)
- North West Cambridge Area Action Plan (“AAP”) (2009)

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3.2 Guiding principles

As above, the NWCM Future Phases proposals presented throughout all consultation events sought to reflect the Applicant's vision to respond to the need to provide affordable housing for its staff so it can attract and retain top talent to maintain its global competitiveness.

The proposals for the Future Phases are therefore steered by four guiding principles:

- **Integrate sustainable design principles**
- **Create an exemplar in community placemaking**
- **Secure The University's long-term future**
- **Support the wider Cambridge ecosystem**

These guiding principles were introduced publicly at the outset of consultation and informed every stage of both the design process and the consultation.

3.3 The Proposed Development: Eddington's Future Phases

The Applicant's final proposals build on previous visions of the masterplan, setting the standard in placemaking while supporting the academic and social goals of the University of Cambridge. The Future Phases will build on the success of Eddington so far, while learning lessons and deepening design principles to deliver more homes along with more social and green space to help people live in a vibrant and sustainable place.

The guiding principles set out above have informed every stage of design and planning and are the basis of the proposals presented to the public during each round of consultation. The final proposals for the Future Phases of Eddington ("**the Proposed Development**") are summarised above in **Section 1**.

4. Consultation overview

The Applicant launched a wide-ranging, multiphase consultation programme for the Future Phases of Eddington in September 2024 that sought to engage widely and meaningfully with the local community, stakeholders and residents.

Across three formal rounds of consultation in **September 2024 (1)**; **November – December 2024 (2)**; and **March – April 2025 (3)**. The Applicant sought to engage with as many residents, local stakeholders and community members as possible. This was achieved through accessible consultation events, both in-person and online, that took on different forms throughout the consultation. Each round of consultation included in-person drop-ins in both Eddington and central Cambridge and an online webinar, to allow for access for as many people as possible. Consultation events also took the form of three community events, which are detailed in **Section 8**. The dates, locations and times of every consultation event across the engagement programme, plus the attendance at each event is detailed in the tables below.

Consultation	Event	Date
First Consultation	Park Run Community Event	7th September 2024

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Table 1: First consultation events timetable

	First drop-in session and Tier 1 preview	24th September 2024
	Second drop-in session	25th September 2024
	Third drop-in session	28th September 2024
	Community webinar	30th September 2024
	Fourth drop-in session	2nd October 2024

Table 2: Second consultation events timetable

Consultation	Event	Date
Second Consultation	Community consultation launch at Eddington Winter Warmer	30th November 2024
	First drop-in session	2nd December 2024
	Second drop-in session	4th December 2024
	Third drop-in session	7th December 2024
	Community webinar	9th December 2024
	Fourth drop-in session	10th December 2024

Consultation	Event	Date
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Table 3: Third consultation events timetable

Third Consultation	First drop-in session	27th March 2025
	Second drop-in session	28th March 2025
	Community webinar	31st March 2025
	Third drop-in session	1st April 2025
	Fourth drop-in session	2nd April 2025
	Fifth drop-in session	3rd April 2025
	Launch of Eddington Grow Club Community Event	26th April 2025
	Play Space Design Exhibition Community Event	16th July 2025

Table 4: Consultation programme attendance

First Consultation

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Consultation event	Drop-in session and Tier 1 preview on 24 th September 2024 (14:00 – 19:30), Storey's Field Centre	Drop-in session on 25 th September 2024 (15:00 – 19:00), The University Centre	Drop-in session on 28 th September 2024 (10:00 – 14:00), Lion Yard / Grand Arcade Shopping Centre	Community webinar on 30 th September (18:00 – 19:00)	Drop-in session on 2 nd October 2024 (16:30 – 19:30), Storey's Field Centre
Attendees / Visitors	98	10	183	21	47
Total	359				

Second Consultation						
Consultation event	Community consultation launch at Eddington Winter Warmer on 30 th November (12:00 – 16:00), Eddington Square	Drop-in session on 2 nd December (14:00 – 19:00), Postdoc Academy	Drop-in session on 4 th December (11:00 – 14:00), West Hub	Drop-in session on 7 th December (10:00 – 14:00), Postdoc Academy	Community webinar on 9 th December (18:00 – 19:00)	Drop-in session on 10 th December (15:00 – 19:00), Postdoc Academy
Attendees / Visitors	118	27	25	24	7	13
Total	214					

Third Consultation						
Consultation event	First drop-in on Thursday 27 th March (14:00-19:00),	Second drop-in on Saturday 28 th March (10:00-14:00), Lion	Community webinar on Monday 31 st March, 18:00-19:00	Third drop-in on Tuesday 1 st April (15:00-19:00),	Fourth drop-in on Wednesday 2 nd April (11:00-	Fifth drop-in on Thursday 3 rd April (15:00-19:00),

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	Storey's Field Centre	Yard Shopping Centre		Storey's Field Centre	14:00), West Hub	Storey's Field Centre
Attendees / Visitors	87	151	11	72	79	62
Total	462					
Community Events						
Community event	Parkrun community event on 7th September 2024 (09:00 – 12:00)		Launch of Eddington Grow Club on 26th April 2025 (11:00-14:00), Storey's Field Centre		University of Cambridge Primary School Play Space Design Exhibition on Wednesday 16th July 2025 (10:00-12:00), Storey's Field Centre	
Attendees / Visitors	155		251		83	
Community Events Total	489					
Overall Total	1524					

Stakeholder mapping

In support of the 2013 OPP, which Phase 1 of Eddington has come forward under, the Applicant undertook a wide ranging and long-term programme of consultation and engagement with local communities and stakeholders. In addition, as owner-operator of Eddington, the Applicant has continued engaging with nearby community groups and key stakeholders, such as through the local authorities' North West & West Cambridge Community Forum. The North West & West Cambridge Community Forum is formed of a group of representative local stakeholders and meets on a regular basis so the University can keep in touch with local community leaders. The result of this is the Applicant having both a thorough understanding of local communities and community groups, as well as longstanding relationships with associated political and community stakeholders.

The Applicant was able to utilise these relationships and prior experience of consulting on the 2013 OPP to identify stakeholders. This ensured that stakeholders and community members who were involved in the original consultations were informed of the latest consultation on the updated proposals, while new stakeholders were also identified.

Moreover, the Applicant undertook an exercise to identify stakeholders with a direct interest in and relevance to the Site. Stakeholders included local residents' and community interest groups, religious groups in and around the Site, local business owners - especially those operating within Eddington - and local schools and education facilities. Political stakeholders included elected members and senior officers at GCSPS and the Joint Development Control Committee (Cambridge City Council and South Cambridgeshire District Council). Three Members of Parliament for Cambridge, St Neots and Mid Cambridgeshire and South Cambridgeshire were also included in the mapping exercise. See **Appendix B** for the full stakeholder list.

Promotion

- **Press release:** A press release announcing each round of consultation was issued to local news outlets. The release detailed location and timings for each consultation event and encouraged local residents to attend the consultation and give their feedback on the presented proposals. See **Appendix E** for the press release for the first consultation, **Appendix M** for the second, and **Appendix T** for the third. Each press release was sent to the following local press outlets:
 - Cambridge News

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- Cambridge Independent
 - Cambridge Edition
 - Cambridgeshire Live
 - BBC Cambridgeshire
- **Consultation leaflets:** Across each round of consultation, the Applicant was committed to ensuring that the consultation events were promoted as widely as possible. Two weeks ahead of each round of consultation, approximately **8,100 leaflets** promoting the corresponding events were circulated to those properties – both commercial and residential – closest to the Site. The distributed leaflets included details of the events and encouraged members of the local community to attend a consultation session in order to give their views on or find out more about the Future Phases proposals. A copy of the leaflet for the first round of consultation can be found at **Appendix F**; a copy from the second consultation can be found at **Appendix N**; a copy from the third can be found at **Appendix U**. See **Appendix A1** for the distribution redline boundary for all three rounds of consultation, and **Appendix A2** for the distribution.
- **Stakeholder letters:** Alongside leaflet circulation, the Applicant prepared stakeholder letters for each round of consultation. These letters invited identified stakeholders to each round of consultation, detailing dates, times and channels through which to get in contact with the project team. Letters also offered briefings to local and political stakeholders. The stakeholder letters for the first consultation can be found at **Appendix I1 and I2**, the second can be found at **Appendix P1 and P2**, and the third can be found at **Appendix W1 and W2**.
- **Social media adverts:** At each stage of consultation, the Applicant utilised social media advertisements to promote the associated events and maximise engagement with the local community, especially those in a younger demographic more likely to be users of social media platforms. In total, these posts received 51,682 impressions. Social media adverts for the first, second, and third rounds of consultation can be found at **Appendices H, O and V**, respectively.
- **Internal University promotion:** The Applicant utilised internal channels to promote consultation events. This included a piece promoting dates, times and locations within the University newsletter, The Reporter, and on internal platforms.
- **The Eddington Edition:** Since the summer of 2024, the Applicant has produced a quarterly newsletter – the *Eddington Edition* – to showcase community initiatives, local events and news within Eddington. This was sent via email to local councillors, businesses and residents with an interest in the development. The Edition has an open rate of over 50% where the newsletter is embedded into the email, with just over 20% also clicking through to view it on the Eddington website. At each round of consultation, the corresponding upcoming consultation was promoted via the *Edition*, including dates, locations and encouragement for readers to attend an in-person or online event and give their thoughts on the proposals. Each version of the *Edition* can be found at **Appendices C1, C2, C3 and C4**.
- **Advertisements:** In the week before the first consultation event, two newspaper adverts were published in *Cambridge News* (16th September 2024) and the *Cambridge Independent* (17th September 2024). The adverts contained details on each of the consultation events and on how to get involved and can be found at **Appendix G**.

5. First round of consultation

The Applicant launched its first round of consultation for the Future Phases in September 2024. This first round was hosted at the outset of the design phase to allow the local community and stakeholders to provide input and feedback on initial development ideas and to shape the proposals as they evolve.

There was, at this early stage, minimal specific detail of the Future Phases. Rather, the ambition was to present the public with an overview of the design principles and a broad vision of what could be included within the Future Phases.

The consultation process embraced a hybrid approach of both in-person and online activity to ensure as many members of local communities as possible could participate and give their feedback on the early proposals for the Future Phases. The events included public drop-in sessions, an online webinar and a community event. The community event, held as part of Storey's Field's weekly Parkrun, is detailed in **Section 8.1**.

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5.1 Public exhibitions

The University hosted three public drop-in sessions as part of the formal consultation programme. The drop-in events were held in both Eddington and in central Cambridge, at the **Storey's Field Centre**, **Lion Yard Shopping Centre** and the **University Centre**.

Consultation venues were selected to attract different audiences, interested parties and stakeholders. The Storey's Field Centre is a community building and hub located within Eddington, with easy access from Eddington Avenue: events at the Centre were designed for existing Eddington residents, as well as nearby residents and members of surrounding residents' associations.

Additional drop-in sessions were held at the University Centre, aimed at the academic and student audience, and the Lion Yard Shopping Centre to reach wider Cambridge residents, in particular the younger and family demographic.

The first drop-in event was held at the Storey's Field Centre on **Tuesday 24th September**, from 15:30-19:30. This session included a preview hour for local and political stakeholders from 14:30-15:30. The second drop-in was held at the University Centre on **Wednesday 25th September** from 15:00-19:00. The third drop-in session was held at the Lion Yard Shopping Centre on **Saturday 28th September** from 10:00-14:00.



Figure 1: First Eddington consultation

The drop-in sessions were an opportunity for local communities and members of the public to view the early proposals and vision for the Future Phases, which were presented across six exhibition boards with indicative layout sketches on the following themes:

- 1. Welcome board**
 - An introductory board and explained the context behind the consultation, the new outline planning application and introduced the University as well as some of the key consultants behind the project.
- 2. The Story So Far**
 - This board provided some background to the delivery of phase one, including the community amenities and infrastructure already provided.
- 3. Our Vision for Eddington**
 - This board set out the overriding vision guiding the development of the Future Phases.
- 4. Our Guiding Principles: New Homes**
 - This board outlined the delivery of new homes in Eddington and set out the ambition to increase the total number of homes to 5,000. This board also explained the rationale behind delivering University key worker housing.
- 5. Our Guiding Principles: Safe, Green & Accessible Public Realm**
 - This board set out some of the early ideas for new landscaping and active travel routes in the Future Phases, as well as the sustainability principles that underpin the proposals.
- 6. Next Steps**
 - This board provided a timeline for future rounds of consultation and the planning and submission timescales. The board also featured contact details for the project team and a call for feedback via the short in-person or online survey.

The exhibition boards presented at the first consultation can be found at **Appendix K**.

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At each consultation event, the Applicant was joined by consultants from Hawkins Browns (architects), KMC (transport consultants) and Field Consulting (communications and engagement consultants). The consultation events were well-attended, with **514** attendees across all events.

5.2 Online webinar

To accompany the in-person events, the Applicant hosted an online webinar on **Monday 30th September 2024** from 18:00 -19:00. The webinar was attended by the Applicant and members of the project team to ensure any questions regarding the Proposed Development could be answered in full. The project team delivered a presentation based on the exhibition boards displayed at the in-person events. The webinar presentation can be found at **Appendix L**.

A total of **21** members of the public joined the webinar.

5.3 Feedback

At the first round of consultation, **37** feedback forms were received in total. These were received through different channels, either physically at the consultation events, by post or via the online form hosted on the Eddington website.

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Table 5: Sentiment tracker at first consultation

Sentiment	Number of feedback forms
Positive	24
Neutral	9
Negative	5
Total	37

Tables 6-11: Feedback overview at first consultation

Q.1: Our proposals for future phases aim to build on the successes of phase one and use the guiding principles of delivering new homes, enhancing green spaces and public realm and sustainability. How do you feel about our early ideas and guiding principles? (Freeform answer – comments summarised and ordered by prominence)

- **Sustainability (9):** Some comments highlight sustainability as a priority, with several concerns that these principles are not fully carried out. Issues like the lack of green waste collection for private housing, water supply challenges for the proposed additional new homes, and ensuring greenery and mature trees are sustained are raised. Eddington is seen as an example of sustainable development, but more needs to be done to ensure these principles become reality, particularly in water management and public realm design.
- **Green space and public realm (8):** There is widespread appreciation for the green spaces, walking areas, and sports fields, but there is a desire to preserve more green spaces as development continues.
- **General design and architecture (7):** While the overall design and guiding principles are praised, some comments raise concerns about the uniformity of the architecture. Some call for more variety in style and materials to prevent the development from feeling too repetitive. There is also some scepticism about the concept of "gentle densification," with some finding it contradictory to the idea of maintaining the current gentle density. Some respondents felt that more clarity is needed on how homes within the Future Phases will look and feel.
- **Housing provision (7):** The provision of post-graduate accommodation and key worker housing is well supported, but there are concerns about market housing being purchased as investments rather than being lived in.
- **Local amenities (12):** Several respondents praise the amenities at Eddington, such as Sainsbury's, but there is a noted desire for more local services, including a pharmacy, dentist, GP surgery, and leisure outlets like a cinema and pubs.
- **Noise (4):** Motorway noise from the M11 is noted as an issue by some respondents, with suggestions to add noise barriers.
- **Transport and infrastructure (6):** Some respondents noted that there could be an improvement to transport infrastructure, especially in terms of dedicated bus and cycle routes to enhance safety. Creating a park-and-ride system in the northern part of the site is suggested to help alleviate traffic congestion. Keeping Eddington largely car-free remains a priority.

Q.2: Central to our proposals for Eddington is the delivery of 5,000 homes (which includes the 1,100 that exist in Eddington already). The housing will include housing for University staff and the Cambridge community. How do you feel about the provision of housing for university key workers? (Freeform answer – comments summarised and ordered by prominence)

- **Key worker housing (13):** There is widespread support amongst respondents for affordable key worker housing.
- **Housing demand and affordability (9):** Some respondents note that affordable housing is essential for University key workers, given Cambridge's high property prices. Some raise that current housing options are too expensive, with some suggesting a prioritisation of affordable homes over high-end accommodation.

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- **Housing density (6):** There are concerns in responses to this question about the increase in housing density beyond the original plan.
- **Infrastructure and amenities (7):** Suggestions to enhance infrastructure, such as adding nurseries, GP surgeries, schools, and reliable public transport, to support the growing population. There's a strong emphasis on ensuring adequate local services for residents alongside housing development.

Q.3: The updated plans include the creation of a range of new public realm and green spaces. From the below types of spaces, what would you like to see in future phases of North West Cambridge?

More green spaces	Outdoor performance/exhibit space	Places to sit and gather	Play spaces	Sports pitches	Other (comments summarised)
17	3	14	11	5	• Basketball court • Farmers market • Accessible outdoor space for disabled people and wheelchair users • Communal spaces (inside and outdoors) • Safe play spaces for children • Employment space (shops, office, light industrial) • Community allotments/orchards/co-farm • M11 noise reducing barrier/tree line • Swimming pool • Paddle courts

Q.4: What kind of businesses or operators would you like to see in commercial, leisure and community spaces in future phases?

Chain stores	More independent retail	Food and beverage	Health & wellbeing spaces	Other (comments summarised)
2	15	13	13	• DIY stores • Bike shop and service centre • Post office • Pharmacy (x5) • GP surgery (x4) / dentist practice • Fitness studio / gym • Wider range of independent speciality shops (e.g. bakeries, butchers, car servicing, garden centre) • New secondary school • New restaurant(s) • Swimming pool

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Q.5: How important are each of the key elements we have outlined today:				
New homes				
Very important	Somewhat important	Neither important nor unimportant	Somewhat unimportant	Very unimportant
7	15	6	1	2
New homes for university staff and students				
Very important	Somewhat important	Neither important nor unimportant	Somewhat unimportant	Very unimportant
18	8	4	1	0
Public realm improvements				
Very important	Somewhat important	Neither important nor unimportant	Somewhat unimportant	Very unimportant
19	12	1	0	0
Improved sustainability				
Very important	Somewhat important	Neither important nor unimportant	Somewhat unimportant	Very unimportant
22	9	3	0	0

Q.6: Do you have any additional comments relating to our early ideas for future phases of North West Cambridge? (Freeform answer – comments summarised and ordered by prominence)
• Transport and infrastructure (7): Several comments call for improved public transport, with a focus on increasing bus frequency, reliability, and connections, particularly late-night services. There are concerns about existing traffic congestion on Maddingley and Huntingdon Road, along with suggestions for better vehicle access and a park-and-ride in the northern part of the site. • Density (7): Some comments express concerns about over-densification, fearing it will harm the area's appeal and create an overcrowded environment. • Noise and environmental concerns (4): Noise pollution from the M11 is highlighted as an issue by some respondents. Suggestions include adding sound barriers and increasing tree density to reduce noise. Other environmental priorities include robust water management to prevent flooding, especially near Washpit Brook, and ensuring that new developments follow sustainability commitments. • Community amenities (8): There are calls for more essential amenities including a secondary school, GP surgery, and reliable public transport. The need for communal spaces where children can safely play and neighbours can gather is emphasised. Some point out that current developments lack green waste collection, which feels contradictory to the sustainability goals. Water management is flagged as important for the Future Phases, especially with the growing population. • Green spaces (6): There is widespread appreciation for the existing lake and green spaces.

6. Second round of consultation

The Applicant launched its second round of consultation in November 2024. This consultation sought to gather views and feedback from the local community and stakeholders on the emerging NWCM. This second round of consultation was also the first opportunity for the community to see how feedback had begun to be applied to the proposals.

The events and information shared the aim to build on the level of detail for the Future Phases relayed at the first consultation. Moreover, the objective of the consultation was to ensure full transparency with progress on the design work being undertaken by the Applicant and to provide details on how

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feedback has been taken into account as part of the ongoing development of the outline plans, and to gather further feedback on the current iteration of the proposals.

6.1 Public exhibitions and events

Eddington Winter Warmer: Launch event

The second consultation was launched by a stall at Eddington's Winter Warmer event, held on **Saturday 30th November 2024**. The Winter Warmer was a pop-up market and village to celebrate the beginning of the festive season at Eddington. The Applicant hosted a stall at the market and served as an introductory event for families and local residents to find out about the upcoming formal consultation events and to meet with members of the project team. The Winter Warmer launch was also an opportunity to collect feedback on the open spaces, sports pitches and outdoor amenities. A large map and question board were displayed, and attendees could stick post-it notes with their thoughts and ideas to each. This board can be found in **Appendix K**



Figure 2: The Winter Warmer pop-up consultation

In total, **118 people** attended the pop-up consultation at the Eddington Winter Warmer.

Public drop-in sessions

As with the first round of consultation, the Applicant hosted a series of drop-in, open sessions in both Eddington and wider Cambridge to allow for members of the local community to give their feedback on the updated proposals.

Alongside the launch event at Eddington's Winter Warmer, the Applicant held four in-person drop-in events for the second round of consultation. The first, second and fourth sessions on **2nd, 7th, and 10th December** were held at the **Postdoc Academy** in Eddington. Each session ran from 15:00 – 19:00, with a stakeholder preview session from 14:00 – 15:00 on 2nd December for local and political stakeholders.

The third drop-in session was held at the **West Hub** from 11:00 – 14:00 on 4th December in North West Cambridge to ensure engagement with the student and staff population.



Figure 3: Members of the public attend a drop-in session at the Postdoc Academy

At each public drop-in session, the proposals were displayed across **nine exhibition boards**. A summary of each exhibition board is provided below:

1. **Welcome board:** An introductory board that explained the context behind the consultation, an overview of the first consultation, and an introduction to the University as well as some of the key consultants behind the project.

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2. **Our conversations so far:** This board provided an overview of the first consultation and a summary of the feedback we received, including positive and constructive comments.
3. **Our design approach: new homes:** This board set out the University's commitment to addressing the critical need for affordable housing for university staff and post-graduate students. It also provided an overview of some of the private market housing types being considered.
4. **Our design approach: new homes:** The fourth board addressed the increase in housing density and re-introduced the University's intention to deliver between 5,000 and 6,000 new homes overall.
5. **Our design approach: academic, research and commercial space:** This board outlined the placement of commercial building uses at the north end of the site and provided some detail on some of the uses the University is looking to introduce.
6. **Our design approach: landscaping and shared gardens:** This board set out the University's ambition to integrate green open spaces with new homes, by creating accessible green fingers.
7. **Our design approach: active travel routes:** This board provided an overview of the active transport strategy being developed for the Future Phases.
8. **Our design approach: sustainability:** This board set out the University's ambition to integrate a high level of sustainability throughout the design and operation of the Future Phases.
9. **Next Steps:** This board provided a timeline for future rounds of consultation and the planning and submission timescales. The board also featured contact details for the project team and a call for feedback via a short in-person or online survey.

The exhibition boards for the second round of consultation can be found at **Appendix R**. At each consultation event, members of the Applicant and Field Consulting were present to discuss the proposals. The consultation events were attended by **214** visitors across all events.

6.2 Online webinar

An online webinar was held on **Monday 9th December** from 18:00 – 19:00. As at the first round of consultation, the webinar was attended by the Applicant and members of the design team in order to ensure any and all questions could be answered fully and clearly. The design team led the webinar with a presentation on the current iteration of the proposals, with time towards the end of the hour for the public attendees to ask questions on the presented proposals. This presentation can be found at **Appendix S**.

A total of **6** members of the community joined the webinar.

6.3 Feedback

At the second round of public consultation, **14** feedback forms were received in total. An overview of the feedback received is provided below.

Table 12: Sentiment tracker at second consultation

Sentiment	Number of feedback forms
Positive	8
Neutral	4
Negative	2
Total	14

Tables 13-16: Overview of feedback at second consultation

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Q.1: As we develop the masterplan for future phases, our priority is on creating high-quality homes, improving green spaces, enhancing public areas and active travel routes, and integrating sustainable practices. How do you feel about our emerging masterplan and what aspects of these priorities are most important to you?

- **Green spaces and sustainability (8):** Residents frequently emphasised the importance of preserving and improving green spaces, with a focus on supporting nature, active travel routes, and reducing motor traffic. While some appreciated the low car usage and underground parking, others criticised the sustainability efforts as superficial, citing poorly maintained or shrinking green areas, a lack of green bins, and the perceived loss of the green belt.
- **Housing and affordability (5):** The need for high-quality housing and proper maintenance was a key priority, but many expressed concerns about the conflict between affordability and quality. The consultation was criticised for focusing too heavily on housing while neglecting other aspects, such as community facilities, traffic management, and affordability challenges.
- **Community and facilities (6):** Feedback highlighted the need for better family-focused amenities, including secondary schools and community-oriented spaces. Some described the business and retail areas as overly stark and uninviting, which undermines efforts to create a vibrant community.
- **Traffic and infrastructure (4):** Concerns were raised about existing traffic gridlock when exiting Eddington, the lack of focus on transport solutions in the plans, and residents circumventing official routes by parking on nearby streets, which adds to local infrastructure challenges.

Q.2: As part of the future phases, we're committed to creating new green spaces with themed shared gardens, sports, fitness and wellness areas, and a landscaped Western Edge to enhance community connections and bring nature closer to doorsteps. We'd like to know what sports and activities you'd like to see in Eddington.

A. What kind of group sports facilities would you like to see in Eddington? For instance: netball, football, basketball, tennis etc".

- **Popular sports and activities (6):** Respondents expressed interest in diverse sports facilities, including astro football pitches, small-sided football (5-a-side), basketball courts, paddleball, and pickleball courts. Other suggestions included a swimming pool, gym (even if paid), and a health fitness trail to cater to fitness enthusiasts.
- **Inclusive opportunities and maintenance (4):** Art-making opportunities, affordable yoga, and sports for all ages, such as boules, were noted to ensure inclusivity. Some highlighted the importance of proper maintenance of any provided facilities, while others expressed indifference due to personal disinterest in group sports.
- **Biodiversity and green spaces (3):** Suggestions for additional green spaces were linked to improving biodiversity and supporting physical activities like outdoor sports and fitness trails. This aligns with the broader theme of integrating nature with recreation.

B. Are there any other fitness, sports and wellbeing facilities you would be interested in seeing in Eddington? For instance, climbing wall, yoga, frisbee, handball, wallball, pump track, skate park etc.

- **Sports and fitness facilities (5):** There is strong interest in swimming facilities, including a swimming pool or lido, as well as gyms equipped with free weights. Suggestions also included yoga, Pilates (reformer and mat), Tai Chi for older adults, and pickleball, alongside youth-focused activities such as K-pop dance classes. Respondents emphasised the value of activities that cater to a wide demographic.
- **Outdoor and recreational opportunities (4):** Residents proposed longer walking routes extending into the countryside to encourage extended walks and reflective thinking. Additionally, climbing activities were a popular request, including an outdoor climbing wall or an indoor roped climbing centre.
- **Community spaces (2):** Allotments, which were reportedly promised in the original plans, were highlighted as a desired addition to promote community engagement and sustainable practices. Several respondents expressed enthusiasm for incorporating these spaces into the development.

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C. What would bring you to Eddington to do your sports and fitness activities?

- **Sports and fitness facilities (4):** Residents expressed interest in affordable fitness options, such as inexpensive fitness classes, Pilates, and Nordic walking. Facilities like an outdoor pool, basketball court, and an all-weather pitch available at reasonable hire rates were also suggested. A climbing wall and roped climbing were highlighted as unmet needs in the area, with calls to fill this gap in Cambridge.
- **Community and accessibility (4):** Feedback emphasised the importance of creating social spaces and fostering a sense of community through activities like picnics and accessible fitness opportunities. Some residents questioned how much the development aims to attract non-residents and stressed that activities should prioritise locals, with quality facilities encouraging area residents to participate within Eddington.
- **Maintenance and variety (3):** Ensuring well-maintained sports equipment and facilities was a recurring concern. Respondents also emphasised the need to cater to a diverse range of preferences, addressing different ages, interests, and physical activity levels.

Q.3: In addition, we're keen to know what kinds of activities and ways in which you might like to use open green spaces in Eddington.

A. What kind of recreation facilities would you like to see in Eddington? For instance: walking routes, running and fitness trails, seating and social spaces, play spaces, growing spaces etc.

- **Outdoor activities and trails (7):** Walking routes, running tracks, and fitness trails were consistently highlighted as essential features. Many respondents emphasised the importance of creating social spaces for outdoor activities, especially in the summer, such as landscaped green areas for picnics and gatherings. Some suggested adding reflection areas, possibly with sound installations, to enhance the outdoor experience.
- **Green spaces and biodiversity (5):** There is strong support for expanding green areas, wooded spaces, and growing spaces that promote biodiversity. Specific suggestions included planting more trees and introducing additional water features, such as a pond near the cricket pitch, to enhance the natural environment.
- **Sports facilities and play spaces (3):** Game courts with basketball hoops, pickleball or tennis nets, and an outdoor parkour park were suggested to cater to diverse recreational interests. Play spaces for children and seating areas were also emphasised as key elements to support community use.
- **Safety and accessibility (4):** Active travel routes were noted as important, with a call for separate pathways for pedestrians and cyclists. This is particularly relevant given the rise of e-bikes and electric scooters, which can pose safety risks due to their speed and lack of regulation.

B. Are there any other recreation facilities or social opportunities you would be interested in seeing in Eddington? For instance, nature trails, orchards, lawns, wild places for nature enjoyment, community events, community group activities, art installations or events etc

- **Nature and green spaces (6):** Residents strongly supported the idea of wild spaces for nature enjoyment, orchards, and community gardens with edible plants. Nature trails were frequently mentioned as a way to encourage exploration and connection with the environment.
- **Community events and activities (5):** There was significant enthusiasm for hosting community events, such as art, music, and wine festivals, as well as seasonal events like Christmas fairs. Respondents highlighted the value of these activities in fostering social connections and enhancing the community atmosphere.
- **Spaces for children and families (2):** Suggestions included more play areas for children of all ages, equipped with suitable and engaging equipment. Barbecue and picnic areas, as well as fenced dog parks, were also mentioned to support family-friendly and pet-friendly outdoor activities.
- **Clubs and group activities (3):** More sports and arts clubs for children, as well as opportunities for community group activities, were identified as important additions. These

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activities were seen as a way to build a stronger sense of belonging and cater to diverse interests within the community.

C. What would bring you to Eddington for recreation or leisure reasons?

- **Need for natural spaces (4):** Respondents emphasised the need for natural spaces with minimal traffic disruption, ensuring that Eddington serves both business and leisure purposes harmoniously. The existing lake and walking routes were frequently mentioned as enjoyable features for both relaxation and exercise.
- **Landscaping and environmental quality (3):** There is strong appreciation for the current landscaping, with a request to continue planting large trees and maintaining beautiful green spaces. However, some concerns were raised about noise and air quality around the lake.

Q.6: Do you have any additional comments relating to our early ideas for future phases of North West Cambridge? (Freeform answer – comments summarised and ordered by prominence)

- **Transport and infrastructure (3):** Several comments call for improved public transport, with a focus on increasing bus frequency, reliability, and connections, particularly late-night services. There are concerns about existing traffic congestion on Madingley and Huntingdon Road, along with suggestions for better vehicle access and a park-and-ride in the northern part of the site.
- **Densification (3):** Some comments expressed concerns about over-densification, fearing it will harm the area's appeal and create an overcrowded environment. Some comments want to maintain lower building heights and avoid cramming too many homes into the site. Further to this, a small number of comments were received in relation to creating a boundary between the Future Phases and existing properties, with a 20m landscaped buffer area and low density housing concentrated in these areas.
- **Noise and environmental concerns (2):** Noise pollution from the M11 is highlighted as an issue for some. Suggestions include adding sound barriers and increasing tree density to reduce noise. Other environmental priorities include robust water management to prevent flooding, especially near Washpit Brook, and ensuring that new developments follow sustainability commitments.
- **Community amenities and infrastructure (5):** There are calls for more essential amenities including secondary schools, GP surgeries, and reliable public transport. The need for communal spaces where children can safely play and neighbours can gather is emphasised. Some point out that current developments lack green waste collection, which feels contradictory to the sustainability goals. Water management is flagged as important for the Future Phases, especially with the growing population.
- **Safety and security (1):** Safety concerns focus on balancing the need for adequate lighting and CCTV while maintaining a community-friendly atmosphere. Comments also mention addressing potential traffic dangers with safer cycle lanes and pedestrian areas.

7. Third round of consultation

Following the first and second rounds of consultation held in September and December 2024, the Applicant launched a third round of consultation to update the community on the preferred iteration of the masterplan, and the updates that had been made to the proposals as a result of previous feedback from stakeholders.

As with the first and second rounds of consultation, the third consultation embraced a hybrid approach of in-person and online events and activities to ensure as many members as possible of the local community were able to attend. The events included five in-person drop-ins in Eddington and at venues across wider Cambridge, and an online webinar hosted on Zoom.

A second community event to promote shared and communal gardening at Eddington, following on from the Parkrun event held in September, was held on **Saturday 26th April**. The event was used to

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launch The Eddington Grow Club, a community initiative positioned to support growing and sustainable practices at Eddington. The Grow Club launch event is detailed in **Section 8.2**.

7.1 Public exhibitions

The Applicant held five public exhibition drop-in sessions in its third round of consultation. These were held across three locations to ensure maximum engagement with a wide variety of residents, staff and students.

Three drop-ins were held in the Main Hall at the **Storey's Field Centre (SFC)** on Eddington Avenue, as at the first and second rounds of consultation.

The first session at the Storey's Field Centre, on **Thursday 27th March**, was the first consultation event and ran from 14:00 – 19:00. This included an hour-long preview session from 14:00-15:00, to which key stakeholders were invited, before opening to members of the public from 15:00-19:00. The second event at the Centre was held on **Tuesday 1st April** from 15:00-19:00. The third session at SFC was held from 15:00-19:00 on **Thursday 3rd April** and was the final consultation event.

The second consultation drop-in was held at the **Lion Yard Shopping Centre** on **Saturday 29th March**, continuing the wider Cambridge engagement carried out in the first and second consultations.

The fourth consultation drop-in was held at the **West Hub** in Cambridge West on **Wednesday 2nd April**.

The drop-in sessions were an opportunity for the local community, stakeholders, and University staff and students to view the evolved proposals and masterplan for the future phases of Eddington, which were presented across thirteen exhibition boards. A summary of each board is provided below. The exhibition boards from the third consultation can be found at **Appendix Y**.

1. **Welcome:** A board welcoming visitors to the exhibition, introducing the University of Cambridge and its development partners, and encouraging discussions with the project team in attendance.
2. **Our conversations so far:** This highlighted the feedback received at the two previous consultations and how this feedback has been fed into the current iteration of the masterplan.
3. **Our masterplans:** This board highlighted the principles of development and key proposals for the updated masterplan.
4. **New homes:** This board displayed information on the new homes proposed for the future phases, including a breakdown of types of homes, housing numbers, and details of the architectural approach.
5. **Height and density:** This explained the approach to the height and density of the future phases, including details on the plans for the height of buildings and a map that displayed the location of different buildings and their heights.
6. **Employment space:** A displayed examples and precedent images of different employment spaces and explaining the northern parcel of Eddington and its function as new employment space.
7. **Sustainability:** This board explained the different ways in which Eddington's future phases were striving to be sustainable and how sustainability practices would be implemented.
8. **Green and open spaces:** This detailed the amount of green and open space in the future phases and across Eddington as a whole, the proposals for the site's western edge and the noise impacts assessments that have been carried out on site.
9. **Shared gardens:** This board detailed the shared gardens to be included in the future phases.
10. **Active travel routes:** This board detailed the active travel routes across and out of Eddington and explained the approach to sustainable travel within the proposals.
11. **Infrastructure:** This board detailed the infrastructure planned within the proposals for the future phases, including parking proposals, sports facility provision and education provision and funding.
12. **Healthcare:** This board detailed the healthcare centre fitout and that it is set to open in Eddington in 2026.
13. **Next steps:** This board displayed a timeline of next steps, including submission and public information session dates. It encouraged visitors to complete a feedback form

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and to get in touch with the team via various channels with any questions or comments.

A model was presented at each in-person drop-in, which displayed Eddington's first phase and proposed future phases to scale. The model allowed visitors to view the development from above and understand its scale and spacing.

Members of the University's development and estates divisions, together with members of the consultant team attended each event to explain various aspects of the proposals and to answer questions.

At the events on Thursday 27th March, Monday 31st March, Tuesday 1st April and Thursday 3rd April, the Applicant, alongside consultants from Hawkins Browns, KMC and Field Consulting were in attendance. At the events on Saturday 29th March and Wednesday 2nd April, the Applicant and Field Consulting were in attendance.

The exhibitions were well attended and allowed for genuine dialogue with the local community, with **462 visitors** across six events.



Figure 4: The Eddington model

7.2 Online webinar

In addition to the drop-in sessions and as with the two previous rounds of consultation, the Applicant organised an online community webinar, which took place on Monday 31st March from 18:00-19:00.

The webinar was an opportunity for people that could not make the drop-in sessions to view a virtual presentation on the proposals for the future phases. The webinar was hosted and attended by the project team, who were available to explain the proposals and answer questions on the development.

11 members of the local community attended the webinar.

7.3 Feedback

A key aim of this third consultation was to introduce a greater level of detail and gather feedback from the local community on the updated masterplan. At each in-person consultation event, paper feedback forms were provided, and attendees were encouraged to complete a form with their thoughts and comments. Pre-stamped and addressed envelopes were provided for those visitors who wanted to complete the form at home. In addition, an online version of the form was hosted on the website, which was promoted at each event and noted at the community webinar. The feedback form for the third consultation can be found at **Appendix X**.

Feedback overview

The height of buildings was a concern for a small number of respondents, who raised specific issues with the eight storeys planned for the future phases, and how this would fit with the existing buildings in Eddington; some felt this was an increase of Eddington that they were not expecting. Many respondents, on the other hand, acknowledged the need for more housing across Cambridge and the positive impact of Eddington on the need for new homes. Some also noted that an articulated skyline would be an improvement.

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Traffic flow and build-up was noted as a feature that could be improved regarding travel, especially at peak times, and some respondents felt Eddington was sometimes a victim of through traffic from surrounding major roads. In general, however, **active travel in Eddington** was noted as a positive for most respondents, many of whom are excited by the extension of cycleways and hope to see continued subsidisation of the 'U' bus.

The **green and open space** in Eddington was praised and the extension of this public space was welcomed across the feedback received, especially when an increase in biodiversity was considered. **Sustainable features in Eddington** were commented on, with some criticism for the water recycling system and food waste disposal that a number of respondents felt did not perform as well as promised.

Feedback in response to the new **health centre** was overwhelmingly positive, with residents excited by an on-site NHS centre. Some respondents noted that a pharmacy in Eddington would be welcomed. Regarding wider facilities, further **sports infrastructure** at Eddington was welcome by respondents. Some respondents felt that further **school places** would need to be provided with the future phases and as the population increases.

Overall, the majority of feedback noted the positive experience that residents have living in Eddington, and how respondents are looking forward to seeing it grow and evolve. The need for more housing is noted across a variety of feedback, and many see the expansion of Eddington as something that can provide further infrastructure, such as the planned health centre and extended sports facilities.

A summary of the feedback received to each question, alongside a sentiment tracker, can be found in the tables below.

Table 17: Sentiment tracker at third consultation

Sentiment	Number of feedback forms
Positive	12
Neutral	11
Negative	4
Total	27

Tables 18-23: Overview of feedback at third consultation

Q.1: Overall, what do you think of our masterplan, and do you support our proposals for the future phases of Eddington?
• Support for new homes (13): Across the feedback received, there was support for new homes at Eddington and in wider Cambridge. These responses expressed excitement at the expansion and growth of Eddington and often noted their enjoyment of living within Eddington. • Requests for infrastructure (10): Several responses noted that they feel Eddington needs more infrastructure in its future phases. Infrastructure requested included a GP surgery, a pharmacy, a larger school and a post office. Most frequently a GP surgery was requested, and some noted a concern for local doctors' practices to cope with an increased population. • Eddington as larger than expected (6): Some responses expressed concern that Eddington is expanding beyond what they expected. This was a comment generally accompanied by a notion that Eddington is a pleasant and enjoyable place to live; one response noted that the proposals would take longer than they thought to become fully realised.

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Q.2: Our proposals for the future phases will reflect the height and density of phase one, (between 2-6 storeys) with the opportunity for a small number of taller buildings (up to 8 storeys) to articulate the skyline and optimise housing delivery and access to green space. How do you feel about this approach?

- **Concern over building heights (10):** Several comments expressed concern at the increase of building heights across Eddington. These comments often felt that taller buildings would infringe on views and would detract from Eddington's current aesthetic, which was broadly liked within these responses. The proposals for eight storeys in particular were often mentioned in these comments, with some feeling that the future phases should not exceed the height of the current buildings within Eddington.
- **Appreciation for a varied development and skyline (5):** Some responses agreed with the notion of creating a varied skyline in Eddington; sometimes, this was in conjunction with an opinion that eight storeys was too high, and a varied skyline was a positive of an otherwise less desirable aspect of the future phases.
- **Acceptance of new storeys (5):** These responses accepted the increase in height in the future phases, especially when considered alongside housing need.

Q.3: Our vision is for Eddington to be a connected, sustainable community within Cambridge. How effectively do our plans integrate sustainable travel options like walking, cycling and public transport into and out of the development?

- **Appreciation of current active travel routes (11):** These responses expressed satisfaction of Eddington's current active travel options. The 'U' bus was mentioned by name several times, with some responses excited by its continued subsidisation.
- **Specific satisfaction with cycle networks (6):** Cycleways are generally liked, and respondents enjoy the interconnected nature of Eddington, and hope this is expanded upon in the future phases.
- **Concerns over traffic at peak times (8):** Some respondents commented on current traffic in Eddington, with specific references to issues at rush hour and peak times. Huntingdon Road was sometimes mentioned as an example of this traffic build-up, with responses hoping that the future phases would improve traffic flow. Comments that mentioned traffic issues sometimes note that Eddington was a route to the M11 that had become congested with those who are not residents, leading to traffic build-up, especially around school drop-off and pick-up.
- **Requests for improved crossings (4):** There were some respondents who expressed a dissatisfaction with crossings in Eddington. Some responses noted that they found them confusing for both pedestrians and drivers, with a lack of clarity as to who has priority on crossings.

Q.4: Sustainability is at the heart of our vision for Eddington. Do you support this approach and what else would like to see to help create a sustainable future for Eddington?

- **Water sustainability (5):** Some respondents noted that they hoped for further progression of the grey water scheme and felt that water sustainability could be improved in the future phases.
- **Food waste disposal (4):** Some comments asked that food waste disposal was improved and made easier for residents. These comments felt that the food waste disposal system was not sustainable in practice and that this should be introduced in the future phases.
- **General support and satisfaction with sustainability at Eddington (6):** Some respondents expressed a general satisfaction with both the current sustainability features within Eddington's first phase and the approach being taken in the future phases. This was sometimes caveated by comments surrounding improvements, such as the grey water system and food waste.
- **Wildlife (3):** Responses that mentioned wildlife generally hoped that provisions would be made in the future of Eddington to accommodate further wildlife, and that the extension of Eddington would not result in a loss of biodiversity or habitats.
- **Infrastructure to allow for sustainable growth (3):** These comments noted the need for further infrastructure that will accommodate the increase of population in Eddington.

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Q.5: What are your thoughts on the new health centre in Eddington? Will it meet the needs of residents when it opens in 2026? Beyond planned improvements to sports and wellness facilities plus an additional nursery, what other amenities would best support the local community?

- **Senior living (3):** There were some comments that asked for future senior living to be closer to community facilities.
- **Requests for a new pharmacy (5):** A number of respondents noted their desire for a new pharmacy at Eddington.
- **Excitement for the new health centre (9):** A significant number of respondents expressed excitement for the opening of the new health centre and the impact this will have on residents across Eddington, making it more accessible and liveable for those who require health support. It was also noted that the new centre would be easy to access, as it was close to a bus stop and parking spaces.
- **Sports facilities (5):** Several respondents wrote and spoke about the future of sports facilities in Eddington, with the potential of a 3G pitch a particularly popular proposal.
- **Concern over vacant shop fronts (1):** One response expressed concern at the number of vacant shops currently at Eddington, with a hope that they will be filled as the future phases come forward.

Q.6: Do you have any final thoughts or suggestions as we further develop the masterplan?

- **Request for a swimming pool (2):** Two comments noted a request for a swimming pool in North West Cambridge.
- **Traffic reduction (3):** These comments hoped that the future phases would provide a solution to traffic problems currently experienced at Eddington. A few mentioned a bypass of some kind, although this comment was not expanded upon.
- **Improvement of local recycling (1):** One comment noted issues with current recycling systems, but did not detail the specific issues.
- **Improvement of pedestrian crossings (4):** These comments noted that pedestrian crossings in Eddington could be improved as they do not hold the status of zebra crossings. One comment noted that “proper crossings” on Cartwright Ave should be a “must” once it is built.
- **Growth of facilities (3):** Several comments noted their hope that facilities in Eddington grow with the future phases, namely school places and access to health services.
- **Further accessible green space (2):** These comments noted the success of the open space in Eddington and hoped it would be expanded and protected within the future phases.

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8. Stakeholder engagement

Throughout the entirety of the public consultation process, the Applicant was committed to ensuring that local and political stakeholders were well informed and fully consulted on the progression of the masterplan.

Eddington is situated within several areas with active residents' associations. As part of the stakeholder mapping exercise, these associations were directly contacted to offer briefings on the proposals and inform them of each round of the consultation. The below groups are also members of the **Cambridge North West & West Forum**, a quarterly meeting which brings together the below groups plus local political stakeholders to discuss issues that affect Eddington and the Cambridge West campus. We have set out summaries of each meeting under the appropriate consultation heading below.

Local residents' associations to the Site are as follows:

- **Eddington Residents' Association**
- **Nineteen Acre Field Residents' Association**
- **Windsor Road Residents' Association**
- **Huntingdon Road West Residents' Group**
- **Darwin Green Residents' Association**
- **Storey's Way Residents' Association**
- **Oxford Road Residents' Association**
- **Lansdowne Road**
- **Conduit Head Road**

Politically, Eddington is represented at the parish, city, district and county council levels. The boundary between **Cambridge City Council** and **South Cambridgeshire District Council** bisects the site. The Future Phases will also be located within the boundary of **Girton Parish Council**.

8.1 First round of consultation

During the first round of public consultation, all local and political stakeholders were invited to a preview hour at the first public consultation event on 24th September. Two councillors, **Cllr Antoinette Nestor** and **Cllr Peter Fane** attended, along with four local residents' associations (**Nineteen Acre Field (NAFRA)**, **Windsor Road (WRRRA)**, **Conduit Head (CHR)** and **Huntingdon Road West (HRWRA)**). In the consultation events that followed, **Cllr Martin Smart** and **Cllr Robert Dryden** also attended to view the early proposals.

The Applicant met with **Ian Sollom MP**, the new member for St Neots and Mid Cambridgeshire, on **1st October 2024** to introduce Eddington and the plans for the Future Phases. The Applicant also met **Cllr Mike Davey**, then-leader of Cambridge City Council, on **22nd October 2024**. The meeting gave the leader an opportunity to be fully introduced to Eddington's Future Phases.

Either side of the first consultation period, there was a meeting of the **North West & West Cambridge Community Forum** on **12th June** and **17th October 2024**. At the June meeting, key conversations within the forum focused on green bins, the Ridgeway remaining open, provision of sports pitches, travel routes through the Future Phases and on the mix of University buildings and accommodation. At the October meeting, questions for the Applicant centred around the possibility of a swimming pool within Eddington, traffic levels and noise mitigation.

8.2 Second round of consultation

The Applicant held a workshop with **Girton Parish Council (GPC)** on **19th November**. This was designed to hear directly from the parish and engage them on issues in advance of the second consultation. Much of the meeting focused on sports facilities, and the importance for GPC that there was no duplication of these facilities. Transport connectivity between Girton and Eddington was also noted as a key concern by the parish council members.

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The Applicant also hosted a workshop with the local residents' and community groups on **26th November**. The purpose of the workshop was engage residents' and community groups in a productive environment. Groups represented at the workshop were:

- Cambridge Past, Present and Future
- Windsor Road Residents' Association
- Eddington Residents' Association
- Huntingdon Road West Residents' Association
- Storey's Way Residents' Association
- Nineteen Acre Field Residents' Association
- Parish of the Ascension
- Girton Baptist Church
- Great St. Mary's

Key issues raised included the increase in the total number of homes, healthcare provision, and water supply.

In addition, **Daniel Zeichner, MP for Cambridge**, visited the Site on **10th January 2025**. The meeting focussed on conveying the key aspects of Eddington and the sustainability aspirations for the Site.

Then-Cambridgeshire and Peterborough mayor **Dr Nik Johnson** visited Cambridge West on **31st January 2025** and heard about the Innovation District and Residential neighbourhood at Eddington forming part of the overall picture of University development.

8.3 Third round of consultation

Stakeholder engagement continued throughout the third consultation. As with the previous rounds, invitations for briefings were issued to the full list of resident's associations. The University met informally with **Storey's Way Residents' Association** on **5th March** and has maintained an ongoing email dialogue with the SWRA to ensure open communication. The issues raised by the SWRA related to the densification of the Site and the 'edge' treatment of the Nineteen Acre Field (NAF). The University also met with the **Eddington Residents' Association** on **1st April**. The meeting discussion centred around infrastructure. The Applicant maintains ongoing lines of communication with both associations.

The University held an evening meeting with **Nineteen Acre Field Residents' Association** (NAFRA) on **7th April** to present the proposals to the group and address specific concerns relating to NAF. The group noted that the field itself is an asset for NAF residents and shared their preference for private gardens, seeking clarification on the development edge treatment. The group also raised questions regarding the acoustics of the future phases and their concerns over the possible effects of artificial light. The University discussed its approach to boundaries as part of Eddington's development making commitments to the edge, as well as its proposed approach within the future phases to creating communal spaces through shared gardens. It was also noted that Eddington will be low-light for biodiversity reasons, with acoustic protections that come from the building design of the future phases.

In addition, a preview of the updated proposals was presented to a broader audience through the **North West & West Community Forum**, a regular meeting of key local stakeholders. A dedicated session to the revised masterplan was held on **6th March 2025** ahead of the third round of consultation, providing a platform for the University to share updates and receive input from a wide spectrum of community representatives. The forum asked the University about heating sources and the use of rainwater at Eddington, with the University noting the local focus of heat sources in the future phases. It was also noted that the University is working with Department for Environment, Food & Rural Affairs (DEFRA) on the legislative changes needed to use rainwater.

The University also presented its proposals as an item at the **Eddington Residents' Association** Annual General Meeting (AGM) on **24th April**.

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There was a further meeting of the **Community Forum** on **12th June 2025**. Key issues raised by the forum include traffic levels on Cartwright Avenue, the use of zebra crossings on Eddington, and the provision of sports and allotment facilities.

To further strengthen political engagement, several political meetings and briefings took place, including a dedicated meetings with **Cllr Cameron Holloway**, Cambridge City Council ward member for Newnham and Executive Councillor for Community Safety, Homelessness and Wellbeing on **25th March**, and **Cllr Cheney Payne**, Cambridge City Council ward member for Castle and Liberal Democrat Spokesperson for Open Spaces and City Services on **19th February**.

These individual meetings were complemented by briefings to the whole **JDCC** on **12th November 2024**. Plus, briefings to the **Quality Panel** on **28th November**. This was an opportunity to directly questions to committee members and hear any concerns.

These sessions provided opportunities to discuss local priorities, clarify aspects of the evolving masterplan, and ensure elected officials were well-informed and able to support their constituents' interests.

Furthermore, a specialised **transport workshop** for residents and stakeholders was held on **Thursday 5th June**. The workshop was run by the Applicant's Cambridge-based transport consultants, KMC Transport.

The workshop took the following format:

- A review of Eddington Phase 1. We welcome your input at the event.
- A presentation of Phase 2 proposals and the emerging transport strategy
- Break out discussions on key topics such as active travel, traffic, parking and public transport.

Invitees to the workshop included local stakeholders, especially those with a specific interest in travel through and within Eddington. Stakeholders represented were:

- University of Cambridge
- Huntingdon Road West Residents' Association
- Whippet
- Cambridge City Council
- Greate Cambridge Shared Planning Service
- Present Made
- Outspoken Cycles

The workshop was an opportunity for local stakeholders with travel interest to engage with specific questions regarding travel through Eddington and into wider Cambridge.

Through this multi-channel approach of combining long-standing relationships, targeted outreach, and inclusive forums, the University have continued to build trust and ensure that a diverse range of voices contributed to the feedback to this third round of consultation.

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9. Community events

Across the public consultation for Eddington's Future Phases, the Applicant sought to engage with the community through interactive, accessible community events. The aim of each event was to engage with members of the local community outside of a formal consultation event, alongside fostering community cohesion. Three community events were held across the consultation period and are detailed below.

9.1 First community event: Storey's Field Parkrun

The University began the first round of consultation with a public event that coincided with the Storey's Field Parkrun, which was held on **Saturday 7th September 2024**, from 9am – 12pm. The event was designed to begin the consultation programme for the Future Phases of Eddington with a 'softer' community focussed event in advance of the more formal public exhibitions to introduce the



Figure 5: The Parkrun community event

principle of future phases and kick start the consultation. The event was curated to collect feedback from the local community and residents, using the hook of the Parkrun to increase footfall and reach.

The project team, in partnership with local charity Break, attended the Parkrun with a coffee van and a series of exhibit boards that provided an overview of the NWC project so far and the vision for future phases. In exchange for feedback on introductory development information provided on two exhibition boards, attendees were offered a free hot or soft drink from the coffee van present on the day.

In total the event had **155 attendees and provided 93 drinks**.

At the event, two methods of providing feedback were provided; counters could be placed in answer boxes (see image below for format) and/or comment cards could be filled out in response the information provided on the two exhibition boards.

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Figure 6: Answer boxes filled with counters, alongside comment card feedback

It was clear from the feedback received that open green spaces and community facilities are both the most popular elements of the first phase and the most desired elements to be provided in future phases. The feedback received is summarised below:

Question	1. What aspect of Eddington do you like the most?			
Answers	a. Open green space, such as Storey's Field and Brook Leys	b. Architectural design and landscaping	c. Community amenities, such as the Storey's Field Centre, cricket ground and sports pitches, Eddington Square and hotel	d. Other
Counters	49	2	24	1
Question	2. In the delivery of Eddington future phases, what's important to you?			
Answers	a. The delivery of new homes	b. Integrating sustainable design principles	c. New community facilities and infrastructure, including public green spaces	d. Other
Counters	4	8	57	0

Comment card feedback

As with the counter feedback, the most prominent themes remain both green open spaces and community facilities and amenities. These are summarised below, along with the number of times they were mentioned:

Key Themes

1. Green Space and Nature

- **Preservation of Green Space (17):** Maintaining existing green spaces and adding more trees, parks, and natural areas is highly valued.

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- **Parks and Recreational Areas (8):** Appreciation for existing parks, green spaces, and community events like parkrun.
- **Landscaping and Maintenance (7):** Concerns about the quality and upkeep of green spaces, including better turf and plant care, are noted.
- **Sustainability (5):** Emphasis on sustainable construction methods and environmental considerations.
- 2. Community Facilities and Amenities**
 - **Sports Facilities (8):** Requests for more sports facilities like swimming pools, tennis courts, and running tracks are frequent.
 - **Shops and Services (8):** Calls for more independent shops, pharmacies, and other local services are present.
 - **Community Spaces (7):** Desire for more community-related facilities such as fitness classes, health centres, and event venues.
- 3. Community and Social Aspects**
 - **Lack of Amenities (7):** Insufficient amenities and services, especially for young professionals and working adults.
 - **Community Integration (5):** The desire for a more vibrant community with activities and social interaction.
 - **Multicultural and Friendly Environment (3):** Appreciation for the current community vibe and multicultural aspects.
 - **Community Spirit (3):** Positive feedback on the friendliness and multicultural nature of the community.
- 4. Safety, Security & Estate Management**
 - **Traffic and Safety (4):** Issues with traffic management, speed bumps, and overall road safety are raised.
 - **Bike Storage and Theft (3):** Concerns about the security of bike storage facilities and increasing thefts.
 - **Fly Tipping and Dog Fouling (2):** Issues with littering and dog waste management.
- 5. Infrastructure and Transport**
 - **Cycle Paths and Routes (4):** Requests for better cycle paths and resolution of route closures due to roadworks.
 - **Parking (3):** Issues with parking availability and its impact on nearby roads are highlighted.
- 6. Development**
 - **High Density of Development (4):** Concerns about excessive development and its impact on natural habitats and community feel.

9.2 Second community event: The Grow Club Launch

Held on Saturday 26 April 2025, the **Eddington Grow Club launch event brought together 251 residents** through a shared interest in gardening, sustainability, and shaping the neighbourhood's future.

The successful launch of the Grow Club represents the culmination of a series of coordinated activities designed to foster community engagement, encourage sustainable practices, and inspire collective ownership of local green spaces.

The aim of the Grow Club Launch and its associated events was to create a **self-sufficient and resident-led community initiative** that would exist beyond the launch itself and continue to foster interest in sustainable growing in Eddington.

In advance of the launch event, several initiatives were undertaken to generate interest, gather insights, and build momentum. A key milestone in this prep phase was the **"Cup of Tea" event, held in early March**. This informal event provided an opportunity for residents to meet, share ideas, and explore their aspirations for a community growing initiative. The discussion focused on three guiding questions: the purpose and potential of the Grow Club, shared goals for the year ahead, and optimal uses for the communal planters.

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Figures 7 & 8: Grow Club seed packets and pots used to promote the launch event

To sustain momentum and generate interest, **branded seed packets and starter pots** were created.

These were shared with residents during the third round of planning consultations, offering a practical and symbolic way for individuals to begin their gardening journey in advance of the Grow Club's formal launch.

The **Grow Club launch** also marked the **second major event in the University's broader consultation programme of community engagement**, following the Parkrun Coffee Morning held in September 2024.

The Grow Club Launch had two key aims:

- To support planning consultation by providing an informal, accessible space for residents to view development proposals and share feedback.
- To officially launch Grow Club as a visible, resident-led initiative focused on sustainable food growing, biodiversity, and inclusive community gardening.

Backed by the University of Cambridge, Grow Club introduced six new community planters filled with space for growing seasonal vegetables, fruits, and pollinator-friendly plants. These are now shared resources that encourage hands-on gardening while creating inclusive spaces for residents of all experience levels.



Figure 9: The Grow Club Launch event

During the event, residents participated in hands-on workshops led by RHS award-winning horticulturist **Tim Jennings** and **Cambridge Sustainable Food**, a local non-profit organisation working to promote sustainable growing practices and the role of food in building resilient communities.

The launch also presented an opportunity to engage with local stakeholders, with local councillors such as Antoinette Nestor, Simon Smith, and Katie Thornburrow dropping in to the event.

Architecture and engineering firms Hawkins Brown and Max Fordham also hosted engaging interactive sessions during the event, inviting residents to contribute ideas for future green spaces in Eddington, ideas that will help shape upcoming sustainability and design proposals.

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Figures 10 & 11: The Grow Club Launch event

9.3 Third community event: University of Cambridge Primary School Play Space Design Exhibition

The Applicant launched its third community event in June 2025.

On Wednesday 16 July 2025, the Applicant hosted the third community engagement event: the **University of Cambridge Play Space Design Exhibition** which was held from 10am to 12pm at the Storey's Field Centre.

Following on from the Grow Club Launch and Parkrun Coffee Morning, this next stage of community engagement brings a new focus - inviting children to **help shape the future of their neighbourhood through creativity and imagination** by coming up with their designs for the future of Eddington.

The initiative began with a school assembly delivered to 180 Year 3 and Year 4 pupils at the University of Cambridge Primary School on **17th June 2025**, where the project team introduced the concept of design and placemaking in a **child-friendly, engaging format**. Pupils then worked on their submissions during art lessons, supported by specially designed lesson plans and interactive sessions with Hawkins Brown, Grant Associates and Company – Place. You can find the tailored lesson plan at **Appendix AA**.

Each of the six classes was allocated one of three future spaces in the Eddington masterplan: **the Shared Gardens, Brook Leys and North West Corner Play Area**. By drawing on an A4 piece of paper, the children designed their own visions for these spaces. Each submission was accompanied by a reflection card, where pupils explained what they've designed, how it would be used, and why it matters to the community.

The Storey's Field Centre exhibition showcased the work to parents, teachers, and stakeholders. The event also featured short speeches from the University team to thank the children for their efforts. All participating students received a small prize, colouring pencils, in recognition of their creativity and contribution.

The event served two main purposes:

- Involve the future of Eddington in contributing **to future play spaces** by creating **an accessible, fun activity** where all pupils can have their say on the future of Eddington.
- Engage a **hard-to-reach community** in an **engaging and relevant way** that differs from the usual remits of public consultation.

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Figures 12 & 13: Images from the Play Space Design Exhibition featuring children from the University of Cambridge Primary School

From the children's artworks, we were able to identify several key themes which will help inform the design of the three areas in the future phases. This includes the use of height through treehouses and zip lines, for example. The use of water, whether for swimming, drinking or being nearby by having a pond also came through. There was also a focus on intergenerational spaces, as several of the children had thought of where their parents will go when they are using these spaces.

By capturing the perspectives of younger residents, the exhibition is helping to ensure the next generation's voice is heard in the planning of shared community spaces. After the exhibition, the University will provide a follow-up presentation on the masterplan to pupils and inform them how their aspects have been worked into designs later down the line.

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10. Applicant response to feedback

The Proposed Development has been designed and has evolved as a result of extensive consultation and engagement with the widest possible range of political and community stakeholders and represents a design-led approach to development that has undergone several refinements.

The following table sets out the most common themes of stakeholder feedback and how the Applicant has responded to each of these themes. The Applicant has always endeavoured to take on board feedback and amend the designs where it has been appropriate to do so. However, it has not been possible to incorporate the entirety of the diverse feedback and wishes of the community and, where this has been the case, the following table sets out the reasoning for this.

Table 24: Applicant's response to feedback

Stakeholder Feedback	Applicant's Response
The Future Phases are too high in comparison to Phase 1.	The Applicant's approach to the height of buildings within the Proposed Development is linked to both design and its vision to provide an alleviation to the housing crisis within Cambridge. This approach has resulted in a small number of six to eight storey buildings at the centre of the Proposed Development. These buildings will be situated around the Common and Cartwright Avenue, and their heights best utilise the space in regard to housing provision. The buildings will also act as wayfinding points that are focus points of the development, rather than structures that detract from the Proposed Development's character. The tallest buildings will be both small in number and sensitively placed and will also articulate Eddington's skyline once completed.
The Future Phases will be too dense.	The Applicant has considered feedback surrounding density, and following this consideration, has concluded that the Site can and should hold the proposed density for both Cambridge's housing need and the wider national housing crisis. The Applicant has however woven into its design the requests for communal space within the homes provided, including the provision of shared gardens and community spaces. All infrastructure and community spaces have been stress-tested to ensure that the level of density planned can be provided for. The rigor of this research should not be understated: it has captured all aspects of living, including the testing of transport means, healthcare, retail amenities and education. The Applicant is seeking to build on the success of Phase 1, and the proposed density is crucial to both continuing the community success of Eddington and contributing to alleviating Cambridge's housing crisis.
The Future Phases will worsen traffic within Eddington, which can sometimes become a 'rat-run' and can be over-congested. The roads through the Site will not be able to withstand the uptick in population.	The Applicant has considered every option for transport infrastructure. As such, the Applicant accepts that while the Site may be used by some as an alternative to using main roads, especially at peak times, it is confident that the measures they have and will put in place will alleviate this. These measures include traffic calming, increased capacity at junctions, and gentle curves along central Site roads to discourage fast-moving traffic, such as Cartwright Avenue. The Proposed Development, as in Phase 1, will be 20 miles per hour throughout and is entirely reflective of the trajectory of speeds throughout Cambridge. More broadly, the Applicant has committed to and will continue to make substantial provisions for the enhancement of active and public transport throughout the Proposed Development.
The infrastructure at Eddington will not be able to withstand an uptick in population as proposed in the Future Phases.	The provision of community infrastructure is at the core of the Applicant's approach to placemaking. The Future Phases will build upon the success of Phase 1, and this includes the expansion of infrastructure. The Future Phases will expand both community and communal areas and employment spaces, with further spaces for work. Furthermore, the health centre at Eddington will be opened in 2026.

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	Regarding education, the University of Cambridge Primary School was built with the capacity needed to accommodate a growing Eddington. The Applicant has already paid contributions towards secondary education and will make further commitments as part of a new or revised S106 agreement.
There will be issues with noise as a result of the Future Phases.	Noise and its mitigations have been carefully considered. The Applicant is aware that noise cannot be eliminated, but notes that buildings block noise. The buildings that face noise, such as that of the M11, within the Future Phases will be designed as such for this to be mitigated as far as possible.

11. Conclusion and next steps

The Applicant has undertaken a comprehensive and inclusive programme of engagement and consultation in support of their OPA.

The aim of the Applicant has always been to fully and wholly include the local community and stakeholders within the design process by engaging in a proactive course of consultation that would allow for genuine dialogue between the design team and those who live, work and play in Eddington.

This has allowed for a considered application that has benefitted from a range of views and one which has evolved significantly but sympathetically to respond uniquely to its location and to the priorities of its stakeholders.



Over **1,500** people met across the community



Generated over **51,600** impressions for information posts on social media



Held over **30** engagement events and meetings



Held over **75 hours** of consultation events to answer public questions



Received and reviewed over **400** feedback forms



Had nearly **1,900** visits to the consultation website



Sent **24,000** flyers to local addresses

The Applicant remains wholly committed to continual engagement and dialogue with the community and will be maintaining regular and meaningful updates and feedback channels throughout the remainder of the planning process and beyond as the master developer and owner-occupier of Eddington. This includes post-submission Public Information Sessions, set to be held later in 2025, that will detail the final proposals for the community and set out reasoning behind design decisions.

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Appendix A – Flyer distribution red line boundary