# Cultural Placemaking Strategy

North East Cambridge Area Action Plan Evidence Base

19.06.2020

LDĀDESIGN

# Contents

1.	Introduction					
	1.1	Purpose of Document	5			
2.	Exe	Executive Summary				
3.	Site Context					
	3.1	Regional	10			
	3.2	North East Cambridge	12			
	3.3	Spatial Framework	13			
4.	NECAAP Cultural Development					
	4.1	Vision	14			
	4.2	Cultural Development Principles	14			
5.	Engagement					
	5.1	Approach	16			
	5.2	Engagement Events	16			
6.	Responding to the Local Area					
	6.1	Community and Cultural Audit Findings	19			
	6.2	Place Identity	21			

	6.3	History	22
7.	Cult	tural Development Themes	25
	7.1	Community	25
	7.2	Arts	27
	7.3	Sustainability	29
	7.4	Active	31
	7.5	Innovation	34
	7.6	Young Adults	36
	7.7	Overview	
8.	Prog	grammes	39
-	8.1	Achieving the Cultural Placemaking Princi	ples39
	8.2	Audience	40
	8.3	Partnership	40
	8.4	Platform	41
	8.5	Programme Examples	41
9.	Mea	nwhile Use	43

9.1 Strategic Function of Meanwhile Uses	43			
9.2 Events	43			
9.3 Festivals	44			
9.4 Prototypes	44			
9.5 Programme	45			
9.6 Deliverables	46			
10. Locating Facilities				
10.1Introduction	49			
10.2 Spatial Connections	50			
10.3 District Centre	50			
10.4 Cambridge Science Park Local Centre	53			
10.5 Cowley Road Neighbourhood Centre				
10.6 Cambridge North Station Local Centre	56			
11. Delivery and Funding				
11.1Delivery	58			
11.2Funding	59			

12. Conclusion	62
12.1Summary	62
12.2 Cultural Placemaking Deliverables	65
12.3 Baseline Recommendations	73
12.4 Facilities Recommendations	77
13. Appendices	79
A - Place Deliverables and Cultural Principles	80
B - Consultation Results	87
C - Exhibition Boards	100
D - Consultation Material	117
E - Strategic Definition (RIBA Stage 0) Cost Study	125
F - Case Studies	132
13.7Community Centres	132
13.8Libraries	136
13.9 Alternative Cultural Solutions	139

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This document has been prepared and checked in accordance with ISO 9001:2015

#### NEC CULTURAL PLACEMAKING STRATEGY

## 1.0 Introduction

## 1.1 Purpose of Document

The North East Cambridge Cultural Placemaking Strategy (the Cultural Placemaking Strategy) is a document prepared to inform and complement the North East Cambridge Area Action Plan (NEC AAP) being developed by the Greater Cambridge Shared Planning Service (GCSP). The purpose of the Strategy is to establish a cultural vision for the area and set out the key themes, deliverables and facilities required to realise the vision.

The Cultural Placemaking Strategy takes an inclusive view of what cultural placemaking means, and defines it as all those elements that contribute to the experience of living, working, studying and visiting the area. It is about more than culture and the arts in their narrowest sense. There are multiple strategies that will underpin and inform the development of the NECAAP, including; design, transport, sustainability and spatial land use. The Cultural Placemaking Strategy draws on each of these strategies and unites to ensure that the place created at the end of the process is more than the sum of its parts. Ultimately, the success of the NECAAP area as a place will depend on its constituent components working together and the extent to which people have a positive experience of and connection with their surroundings.

The Strategy has been informed by a programme of public engagement, a key purpose of the Strategy is to ensure that the views and aspirations of surrounding communities are reflected in the placemaking vision for the NECAAP area.

The preparation of this document has also been informed by the North East Cambridge Cultural Facilities Audit (the Audit) undertaken by LDA Design in November 2019. This provides a strong foundation for the themes, vision and deliverables, many of which should endure for the duration of the NECAAP area's development. That said, cultural placemaking is fluid by nature, especially where multiple actors will be involved over a long period of time, and much of the new community who will drive and take ownership of the place are yet to move in. Therefore, the Cultural Placemaking Strategy is intended as a 'live' document, to be reviewed and updated at regular intervals. In particular, it is anticipated that the engagement feedback and deliverables for each theme will be updated and expanded as further work on the NECAAP is undertaken in the run up to its anticipated adoption in 2022.

In addition to informing policy and measures within the NECAAP, the Cultural Placemaking

Strategy will be maintained as a complementary standalone document after the NECAAP's adoption, ensuring that a commitment to cultural placemaking and realising the aspirations of surrounding communities remains a core principle of the NECAAP area's development over the coming 25 years.

The Cultural Placemaking Strategy is structured through six themes, Environment, Arts, Innovation, Sustainability and Youth. Each section reviews the existing context, followed by a vision and suggested deliverables. Deliverables include physical interventions, for example through provision of specific types of infrastructure and the design of streets, spaces, and buildings, and social or programmatic interventions to support community wellbeing, capacity building and engagement impacting the economic and cultural life of the area.

The deliverables set-out in each section respond to four strategic objectives underpinning the need for a cultural placemaking strategy:

- 1. NEC will deliver low environmental impact urban district;
- 2. NEC will be placemaking led to create urban living within an innovation district;
- 3. NEC will help meet the strategic needs of Cambridge and the sub-region;
- 4. NEC will be a healthy new City District.

## 2.0 Executive Summary

The starting point for the NECAAP cultural placemaking strategy was the overarching vision for the NECAAP which has been in development by the Greater Cambridge Planning Service in the last two years, and been widely consulted in on that period. The NECAAP vision statement, and the aims attached, set-out base requirements for the development of a place that works for those who live there and the wider area. The purpose of this cultural placemaking strategy is to provide further detail to the NECAAP vision. The Cultural Placemaking strategy has been informed by numerous evidence bases and existing policy papers produced by Cambridge City Council and South Cambridgeshire District Council. Of particular note are Cambridge City Council's Anti-Poverty Strategy, Cambridge Creative Workspace Demand Study, Building Stronger Communities, and Cambridge Playing Pitch and Indoor Sports strategies. All documents were reviewed as part of the Community and Cultural Facilities Audit which serves as the core evidence base for this document in identifying community and cultural needs. Additionally, a number of public engagement workshops and events were held, providing the team with on-the-ground information contributing to the development of the strategy.

Cultural placemaking has a far-reaching impact upon the overall NECAAP strategy development. It must work with the spatial masterplan, it will influence the type and delivery of future community facilities, and inform the meanwhile and temporary uses planned to initiate new connections, uses and lifestyles within the site.

## Range of community and cultural facilities

The NECAAP will deliver a full range of community and cultural facilities to meet the needs and aspirations of new residents living within the area, supporting sustainable and efficient lifestyles. An innovative multi-use community facility will form the centrepiece of the new community district and North East Cambridge, bringing together library, community and healthcare services. Several examples are included within the case studies section to review options for a combined facility, from the London Borough of Camden's Centre in St Pancras Sqaure, to the renowned Bromley by Bow health and community centre, to the recently commissioned Bethnal Green Mission Church.

The following community and cultural amenities are recommended to anchor the NECAAP District Centre, to stimulate the ongoing cultural development of the new district and its integration with the surrounding wards: 1. An innovative multi-use community facility will form the centrepiece of the new community district and North East Cambridge, bringing together library, community and healthcare services.

2. A dynamic public square, capable of hosting events associated with a neighbourhood centre, such as festivals and performances, whilst also support personal needs of individuals living and working in the area.

3. A performing and art production venue, suitable for professional or community use. This facility may also integrate conferencing functions to serve businesses and events.

4. A series of innovative small-scale complimentary community and cultural uses are proposed for development at the neighbourhood and local centres. These include a community garden, a exhibition and exchange space for local businesses and young adults, nursery provision, indoor children's play, and a series of performance or sheltered outdoor spaces suitable for a variety of active, arts, and sustainability community uses.

These recommendations will be subject to wider strategic review of development taking place in Waterbeach, Northstowe and Cambridge.

#### Delivery of community and cultural facilities

The NECAAP proposes a 'different' type of neighbourhood and place to Cambridge. It will be urban, mixed use, and vibrant. These conditions necessitate Cambridge City Council (CCC), South Cambridgeshire District Council (SCDC) and Cambridgeshire County Council (CCC) to consider new management and delivery models for community and cultural facilities. Numerous case-studies have been included through this report (see appendices for a full list) providing a list of options for further review prior to the Infrastructure Delivery Plan. In recent years both CCC and SCDC have diversified the type and management structures of facilities. Key lessons learned (as highlighted within the case-studies), are the need to develop a clear governance structure and business plan prior to the design of facilities. The NECAAP has many highly invested longterm stakeholders involved with the project. This presents an exciting and unique opportunity to deliver new models of cultural or community facilities, such as Joint Ventures and cross sector partnership. The success of the Storey's Field centre in Eddington, which has now been running for two years, is exemplary and a similar model of service delivery should be explored at North East Cambridge.

#### **Programming and Meanwhile Uses**

The NECAAP will take over twenty years to deliver, through a number of phases. During this time efforts should be made to socially integrate existing communities within and surrounding the NECAAP, by maintaining good physical connections across the site, supporting existing and future journeys, establishing hubs of activity, and programmed events. Building on the six cultural placemaking development themes below, working in collaboration with local organisations, charities, businesses, education providers and artists, a diverse but coherent programme and meanwhile use strategy is proposed in contribution of the North East Cambridge place identity and community.

#### **Cultural Placemaking Development Themes**

Eight Cultural development themes are put forward in Chapter 7.0 of place identity, history, community, arts, active, sustainability, innovation and young adults. These themes have been derived from the combination of two sources, a review of existing community and cultural programmes and activities taking place in the surrounding NECAAP site, and the NEC Vision; We want North East Cambridge to be an inclusive, walkable, low-carbon new city district with a lively mix of homes, workplaces, services and social spaces, fully integrated with surrounding neighbourhoods.

What has emerged from the public response to these themes is a clear aspiration that North East Cambridge be a highly active and arts focused place. Extensive demand for a leisure centre, various specialised sports facilities (Football, Basketball, Tennis, Archery and Climbing, to name a few) were made by the public. The need for well-designed pedestrian and cycle routes was also emphasised, and opportunities for these to maximise connections to local natural assets and facilities, to further support fitness, health and active lifestyles. The Arts theme produced some particularly inspired responses, the Arts was often seen as a gateway to supporting other aspects of life, learning, wellbeing and social integration. On the one hand this depicts a vision for the Arts that diverges from the traditional arts offer of Central Cambridge (traditional venues, institutional museums etc.), but in conflict with this, a public desire for a major concert venue was also identified.

In the last three years Cambridge City Council has completed significant reviews of Arts Venues and Cultural Workspaces in the wider Cambridge area, which has influenced the proposal to support a new type of mixed arts ecosystem comprising of dedicated creative workspaces, attracting artists and a mixed range of arts venues from bars or cafés

with a a creative edge, to the embedment of arts in community facilities and a moderate scaled venue that does not impact viability of other locations in the city such as Corn Exchange or the Junction which is due to undergo major refurbishment. North East Cambridge is well positioned to meet the requirements of artists and media, digital and design producers, due to it's Cambridge location, accessibility, and potential to deliver low-cost space in comparison with the City Centre. There is also a reciprocal benefit to the short-term and long-term diversification of the area and building relationships with surrounding neighbourhoods. Kettle's Yard Open Studio in North Cambridge evidences the success of arts programmes in North Cambridge, and numerous case-studies for arts involvement supporting or leading regeneration in the UK are available (See Meanwhile Uses Chapter).

In summary, like the 'active' offer, the arts and cultural scene in North East Cambridge should dare to be different, unlike the city centre or the distributed and non-dedicated arts facilities scattered locally.

Innovation is implicit to all of the themes, to the planning, design and technology to be adopted. Whilst the types of employment and use of technology within the NECAAP will define it as an Innovation District, innovation was not viewed as a culturally generative term locally, it's association with hi-tech, life sciences, and highly educated people means that it is an economy and concept that does not relate to all. Incorporation of the cultural industries, and integration through active facilities, will expand the meaning type of innovation produced. Innovation in North East Cambridge is proposed through this strategy as a result of good cultural placemaking and collaboration across themes, rather than a driver for local cultural development.

Providing social integration through these themes has stimulated a lot of interesting ideas from the public, hinting at the potential role that sports and arts facilities could make in developing inter-generational relationships, and an enhanced offer for teenagers particularly and young adults particularly (See section 6.6). There are opportunities to build relationships between local businesses and younger people through shared cultural facilities, new learning exchange opportunities through programming, and potential to develop new apprenticeships, particularly within the creative industries sector, that is currently lacking in Cambridge (Supply and Demand of Creative Workspace, CCC, 2020). The inclusion of teenagers and young adults within this strategy aims to add a level of consciousness to the planning, building, services and activity programmes design for the inclusion of this age group, to develop a broader and targeted cultural offer.

There is a need to consider both these themes, and delivery of the community and cultural infrastructure outlined at a strategic level, recognising the relationship between Northstowe, Waterbeach and North East Cambridge. Input from Sports England will be required to further develop the 'Active' response, and a Strategic Cultural Plan for these areas is also under consideration by the Community Services team at Cambridge City Council, an initial draft of this is included within the Cultural Workspace Demand Study. It should also be noted that the expectations of the public identified are likely to exceed the land available, specifically for outdoor sports and hope for a new major concert venue in Cambridge. To date, Sports England has stated that a flexible approach be taken in NECAAP, putting quality of facilities over quantity. Making the public fully aware of realistic choices and presenting a sports offer that is befitting to an 'innovative district' is essential. Recognising that the area is an international hub attracting people globally to work there, should be seized as an opportunity to develop a new sports offer, enabling individual personal development through the trialling of new sports, of a particular benefit to young people also.

The accompaniment of a programme supporting social integration through sports such 'Active Communities' as delivered in Northstowe would support this, and a similar equivalent or united programme could also involve arts and sustainability.

#### Responding to the site and local area

The opening of Cambridge North Station in 2017 and the much anticipated improvement of cycling connections from North Cambridge to the city centre via Milton Road, and to Cambridge Train Station, has repositioned North East Cambridge as a hub to the wider area. Over the next number of years, the emergence of new neighbourhoods in Northstowe and Waterbeach, will also reinforce the 'gateway' role of North East Cambridge. The top priority of existing local residents is connectivity with the NECAAP area, and enhancement of journeys across the site in all directions, to

#### NEC CULTURAL PLACEMAKING STRATEGY

manage future traffic (vehicular, pedestrian, and cycling), to secure access to facilities that does not discriminate people on a basis of ability. This is seen as critical for integration of communities and shared benefits with the wider area.

Protecting existing natural assets and green amenity sites was similarly viewed as critical. As highlighted above, there is a need to look at the cultural and community offer strategically coordinating provision, to ensure distinct, unique assets are delivered. There is also a need to develop a detailed cultural placemaking strategy, inclusive to the local area today, and responsive to the milestones of facilities introduced, and thresholds of newly arrived employees or residents.

At this initial stage of the Cultural Placemaking Strategy development, engagement has played an important part in the generation of ideas. In the longer-term, involving schools, Cambridge Regional College, the employment parks and wider residential population could generate further ideas, and cultivate future cultural audiences, local producers or participants in making North East Cambridge an active place.

Cambridge, despite the shortfall in artist studios today, is rich in local cultural talent, which should be invested in to produce the rewards of a unique place identity by working with local people, and develop future creative industry opportunities, as indicated in the Supply and Demand for Cultural Workspace Report.

## 3.0 Site Context

### 3.1 Regional

Cambridge has a regional and global cultural status, the historic centre contains a vast concentration of cultural facilities supported by the Universities, Cambridge City Council, and Arts Council. Some facilities, such as Cambridge Arts Theatre and ADC Theatre attract significant audience numbers from outside the Cambridgeshire boundary<sup>1</sup>. Maintaining the cultural life of the City Centre is important to existing communities, tourism, and history of the city; arts development and planning policy for the city clearly supports this.

The NECAAP is defined by a complex political boundary, dividing the site into chunks contained within South Cambridgeshire District Council, and others within Cambridge City Council. The potential policy challenge is to an extent overcome by the councils' recent founding of the Greater Cambridge Planning Service, however political risks due to the presence of two local councils remain. The social and cultural differences represented by SCDC and CCC also persevere, and the development of North East Cambridge must consider the differing urban outlooks, lifestyles and role in which it plays to these populations.

South Cambridgeshire District Council is comprised of over 100 rural towns and villages. Community and Cultural infrastructure are run by Parish Councils, although this model is beginning to diversify since the realisation of the Town Council in Orchard Park, Cambourne, and major development of Northstowe. Residents of SCDC are dispersed over a significant geographical area, levels of car-ownership and use is higher than CCC and many commute to Cambridge for work and leisure purposes. North East Cambridge already plays a significant role to those coming into the city via the A10, A14 and Cambridge North Station, additionally the forthcoming Chisholm Trail will bring the area closer to residents based in Barnwell and Fen Ditton. NEC will also become a hub and gateway to the at Northstowe and the proposed New Town at Waterbeach.

To these locations, the NECAAP will become the Northern Gateway to Cambridge, and all community cultural infrastructures to be brought forward must take into consideration the provision to be made in Northstowe and Waterbeach which are a 35 minute and 15 minute cycle from Cambridge North Station respectively. The current masterplan under development for 6,500 new homes at Waterbeach provides an overview on community and cultural infrastructure;

- An 'Enterprising Community', hub located near the train station will have business support facilities and café, to encourage homeworking, small business development and start-ups.
- Will make a new leisure and cultural offer including community and cultural facilities.
- Ambition is to be 'self-sustaining' in terms of facilities and amenities

Northstowe will provide around 10,000 new homes, the project has been supported through the UK Government and NHS Healthy New Town programme, giving a clear health focussed steer to its development goals. The 'Healthy Living and Youth & Play Strategy' has been a key component in informing the cultural and placemaking outlook of the site. This has placed a clear emphasis on sports facilities (indoor and outdoor), and fitness programmes (for all abilities) designed to support integration of new communities.<sup>2</sup>

In Northstowe spatial allocations have been made for the following;

- Museum / Gallery building
- A market hall

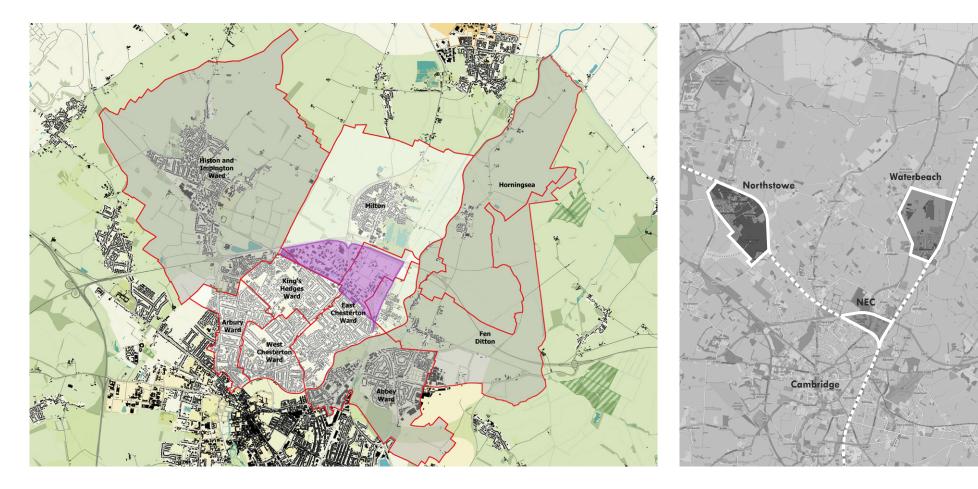
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- A Civic hub and large scale community facility
- A large sports facility

<sup>1</sup> Cambridge Culture and Arts Infrastructure Audit and Mapping report, November 2017

<sup>2</sup> For more details see; www.activenewcommunities.com/northstowe



Map of North East Cambridge Area Action Plan boundary (highlighted in pink) and neighbouring ward boundaries (shown with red outlines)

Diagrammatic map of the connection between Northstowe, Waterbeach, NEC and Cambridge.

## 3.2 North East Cambridge

North East Cambridge is comprised of four wards, Arbury, East Chesterton, West Chesteron and King's Hedges, in addition to these wards Milton and Orchard Park also feature within this strategy and accompanying community and cultural facilities audit due to their proximity to NECAAP. Each of these wards are primarily suburban and residential, with modest pockets of retail or commercial uses. The NECAAP site, which sits on the northern edge of East Chesterton, King's Hedges, and is partially located within Milton, is distinct to the remainder of these wards; characterised by its commercial and industrial uses.

The diverse community and cultural requirements of wards adjacent to the NECAAP site are outlined in detail within the Community and Cultural Audit. A summary of the key findings is shared here to provide a background to the Community and Cultural Strategy;

- There is a significant under 35 population in King's Hedges and East Chesterton, higher than the County average, and many of which live alone. There is also a higher than national average number of lone parents. Milton has a slightly different population, more family focused but there are also more over 65s living in this area.
- There is a diverse population, all major

religions are represented by local residents, and 25% of the population in King's Hedges and East Chesterton are born outside the UK.

- Education attainment levels are generally high in North East Cambridge, there is also a dispersed and polarised level of attainment within King's Hedges, East Chesterton and Milton, this is also true of income levels.
- There is low car-ownership, suggesting that walking, cycling and public transport are the preferred modes of transport in all wards except Milton, where car-ownership is close to the wider County average.

Cultural participation in North East Cambridge is distinct from other areas in Cambridge, there is less engagement in the 'high' cultural offer made by museums, galleries and theatres of Cambridge City centre, yet there are high levels of community participation in the arts and sports activities, evidenced by vast numbers of local organisations. Cambridge City Council has a number of programmes supporting cultural access, particularly encouraging children in these areas to engage with the facilities available in Cambridge City Centre, including the development of a 'Culture Card' which children and young people could be enrolled onto through schools. Additionally, Kettle's Yard developed the Open House Programme bringing arts activities into the community during its refurbishment closure; these programmes have proven popular amongst residents and activities continue. These recent activities, alongside investments made by the Arts Council into the Old Studios at Milton and the recent growth of Cambridge Community Arts in North Cambridge, demonstrate the readiness of culturally focussed community development in

this part of the city.

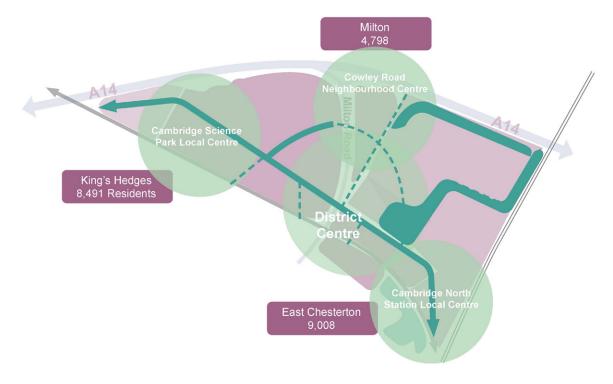
Through the research carried out for the Community Facilities Audit, it is evident that highly active communities exist within North East Cambridge. There are more than 65 charitable organisations working to provide activities and advice on health, wellbeing, arts, sustainability, education and food. In total, there area over 300 regular activities hosted in King's Hedges, East Chesterton, Milton and Orchard Park. Charities, Churches, Cambridge City Council and relative Parish / Town councils of SCDC take a leading role in these provisions. The area presents an efficient and organically developed model that makes us of existing buildings (and operators) supporting a wide range of community and cultural activities. Asides provision made by specialised Council buildings in each of the respective ward areas, an extensive contribution is made via Arbury Community Centre, St Georges Church (Chesterfield Road), Church of the Good Shepherd (Arbury Road), Arbury Road Baptist, the Shirley School (Nuffield Road), St Andrew's Church (Chesterton), All Saints (Milton), The Bradfield Centre, and Cambridge Regional College. Council facilities in the area include Meadows, Buchan, Lawrence Way (soon to be replace), Brownsfield, Orchard Park, Milton and Shirley School Community Centres, King Hedge's Pool, Milton Recreation Ground Pavilion, Nun's Way Pavilion and Orchard Park Sports Pavilion, community libraries on Milton Road and Arbury Road.

North East Cambridge also incorporates city-wide access to two celebrated local assets; the River Cam and Milton Country Park. Behind the prolific activity levels of these facilities are hundreds of passionate and engaged individuals living, working and volunteering in the area; a small portion of whom were met in the preparation of this strategy. Working with this existing community network will be fundamental to the proposed implementation strategy.

## 3.3 Spatial Framework

The North East Cambridge Area Action Plan sets to transform the existing commercial and lightindustrial area into a vibrant neighbourhood projected at 17,891 residents (adults and children) and up to 30,000 additional employees. At the heart of the the new neighbourhood will be a mixed-use district centre, supported by three local centres distributed across the site. The functions associated with each centre are still emerging from a number of strategies under preparation, including; retail and leisure, workspaces, health and transport for example.

The community and cultural aspects brought forward in this strategy have been prepared primarily in response to the existing social and cultural demands identified through the community audit, public engagement and workshops with the North East Cambridge Community Forum. A number of meetings have also been held with internal departments of Cambridge CIty Council, South Cambridgeshire District Council and Cambridgeshire County Council. The type, location and scale of community infrastructure proposed for each centre will influence the character and cultural development of localities within the site and it's whole. Potential locations for community and cultural infrastructure are outlined in the conclusion of this report.



North East Cambridge Area Action Plan Spatial Framework, February 2020, Community and Cultural Placemaking Exhibition

## 4.0 NECAAP Cultural Development

### 4.1 Vision

"We want North East Cambridge to be an inclusive, walkable, lowcarbon new city district with a lively mix of homes, workplaces, services and social spaces, fully integrated with surrounding neighbourhoods."

North East Area Action Plan January 2019, Greater Cambridge Planning Service .

The NECAAP area will be a vibrant, mixed use area of Cambridge that marries economic success with a healthy, creative and distinctive environment. Sustainability and community will be at the heart of the area's development, enabling people to make sustainable choices, and ensuring that local producers, suppliers and creatives from all walks of life are given the platform to thrive alongside their established global counterparts. The area will exhibit its own unique place identity that draws on its strengths in technology, innovation and openness to new people and ideas, and celebrating the contributions and achievements of its residents. At the same time, it will be well connected to surrounding wards and feel like an integral part of the wider city, making a positive contribution to the lives of surrounding communities. It will reimagine and reinterpret Cambridge's urban forms, functions and street life to draw people in and spread opportunity out. Above all, it will be an inclusive microcosm of the city Cambridge wants to be in the 21st century.

## 4.2 Cultural Development Principles

Through the facilities, future programming and urban design, cultural placemaking will contribute to the delivery of the overarching NEC vision. The following six cultural placemaking principles have been derived from the vision of NEC.

#### 1. Create Connections

- To create physical and social connections between the Area Action Plan Site and local neighbourhoods.
- Facilities and activities that positively contribute to the sense of community present in the area today, supporting the growth of new social networks.

#### 2. Reinforce a Cambridge identity

Establish a strong identity and sense of place that is distinctly North East Cambridge whilst retaining the 'feel' of Cambridge.

## 3. Establish Quality Places and Atmosphere

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"Facilities and activities that create a sense of place, buzz, and atmosphere. Where people feel secure, welcome, and simply enjoy being."

#### 4. Improve Health and Wellbeing

"Positively impact daily life through an integrated approach to health, wellbeing, and

culture within the site and North East Cambridge area."

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"Cambridge is dubbed Britain's Cycling City, with some of the lowest levels of Car Ownership in the country, residents in Cambridge already embrace sustainable modes of transport. NEC offers an opportunity to design a neighbourhood endorsing these existing trends, creating smart networks between buildings and using community and cultural buildings to their maximum potential, through innovative design and programming of multiple uses."

#### 5. Give Presence to Producers

"Innovation in Cambridge and North East Cambridge identity has historically emphasised the hi-tech, bio/life sciences and pharmaceutical industries. In the last decade, seeds have been sown to invest in other forms of innovation in North East Cambridge via the Future Business Centre and The Bradfield Centre. Future facilities and activities will seek to open up further innovative and entrepreneurial businesses. Give presence to new and existing creative producers, charities and small businesses."

## 6. Form locally relevant cultural destinations

- Provide facilities and activities that address local demographics and interests.
- Deliver facilities and activities that are flexible, and able to change as demographics and expectations of the population do, ensuring that a range of relevant activities can be provided.
- Form a local cultural destination, which makes a different offer from Cambridge City Centre.

## 5.0 Engagement

## 5.1 Approach

Between October 2019 and March 2020 a series of engagement events were held in North East Cambridge, giving existing workers, students and residents of the area an opportunity to suggest facilities and activities which they believe would contribute to local improvements and integration of the NECAAP. The material presented at these exhibitions asked for suggestions in response to the existing place identity, proposed themes, existing facilities, and proposed local centres, providing rich insight into aspirations and how each of the cultural development principles can be tangibly delivered via new community and cultural infrastructure and programming.

Feedback from these events is available in detail in the appendices.

## 5.2 Engagement Events

#### **NEC Community Forum**

Wednesday 2nd October 2019 10 Attended

The North East Community Forum is comprised of organisations that either represent residents in the area, or work to support residents and local development of the area. The Community Forum was set-up by Greater Cambridge Planning Service to provide a means of continuous community input into the development of the NECAAP.

On Wednesday 2nd October, a Community and Cultural Infrastructure workshop was held with the forum to discuss the type of infrastructure suitable for the proposed neighbourhood and its integration with the surrounding area.

An initial mapping of existing community infrastructure was shared with the Forum, setting the context for any infrastructure proposed by them. At this stage of engagement, no indication of residential or working populations was available, meaning that baseline requirements could not be shared. Participants came up with suggestions for the location of community and cultural facilities responding to existing practical needs, but also taking an aspirational leap, in providing some distinct threads toward a vision for the area.

There were two clear points of consensus shared by participants, both concerning transport, thought critical to the delivery of successful community and cultural infrastructure in North East Cambridge;

1. Permeability across the site, and through routes to existing areas, particularly those connecting with the station

2. Alongside pedestrian and cycle priorities; securing a transport plan that works for existing communities and enables all-ability and required access to any future proposed facilities

Another important point raised by the forum was that the development should not put any additional impact upon existing infrastructure, particular those which are already considered at capacity, such as Orchard Park sports field. Ideas to expand the level of natural amenity space were suggested.

Other aspirations brought forward, imagined North East Cambridge as a place that would have a 'buzz' and could be more creatively led than other parts of the city. Some participants felt that Cambridge lacked an attractive social-cultural offer for people in their 20s and 30s, which this area could address. The importance of schools in establishing a sense of community and friendly atmosphere to an area was and role of churches in community support was also mentioned.

#### Networking Lunch, North Cambridge Community Partnership (NCCP)

Wednesday 29th January 2020, 12-2pm 40+ Attended

This Networking event is regularly held for groups operating in the Kings Hedges / Arbury area of the city. It is run by The NCCP and funded by the City Council. A consultant from the engagement team attended the January event, to briefly introduce the cultural placemaking workstream and informally find out more about the area from organisations working there.

#### **Cambridge Science Park**

Tuesday 25th February 2020, 12-2pm, 18 Attended 13 Feedback forms received

This targeted event, aimed to engage with those who work in Cambridge Science Park and surrounding business and technology parks. Whilst only 18 people attended the event, participants engaged with the exhibition at a detailed level, leaving responses to all questions. Attendees predominantly worked in the area and commuted in, a small minority lived and worked in the area. Those who lived and worked in North East Cambridge had a good awareness of the proposed development, and had many well informed questions about the development plans. About 5 of 18 attending the event had an existing awareness of the NECAAP.

Questions received at this event were predominantly about traffic and transport issues generally, and options under consideration for the Milton Road crossing specifically. There was a general feeling amongst those who attended, that the area (for them) has all that it needs, and that working life withing Cambridge Science Park was 'self-sufficient'. A limited number of facilities and infrastructure suggestions were received from this group, these focused on suggestions for 'Active' and 'Sustainable' activities and facilities specifically.

#### Cambridge Regional College

Wednesday 26th February 2020, 12-2pm 19 Attended

#### Cambridge Regional College

Friday 28th February 2020, 12-2pm 35 Attended

More than 3,000 students attend Cambridge Regional College, travelling from across Cambridgeshire. Students are predominantly 16-18 years old, and have a variety of backgrounds and life situations. The informal exhibition enabled the consultation team to engage with a wide range of the student population including young parents, individual's for whom English is their second language, and some living with a disability.

The young people fore-mostly engaged with the exhibition by making suggestions for future facilities and activities. There suggestions included;

- Affordable child care facilities
- Sports provision
- Dedicated youth facility
- Mental health spaces, well being
- Art spaces, freedom to be creative
- 'Life skills'; interaction with future employers, workplaces, lessons for life for finances, finding a job etc.

Transport and traffic didn't feature as highly in student's comments, their interests were more experiential; to feel safe walking in the evening and suggesting that the walk to Cambridge North Station could be less 'boring'.

These comments are explored in greater detail in Section 6.6 Young Adults.

#### Arbury Community Centre

Saturday 29th February, 2pm-6pm 27 Attended

The afternoon event held at Arbury Community Centre was well attended by local residents, particularly those involved in HPERA (Hurst Park Residents Association) and Milton Road Residential Association. Many attendees have an extensive knowledge of the development plans, and provided in-depth comments in response responding to the exhibition. Several comments echoed many of the concerns expressed in the NEC community forum, on topics such as density, population numbers, traffic and transport. Despite these concerns, attendees also had a lot of detailed suggestions for the future;

- Place Identity was a repeated theme in conversations, maintaining a 'sense of Cambridge' was considered important, some viewed this to be incompatible with flat roofed, modern buildings. Whilst other thought that 'Good modern architecture' could create a place that looks and feels like Cambridge.
- Interest in place identity extended to the future naming of the area and streets, long-term residents remember parts of the site as open green fields.
- A cultural venue and combined conference facility serving businesses in the area was proposed.
- The role of existing organisations and festivals in the area was highlighted.
- Residents felt that a hospital would make sense here, located to serve Northstowe, Waterbeach

and North Cambridge.

• Only a few parents of teenagers attended, they felt that there were things for teens to do in Cambridge, but that providing them with safe routes to the city centre was critical.

#### Brownsfield Community Centre

Wednesday 4th March 15 Attended

Brownsfield Community Centre

The event at Brownsfield was attended primarily by people who were present due to other programmes and events at this location resulting in comments from a mix of parents of pre-school or primary school children and older members of the community. This group pointed to the need of more specific facilities within the East Chesterton area, such as activities for older children and teenagers, and a café close to the community centre.

## 6.0 Responding to the Local Area

## 6.1 Community and Cultural Audit Findings

The Cultural and Community Facilities Audit took a holistic approach to cultural and community facilities requirements, and identified existing provision made in relation to open space, play, sports, health and education, which will contribute to the wider place culture of North East Cambridge. These detailed requirements are set out in the NECAAP Open Space Strategy (and other relevant strategies), and the spatial relationship between different facilities and spaces is illustrated in the NECAAP Spatial Framework.

#### **Baseline Findings**

#### **Community Facilities**

- Additional community centre to be located within the AAP boundary (Building Stronger Communities, CCC, 2017)
- Review opportunities for youth provision

improvements at Brown Fields Community Centre (Building Stronger Communities, CCC, 2017)

- 1:1s and programme providers highlight the need for a 'large hall' within East Chesterton / King's Hedges (Informal interviews NCCP, CCVS, CCC)
- Potential for improvement of existing provision in Milton Recreation Pavilion and Nun's Way Pavilion (Playing Pitch strategy 2018-2031, CCC, SCDC, 2016, this is not supported by the current Community Facilities strategy which operates Nun's Way Pavilion)

#### Libraries

- A library accessible to all three residential communities adjacent to the site; particularly the Northern edges of King's Hedges and East Chesterton.
- Further information from the council on its future internal needs, this is required to detail a proposal.
- Libraries are listed as a 'District Centre' amenity. The proposed district centre for the AAP will support good connectivity across to adjacent wards, and a library positioned here will be within a 20 minute walking distance to King's Hedges, East Chesterton and Milton. (Local Plan)

The Cultural and Community Facilities Audit identified additional requirements in relation to open space, play, sports, health and education provision, which will contribute to the wider place culture of North East Cambridge. These detailed requirements are set out in the NECAAP Open Space Strategy (and any others that apply), and the spatial relationship between different facilities and spaces is illustrated in the NECAAP Spatial Framework.

#### **Open Space**

- Outdoor sports provision and potential MUGA provision to serve East Chesterton, and secondly King's Hedges
- King's Hedges and East Chesterton present a 1.17Ha positive supply of open space, mainly attributed to the high levels of informal open space available
- Orchard Park has poor outdoor space provision, seeking good lateral connections between this location and the AAP supporting access to other open spaces is key.
- There is a strong supply of open space in Milton, however the capacity to support a growth in population will require work to various existing sports facilities.

#### Children's Play

- MUGA / older children provision in East Chesterton. This could be considered in further detail via the review of youth provision for Brown's Field Centre indicated in the Building Stronger Communities Report (2017, CCC)
- Replacement of up to 9 existing poor-quality play areas specifically; Hawkins Road, Beales Way, Cameron Way, Bramblefields, Scotland Road, Pearl Close and The Vie at Fitzgerald Place. (NECAAP, Open Space Topic Paper, GCPS, 2019)
- Review need or capacity to deliver additional play equipment within Histon & Impington, and West Chesterton. (Community and Cultural Facilities Audit

#### Allotments

 Underprovision in King's Hedges and Orchard Park. (Community and Cultural Facilities Audit)

#### Art + Culture

- Demand for a medium sized performance space / gallery
- Meeting rooms / affordable office space / dedicated creative community space
- Consideration and consultation with
   Cambridge Makespace to investigate
   possibility of locating at North Cambridge,
   supporting local skills development and
   forming a base for production and creative

industries.

Requirement for co-working spaces

#### **Indoor Sports Provision**

- Increased city-wide sports hall capacity is required (Indoor playing pitch strategy, SCDC, CCC)
- Affordable access fitness suites, particularly for North Cambridge has been highlighted (Indoor playing pitch strategy, SCDC, CCC)
- The review of tennis facilities is due and reevaluation of indoor bowls was recommended by the Indoor Sports Strategy in the circumstances of a population increase. (Indoor playing pitch strategy, SCDC, CCC)
- There is no evaluation of the demand for non-mainstream sports such as roller derby or climbing.

#### **Outdoor Sports Provision**

- Chesterton Recreation Ground, improvement to playing fields and reconfiguration to 11v11 and 9v9. Auxiliary improvements also require to changing rooms, and external storage (Playing pitch strategy for Cambridge 2018-2031, SCDC, CCC)
- Nun's Way Recreation Ground, playing pitch was underplayed in the 2016 audit.
   Recommendations were made for the improvement of changing facilities, and capacity for an additional pitch noted. (Playing pitch strategy for Cambridge 2018-2031, SCDC, CCC)
- Shirley Centre / Shirley School, council to

seek community use agreement for school playing pitch, additional improvements also required and protection of playing field; it is currently the only 'Poor' rated playing pitch in Cambridge. (Playing pitch strategy for Cambridge 2018-2031, SCDC, CCC)

- Sycamore Road Milton Changing Facilities in need of maintenance (Parish Council responsibility) and site to become a protected playing field. (Playing pitch strategy for Cambridge 2018-2031, SCDC, CCC)
- Need for 3G pitch in Histon / Milton corridor identified. (Playing pitch strategy for Cambridge 2018-2031, SCDC, CCC)

#### Health

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l medical centre to be integrated within a multi-service site as appropriate to the needs of the area. Few medical facilities are available to the western edge of the site in King's Hedges and East Chesterton.

#### Education

- 1. Community provision made by schools is currently under utilised, further schools may be able to contribute community use space to the area if required.
- 2. Day nurseries. Further data regarding the current provision and demand for nurseries is required. No nursery providers contacted responded to surveys issued within this audit.
- 3. Training and skills. Further research on the barriers to education

and specific skills requirement of residents is required to advise on the current needs and demands of the area.

#### **Third Sector**

- Affordable office space for meeting / seminar training rooms, projection / acoustic / good quality flexible space (Informal CCVS interview, results from survey of local organisations carried out for Community and Cultural Placemaking Audit).
- Preparation of a detailed action plan for building commercial and charity connections, and communications hub via a website (2.2.1)

## 6.2 Place Identity

#### Context

The North East Cambridge Area Action Plan Site (the Site) covers around 150 hectares of land and is bound by the A14, the King's Lynn railway line and St. Ives Cambridgeshire guided bus route. It's location therefore makes it a gateway to Cambridge from the north.

The Site supports a diverse mix of uses and activities, and includes Cambridge Regional College, Cambridge Science Park, a wastewater treatment site and the area around Cambridge North Station. Milton Road, a busy dual carriageway, runs through the centre of the Site, creating two distinct areas with poor east-west connectivity.

The western part of the Site is anchored by the successful Cambridge Science Park and Cambridge Regional College, each playing a strategic role in the economic and educational ecology of the wider city. The eastern part of the Site contains a more diverse mix of uses including employment, leisure, three houses (associated with the Waste Water Treatment Centre) and strategic rail infrastructure, but is dominated by the Anglian Water's Waste Water Treatment Plant which is inaccessible to the public and has an impact on the wider area through noise and odour emissions.

The Site's southern edge meets the predominantly residential wards of East Chesterton and King's Hedges. However, the Site does not contain any residential uses, the guided busway Milton Road, and King's Hedges Road create strong physical and psychological barriers to movement between these areas. The Site's role as a commercial hub in an edge of city location means it lacks community and cultural facilities. Activity and animation is therefore confined to working hours during the day, with little sense of place or passive cultural life during evenings and weekends.

People living, working and studying in the area have a generally negative perception of the NECAAP site, characterising it as 'smelly', 'outdated', 'noisy', 'busy', 'messy', 'empty', and 'desperate'.

#### Vision

The NECAAP Site should be a vibrant, multiuse area of the city with an 18 hour a day economy. It should house a residential population to complement the site's existing strengths in technology, employment and education, and should have a cultural life and sense of place that befits the Site's role as a gateway to Cambridge. The Site should be physically and socially integrated with surrounding communities, making a positive contribution to the lives of people across the wider north east Cambridge area. It should feel like a safe and attractive area within which to dwell and move through at all times.

Creating a distinct place identity, is an important element to the future unification of the site, and to the diversification of uses within it. Overcoming the existing spatial boundaries is one critical element to this, another is the development of local centres that do not detract from existing community centres, and the final element is the psychological element, how people perceive the area; who it is for, how it should be used, whether it is of benefit.

The site already has a strong identity attached to a key historical and physical feature of the Waste Water Treatment Plan, and social-cultural identity associated with business parks and University of Cambridge associations. Whilst aspects of these historical and innovative identities may be retained as part of the future place identity, the proposition of a neighbourhood must also disrupt and change existing perceptions of the area which are largely tied to the 'exclusivity' of the business parks and poor environmental quality due to roads, traffic and Water Treatment Plant.

Creating a place identity that 'feels like Cambridge', must look to the close community networks, prolific level of activity in arts, sports, and wellbeing enjoyed by the surrounding neighbourhoods. Forming a shared identity where the doorstep and innovation do more than co-exist, but are considered part of a shared life and culture within the NECAAP and wider area.

#### **Placemaking Deliverables**

- Establish the area as a vibrant gateway to Cambridge that exhibits a distinct place identity which also reflects the activities and sense of community belonging to surrounding neighbourhoods.
- Create a more diverse mix of uses across the site, including homes to suit a demographically mixed population with associated infrastructure and open space to support everyday community and cultural life.
- Sensitively diversify the mix of uses within the existing employment parks through densification and infill development, allowing activity to extend beyond working hours.
- Reduce the dominance of traffic and associated air and noise pollution through re-scaling existing roads and creating a comprehensive network of active travel routes within the site that connect to surrounding areas and cross-city routes.
- Enhance feelings of safety and security for all site users through ensuring new development is outward-looking and offers passive

surveillance to streets and active travel routes. Develop an exciting meanwhile use programme that brings innovation to the doorstep, and the doorstep to innovation. Build relationships between innovative businesses and residents to explore and define what the future identity of North Cambridge is, through art, sports, wellbeing, and science.

#### **Engagement Feedback**

Across all groups, including people who live work and study in the area, perceptions of the area are generally negative. People who work in the area used words such as smelly outdated, noisy, busy, messy and desperate to describe it, with traffic, cars and congestion the defining common experience. Most of these experiences were also cited by people who study and live in area, reflecting widespread discontentment at the current state of the site. However, those who live and study in the area were less likely to comment on the physical state and character of the site and placed more emphasis on the socio-economic challenges in the area such as poor salaries, antisocial behaviour and feelings of loneliness and being unsafe.

Aspirations for the future of the site are far more varied between those who live, work and study in the area. Those who work in the area focussed on the physical attributes of the site, such as being clean, attractive, accessible. They also highlighted the specific importance of having good walking and cycling connections within the site, and for the site to be green, sustainable, and defined by a range of parks and recreational spaces.

Those who live in the area shared many of the same aspirations, including on the emphasis on the natural environment and recreational spaces. However, the majority of people focussed on aspirations for the built form and community character of the site. The greatest number of comments received concerned the overall level of development, density and potential for high rise buildings on the site, with a clear preference expressed for lower rise buildings. A significant number also focussed on the need for the community to be inclusive, diverse, family orientated, friendly, welcoming and sociable. Specific reference was also made to the need for a diverse mix of uses and activity to be present on the site after 6 pm.

Those who study in the area at Cambridge Regional College expressed a high level of common aspiration for the site, with over 40% stating that the emphasis should be on creating a social place that offers a fun, exciting and modern environment, and that it be a safe space unlike the existing environment.

## 6.3 History

#### Context

History can make a huge contribution to the development of a distinct place. North East Cambridge has a long history of settlement, stretching back to Anglo-Saxon times when the land was farmed and many of the local wards belonged to a single household. Since then, the area has played an important role on the local, national and international stage.

Nearby Stourbridge Common was the home of Stourbridge Fair, the most important medieval trade fair in the country and one of the largest trade and cultural fairs in Europe at its peak. The Fair was a fixture in the calendar from 1211 up until 1933 and was revived for a one-off event in 2007. The tax structure from this fair informed the relationship between 'Town' and Gown' over the centuries, the fair also shaped development of the city in the Chesterton area.

The building of railways in Cambridge during the 1840s catalysed growth providing new jobs in the railway, construction and brick making. It secured connections between London and Norwich (1845), Peterborough (1847), and most significant to North East Cambridge was the railway from St Ives and Huntingdon. The latter railway secured the economy of farmers based in the Huntingdonshire area, through the delivery of fresh produce to the urban centre of Cambridge, up to 20,000 tonnes of fruit were delivered to Chivers Jam factory in Histon. Cambridgeshire Guided Busway replaced the disused railways lines in 2011, re-connecting wider communities of Cambridgeshire.

In the late 19th century, Milton became the location for the first drain in the Fens, and the first incarnation of the Waste Water Treatment Plant was created on the site it still occupies today. These were significant developments in local infrastructure that marked a turning point in the water quality of the Cam and the health of residents across the city.

More recently, in 1943 the United States Military created a major logistics hub on the site of what is now Cambridge Science Park, creating a new aspect to the area's international role.

Today, the area is internationally recognised as the UK's foremost hub for technology and life-science innovation. This process that began in 1971 with the construction of the Cambridge Science Park - the UK's first science park - and has continued with the development of adjoining business parks aimed at companies in the tech and wider knowledge economy sector. The science park and surrounding business parks have become one of two defining features of the NECAAP Site, both spatially and in terms of their contribution to the area's recent history.

The Anglian Water's Waste Water Treatment Plant, whose historic contribution to the city on its current site is coming to an end. The relocation of the Waste Water Treatment Plant is the catalyst for defining the next historical era for this area of Cambridge and ensuring that it continues to punch above its weight in the future while celebrating and learning from its past.

Despite its long and varied history, the NECAAP Site does not currently project a strong cultural identity that reflects its past or gives tangible expression to its association with 'Silicon Fen'.

#### Vision

As the NECAAP evolves into a dynamic area of

Cambridge, aspects of its history of innovation, modernisation, openness to people and new ideas should be brought forward. These values can be expressed through the spatial form, architecture and the mix of uses within the Site. Streets, spaces and buildings will reinterpret traditional urban forms to reflect the area's role and importance in the modern tech economy of the city and country. The Site's varied history should be meaningfully acknowledged and celebrated through physical markers and cultural programmes to uncover and share hidden histories. Through design and active curation, the Site will project a distinct and enduring place culture that communicates North East Cambridge's past, present and future.

#### Deliverables

- Create a development framework that draws on traditional urban forms found in Cambridge while articulating the area's current and future strengths in innovation and life science through creative, open and inclusive architecture and public spaces.
- Deliver a programme of cultural heritage activity incorporating permanent public installations, temporary exhibitions and outreach programmes with schools, local charities, organisations, and long-term local employers to further understanding and engagement with the area's history.

#### **Engagement Feedback**

Only a few comments were received on history's role in the future development, 16 in total.

This feedback revealed a preference for new development within the site to be considered in the context of the area's long history dating back to the Anglo-Saxon era, while also continuing to 'look forward' in the spirit of innovation. This feeling appeared to be rooted in a desire to strike a balance between continuing the area's economic success and reputation for innovation, while avoiding the mistakes of mid-late 20th century planning and design that have contributed to the negative perceptions of the site at present.

## 7.0 Cultural Development Themes

### 7.1 Community



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#### Context

Community is at the heart of cultural placemaking. Without it, the sense of pride, passion and collective ownership needed to kick-start and maintain the cultural life of an area simply doesn't exist. There are a number of existing communities based within the NECAAP, the dominant business community, totalling around 25,000 individuals, and Cambridge Regional College supporting approximately 3,000 students and employing hundreds of staff. In between these active two hubs, lies a more distributed community of the local industrial and commercial premises. Today, there is a dominant business community within the NECAAP, largely united by the type of hi-tech, research and development work, communications such as Park Life, and access to essential amenities. Individual's within this group have a range of lifestyles, some live locally, others commute from the wider Cambridgeshire area, and some will have a more international culture due to work or family. Talks, events and activities on-site, support wellbeing, personal development and social opportunities for this group. General community and cultural facilities are likely to be accessed closer to 'home' rather than close to 'work' for this group, but some provisions such as a nursery school are made.

There are two challenges presented by the proposed NECAAP; firstly the need to introduce a residential community into the area, and secondly the integration of new communities with existing.

Although North East Cambridge currently lacks a resident community of its own, it is surrounded by the existing communities of Kings Hedges, Chesterton, Orchard Park and Milton and Fen Road<sup>1</sup>. Each community has an active retail and community centre, the most developed of these is Arbury serving King's Hedges as it combines retail, library, general community services and faith buildings. Milton has a similar concentration of services, which although are linearly dispersed, are in easy walking distance, similar could be said of Orchard Park. East Chesterton has multiple minor centres, rather than a singular centre of community focus. These communities will sit alongside new development and should benefit from the investment and enhanced cultural provision brought to the north Cambridge area. Community development is about not only strengthening the existing community and creating a new community, but also fostering greater community links and harmony between the NEC and wider area.

Engaging with and strengthening these existing communities, is as important to the success of north east Cambridge as building a strong new community and sense of identity within the boundaries of the NECAAP area.

North East Cambridge has a number of very active non-dedicated community facilities supporting learning, leisure, community groups, training opportunities, festivals and events. These facilities are ran by a mix of organisations including, Cambridge City Council, Local Parish / Town Councils, charities and religious groups. With the exception of local community centres there are few dedicated or specialised facilities in the

An invitation to the community at Fen Road to participate in the development of this strategy was made via email and the NEC Forum. Unfortunately no response was received, and further input from Fen Road representatives will be required in future iterations of this report.

surrounding neighbourhoods, church buildings currently provide much community space in the area, as evidenced in the Audit..

#### Vision

21st century Cambridge, is composed of a multitude of different communities, reflecting the diverse nature of society today and the tendency for people to identify with more than one community. This diversity can add to the cultural richness of an area, but to truly harness its potential, people need to be able to come together to learn new skills, exchange ideas and create, consume and participate in the cultural life of the area. It is these interactions and shared experiences that are so important to building understanding and fostering a sense of community rooted in place. Public spaces and streets, the realisation of informal meeting places, planned in adjacency to local community and cultural assets will be vital in supporting those interactions and community development. As with other recent developments in Cambridge, this will also be supported by formal programming of groups and events for individual support and community growth.

The NECAAP will aim to integrate the new development with existing communities and neighbourhoods of North East Cambridge through physical connections, public spaces, facilities, programming of events and temporary uses. The design of these elements must consider the social routines, networks and places that work for the existing population, working together to define a district identity relevant to NEC and Cambridge as a whole. To ensure the integration of future and present communities in the area, a strategic community development and meanwhile use programme is recommended. As a starting point, this strategy highlights a number of themes which may inform individual cultural streams to that programme. The themes put forward, Arts, Sustainability, Active (including Wellbeing), and Innovation respond to current activities taking place in the area (as outlined in the Audit), and relate to the overarching NECAAP development vision and aims, and Cambridge City Council's Anti-Poverty Strategy (which is currently under renewal). Each of these themes are represented by a number of organisations currently involved in North East Cambridge, providing a network and on-the-ground knowledge of the relevance and potential of activities in the area. Partnerships with charities and organisations operating within each of these themed areas in North East Cambridge should be promoted to further develop integration through activities relevant to local communities.

Another key challenge to community development in North East Cambridge is getting the balance right between supporting local community based activities (for residential communities particularly), specialist cultural activities (that attract young, tech and creative workers to Cambridge for employment, and provide interest to international visitors), and finally to the facilitation of 'satellite' city-wide events, such as the Cambridge film festival, jazz festival, or pint of science (supporting city-wide integration). As outlined above, providing adequate public spaces and facilities to address all three elements will be required.

#### Deliverables

- Recognise the different social, cultural and community needs of existing and future communities within, and around the NECAAP; for residents, local workers, and international visitors. To deliver econmically mixed neighbourhoods, intergenerational interaction, wellbeing and sustainability to unite new and emerging communities.
- Take an inclusive approach to the development process, working with existing stakeholders' organisations managing community facilities, programmes and events in NEC.
- The quality of facilities and cultural programming should support a positive, welcoming atmosphere, in which the close networks and 'Cambridge' feel can thrive.
- Deliver a mixed community through provision of affordable housing, a range of tenures and mixed housing types.
- Stimulate skills and training opportunities amongst businesses within the science and business parks, to serve existing local community.

#### **Engagement Feedback**

Four 'community' deliverables listed have been developed from a series of rich and informative suggestions received from the public in February 2020. The community deliverables identified cut across all themes presented.

- Creating a mixed community through affordable housing. (Source: general comments, 7 comments)
- 2. Enabling environmentally sustainable

communities, environmentally & socially. (Source: Thematic facilities, 3 comments)

- 3. Encouraging intergenerational interaction, the value of local festivals such as Arbury Festival highlighted. (Source: Thematic facilities, 3 comments)
- 4. Community health (Source: Thematic facilities, 3 comments)

#### **Social Places**

Which places contribute to your social life? Outdoor

• Parks, public spaces, community gardens and market spaces feature highly in the social lives of people living, studying and working in the area today.

Indoor

• Home, café, community centre and cultural facilities are all prevalent in people's social lives within North East Cambridge today. Home was particularly important to young people.

## What activities do you think make a successful social place?

Atmosphere (22%) was clearly the main factor in creating successful social places. overarching comments and aspirations collected suggest some expectations for friendly, attractive and pleasant places and facilities. This should be considered through the programming, scale of facilities, connection to their surrounding area and architectural design, the future events and programmes planned. Accessibility (15%) and activities (15%) on offer were emphasised as important. A number of 'other' comments also tackled accessibility issues such as parking, cycle access, child friendly places, and opening hours of social places and facilities

## What social networks are most important in your life today?

Friends and family are the most important social groups to residents and students of North Cambridge, these social networks are especially significant to students who participate in fewer groups beyond college.

Cultural activities, charities and community services also featured as important social networks, again this may reflect the deficit of people in their 30s and 40s represented at engagement events.

## 7.2 Arts



© Cambridge Community Arts

#### Context

The NECAAP has an important role in boosting cultural capital across Northern Cambridge and supporting the City's global cultural status at the local and community level.

Whilst Cambridge City centre boasts high quality theatrical arts, comedy, music, fine art galleries and museums, there is a notable lack of more contemporary arts facilities for digital arts, makers facilities and equipment, music practice and production, and general arts production spaces. All of these requirements are fully outlined in the recently published Greater Cambridge Creative Workspace Supply and Demand Report (2020). The scale and location of the development at North East Cambridge puts it in a good position to address some of these deficits, to form creative communities and opportunities for a different type of economic and cultural development, benefitting the area. One example to be explored through the Creative Workspace report is increasing arts and creative industry apprenticeships, which is an area of local need identified by Cambridge Regional College students on relevant courses.

The possibility to amend some of the city-wide cultural deficits is clear, but how does this relate to local community arts and needs today? North East Cambridge has a distinct community arts offer in the area, it makes a significant contribution to the wellbeing, relationship-building and skills development of individuals in the area, through programmes ran by local councils, charities and social enterprises. Activities are principally community-based, but there has been some recent growth in more commercially orientated arts facilities including the Old Studios artist workspaces in Milton, and the successful growth of Cambridge Community Arts, a social enterprise based in North East Cambridge. There are also some surprising, specialist community arts activities, such as Cambridge Community Circus which meets in St. George's church. All of which evident a high demand for community arts, also confirmed through the success of Kettle's Yard Open House festival, Cambridge Community Arts, and numerous interest groups presence.

Informal interviews with local organisations, and workshops held with the NEC Community Forum as part of the community and cultural audit highlighted the need for more specialist spaces suitable for dance rehearsals specifically, and a large hall with staging suitable for dance or drama performances. Designing spaces for flexible use has been a lesson learned in other community centres delivered in the city, including nearby Orchard Park.

The existing Cambridge Arts Plan (Cambridge City Council, 2015-2018) has four ambitions,

- Connecting the whole community through arts and culture

- Exploiting our rich cultural assets to develop a world leading cultural education offer

- Contributing to sustainable growth

- Developing further a creative, welcoming accessible city with an excellent cultural offer Each of these strategic ambitions, has a role in shaping the type of place and range of activities to be delivered in North East Cambridge. Connecting communities, contributing to sustainable growth, and developing further a creative accessible city, and clearly coalesce with comments received from the public, and the premise and strategy outlined. 'Exploiting our rich cultural assets to develop a world leading cultural education offer', requires a more considered approach to its application within this area, what is relevant, sustainable and deliverable.

#### Vision

Cultural infrastructure alone does not guarantee cultural vitality or high levels of community engagement in the arts. What truly matters is the accessibility and responsiveness of cultural infrastructure to the people it serves. Replicating cultural facilities elsewhere in the city will not meet the bespoke requirements of the area or city as a whole. It should be reflective of the community around it, while also providing opportunities for people to broaden their horizons, and to experience and participate in the unfamiliar. This is essential not just from a cultural perspective, but from an educational one too. The value of cultural capital is recognised in the national curriculum – "It is the essential knowledge that pupils need to be educated citizens, introducing them to the best that has been thought and said and helping to engender an appreciation of human creativity and achievement" - and the role of schools in equipping pupils with cultural capital became part of the Ofsted inspection framework in 2019.

To maximise the benefits, it should look beyond traditional typologies of cultural building and spaces and focus on providing the facilities, equipment and spaces needed to explore and develop cultural capital in the 21st century. This means designing for the needs of today's creative industries and anticipating the requirements of tomorrow, providing for different forms and scales of cultural expression, both physical and digital, and designing spaces to be flexible, adaptable and connected. This includes developing crosssector partnerships and strategies to ensure that all cultural infrastructure is accompanied by a cultural programme that puts the development of cultural capital across the NECAAP area at its heart.

The programmatic element of the strategy will be crucial to ensuring that the reach of cultural infrastructure extends beyond the physical confines of buildings and is experienced in surrounding communities. Local schools, community centres and existing arts and cultural organisations should play a key part in shaping and delivering the cultural programme. Over time, this will create a strong network of cultural capital allies, working to empower people across northern Cambridge to engage with and participate in the cultural life of the area.

The NECAAP's success in building cultural capital in the community should be judged less by the calibre of touring exhibitions and events it attracts, and more by the ambition, reach and diversity of the culture produced within north east Cambridge and surrounding communities.

#### Deliverables

Opportunities to further define a unique art offer in North East Cambridge should be considered in dialogue with the other themes outlined and needs identified by local providers. The use of arts in health and wellbeing contexts is of particular interest.

Develop capacity of local cultural producers, organisations and facilities to create an active network supporting the development of a coherent arts programme sensitive to the changing dynamics of the population and communities.

Refine the economic, social and educational goals for to be delivered through cultural arts programming and promotion of the creative industries.

Work with existing and future school providers to support arts and cultural development through the provision of publicly accessible facilities (as currently used in Milton and Shirley Schools).

#### **Engagement Feedback**

### Which places contribute to your social life? (Indoor)

Cultural facilities was the third popular place for socialising amongst the 72 comments received. (Home and cafes 19% ea, community centres 18%, cultural facilities 17%)

#### What activities or facilities do you think would support Arts development in Cambridge?

Relating to Facilities

- Concert Hall (4), Music venue like Storey's FIeld
   (1)
- Performance venue, Norwich referenced (3)
- Exhibition space / cultural hub with cafe (2)

- Youth centre / youth arts facility (2)
- Library (2)

Relating to Programme

• One person employed in the area, and one student at CRC suggested open art studios for community use, for de-stressing. An additional comment also picked up the importance of wellbeing.

To people also suggested painting lessons, potentially targeted at young people.

#### Mapped facilities or improvements proposed for the area (see appendix for visual map)

- Performance space (1)
- Concert venue (1)
- Cinema (1)

#### General comments

There were few responses made about the arts within the general comments section, the role of festivals was highlighted (2), and the desire for a concert hall reiterated (5), and gallery mentioned by one (1)

## 7.3 Sustainability



#### Context

Increasingly, sustainability and recognition that we are in a 'climate emergency' is having far reaching impacts on public policy and decision making as well as the choices we make as individuals. Sustainability is inherently cultural. It informs the choices that we make every day; how we travel, what food we eat, where we shop, what we buy and what we borrow. These cultural aspects can be encouraged and facilitated by new technologies and infrastructure. Conversely, poorly planned and designed places can make it harder to develop a culture of sustainability.

North East Cambridge is home to a number of existing amenities and organisations that provide the foundations upon which to build a culture of sustainability. Cambridge Carbon Footprint and CamCycle both have headquarters in the area, and organisations such as the Cambridge Sustainable Food Network are active amongst local communities. Schools and the education system can greatly influence household knowledge and activity in supporting a culture of sustainability at home, impacting working lives, and future business decisions.

Sustainability was often quickly associated with the environment and outdoor activities by those who attended the public engagement events. Despite the presence of business parks and light industry within North East Cambridge, the area is surrounded by a number of well loved natural and recreational assets. The Bramblefields local nature reserve, the River Cam, Stourbridge Common, Ditton Meadows, Milton Country Park, and several allotment sites are all in close proximity to the NECAAP site, providing a range of biodiverse environments that give people the opportunity to connect with and learn about the natural environment.

The development of Cambridge North Rail Station, guided busway and cross city cycle routes have also enhanced people's ability to make the sustainable transport choice when accessing the area in recent years.

However, the ability to embed a culture of sustainability within the NECAAP Site is constrained by its mix of uses and spatial form. Despite enhancement of sustainable travel options in recent years, the Site is still structured around an extensive network of roads and car parks that make movement within the Site via active forms of travel difficult. The lack of a residential population to provide demand for services also generates high trip rates into and out of the Site, and the stock of 20th century buildings make inefficient use of space and energy.

These issues are considered in more depth in the NECAAP transport strategy and sustainability appraisal but are nonetheless important constraints to facilitating a place culture where people are able to choose to live sustainably.

#### Vision

The NECAAP Site will encourage, facilitate and embed a sustainable place culture into everyday life. There are three strands to the cultural vision of sustainability; spatial, lifestyle and technological. Each are intertwined, and propose an urban environment that should be worldleading in it's approach, harnessing the innovation sector where possible (see 6.5).

Spatially, realising a culture of sustainability will be a necessity for the type of development and the robust travel and transport plan to be implemented. Technologically, the promotion of Smart transport, utilities, and buildings to achieve intelligent and efficient buildings will have a part to play. Various software programming buildings and rooms, can enable more flexible approaches to building and land use. They enable the development to maximise spatial efficiencies for businesses and recreation, through the planning of buildings and infrastructure. Enhanced communication technologies will also contribute to overall sustainability goals, as robust communication networks can reduce local and global work trips.

Here technology and spatial design are proposed as the forerunners of an everyday lifestyle that enables people living and working in the area to reconsider consumerist choices through provision of infrastructure and cultural programming. The 'sharing economy' will be embedded into new mixed-use neighbourhoods and employment developments through systems such as a library of things, community food fridges, and electric car clubs. A number of useful prototypes for the sharing economy and transport have been realised by the co-housing project at Marmalade Lane in Orchard Park. Lessons learned from Orchard Park point to the need for early design, technology, insurance collaboration to bring forward successful, scaleable projects. Marmalade Lane is one, very local, indication of the power of collective community action to reduce waste, minimise environmental impact and explore new innovative ways of responding to environmental challenges at the individual and local level.

#### Deliverables

- Create a network of streets and open spaces that prioritise the movement of people and integrate habitats that provide incidental opportunities to engage with and understand nature, such as:
  - Community orchards and productive street trees;
  - Community herb gardens
  - Bird nesting towers, bat boxes and micro energy generation incorporated into public art features and accompanied by interpretation panels to provide accessible

insight into local wildlife

- Establish community repair workshops and libraries where infrequently used items can be borrowed and returned.
- Consider opportunities for culinary production, community food production, health learning and community building.
- Deliver innovative models of efficient building design and programming, to support and maximise environmentally friendly lifestyles.
- Use green-tech and clean-tech to establish North East Cambridge as a sustainable innovation district, promoting an urban, environmentally friendly culture identity locally and globally.
- Secure NEC wide facilities and services that compel residents and businesses to live sustainably, such as water fountains, cycle repair stations, and waste units that requiring segregation of waste.

#### **Engagement Feedback** Which places contribute to your social life? (Outdoor)

For many sustainability is associated with the outdoors, finding ways to access the environment sustainabily should be a priority for the NECAAP. Understanding the types of space that the population want to interact with will help inform this. Parks were the top priority (21%), public open spaces (18%), and market and community gardens (16% ea). Some further comments received suggested that community gardens could be programmed to provide food, environmental and wellbeing learning.

#### What activities or facilities do you think would support Sustainability development in Cambridge?

Relating to Strategy

- Deliver environmental improvement as whole
   (2)
- Keep Cambridge car-free (1)

Relating to Facilities

- Community gardens / usable herb garden (7)
- Outdoor spaces for wellbeing, specific mentions of trees and orchards made (3)
- Safe cycling options (2)
- Library of Things (1)
- Farmers market (1)

Relating to Programme

- Intergernational community programmes (1)
- Repair and reuse cafes (2)

#### Mapped facilities or improvements proposed for the area (see appendix for visual map)

- More and better maintained greenspace (4),
- Improved cycle routes (2)
- Trees (1)

#### **General comments**

- Quality, friendly open space (7 comments), three mentioned trees specifically, and function of these along roads, one linked green space to healthcare.
- More parks near housing, with places to walk, run, and cycle safely (3)
- Air quality, energy efficiency, opportunities for wildlife were highlighted by further comments (2)

## 7.4 Active



#### Context

North East Cambridge contains a series of vibrant and active communities today, with social groups revolving around nurseries, schools, community centres, places of worship, streets and open space. Opportunities for activity are presented by a series of public open spaces, from those geared for sporting activities like Nun's Way or Milton Recreation Ground, to children's parks scattered throughout the area, and more significant nature reserves of Bramblefields and Milton Country Park. The River Cam is also a notable centre of activity.

All surrounding communities to a greater or lesser extent have hubs of community and activity close to the NECAAP site; King's Hedges has the shops of Campkin Road, the community provision of Nun's Way Pavilion and Lawrence Way; and is also supported by the community and retail centre of Arbury. East Chesteron has a less clear hub, with shops scattered on Milton Road close to Brown's Field Community Centre and Nuffield Road Medical Centre, further shops are located at the far end of Green End Road; Milton's GP, community centre and sports grounds are all situated within a short cycle of the site. Churches in the area organise or facilitate lots of day-time and evening events and meetings addressing the needs of many within the local area, from new mums, to new dog owners, to single dads, children, and pensioners.

Despite the local activity and community surrounding the NECAAP, there are clear physical and social barriers to the site, with no clear destination available to those outside. Some residents spoken with had knowledge of the Bradfield centre's accessibility, but didn't know what offer was there for them, or how to access information.

The NECAAP site is book-ended by two potential active hubs; to the East is Cambridge North Station and to the West is Cambridge Regional College. There is a density of activity and buzz around Cambridge Regional College throughout the day, unlike many of the other sites located between these bookends, the Bradfield centre has a similar, more mature 'buzz'. It is this level of activity and vibrancy hidden within the business parks that needs turned inside out, to create a place that reflects its internal identity and shares it with the surrounding area.

#### Vision

In part, Active is about facilitating and encouraging active lifestyles, through health, fitness and meaningful social lives. For the purpose of cultural placemaking, an active culture in NECAAP must also be taken in its broadest sense, to see that the area feels like a dynamic, energised and inspiring place. This should consider what activities and uses will take place here but also how they function together at different times to create a place that is more than the sum of its parts. To deliver spaces and places that change function throughout the day and evening, addressing the differing requirements of children, families, students, workers and older people.

The NECAAP spatial framework emphasises active transport, prioritising walking and cycling, to be supported through infrastructure and amenity design, such as seating and water points. Creative opportunities to embed 'play' for children and adults into journeys could be considered, for example, the Havnegade, Copenhagen has trampolines embedded into the sidewalk, in Bourges, France a simulated pavement 'bubble' was created in a public square. What can such measures contribute to de-stressing during the working day, or joy brought to a child on the journey home from school, or in enabling informal social interaction? Delivering a holistic approach to community and cultural facilities with public spaces and other services must consider the whole journey and activity.

An important element of creating an active culture across the entire NECAAP area will

be the softening of boundaries between the Cambridge Science Park, St Johns Innovation Park and Cambridge Business Park and surrounding communities. The zonal feel of the existing area, reinforced by the presence of hard transport infrastructure and dead frontages, act as both physical and psychological barriers to creating an active culture that brings together the business and other communities in any meaningful way. Better integration of the business parks with the surrounding area has the potential to create an all day, early evening district for Cambridge, through the street life and cultural generation of residents. Expanding activities on the Site into weekend use is a key deliverable of the residential and community uses to be introduced, whilst business functions are maintained, this will no longer be the single defining feature of the area. Local and neighbourhood centres, will form clusters of activity associated with community facilities, cultural activities, and appropriate retail.

The tech sector is often the first to adopt new working practices and lifestyles, recent global trends include the use of flexible workspaces, working from home, the provision of on-site amenities, biophilic design, and incorporation of well-being into the work place. Linking employment areas with surrounding places and spaces should be harnessed to enrich cultural life and create a feeling of energy and activity throughout the day, evening and weekend. Connecting the Site to open and natural spaces, including the River Cam located to the eastern edge will define a modern, attractive and active livework experience, combatting the sedentary desk or lab jobs located in the area. Modern commercial developments demand the provision of flexible dedicated workspace capable of meeting future needs of the economy. The Greater Cambridge Creative Workspace Supply and Demand report highlights an unmet demand for flexible workspace that supports creative business incubator space, artists studio space, and co-working environments for creatives specifically. The shift towards flexible working, co-working and sharing economy are likely to continue, together with an increasing focus on the sustainability of business. These shifts have the potential to revolutionise the way we work as individuals, communities, and influence how we use places that are not traditionally associated with work life. North East Cambridge needs to plan for these changes and maximise their potential in creating a dynamic, active place culture supporting existing and growing new businesses, particularly within the creative industries.

Developing connections between existing centres of activity, open spaces and nature will be fundamental to supporting active lifestyles.

#### Deliverables

- Create active and safe pedestrian, cycle and public transport connections across the site, suitable for use day and night, through strategic planning of public facilities, active edges, lighting, wayfinding and design of public spaces.
- Strengthen the physical and social connections between neighbourhoods surrounding the site, and existing uses of the NECAAP. Break down existing barriers through programmed events

and exchange.

- Provide community and cultural infrastructure that supports active lifestyles and active places, supporting new social networks and communities. This should include connections to existing and new open and natural spaces.
- Develop a range of co-working spaces that prevent social / work isolation, lend activity and revenue streams to local facilities.
- Community and cultural facilities should be clustered to support the efficiency of journeys across site, and provide enjoyable, vibrant and safe destinations with multiple services available.

#### Community (3 comments)

- Sports facilities, help people out of trouble (health / mental health)
- Facilities for all ages, bringing people together
- After school sports, an 11-15 offer especially

#### Types of Facility (5 comments)

- Swimming pool, with flumes
- Climbing wall, and inside activities for kids (2)
- Playgrounds for adults Basketball (Chesterton)

#### **Engagement Feedback**

#### What activities or facilities do you think would support Active development in Cambridge?

Relating to Facilities:

- Good quality cycle routes and pavements (2)
- Climbing wall, adults/children (2)
- Teenage offer (2)

- Communal intergenational facilities (1)
- Outdoor sport (1)
- Adult playground (1)
- Indoor children activities (1)
- Basketball (1)

#### Relating to Programme

• Teenager offer (2)

#### Mapped facilities or improvements proposed for the area (see appendix for visual map)

- Basketball courts (1)
- Football pitches (1)
- Gym (1)
- Shooting / Archery (2)
- Anything open after 6pm (1)
- New / improved children's parks (2)
- Kwagmagra (1)

#### General comments

- Repeated suggestion for a sports centre were made (9), several suggested provision for young people specifically (4) and an all-age facility (1)
- Outdoor sports pitches / Astro (6)
- Gyms (4) and boxing gym (1)
- Parks (3), playground (1)
- Skateparks (2), one suggestion was made that it should be indoors to control the environment and prevent drug-use

### 7.5 Innovation



#### Context

Technology is the great disruptor, and Cambridge has long been at the forefront of technological change. This is particularly true of north east Cambridge. The world-renowned Cambridge Science Park and leading tech businesses such as Qualcomm, Micro Focus and Jagex lie within the NECAAP area, all components of the area dubbed and the moniker 'Silicon Fen'. The economic value of the tech sector to Cambridge is £2.74b and is predicted to grow substantially over the next 20 years. These are strong economic foundations, but what is North East Cambridge's role in driving this, and what are the implications of technological change, for its own place culture?

Innovation is a concept that may identify Cambridge globally, but it is also a business and technology term that has little relevance to people's daily lives in the City and who live local to the site, it may even have alienating effects due to its delineation of those of socio-economic power.

Innovation was the theme that generated least response from those living and studying in the area, it even provoked some negative comments. Finding a shared and meaningful definition of what innovation is in North East Cambridge will be an important aspect in establishing the place identity and ensuring its integration with the surrounding areas. It should also be recognised that there are many charities and organisations in North East Cambridge that are social 'innovators'. Some of these are supported by intubation facilities such as the Bradfield Centre and the Future Business Centre, but many also innovate 'on the ground' in response to local requirements, local and national policy. New social enterprises and successful advocacy models operate out of North East Cambridge, include Cambridge Community Arts, Cam Cycle, Sustainable Food Network, and Cambridge Carbon Footprint. Comments and facilities suggestions received for the cultural placemaking strategy begin the journey of realising what relevant locally focused innovation is and how it can relate to the global face of innovation and significant technological change.

#### Vision

North East Cambridge has been a leading centre of innovation since the 1970s, the NECAAP development will accelerate and accentuate it's innovative reach in a holistic and inclusive way. Whilst North East Cambridge has foremostly been associated with hi-tech and life sciences research, it is also a local centre of social innovation and environmental advocacy, creating and addressing innovation in daily culture and sustainability. There are four drivers of innovation to be brought forward in the ongoing cultural strategy; 1. Diversify the existing hi-tech innovation sector and global identity to incorporate creative industries

2. Broadening the definition of innovation to understand its social, environmental benefits locally; supporting inclusivity and wide-social benefits available through technology, addressing areas of inequality such as energy, internet, access to education, skills and jobs.

 Responding to the impacts of innovation in the cultural and urban realm, taking into consideration, communication technologies, cultural consumption, the future of transport, and online retail and automated services impacting the role of high streets and urban centres.
 Seeking opportunities for testing and bringing forward new technologies to support sustainable lifestyles, learning, events and activities.

A key part of the cultural placemaking approach is to critically analyse how technology can be used to enhance the cultural life of the area. It also means being honest when a technological solution might not be the best approach. As a minimum, technology should form an integral part of widening access to cultural content and providing access to digital training and content production facilities, particularly in community settings. Working with established local organisations, charities, and council representatives to support inclusivity and positive use of technology to the greatest social benefit should include access to transport, energy, internet, education, skills and jobs. Technologies involved in addressing these areas of inequality should consider innovative heating networks, the 'internet of things', access to sharing economies, providing low-cost or free

#### NEC CULTURAL PLACEMAKING STRATEGY

fibre internet. Cambridgeshire County Council will be key to the delivery of these progressive ideas, through their infrastructure, library and education service role.

North East Cambridge must recognise the impact of innovation and technology on the cultural and physical requirements of local urban and district centres. In the last decade, there has been a notable decline of physical retail due to the growth of online shopping. This has impacted the vitality of high streets, reducing footfall which therefore decreased the viability of services such as post offices, it has also resulted in the increase of delivery traffic. The idea that every town and local centre must have a primary retail frontage and a checklist of basic services at its heart is no longer a viable concept. Flexible buildings and urban layouts are required for adaption to fast social and technological change likely to take place in future decades, expected in response to stainability and achieving urban resilience. Environmental sustainability is a key area for technological innovation impacting culture and the urban realm. The move away from fossil fuels to renewable energy, the development of smart networks controlling everything from autonomous vehicles to the smart environmental control of homes, and efficiency of modern methods of construction, will transform how we plan, design, build and adapt our built environment. We are also increasingly aware of our individual and collective impact on the planet, and the need to fundamentally rethink how we live to avoid climate catastrophe and inequality. All places will need to adapt to these technological shifts, few are as well placed as North East Cambridge to lead the charge.

North East Cambridge is proposed as a test-bed

for locally developed technology, with innovative cultural programming helping to spread knowledge and understanding of technological achievements, for example through festivals of science or the production of large scale data art. Visible and lasting collaboration of the existing tech cluster with new creative industries in north Cambridge will be a cornerstone of the area's cultural life, and a key point of differentiation with Cambridge city centre.

The relationship between technology and place should be expressed in the built environment by incorporating bespoke elements of public art that are 'made in north east Cambridge', and using technology to connect communities, building functions and create an awareness of what's happening in the area.

#### Deliverables

- Make innovation relevant, participatory, and something that is shared with the local area. Innovation in relation to the arts and sustainability is particularly important in delivering this, via programming, public arts, and shaping of future public facilities.
- Integrate technology in a way that bring social, community and placemaking value. Not using technology for technologies sake, but where it is the most appropriate, efficient and sustainably beneficial means to supporting exiting and new communities.
- Create places that are resilient to technological change and impacts. Integrating and supporting technology within public spaces, streets and buildings, capable of flexing to new requirements, whilst always putting human,

social need at the forefront.

- Establish socio-economic goals for the use of technology in the area, setting out how technology can be used to combat loneliness, fuel poverty, health + wellbeing, access to jobs and skills, internet poverty etc. Ensure that a strategy for inclusivity and the use of technology is set-out.
- Propogate the existing social 'innovators' and creative industries present within the NECAAP area, through the support of clustered activities, networks, and provision of affordable space to nurture and grow advocacy and social innovation.
- Establish North East Cambridge as a centre of innovation between hi-tech and creative industries, through business partnerships, the proposed spatial framework and ongoing cultural programming of the area.

#### **Engagement feedback**

#### What activities or facilities do you think would support Innovation development in Cambridge?

Relating to Facilities:

- Small businesses and designers (1)
- Mixed use buildings (1)

Relating to Programme:

- Engage the youth (2)
- Time for something new, not innovation! (1)

### Mapped facilities or improvements proposed for the area (see appendix for visual map).

#### **General comments**

• Smart and sustainable developments (2)

### 7.6 Young Adults



#### Context

North East Cambridge is home to a relatively young population, it has more 0-35 year olds than the County average. Milton has had a recent influx of young families, there is a particularly high level of Under 19s living in East Chesterton, and in King's Hedges there is an above County average of 20-24 year olds, and again under 19s.

This section turns to the needs of children as they mature to young adults, responding to the projected maturing of families in the area, and deficits highlighted by the Community and Cultural audit for local teenage provision. This is important for support of the surrounding area and Cambridge as a whole, the presence of Cambridge Regional College (CRC) establishes the area as a major centre of learning for young adults locally and regionally. CRC offers a wide-range of practical courses readying young adults for an apprenticeship and workplace in healthcare, construction, engineering or catering, for example. Of particular note, for its potential cultural contribution the NECAAP is the College's vibrant creative industries department offering courses in media production, music production, art and design.

Thousands of young adults and some mature students, travel from towns and villages across Cambridgeshire to its main campus, wedged between the A14, guided busway and Cambridge Science Park. Although highly connected by transport links, the campus is physically dislocated by the busway and King's Hedges Road (toward King's Hedges) and the CRC carpark trunk road (toward Cambridge Science Park). Many students bypass Cambridge Science Park via the Busway on their "boring" daily route into college from Cambridge North Station, that runs parallel to many inspiring global businesses just metres away. Finding spatial and cultural ways to integrate lives, journeys and aspirations of young people as part of creative innovation in North East Cambridge is set-out in the vision section below. Creating opportunities to build the selection of apprenticeships within the cultural industry sector is key to improving access to those from low income households or diverse backgrounds. This is an area in which Cambridge could make bold steps of social innovation for equality, to address what is a national problem of low income and BAME under-representation in the Cultural Industries, and similarly poor representation in the tech sector nationally.

The College entrance is set-back from King's Hedges Road, a paved walkway lined with concrete benches 'floats' over water, few students hang out in this area, they instead gather around the bike stands and canopies of the vehicular drop-off point facing Cambridge Science Park, away from the main road. The campus contains multiple buildings, some joined by walkways or hardsurfaced squares, a wide range of facilities support courses in construction, health and social care, performing arts, physical education and uniformed services. The site and architecture are 'inward' looking in nature, with the exception of some facilities which have a 'public-face'; specifically, the parks, gym, health spa, and restaurant. The focus of these facilities is to support training and experience for students, not provide a coherent leisure offer to them. At the end of each day, most students go directly home (based on informal conversations had with (52) Cambridge Regional College students). Their lifestyles are constrained not just by a commuter lifestyle, but by the perceptions that people have of them. This is a general problem throughout the UK but also has a specific geography within Cambridge, the use of Nun's Way Recreation Ground and Orchard Park local centre by young people has been highlighted by a number of organisations.

"When we go out, people think we are troublemakers, but we just want to be able to enjoy the environment, get out there, and do our bit for sustainability"

#### Comment from a student at CRC (26.02.20)

There are limited places within Cambridge city that young people feel a sense of belonging, the only location directly mentioned by young people was Cambridge Leisure Park. No low-cost or free alternative was identified. Whilst there are many free cultural events, talks, and exhibitions ran by museums and galleries associated with the University of Cambridge, the focus of outreach is primarily for family and children, not teenagers and their development (This has been verified by Cambridge City Council XP and XPlore data; around 75% of free activities are directed at young children, 25% at teens and young people). It should also be noted that the cultural attendance of North East Cambridge is lower than other parts of the city, similar cultural participation may be true of young people based at the College who essentially live 'commuter' lifestyles. The commuter lifestyle costs opportunities for individuals to participate in after-college activities, sporting, cultural, and community; a situation that demands activities, institutions, and opportunities be made available on the College doorstep. There is evidence to suggest that young people with low cultural engagement will be likely to engage with activity on their doorstep, before progressing to participate in activities such as those in central Cambridge. On the basis of this evidence, Cambridge City Council works with arts organisations such as Kettle's Yard to deliver arts outreach in this location and in Cambridge generally.

Finally, looking to the broader context of technological and period of 'austerity' in the UK and Cambridge, what is the impact upon young people? Social media and the mobile phone have

put an emphasis on virtual networks for this age-group, further endorsed by a lack of physical and social meeting spaces being readily available. It should also be noted that not all young people are connected in this way. Young people from low-income families in the area, may not have access to personal mobile phones or internet at home, finding themselves in digital poverty, and be vulnerable to social exclusion. The provision of physical and social spaces dedicated to young people takes on paramount importance in this digital age; encouraging the development of traditional social skills, networks, and personal skills still required for employment. The period of austerity resulting in stretched community services and education budgets, mean that colleges such as CRC have been providing streamlined services for years. Students have low expectations of activities and interests beyond college.

# Vision

North East Cambridge should be identified as a place that welcomes young people, centred on learning and promoting active lifestyles and creative minds. Featuring spaces designed with and for young people, recognising the vibrancy and creativity which they can contribute to an area; enabling them to have a sense of ownership, pride, and safety there. Establishing a culture where young adults can grow through reallife learning opportunities, engaging with the local environment, business and residential communities positively.

# Deliverables

Establish North East Cambridge as a place that welcomes young people, where they can realise their independence, creativity and skills through the activities, facilities and employment opportunities on offer.

- Recognise that students at CRC have a wide range of abilities and life-situations some are parents, carers, or are in part-time employment, some have learning disabilities or intellectual disabilities such as autism. Places developed should take the full range of environments required into account, to develop ecosystems that work for students and enable positive relationships within the college and locally.
- Provide appropriate retail, activities and facilities which teenagers feel welcome and encouraged to use.

Provide safe and easy connections for students from Cambridge Regional College and the NECAAP to Cambridge North Station, and toward the city centre.

Increase awareness of publicly-accessible restaurant, gym, and hair and beauty facilities located within Cambridge Regional College, to build relationships between the College, local residents and businesses, both existing and new.

Give presence to activities and things made by students at CRC – to encourage a sense of pride in what they do and build positive relationships with the local community.

• Seek opportunities for exchanges between local community centres and college students; for example, could students once-a-term provide free or low-cost services to elderly persons, or mothers in the area?

 An intergenerational opportunity was identified by local residents who suggested a mend-it' cafés or up-cycling events supported by students.

Create awareness of businesses in the area, what they produce, what technology they use, and who they employ – raising aspirations, building relationships between business, students, Cambridge and its hinterlands. To develop and aspire young people through practical support in the transition from College to Higher Education or Employment;

- Develop a framework for engagement between businesses and educational institutions at all levels (see case study below).
- Seek opportunities for further spatial interaction; including incidental opportunities through daily journeys, and common or shared spaces, facilities and amenities.
- Establishing a place or programme supported by local businesses to mentor and aspire young people, this could include topics such as;
  - Looking after my finances (a suggestion made by students)
  - Finding a job (a suggestion made by students)
  - Being a parent and having a career.

Support personal development, health and wellbeing of students through activities with a particular focus on creativity and making.

# **Engagement feedback**

### What young people said...

On Wednesday 26th February and Friday 28th February, a team representing the council, shared information on the NECAAP development with 54 students and staff members of Cambridge Regional College. A series of interactive boards asked people to share their ideas for future facilities and activities in the area. The following summarises suggestions received:

# How do young people feel about the area?

The majority of students expressed a negative view of the existing area, like many of the older generations they too felt it was littered (3), unsafe (2), and dirty (2) or busy (2), however some also though the area is interesting (2).

## Looking to the future

Safety was their main aspiration (6) closely followed by a place which they could describe as fun (5) and good (3) or exciting (3).

## What facilities would they like to see in NEC?

(In response to area mapping) (26 Total) Sports facilities (inc. Basketball, Football Pitches, Gym, Shooting range, archery) (5) Green space (inc. Park for children) (4) Improved infrastructure and transport (4) Cultural (Cinema, Concert venue, performance space (3) Food / Market place (2) Warm friendly architecture, bring people in (2) Other individual comments, see appendices for full details (6)

## What activities would they like to see?

(In response to themes) (14 Total) Responding to four overarching themes for cultural placemaking in NEC forward (Active, Arts, Sustainability and Innovation), young people made a range of more developed activities suggestions;

- More performance spaces, some students had visited a performance space in Norwich which they liked. (2)
- Environmental improvements and gardening opportunities were also highlighted (2)
- Sports facilities (2)
- Facilities for making, woodwork and arts classes was also mentioned (2)
- A mental health facility that is connected to nature, a space where you are free to go and be how you feel.
- Opportunities for 'life lessons' and exchange with older adults, to learn about jobs, finances etc.
- Similar to above, a student also aspired to see a facility that brought all ages together and could create a sense of community.

# 8.0 Programmes

An Urban butterfly watch, community gardening, art and mindfulness class, lunchtime concerts, workshops on upcycling, music-mixing, coding clubs. There are a multitude of potential events, classes, workshops, represented by the four main cultural development themes of Community, Sustainability, Arts and Innovations recommended for the NECAAP. Capable of generating innovative programmes that make a strategic contribution to the action plan development:

#### Social Integration and Development

From early development phases, cultural programming can establish relationships, local integration and provide pathways to achieving social development goals for training, skills, economic participation and educational attainment. The cultural development themes for the NECAAP are represented by many organisations running programmes in the area today. The AAP should inject new energy, scope for innovation and new partnerships to set bold aspirations for the wider area, aligning to the overarching AAP. Enabling stakeholders to reachout to existing potential communities that are yet unrealised audiences. As the NECAAP matures, programming will help maintain existing and emerging communities, providing continual refreshment to ensure the dynamism and vibrancy of the innovation district.

### Vitality and Activity in North East Cambridge

Creating a strong Cultural Programme to captivate the North East Cambridge population, will bring activity to the NECAAP, ensuring that a base-level be maintained from morning to early evening. This will support street-life, safety, community, and viability of local businesses.

#### **Place Identity**

The impression of a place is only in-part represented by the buildings and urban landscape, it is the memories, activities, things, and most importantly friends made, that make places special, cherished and celebrated. Programmes and activities enable the realisation of a place's identity at a personal level. It is a powerful tool in developing a meaningful place identity, which can be supported by other platforms such as websites, newsletters, and branding.

# 8.1 Achieving the Cultural Placemaking Principles

The six cultural placemaking principles set out at the beginning of this report are integral to a successful cultural programme. A series of programmes relating to the cultural themes of history, arts, sustainability, community, innovation and young adults can be developed and actively measured against these principles:

#### 1. Create Connections

Does the programme create connections between:

- Two or more communities (business / residential / student)
- Generations
- Persons of different physical or mental ability?

#### 2. Reinforce a Cambridge Identity

What aspects of Cambridge are represented by the

### programme?

- Does it support a 'small town feel' and community?
- Does it respect and celebrate the history of Cambridge and surrounding landscape?
- Is it innovative, and of a high-quality?
- Does it bring different cultures together within one place?
- Is it inclusive?

# 3. Establish Quality Places and Atmosphere

Do the programme or event make a positive contribution to public squares and streets?

Or if indoors, does it promote the use of new facilities or surrounding businesses?

## 4. Improve Health and Wellbeing

Do programmes promote health, fitness, mental wellbeing and connections with others – through activities relating to sustainability / arts / innovation specifically?

## 5. Give Presence to Producers

How can programmes celebrate the works of local producers / involve local producers and organisations in facilitating?

### 6. Form locally relevant Destinations

Do the programme address audiences such as:

- Neighbouring wards?
- Visitors to the areas
- Young adults commuting to college

Do similar programmes or events exist elsewhere

## in Cambridge?

Through engagement carried out in February / March 2020, several interesting suggestions were made for future programmes in the area;

- Sustainability programmes, learning and engaging with nature.
- Intergenerational programmes; through common interests of arts, sustainability, making, alternative sports or games (Wood workshops or similar featured).
- An interest in the long history of Cambridge and North Cambridge area.
- Open art studio sessions.
- Repair and refuse cafes.
- Activities especially for teenagers and setting them up for independent life.

# 8.2 Audience

The wards surrounding the NECAAP today are home to a diverse population in terms of age, country of birth, economic wealth and educational attainment. As the NECAAP development emerges, a gradual change in local demographics will happen, requiring long-term foresight and a responsive cultural programme that adjusts to these new demands.

## Today

- Young families present in surrounding wards
- Teenagers living with local wards
- Teenagers visiting North East Cambridge daily
- High-level of lone living in the U35 age group, and over 65 age group

### Future NECAAP

- More young families
- Increased young professional age-group (25-29 and 30-44)
- Slight increase in 44+ age groups

# 8.3 Partnership

Within the community and voluntary sector in North Cambridge there is already a strong sense of partnership between organisations, supported by North Cambridge Community Partnership and Cambridge City Council. There is also some internal co-ordination of events between landowners within the NECAAP via Cambridge Science Park's weekly newsletter 'Park Life'. Strategic partnership between these organisations will assist in the practical co-ordination and envisioning of cultural programmes.

The development of programmes through partnership can benefit both types of organisation. Through sponsorship, hosting, providing skilled volunteers (on a short or long-term basis), companies can make Social Responsibility contributions on their doorstep, create a positive identity locally, which often results in greater employee pride and perception of the company. CCVS have recently completed detailed research into Employer-Supported Skilled Volunteering (ESV) on behalf of Cambridge City Council, Making Connections, September 2019.

The third strategic partner to be considered for

the long-term programming of the NECAAP is representation of the Arts and Creative industries. This is again an area in which there is a nationallevel resource on the doorstep represented by the eight museums associated with Cambridge University, including Kettle's Yard and the Botanical Gardens.

This potential resource has the capacity to support and generate cultural input of an international status and have been active in North Cambridge in activation of the Open House festival. Striking a balance in cultivating an contemporary international art scene, and maximising opportunities for local artists will develop a unique approach and ultimately a destination for creative Cambridge. Cambridge Arts Network (CAN) which connects more than a 1000+ artists in Cambridgeshire is a potentially useful partner in engaging local creative input.

# 8.4 Platform

Fundamental to the creation of a coherent cultural programme, is its communication. There are many public events happening within the NECAAP and surrounding wards unbeknown to communities not directly involved.

"I hear there is a centre there [CSP] that holds events, I might be interested in attending those, but I don't hear about them" (Consultee at Brownfield Community Centre)

Reaching out to new audiences through types of programme and its communication will be key

to integrating communities within the area. A unified hub, digital and or physical, can provide a one-stop shop, giving easy access to 'What's on' in North East Cambridge; improving accessibility and raising awareness of facilities, businesses, and organisations. This can also support the long-term development of a national and global identity associated with the innovation district.

#### Examples:

Love Hackney (Hackney London Borough Council) – Has used a bold brand that endorses a strong sense of pride in the area. It is simple, universal, and reaches out to those who may feel threatened by gentrification within the borough.

Here East – The Queen Elizabeth Olympic Park innovation centre brings together around ten leading organisations through its website, to share events and news.

# 8.5 Programme Examples

Through this strategy it is proposed that a cultural placemaking programme be co-ordinated at a strategic level, to prevent duplication across the site and city. This also means that activities and events can be planned to prevent conflicts, make the best use of resources, and spread benefits across the site and to new emerging industries or public facilities.

The following programmes illustrated how some

of the cultural development themes could be represented in events held on-site.

Name: Organiser: Location:	Weston Artspace Terrestrial, North Somerset Council Weston Super Mare, SW England
Themes:	Arts, community, approach
Website:	https://www.westonartspace.com/
	https://www.terrestrial.org.uk/
About:	Based in Weston, Terrestrial works with local communities/businesses to produce arts and community events and projects. One such project Weston Artspace used a vacant shopfront in the high street to open a free arts studio to demonstrate local appetite for local artistic workspace, while supporting local artists to take over the ongoing management of the space.

Name:	Spies in Schools
Organiser:	Terrestrial
Location:	Weston Super Mare
Themes:	Arts, community, tech
Website:	https://www.terrestrial.org.uk/spies
About:	Year-long community-based arts programme working in local schools around Weston to encourage problem solving skills in children and introduce less advantaged groups to performing arts. Over the course of a year, theatre artists Nigel Barrett & Louise Mari made regular visits to the eight Weston primary schools to

#### create an ongoing, immersive storytelling and play event themed around spies. This culminated in a huge performance on the beach including all the children who were involved.

Name: Organiser: Location: Themes: Website About:	Street League Street League Cities across UK Sport, community, young adults https://www.streetleague.co.uk/ Street League is a charity that helps disadvantaged young adults find employment in sports industry. It uses sports programmes including football, basketball, and multi- fitness sessions as a tool for engaging people in organised sport and as a means for developing their social and other transferable skills in a fun environment. Goals also seek to build informal communities, trust, and networks amongst participants, at the local level with like persons.	Name: Organiser: Location: Themes: Website: About:	cha com Gia Roy Liv Liv Liv Liv Liv thu thu the thr the des ran edu acro to co
Name: Organiser: Location: Themes: Website:	Sustainable St Albans St Albans Council, Friends of the Earth St Albans and surrounding villages Sustainability, community https://sustainablestalbans.org/get- started/sust-festival/	Name: Organiser: Location: Themes:	TO The Brig Art
About:	Multi-town/village festival bringing together community, business, school and faith groups with the	Website: About:	htt ton In-l

aim of making the district more environmentally sustainable. Series of events and activities opening up local places and sites to promote healthier and more sustainable ways of life while making enduring positive changes for the local environment and community.

ne:	Giants Spectacular
aniser:	Royal de Luxe theatre company, Liverpool City Council
ation:	Liverpool
mes:	Arts, innovation, community
bsite:	https://www.giantspectacular.com/
out:	Three-day festival in which French theatre company transformed well-known spaces within the city through giant marionettes to celebrate the tenth anniversary of the city's designation as capital of culture. This ran in conjunction with a community/ educational outreach programme across the city and surrounding towns to celebrate the region's history and geography

Name:TOMtechOrganiser:The Old Market Art CentreLocation:BrightonThemes:Arts, tech, innovation, community,<br/>young adultsWebsite:https://www.theoldmarket.com/<br/>tomtechAbout:In-house programme in local

art centre bridging gap between traditional performance and new technology. Aims to encourage both audiences and artists to embrace the latest developments in Virtual Reality (VR), Augmented Reality (AR), motion capture, 360-film, etc.

Name:	Podcast Garage
Organiser:	PRX
Location:	Boston, USA
Themes:	Arts, tech, community
Website:	https://www.podcastgarage.org/
About:	Podcast Garage is a community recording studio. Supported by PRX, a non-profit media company, it gives the local community access to recording technology and training. It also provides classroom and event space with a regular series of talks for local use.

# 9.0 Meanwhile Use

Meanwhile or interim uses are proposed as a strategic element of the overarching development strategy for the NECAAP. These uses can take many forms, as festivals, events, hubs or prototypes. They have an important role in the spatial and social integration of places, generating ideas and collaborations, and testing ideas for permanent facilities.

# 9.1 Strategic Function of Meanwhile Uses

- Kick-start the social-economic goals associated with the NECAAP
  - To provide information training and skills opportunities
  - Development of apprenticeship opportunities
- Build capacity of local creative networks
  - Involve local artists, makers, producers, and local organisations (from digital and creative industries, to food growers and cooks, to environmental educators) in programme development

- Create partnerships between local corporates and charities to deliver (Making Connections, CCVS, Sep 2019)
- Testing of programmes aligning to cultural and community facilities offer
- Introduce the cultural development themes, to begin refinement of the placemaking identity
  - Themes provide structure for idea generation for meanwhile use programmes
  - Testing of themes through programmes to further refine cultural offer and overarching place identity
- Support early adoption of physical and social connections across site, and integration of surrounding neighbourhoods
  - Incorporation of meanwhile uses within key movement corridors
  - Strategic positioning of meanwhile uses as on-site destinations for the local community;
  - Creating a meanwhile use programme that draws different communities within the NECAAP site together from predevelopment, through construction and occupation phases

# 9.2 Events

Temporary events and installations can be used to test ideas, showcase skills, and exhibit place as it has never been seen before, stimulating the imagination and preparing the public for the journey of urban change. Creative and bold ideas can add joy, excitement and intrigue to an area, whilst also encouraging participation of people, who didn't even know they were interested.

As part of Culture Mile's early development and testing, the City of London commissioned artist Morag Myerscough to install 'Joy and Peace' in the Smithfield Rotunda Garden. It brought the unexpected to this secluded garden space, temporarily changing its dynamic, through colour and play. Visual installations don't necessarily have to be the 'main event'; more subtle installations can also make a big impact on how people perceive a place. Hoardings designed by artists, or greenplanted hoarding for example, can set the tone for a future building use, pedestrian or cycle routeway and its relationship to the area.

Other events could be one-off activities, workshops, talks, or performances, held independent of a festival. The Bradfield Centre already hosts many open one-off events that bring different industries together in Cambridge, for example, a 'Mapathon' held there in 2018 brought architects, planners, and developers together to do a wayfinding challenge across the city.

# **Relevance to NECAAP**

An events programme that brings fun, creativity and learning to the NECAAP and surrounding neighbourhoods, building relationships, skills and expectations will be critical to the overall delivery of the development. Such events can also provide a direct or indirect means of involving local people in shaping the future development trajectory of the project, to test what works, what doesn't, what people enjoy, what they don't, and what their hopes for the development are. There is also scope that events can make a contribution to wider socioeconomic goals associated with the development, particularly to health and wellbeing, training and skills.

# 9.3 Festivals

Cambridge has many city-wide festivals taking place throughout the year including Film, Science, Folk, and Jazz. Festivals can reinforce the interests and identity of people and places. Within the NECAAP, Arbury Carnival and the Cambridge Club are important annual events. Working with existing festivals or developing a new festival can make a major contribution to establishing a new place identity, integrating communities, creating new aspirations, and generally supporting regeneration.

Folkestone Triennial is part of a wide cultural strategy that also delivered a Creative Quarter, Arts Venue, Arts awards and book festival. The Triennial exhibition put Folkestone on the international arts map, attracting internationally recognised artists to the town with only a population of 47,000 people. This has had a tremendous regeneration effect, boosting the profile, visitor rate and local economy.

An alternative is a more locally focused festival such as Cathedral Quarter Arts Festival, which was founded prior to the development of an arts district within the now dubbed Cathedral Quarter in Belfast. The festival is a celebration of arts, music, theatre, dance and circus, activating streets and public squares and throwing some unexpected venues into the mix. The festival played a critical role in changing the identity associated with the area, thereby attracting a relevant mix of businesses and developments.

# **Relevance to NECAAP**

The existing festivals within the NECAAP are principally community, family focused events, and are an important aspect of maintaining the culture within existing communities.

As with the above examples, a tailored festival programme could begin to generate a new place identity associated with the NECAAP, either as a festival that brings all that North East Cambridge will be together, or by offering a new type of cultural arts festival that highlights this specific role.

Opportunities to work with a range of festival providers already active in Cambridge, to ensure the inclusion of North East Cambridge in future events, could provide early activation of the area generally, and new public spaces.

The international stage developed by the Folkstone Triennial would not be appropriate to the NECAAP which already has an international identity founded in innovation, but the unifying impact it has between local and international artists is something that could be considered as part of innovation and arts in North East Cambridge.

# 9.4 Prototypes

Meanwhile uses can test potential future ideas on site for short-term periods, prototyping ideas for future programmes, the interest and viability of specific community and cultural facilities. Prototypes can include events and festivals, but also temporary structures, or interim use of existing buildings to review the appropriacy of a location, or to build an audience leading up to the founding of a formal permanent facility.

The Biscuit factory at Bermondsey has used both existing buildings and temporary structures testing future uses of a café, gallery, community use, commercial office space and climbing wall to animate a future public square. To date this has proved a successful combination, generating early daily use of the site during the day and at weekends. The climbing wall has now been moved to a permanent location within the public courtyard.

Meanwhile use programmes can be highly diverse. Two more current examples include Shoreditch Box Park at Bishopsgate Goodsyard off Liverpool Street in London, and Open Cell Studios in Shepherds Bush. The Box Park was founded almost a decade ago to support independent makers and retailers on the vacant site between creative Brick Lane, Shoreditch and the commercial world of Liverpool Street. It made a sensitive maker / retail proposition trialling this use for the future building planned on site. It has proved successful and an element of this proposal has been incorporated into the new building proposed. Open Cell Studios, is in fairly early development, but it presents opportunities for temporary lab spaces alongside arts studio space, and has developed a cultural programme alongside this. It is an exciting model which could have direct relevance to the NECAAP development.

# **Relevance to NECAAP**

NECAAP proposes a number of innovative arts, conferencing, and community facilities. These may be tested by working with existing organisations and events or delivering a bespoke programme.

- For example; Cambridge Film Festival could host events at Cambridge North Station.
- A temporary mobile theatre could be commissioned providing dance or theatre facilities, which may then test opportunities across the site.
- Options to deliver a cluster or series of

temporary mixed arts and science studio spaces could also be investigated with Open Cell, SciArt, the University of Cambridge, and local sustainability charities

## Hubs

A 'Hub' refers to a facility with a strong identity attached, that has the gravitas and resourcing in place to build a community within a specific place, creating a destination, temporary or permanent. The hub could provide a varied community and cultural programme, or with a specific tenant in place, deliver a targeted programme.

For example, Hub67, is a theatre studio and performance space located in Stratford. The organisation gives opportunities for personal development and confidence building for young people in the area, through theatre and dance. The organisation has a dedicated building with a number of flexible spaces to meet their varied needs, enabling their involvement in local youth support. Hub67 has been a key organisation involved in regeneration of Stratford working with the London Legacy Development Corporation and make contributions to their socio-economic targets.

The Eastern Curve Garden in Dalston, was founded as a temporary hub, which over the years has diversified its offer of wellbeing, community, arts and educational programmes within the garden and open sheltered structure, demonstrating the possibility of delivering an outdoor hub with a rich programme. A 'hub' does not necessarily have to be permanent; it is the strong identity and physical space which is important in giving it status, and ability to attract local audiences. Plastique Fantastic's inflatable 'Bubble' demonstrates this.

# **Relevance to NECAAP**

The NECAAP proposes to establish a new cultural industry centre for Cambridge, integrating culture, the arts, activity, innovation and sustainability to form a unique and exciting neighbourhood. The delivery of a hub, or multiple hubs could assist the transition in diversifying the uses of the NECAAP, enabling the exploration of new themes and activities by the public; residents, students, and workers in the area.

There are a considerable number of variables that would need to be considered in the commissioning of a hub, to start; development phasing, delivery of infrastructure, prioritisation of routes across the site, testing of new facilities, temporary relocation of existing facilities, the identification of a tenant or governing structure. There is also a city requirement identified to seek a future premises for Cambridge Makespace, which has been a highly successful facility based in the centre of Cambridge supporting independent producers, and community up-skilling.

# 9.5 Programme

The meanwhile use programme is the first means

of delivering the cultural placemaking strategy. It will introduce the cultural placemaking development themes to existing neighbourhoods, testing activities, ideas, and in doing so, will refine the overarching cultural identity of the area.

This is recommended as an iterative process, with an annual review of programmes delivered via a meanwhile use framework. Participation and feedback from these activities should be collated for future development of the NECAAP's cultural placemaking strategy. Management of meanwhile use development could be undertaken by the Cultural Placemaking Partnership, as proposed in Chapter 10.0 Delivery.

There are many ways to generate ideas for a meanwhile use programme, through local partnerships, competitions or themes. Some examples are included within the case studies in the document appendices. The starting point for NECAAP should be the cultural development themes set-out in this strategy, which have been derived from activities and organisations currently present in the area, and the overarching development aims of the NECAAP.

The meanwhile uses section of the public exhibition held in preparation of this strategy did not generate substantial comments, but a number of programmatic suggestions responding to each development theme will give an initial direction to a meanwhile use programme.

## Arts

• Arts and wellbeing

- Painting lessons
- Both the above to target young people, and general audiences

# Sustainability

- Intergenerational community programmes
- Repair and reuse cafes

# Active

• An offer for teenagers specifically

# Innovation

- Employer engagement with the youth
- Life lessons on money, family, university, studies, work, business (for young people)

# 9.6 Deliverables

A detailed meanwhile use programme should correspond with the social economic goals for the NECAAP development, the overall development framework, phasing, and capacity of local organisations to support the development of meanwhile uses to ensure their relevance in the local area. The meanwhile uses should be planned to support each of the cultural placemaking deliverables and will change over the phased delivery. It is anticipated that if the recommended delivery framework outlined at Chapter 9 of the Cultural Placemaking Strategy is taken forward, the suggested Cultural Placemaking Partnership (CPP) could lead the process outlined below. However, this is not a pre-requisite for development of a successful strategy.

#### Agree meanwhile use delivery strategy (council-led / CPP steering group / other)

Council draft social-economic goals for the meanwhile strategy

Building Capacity - Network of local organisations and producers (Cultural Capital Network)

Establish steering panel or working group for the meanwhile use programme (CPP)

Agree social economic goals with steering group, and wider NEC Forum

Launch idea generation event / funding competition / other for programme development

Further engagement is required to confirm the capacity of local organisations to be involved in this process, and investigation of any appropriate buildings within the NECAAP site for meanwhile use is also required.

It is recommended that the future meanwhile use strategy adopts elements from all the

#### NEC CULTURAL PLACEMAKING STRATEGY

above outreach methods, to deliver a balanced programme reflecting the overall cultural development themes and testing of spaces, and connections within the NECAAP site.

## Delivery

Cambridge City Council and South Cambridgeshire District Council has taken a leading role in the integration of other new developments within Cambridge, namely Trumpington, Eddington, Darwin Green and Northstowe. The community development team at the Cambridge City Council typically begin active programme development one year prior to occupation of the new residential area as follows;

	Additional Housing	Pre-Development		
Location		Time	Lead-in	
Trumpington	6,500 homes	1 day / week	1 year	
Eddington	3,500 homes	1 day / week	1 year	
Darwin Green (Phase 1)	1.000 homes	1 day / week	1 year	
NEC proposed	Approx 6,500 homes	1 day / week	2 year	

Prior to resident move in on new developments, the City Council has allocated a small CD resource to develop and strengthen existing community networks and start building links between existing and new communities. Section 106 monies have been granted for community development work on each new development which the City Council has managed as well as community chest funding for new activity on the developments. After section 106 monies have been spent the allocation of Community development hours on an ongoing are allocated to wards according to the level of disadvantage in the city from within the CD hours available. SCDC adopts a slightly different model in its social integration strategy for the development of new towns, utilising S106 to provide a community liaison budget activated from early occupation. This mechanism has been used on a number of developments including Northstowe, and in Waterbeach, but then applied to procure different types of community service. Northstowe employs a full time, on-site community development officer, whereas in Waterbeach community development will be provided by the developers with council taking an oversight role in the appointment process.

For Cambridge City Council, each new development adds a period of pressure and further stretching of council resources to see the smooth co-ordination of community services, and support of integration prior to residential occupation. The model adopted in SCDC has been appropriate for the 'New Town' scenarios posed by Cambourne, Northstowe and Waterbeach, but would not address pre-development challenges of North East Cambridge. The NECAAP presents a number of additional community development challenges to be considered by both councils;

 The scale of the development is similar to Trumpington but the starting population of

#### NEC CULTURAL PLACEMAKING STRATEGY

Trumpington was only 6,554. The surrounding population to the NECAAP is more than 20,000 people.

- The NECAAP necessitates engagement with communities in both South Cambridgeshire District Council and Cambridge City Council
- Outreach and integration must include Fen Road residents
- The need to co-ordinate activities between the NEC landowners, existing businesses and residents, the NECAAP site is not vacant but 'live' from the start

The meanwhile use strategy is proposed as a means of supporting the wider Cultural Placemaking Strategy and delivering an enhanced community development programme working with all stakeholders and resources available to support the integration of the NECAAAP with existing neighbourhoods. Co-ordination between CCC and SCDC has already begun planning for the NECAAP and will be essential to the delivery of coherent meanwhile uses, existing and future programmes in the area (see following section). The complexity of this development and need for co-ordination, as highlighted above, would exceed the typical pre-development community resourcing made available by the councils. It is recommended that the management of the meanwhile uses be co-ordinated at a strategic level by the proposed Cultural Placemaking Partnership outlined in Chapter 10.0, and used to access funding for individual projects via BID, and Lottery Funding for example.

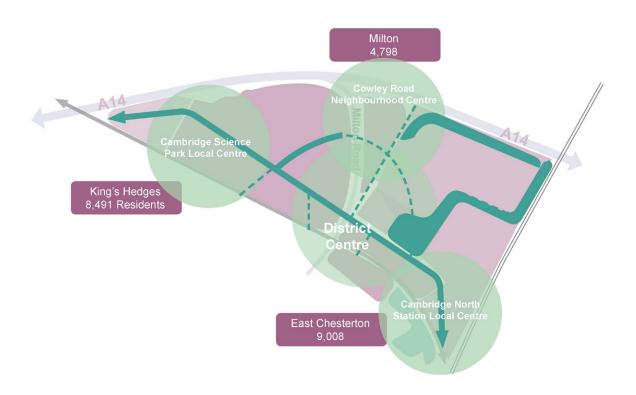
# **10.0 Locating Facilities**

# 10.1 Introduction

The NEC spatial framework proposes four urban centres as the foci of activity and cultural life. Each will have a slightly different cultural character, reflected in its spatial design and mix of uses, connectivity and relationship to existing neighbourhoods surrounding the Site. Three different styles and scales of urban centre are proposed;

The District Centre between Milton Road and Cambridge North Station will be the principle area of community and cultural activity.

Two local centres, both play an important role in connecting the proposed development with existing neighbourhoods and will be key in cultivating meanwhile uses and future NEC identity. The first grows out of Cambridge North Station, which has already made an impact in connecting this part of Cambridge with the wider region. In the near future the Chisholm trail will bring this part of Cambridge closer to many, responsive facilities and retail offer will be required. The second, is centred between the existing Cambridge Regional College and Western edge of Cambridge Science Park. Briding the gap between residential, business, and employees. The final 'neighbourhood' centre is situated close to existing commercial businesses, and will be primarily orientated toward serving their daily needs. The following sections consider how each of these centres, and the connections between them, can respond to the themes, types of facilities, and local context illustrated in previous chapters.



# 10.2 Spatial Connections



Safe walking and cycling connectivity across, into and out of the NEC AAP site is paramount. Connections across the site can also be considered a realm of cultural possibility facilitating interaction between distinct areas and integrating adjacent neighbourhoods. How can active routes promote incidence of people connecting with Arts, Active and Innovation communities in their daily lives? The overall masterplan and future architecture will have much influence on these areas, but what small measures secure the realisation of these themes in future culture?

#### Community

Seating, sheltered seating, outdoor games (eg. Chess), community notice boards (digital and not), streets and squares for incidental and planned meetings, routes

#### Arts

Public art; physical, digital, temporary and permanent - to exhibit change and innovation), outdoor exhibition spaces, outdoor performance or community use spaces

### Sustainability

Infrastructure to support cycling and walking, water fountains, bicycle repair, routes that 'feel green' and improve accessibility to local natural assets, supporting environmental learning

### Active

'Play' for adults and children embedded within the public realm to encourage incidental exercise, support a 18/7 culture of routes via key buildings open late, and lighting.

#### Innovation

SMART networks (distributed digital information on train and buses across the cycle/walking network), solar charging points.

### Young Adults

Use lighting and route design to promote safe and enjoyable routes to Cambridge City Centre and Cambridge North Station. Embed sports activities, green and open space along routes in an appropriate way.

Different types of route are planned across the site, presenting a range of scenarios for the application of these measures. The green route obviously lends itself to the themes of Active and Sustainability, the Guided Busway cycle route presently lacks character, but could take on the themes of Innovation and Arts to push the boundaries of a conventional routeway.

# **10.3 District Centre**



# Context

Located between Milton Road and Cambridge North Station, the new district centre will provide a contemporary, car-free 'high street' within the main residential component of the site. Retail units will sit alongside community, cultural and health amenities, a school and public square to create a vibrant, community oriented streetscape. The whole area will be car free - with only access provided for servicing and deliveries.

# Vision

Sustainable and innovative, creative and enjoyable, but foremost functional. The new district centre will combine all cultural place making principles set-out, to form a place that represents 'modern Cambridge', that combines small community networks with busy work and home lives. The district centre must be a place for all, changing its offer throughout the day to meet the demands of residents, young and old, at work and not, local workers, students and visitors to the area. The hour by hour programming of public buildings and spaces, will shape that offer, alongside the influence of more responsive sensitive to local needs. The centre is planned around a public square, designed as a platform for outdoor cultural activities. Functioning as a node within a cultural journey across the site, appropriate for festivals, a performance space, suitable for the arts, or hosting public elements of conferences associated with the hi-tech and life science sectors. It will be the heart of North East Cambridge and support connections between business, youth, and the local area.

The community and cultural facilities will set the tone and atmosphere of the district centre. The area will be unashamedly urban, but this need not compromise connections with the environment, sustainability, or community atmosphere of the area. St Pancras Square London offers one example that combines a stimulating public square, with formal and informal seating, water flowing through it, and overwhelming sense of green provided by trees and grass, all detracting from the tall buildings, a number of which have extensive outdoor balconies. Connecting with nature was considered important by many in the local area, and some mentioned how library or health facilities could support that. The NECAAP strategy is to develop an ecosystem of distributed green spaces and green connections, maximising opportunities for interaction, rather than supporting an all-in-one green centre, innovative buildings design could bring those green connections further into daily life.

There is abundant external play provision in North East Cambridge, however opportunities for sheltered or indoor play available in all-weathers in the western side of the River Cam is nonexistent. Within Cambridge this kind of facility is commercially provided, but council-owned leisure centres across the UK have diversified to provide these kind of facilities in recent years. Looking further afield, the House of Culture and Movement in Frederiksberg, Denmark, combines community, cultural and conferencing spaces and offices with sports, and fitness spaces. Instead of traditional indoor court sports, it emphasises a more flexible approach through classes, and has children's play areas creatively woven through the building. The building is council owned and run. Services have been designed to target-all ages, a suitable variation of such a facility could target both young families and teenagers, appropriate to the needs of the youthful wards surrounding the NECAAP encouraging an active North East Cambridge.

Public spaces and community facilities will underpin the provision of accessible and cost-free space to local site users, enabling the development of individuals and community as a whole. Acknowledging the 'town centre' status of the proposed district, a coherent vision for a Library, Community Centre and Health centre in this area has emerged.

A combined building, will provide flexibility for changes to services over the decades, and could also accommodate other services such as policing.

Alongside these essential community and cultural services, there is scope to deliver new types of facility within Cambridge, supporting and

developing cultural industries within the region.

North East Cambridge will provide Cambridge Regional College (CRC) and surrounding innovative businesses are immersed in different types of production, from construction to social care to preforming arts, and pharmaceuticals to computer games. Many of these products; the positive works of students, entrepreneurs, and corporates are unseen by the public, yet the innovation and innovators in the area are a valuable resource to creating a stimulating environment. What has emerged from this context and aspirations noted of CRC students particularly. is the demand for 'real-life' learning, beyond college classrooms. A recommendation for a space that celebrates production, whilst supporting connections between industry and young adults is included within the Science Park Local Centre. More broadly, the NECAAP will give presence to the creative industries, making local talent visible. Enabling a positive and unique contribution to the streets and public spaces not possible in other parts of Cambridge. The creative industries is a highly diverse sector, ranging from individual makers of jewelery, carpentry, digital-editing, etc. to small companies involved in arts performance, or design industries, to large corporations in TV or videogame production.

North East Cambridge is already home to some big players in the creative sector, but smaller businesses and sole-traders are scattered in small numbers within the area, adjacent wards, and across the city more generally. Establishing North East Cambridge as a centre for creative industries will generate a critical mass, culture and identity to the sector supporting its growth within the city. To realise an environment that brings the full range of creative industries into North East Cambridge, intelligent planning policy and development mechanisms will be required to deliver affordable spaces for individuals and small businesses specifically. The potential relocation of Cambridge's Makespace to North East Cambridge could provide a much needed cornerstone organisation and facility, which alongside dedicated, affordable workspace will cultivate growth and training opportunities in the performing arts, digital, design, craft, fashion and media industries. There are many public, private, and social-enterpise variations of these facilities available in the UK, some of which embed creative workspaces within mixed-use community facilities, creating a public platform for creatives. (See case studies appendix for examples).

Production is the leading aspect of culture to be emphasised within the NECAAP, working with existing organisations characterising the area today, and creative industries scattered through Cambridge. The secondary aspect of culture within the NECAAP, is performance. As highlighted in the introduction of this report, Cambridge has an abundance of performance spaces. In the NECAAP, a performance space must combine a platform for a wide creative industry base, and give life to the area. It should be flexible in design and have a business model that allows professional and community creatives of various disciplines to access it's facilities. Suggestions, from the public and NEC landowners, have also highlighted the possibility of a performance or community venue be founded with conferencing capabilities. Developing a concise brief and business plan for this facility will be key to delivering a building that supports the complex requirements represented by an emerging creative industry, existing businesses, whilst also making a cultural offer that is relevant to those who live within the NECAAP and surrounding wards. These spaces may range from open-access workshops, to artist, music, video production studios and culinary production.

# Facilities

Development of the facilities offer to be made by the NECAAP is dependent upon pending information from a variety of sources; Library services, Health Impact Assessment (NHS), and Sports England.

#### Performance Venue with Conference Use

• Multi-functional venue suitable for professional / community use

• Supports diverse and emerging arts, to give platform for theatre, multi-media, design and fine arts. In parallel, a more mainstream cinema or arts cinema offer could provide additional revenue (numerous council owned cinema or charitable arts venues exist, including, the Hedben Cinema, Queens Film Theatre, Belfast, or Watershed in Bristol).

• Has a distinct community focus, integrating community, health, and training opportunities with the arts, working with local organisations

• A venue of capacity and quality that it can provide conferencing facilities appropriate to the local needs of global businesses

### Makespace / Community Use Production Facility

• Dedicated studio spaces; arts, multimedia

production spaces and performance spaces • Co-working and intubation facilities for the

creative industries

• A public presence, through position and relationship to public facilities, streets and squares, or provision of transactional spaces such as a cafe or exhibition space

### **Public Square**

• Provides focus to activity within the neighbourhood centre

• Is suitable for individual use, small gatherings and programmed events

• Capable of supporting and representing all aspects of culture contributing to the area; sustainability, arts, community (including health), and innovation

• Provides an experience of nature, presence of trees, within the urban centre

• Encourages fun, activity, and surprise within the residential heart of the development

### Indoor Sports, young persons, and children's activities

• Input from Sports England required

Various combinations of facilities may be considered for this area as follows;

# 10.4 Cambridge Science Park Local Centre



## Context

The local centre proposed for this location must serve students from Cambridge Regional College, employees within Cambridge Science Park, the existing residents of King's Hedges and incoming residents to the area. At present, there is no destination, no reason for local residents to make use of this area, it is currently underused in the evenings and at weekends, in the absence of students and workers at these times. There is, however, a number of existing community facilities embedded within the College, a publicly accessible gym, sports halls, restaurant and health and beauty spa. The location is also characterised by awkward pedestrian and cycling routes and crossings across the Cambridgeshire busway and King's Hedges Road.

# Vision

Cambridge Science Park local centre will compliment the hub of activity based within the District Centre. It will provide retail services demanded by the day-to-day needs of the diverse residential, business and student population present here. The confluence of users and opportunities for exchange should be supported through localised programming, to create a distinct place identity within this local centre. To encourage exchange between existing communities, a gallery type facility is proposed to exhibit the products and innovations of both students and local businesses. This unique space could be co-run as a charity or social enterprise with a board that includes youth representation, empowering young adults in shaping the organisation, programme and exhibitions aimed at their peers. Giving real-life creative arts experience, within an innovation and creative industries context of the future NECAAP. The second community facility proposed for this site is an affordable nursery school, which can provide for the needs of young mums at CRC, key, and low-paid workers living within the area.

Essential to the success and big-transformation required in this area, is the provision of a local cultural amenity or activity programme that guarantees weekend use by those living within the NECAAP and surrounding wards. There was significant local interest in the role that a community garden could play, in offering education on sustainability, food, mental health, and providing a place to learn about nature, plantcare and to meet others from all generations.

# Facilities

#### Gallery

A small gallery exhibiting the works of innovative companies or CRC students within the public realm, capable of hosting events and learning opportunities open to teenagers of all backgrounds within Cambridgeshire.

Placing this facility outside of CRC could build relationships between young adults and business, signifying investment in young people and their value to society.

A charitable trust, or social enterprise model could enable the delivery of a different type of 'youth service' that is shaped by young people and businesses, enabling innovation in the types of exchange, programmes and exhibitions delivered. Precedents for this governance structure can be found through the Scouting Association

#### Children's nursery

Cambridge Regional College previously had nursery facilities based within the premises. A number of young mums highlighted a lack of affordable facilities, the NECAAP presents an opportunity to evaluate and address current and future nursery requirements.

#### **Community Garden**

Access to outdoor space which should also have provision for young children safe and segregated from general use.

	Library	Library + Community	Library + Community + Health Centre
	Community Centre + Health Centre	Separated Health Centre (Potential incorporating indoor sports)	
Current Spatial Framework Response	A library located centrally to the site is a key community resource to new residents and is easily accessible by residents of Milton who have no permanent library. There is a higher concentration of medical services existing to the east of NEC, and a higher concentration of community centres to the west NEC. A combined community and health offer won't meet current location deficits.	Separation of the Library/ Community Centre and Health Centre will secure footfall between the proposed District and Local Centres. It will also provide distribution of active edges.	Compacting library, community and health provision to a single building will limit the location of activity associated with these, it will however provide a more efficient use of assets.
Public Engagement Response	A centrally located library was outlined. The current provision of health / community centres in the area should not discount the delivery of this infrastructure type – there is scope for a more innovative outlook in determining a facility that is appropriate. In the western side of the site there was emphasis on food, cooking skills, a shared community garden, growing space. real-life learning, the arts and wellbeing. These practical activities outline a community / health facility with different internal and external space from a typical community/ health centre.	A centrally located library was outlined. There was an interest in delivering a health / mental-health facility in adjacency to 'nature'. The local centre incorporating open green space at St. Johns could support this or benefit the western local centre and surrounding area which has more limited access to health services.	Comments received have outlined that these three key community and cultural facilities would be anticipated within the District Centre.

#### NEC CULTURAL PLACEMAKING STRATEGY

	Library	Library + Community	Library + Community + Health Centre
	Community Centre + Health Centre	Separated Health Centre (Potential incorporating indoor sports)	
Viability	Provision of community, health and indoor sports infrastructure is likely to lead to higher costs overall and does not accord with the model of co-located service delivery favoured by service providers.	Provision of new community infrastructure should be funded directly through contributions from development using local policy benchmarks and audit requirements. Initial projections based on a population of 17,891 indicate a requirement for 1,986m2 of community space and 810m2 of library space. An estimated cost range of $\pounds7m$ to $\pounds8.1m$ has been identified for the community space, and between $\pounds2.8m$ and $\pounds3.2m$ for the Library space. These figures do not take into account requirements for indoor sports infrastructure or health centres, which will need to be determined separately and factored into development costings.	Opportunities for income generation through adjacent building uses may be limited due to complex building programme. Combining of uses can support future flexibility / change to services and is consistent with the model of service co-location successfully implemented elsewhere in Cambridge, notably at Clay Farm Trumpington.

# 10.5 Cowley Road Neighbourhood Centre



# Context

Located between the northern edge of the NECAAP toward Milton, and the District Centre, the proposed local centre will meet the needs of workers within the neighbouring St John's Innovation Park, future workers and residents. Today, there is only a singular user group present, and the area is dominated by the inaccessible Waste Water Treatment Centre. The area generated few suggestions from the public, some thought it may be an appropriate location for a concert hall.

# Vision

The proposed neighbourhood centre, requires a bold imagination, it is the key entry point for cyclists and pedestrians travelling from Milton and Waterbeach and will play an important part in site identification and wayfinding. It's situation within a short walking distance to the proposed District centre will orientate it's offer toward the more immediate day to day needs of businesses and residents in the area.

# Facilities

### Public art and Wayfinding

• Creative and readable wayfinding solutions will provide orientation to those who enter the site by bike or foot from the North

• Public art, inspired by the cultural development themes, embedded within the landscape will endorse the overarching NECAAP cultural identity

#### Landscape design and outdoor shelter

• Surrounded by local businesses and residential buildings, outdoor space suitable for lunch breaks, informal meetings, or events in all weather conditions will support health, wellbeing and community.

Concert / Conference hall suggested by public – but no demand has been identified by analysis carried out by Cambridge City Council for the Cultural and Arts Infrastructure Report, 2017). However, land in this area has been set-aside for a primary school and potential future secondary school, giving scope for provision of a joint community-use indoor and outdoor facility suitable for sports or arts uses.

# 10.6 Cambridge North Station Local Centre



# Context

Cambridge North Station opened in 2017, initial buildings in the area are emerging and work on the Chisholm trail which will connect Cambridge Station and Cambridge North Station, and many communities on route for cyclists and pedestrians. The station verges on to Fen Road to the East and East Chesterton to the South and West, and has potential to provide additional amenities and services to these groups.

# Vision

As the 'landing' point of international visitors, and daily commuters, Cambridge North Station should shout 'Cambrige'. A sense of arrival, and a good first impression crucial. Within a glance, that sense of creativity, sustainability and innovation should welcome and excite. Public space, nature, and activity must all contribute to this, and work hard to bring all themes and cultural placemaking principles together. This location can form a 'culturally-loud' destination, bringing arts innovation and sustainability here through a variety of infrastructure approaches, from temporary summer pop-ups, partnership with the hotel operator, or provision of permanent infrastructure. The scale and location of such infrastructure should be considered in relationship to residential areas proposed.

# Facilities

#### Public art and Wayfinding

Accessible wayfinding solutions will guide those who enter the site from Cambridge North Station
Public art will support routes across the site and indicate entry points from adjacent wards

#### Landscape design and performance space

A programmable outdoor space, suitable for arts performances, conference or event orientation, and community use for festivals and events.
Flexible use, including outdoor or semi-sheltered

space mitigating noise associated with trains etc.

# 11.0 Delivery and Funding

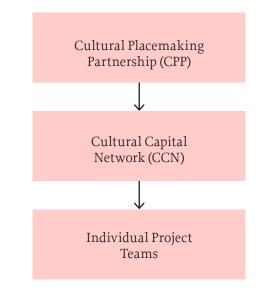
# 11.1 Delivery

The Strategy takes a holistic view of cultural placemaking. Successful implementation is therefore dependent on effective collaboration between wide range of actors from the public, private and third sectors. Many of these may not ordinarily interact through their core activities. It is essential that all organisations involved in the planning and design of the NECAAP understand the vision, deliverables and public aspirations for the site from the outset. They must also consider how their specific role and contribution to the project will help to deliver the outcomes required in the strategy. Without such an understanding, the development that emerges at the end of the process will inevitably fall short of expectations, both in terms of the form it takes and the sense of ownership by the local community. A robust planning policy framework, including mechanisms to ensure good design and ongoing participation of local communities and businesses in the planning of infrastructure and built development, is essential. Planning policy must also be accompanied by an infrastructure delivery plan with a mechanism to ensure delivery of physical infrastructure at the appropriate time. However, these policy safeguards are not enough. To lock-in the understanding, commitment and capability to implement the strategy over the

long term, it is essential to create an eco-system of project partners and supporters who can act as guardians of the vision. In practice, many of these partners will already be working together as part of the policy development and engagement process. It is recommended that these working relationships are brought within a delivery framework that provides a formal, flexible structure around which to build the ecosystem of project partners. The delivery framework would ensure that joint working is resilient to changes in individual team members and organisations in future, and that new project partners continue to uphold a commitment to delivering the strategy.

# Suggested Delivery Framework

A basic three-tier structure for the Delivery Framework is suggested that sets out the purpose and broad responsibilities of each level. If the recommendation to create a delivery framework is taken forward, the exact terms of reference, modus operandi and funding for each tier of the framework would need to be defined following adoption of the strategy. Delivery mechanisms for the strategy must also be mindful of implementation and management arrangements for other, linked aspects of the NECAAP, including open spaces, employment and skills programmes and travel and smart utilities infrastructure. While the composition of each tier would be fluid, reflecting the development cycle and implementation of different elements of the strategy over time, it is envisaged that each tier would always have representation from both public and private sector delivery partners, in addition to third sector and community representation. However the organisation and responsibility for delivery is taken forward by project partners, ensuring there is always active community representation will be vital to achieving and maintaining a sense of community ownership and support over the long term.



# **Cultural Placemaking Partnership**

# (CPP)

It is recommended that a Cultural Placemaking Partnership is established as the first tier of the delivery framework, to act as the lead body in delivering the strategy. Initially, the CPP should be responsible for considering how best to take forward delivery of the strategy. This would include agreeing a detailed plan for the wider delivery framework, taking account of the recommendations in this report, and establishing the roles, responsibilities and organisational structures required to deliver the strategy.Following this initial setup phase, it is envisaged that the CPP would be responsible for implementing and updating the strategy over the long term. It would need to set strategic direction, ensure that specific deliverables and facilities are developed and implemented to deliver the aims of the strategy, and that projects are monitored to evaluate success and identify areas for future action. The CPP may also have a role in overseeing delivery of capital projects and commissioning programmes and initiatives in support of wider goals.

It is important that the CPP, or whichever organsiation is responsible for the roles outlined above, is able to act as guardian of the strategy and be accountable for its delivery.

# Cultural Capital Network (CCN)

It is recommended that the second tier of the

delivery framework should be a form of 'Cultural Capital Network'. The CCN is envisaged be a broader, looser coalition of organisations, individuals and businesses in North East Cambridge. Members of the network would play an active role in NECAAP's cultural development and support projects in various ways by working 'on the front line'. This could include, for example, managing facilities, venues, and programmes, providing arts education and training opportunities, curating festivals, and even simply running a business within the area and committing to positively contribute to initiatives on an ad-hoc basis. Members of the network should feel invested in the success of the strategy and the work of the CPP to deliver it. It is vital therefore that the CCN and CPP are united behind a shared purpose and that there is strong communication between them. One way to ensure this could be to draw a proportion of the CPP members from the CCN.

# **Individual Project Teams**

The third tier of the delivery framework is recommended to comprise individual teams with responsibility for delivering specific projects identified in the strategy.

It is envisaged that teams would be be comprised of a limited number of CCN member(s) leading delivery of a specific project, together with representatives from partner organisations, local community groups and development partners, however the composition and remit of teams would be a matter for the CPP to decide through its initial setup of the delivery framework.

# 11.2 Funding

Funding to enable delivery of the Cultural Placemaking Strategy will come from a variety of sources, reflecting the broad range of infrastructure and programmes to be delivered at a variety of scales over a 25-year period. Many of the projects are deliverable over the short term and require minimal financial support. Others are large scale projects to deliver new buildings and physical infrastructure and will require longer term planning and substantial capital funding. Availability of funding for the arts, culture and public services varies over time and is often vulnerable to economic downturns and changes to local government funding settlements. With few exceptions, cultural provision and support for the arts in particular is a discretionary function of local government and is often low down the list of priorities when difficult funding decisions need to be made. Statutory services such as health, social care and education are understandably prioritised. The Cultural Placemaking Strategy has been created with this uncertain funding horizon in mind and seeks to mitigate the risks to delivery in three ways.

1. The vision embedded in the Strategy set a clear benchmark against which development proposals should be considered, and will ensure that development proposals help to deliver the cultural vision through the creation of high-quality streets, spaces and buildings that exhibit a clear place identity and passively

facilitate and encourage cultural exchange and activity.

- 2. The need for community and cultural infrastructure identified in the strategy is clearly evidenced through reference to relevant standards and benchmarks in the statutory Development Plan (Local Plan) and the Cultural Infrastructure Audit and Creative Workspace Supply and Demand report (2020). This enables anticipated infrastructure costs to be factored into the Viability Study for development proposals and for contributions to fund delivery of infrastructure to be secured through the planning system.
- 3. The majority of suggested projects are crosscutting, co-located and seek to use cultural placemaking as a gateway to deliver priorities in other policy areas such as sustainability, health and wellbeing, education and innovation. This enhances their value to policymakers and increases their ability to compete for available funding from public, private and third sector organisations.

New infrastructure should in the first instance be directly provided as part of new development within the NECAAP area, or funded through planning obligations, ensuring that development directly contributes to delivery of the Strategy and that funding is available at the point it is first needed. There are two primary mechanisms for funding such infrastructure:

#### Community Infrastructure Levy (CIL)

A set tariff levied on the creation of new areas of floorspace in defined uses across a local authority area. Since the 1st September 2019, there is no requirement for projects to be funded through CIL to be specified on Regulation 123 lists, and local authorities are able to utilise money raised through CIL on projects as they see fit.

#### Section 106 Agreements (S106)

Section 106 agreements are bespoke agreements between landowners, developers and the local authority. Infrastructure and funding provided through Section 106 agreements must be necessary to make a development acceptable in planning terms, directly related to the development, and fairly and reasonably related in scale and kind to the development. Benchmarks for provision of different types of infrastructure are set out in local planning policy and the Community and Cultural Facilities Audit.

Notwithstanding recent reforms to the CIL regulations which allow greater discretion over which projects can be funded through CIL and pooling of CIL and S106 contributions, it is important that NECAAP projects are fully costed and that consideration is given to funding sources within the infrastructure delivery plan (IDP). This to ensure that delivery milestones are realistic and achievable when set against anticipated revenue from CIL and S106 contributions. High level costings for certain items of community and cultural infrastructure have been derived to help inform this process. Further refinement of these figures and costing of a much broader range of infrastructure that will impact on the cultural identity and experience of living in the NECAAP area will be required as the scheme progresses While CIL and S106 contributions will be the primary method of delivering infrastructures and capital projects in the NECAAP area, other sources of funding are available to fund infrastructure,

programmes and initiatives. These sources of funding are likely to be particularly suitable for delivering smaller scale enhancements to the physical environment in existing employment areas, meanwhile uses and programmes that enhance community resilience, wellbeing and cultural output.

#### **Business Improvement District (BID)**

A Business Improvement District is a defined area in which a levy is charged on all business rate payers in addition to the business rates bill. This levy is used to develop a wide range of projects that complement the activities of the local authority and which will benefit businesses in the local area. The level of contribution is usually set at between 1% and 4% of rateable value. Given the economic success and range of businesses present in the NECAAP area, the creation of a BID could make a valuable contribution to delivering enhancements to the area at an early stage of its regeneration, including activities to raise its profile and attract new uses to support the existing communities working and studying the area. The appetite for creating a BID should be explored as part of the creation of the delivery framework to ensure that the BID's terms of reference support delivery of the placemaking strategy.

#### National Lottery

National Lottery funding makes a significant contribution to community projects and the arts. The majority of infrastructure and facilities in the NECAAP area will be provided through new development and secured through the planning process. Lottery funding for capital projects should not therefore be required. However, Lottery funding could make a valuable contribution to programmes and initiatives that seek to build community capacity, increase cultural engagement and ensure that existing communities in surrounding areas are able to access and take advantage of opportunities arising from the development of the NECAAP area. It could also be used to support community groups, non-profit businesses and the local authority to equip new community spaces with specialist equipment in support of specific projects. This could include for example, equipment required to maintain community growing areas, or to provide and maintain shared community kitchens or make spaces. A range of Lottery funding streams are available, including:

- Reaching Communities England Fund
  - For staff salaries, project activities, running costs, small-scale refurbishment, equipment, organisational development
  - Minimum funding £10k per project
  - Must be a community organisation, registered charity, school, statutory authority or not-for-profit companies and CICs. Unincorporated groups expected to use funding to incorporate. Not open to individuals, or organisations that share profits privately

# National Lottery Awards for England

- For equipment, one-off events, small land or building projects, staff and training costs, transport, utilities, volunteer expenses
- For projects between £300 and £10,000
- Eligibility as above

### National Lottery Grants for Heritage

- For projects in nature, designed landscapes, countryside, oral history, cultural traditions, community archaeology, historic buildings, monuments and the historic environment, museums, libraries and archives, commemorations and celebrations, industrial, maritime and transport.
- Can be spent on engagement activities, repairs and conservation, digital outputs, new staff posts, paid training placements, professional fees
- For projects between £3k and £5m

### Arts Council England National Lottery Project Grants

- For Capital building works, children, young people and learning projects, Creative media and digital activity projects, Festivals and carnival arts projects, library projects, literature projects, museum projects, music projects, R&D projects;
- Funding up to £100k, with potential to apply for more with ACE agreement
- Open access, supports individuals and organisations
- New 2030 Vision just published

### Arts Council Cultural Development Fund

focus on maximising culture and the creative industries' contribution to sustainable place-based growth which includes using arts and culture as a catalyst to make places more attractive to live, visit and work, as well as the creation of new employment opportunities

- For activities such as; events; leadership; training; capital investment; skills development; cultural programmes; Grant range
- Funding £3m £7m
- Partnerships and consortia can apply, except individuals and organisations with a registered London address

# 12.0 Conclusion

# 12.1 Summary

NECAAP presents an exciting opportunity to combine sustainability, the arts, local residents and global innovators to form a new neighbourhood representing all facets of modern Cambridge. As an iterative strategy, the conclusions in this chapter set-out the challenges, qualities, and deliverables to be achieved through cultural place making.

# **Placemaking Challenges**

There are four critical cultural placemaking challenges that will require an iterative address as studies inform the final area action plan.

1. Connectivity is a clear priority to all user groups.

Linking community and cultural infrastructure via pedestrian, cycling, bus and vehicular routes is critical. This is not just a matter of technical design, but demonstrating clarity in routes, their quality, readability, facilitation of the cultural aspirations associated with the site, and building confidence that clear wayfinding shall be delivered. Scope for considering the social, cultural placemaking value of options for what type of crossing at Milton Road will be

especially important, as the measure selected will determine accessibility across the site, cohesiveness of a singular place identity the sustainable transport culture to which the Greater Cambridge Planning Service is committed to. Through the development phase, programming of events, the creation of digital and physical place-maps and branding can support the sense of place throughout the development phases. Creative cultural placemaking solutions should also be applied to connections on site, establishing their contribution to active, healthy lifestyles, creativity, and support encounters with nature. The High Line in New York or Superkilen Park in Copenhagen provide innovative and fun international precedents.

# 2. Proposed and phased densification of the site as a whole, and Cambridge Science Park specifically.

There is a significant place-making challenge present in overcoming the current spaciousness of Cambridge Science Park to support vibrant, safe journeys across the site. Taking an approach based on singular destinations at local centres may not in itself generate a level of activity required to make these routeways feel safe or stimulating. There is scope to use the cultural placemaking themes to define development of routes as unique places which contribute to daily activities and support incidental encounter with technology, arts, and the environment. A range of soft infrastructure such as creative lighting structures.

The spatial masterplan clearly outlines the. It is proposed that minor community and cultural facilities may be embedded within major routes across the site.

The long-term future of Cambridge Science Park and phasing of its potential densification will be the most influential consideration to the ultimate atmosphere and quality of the spaces to be delivered. Creative approaches to densification can be found, demonstrated by the Trampery on the Gantry.

#### 3. The strategy for stakeholder inclusion.

Already, North East Cambridge contains some of the most active and invested residential associations, charitable organisations, and businesses within the city. The opportunity to bring activities of these groups together to form a truly unique and progressive neighbourhood that works for the local area and Cambridge as a whole will be the cornerstone to delivering this cultural placemaking strategy. The most successful cultural placemaking strategies are those built on processes of meaningful engagement, to understand what matters to the community and ensure that communities they feel a sense ownership of the strategy. Often, it is programming of events, activities and initiatives – sometimes in unexpected places – that have the biggest impact on people's propensity to engage with and contribute to the cultural life of their area.

It takes time to build trust. Engagement with communities surrounding North East Cambridge has already begun, and this needs to continue throughout the planning and development of the area to ensure that once good community relations are established, these are maintained and nurtured to create a spirit of partnership working to deliver the strategy. The Cultural Placemaking Partnership outlines a mechanism for the strategic and co-ordinated delivery of cultural place making goals, involving representation from both councils, local organisations, community representatives and existing cultural networks. As development progresses and north east Cambridge begins to acquire its own resident community, the scope and nature of engagement activities and of the cultural placemaking strategy itself will need to evolve, with an emphasis on creating a strong place identity and bringing new and existing communities together.

To achieve some of the core themes and deliverables outlined in this strategy, including young people as part of that engagement process will be important in developing ideas and places that they respect, enjoy and are proud to use. The London Legacy Development Corporation has for the last decade adopted a comprehensive youth strategy involving 16-25-year-old representatives from neighbouring districts to the development. The 'Youth Voice' programme equips these young people with leadership skills, knowledge of the planning system, urbanism, and involved them in monthly workshops (similar to the NEC Community Forum workshops) to inform policy and planning decisions. This educational and communications dialogue established young people as ambassadors within their schools and neighbourhoods, a bridge to local community ideas, opinions and aspirations.

#### 4. Council Structures

Good cultural placemaking and social integration of a new place requires compatible internal council structures which ensure appropriate technical representation of existing and future populations. Whilst many services of SCDC and CCC are being combined, or Greater Cambridge considered as a whole (audits for cultural facilities and sports, and planning service operate at this level), representation is primarily organised at the local Parish level and not strategic development of the wider area. In the least, it is essential to continue inclusion of Parish Councils in the development of the cultural place development and meanwhile use strategy, but a role coordinating the interests of these Parishes, the development of Waterbeach and Northstowe should also be considered.

The council structures also have potential impact upon the future management of facilities. Cambridge City Council has an active role in maintaining community and cultural facilities, whereas this is again managed at the local Parish Council level in South Cambridgeshire District Council. Whilst there is a proposed division of residential development within CCC's ward boundaries and employment within SCDC's boundary within the NECAAP, there are elements of the community and cultural infrastructure posed here that are located in service of the residential or student community but within the boundary of SCDC. Developing an appropriate ownership and management model ahead of defining the full scope of future facilities will be essential to their success. viability and efficiency. As is demonstrated in the following section, Cambridge has gradually adopted new council collaborative, and privatepublic ventures to deliver new facilities in the last decade, laying ground and key lessons learned for delivery associated with the NECAAP.

# Qualities

Friendly and welcoming are the foundational qualities aspired to for the NECAAP site, a place that is inclusive, providing opportunities for intergenerational interaction, community development and learning, breaking down existing barriers. Creating social spaces and places that have a positive atmosphere should be a driver in informing the engagement programme and design. Maintaining a social and physical 'Cambridge' feel is a goal shared in achieving a quality place to live.

# A new generation of Community and Cultural Facilities

What role will can innovative community and cultural facilities play in our lives?

- They can offer high quality buildings, establishing a clear and convenient destination
- Can be programmed to encourages activity throughout the day and into the evening due to flexible facilities provided. This in turn, will support local social hubs, retail and businesses
- Put a new emphasis on wellbeing, connectedness with nature
- Support adaptable places, facilities that can change functions as required responding to trends of work, digital literature, etc.
- Reinforce the Cambridge identity through the sense of 'surprise' present in the culture associated with the historic centre, it's urban fabric, and population.

The foundations are set for the next generation of innovative community and cultural facilities in Cambridge. Over the last decade, Cambridge City Council have realised a number of new facilities that move away from traditional standalone services and financial models, partnering with other local authorities and private sector to create new solutions. Combined facilities include:

- Education and Sports (both indoor and outdoor provision at Chesterton Sports Centre and Trumpington Sports Centre, both located at Colleges)
- Community and Cultural (lLibrary services are combined with community services at Milton Road Library, Central Library and Arbury Court Library, there is also precedent for community and cultural provision jointly

made at the Storey Field Centre in Eddington).

• Health and Community (The Clay Farm Centre, Trumpington provides health and community services)

The delivery of these services through combined facilities requires significant cross-partnership working between councils and future tenants. Cambridgeshire County Council has an important role in shaping services and facilities with CCC and SCDC.

The diverse communities in North East Cambridge and level of development planned, give scope to innovative community and cultural facilities, providing essential services whilst blurring siloes between activities. Feedback received from local residents clearly illustrates a readiness for crosscutting provision connecting health with nature and art, or education with business, or making and learning. Some example facilities featured in the case studies above demonstrate what is possible, other facilities like the 30-year success of the Bromley-by-Bow Centre which combines community, health and arts, show the long-term potential and success of combined and innovative infrastructures appropriate to the local community.

There is also a readiness for the potential adoption of new delivery models evidenced by the success of Storey Field Centre in Eddington, and similar suggestions for a joint private-public conferencearts venue brought forward by NEC stakeholders including landowners and members of the public.

This model has proved advantageous to both the initial capital investment required and ongoing business plan. Alternative variations of this

model, involving a social enterprise or charitable partner could also produce a unique facility, with multiple income generation streams possible. (See Glassmarket, Edinburgh case study, or for additional example the Vortex Jazz Club, which as a not-for-profit has sought to make music accessible and affordable to Hackney residents).

Management agreements, as in place for shared community or sports and school facilities within numerous institutions in Cambridge today should also have a future role in the NECAAP. Combining school functions with sports and or informal additional community space, will ensure the best use of land available, whilst also guaranteeing a level of activity beneficial to streets and homes adjacent (Cowley Road Neighbourhood Centre).

It should also be noted that Cambridge City Council under went an extensive review of community centre provision in 2016/17 and are in process of implementing their Community Centre Strategy; Building Stronger Communities (CCC, 2017). Major community centre developments are underway at Lawrence Way and Meadows Community Centre, which will improve provision available prior to the NECAAP development. Another notable, major project planned within the City, which has an indirect impact upon the NECAAP is the renewal of facilities of the Junction, at Cambridge Leisure Park. The Junction is the principal performing arts venue of Cambridge, and contains some studio spaces. The infrastructure proposed for the NECAAP puts an emphasis on studio, individual, and collective arts development, which should compliment not duplicate the Junction's provision.

# 12.2 Cultural Placemaking Deliverables

Cultural Placemaking is an active and ongoing process that must bring together spatial planning, with community development, local stakeholders and creatives, to make a truly inspiring and unique place to live and work. This will require the co-ordinated efforts of Cambridgeshire County Council, Cambridge City Council, and South Cambridgeshire District Counil, stakeholders and community organisations. There are a number of Council teams involved in the development of this strategy including Greater Cambridge Planning Service, and Community Development within Cambridge City Council. Cambridge City Council has a small team dedicated to the cultural development of Cambridge and its local wards. South Cambridge District Council does not have the same dedicated resource, its wards are represented by the Sustainable Communities team which have a more diverse role in community development. Facilitating ongoing representation of nearby SCDC wards and wider region may present challenges.

The following table outlines the 8 cultural placemaking themes and placemaking deliverables associated with each, highlighting the 4 types of organisation responsible for delivery of these.

	Council Action		Stakeholder Action	
	NECAAP Development	Community Services and others	Private Sector / Local Businesses	Community Action / Local Organisations
Place Identity				
Establish the area as a vibrant gateway to Cambridge that exhibits a distinct place identity which also reflects the activities and sense of community belonging to surrounding neighbourhoods.	x			x
Create a more diverse mix of uses across the site, including homes to suit a demographically mixed population with associated infrastructure and open space to support everyday community and cultural life.	x			
Sensitively diversify the mix of uses within the existing employment parks through densification and infill development, allowing activity to extend beyond working hours.	x			
Reduce the dominance of traffic and associated air and noise pollution through rescaling existing roads and creating a comprehensive network of active travel routes within the site that connect to surrounding areas and cross-city routes.	x			
Enhance feelings of safety and security for all site users through ensuring new development is outward- looking and offers passive surveillance to streets and active travel routes.	x			
Develop an exciting meanwhile use programme that brings innovation to the doorstep, and the doorstep to innovation. Build relationships between innovative businesses and residents to explore and define what the future identity of North Cambridge is, through art, sports, wellbeing, and science.		x	x	x
History				
Create a development framework that draws on traditional urban forms found in Cambridge while articulating the area's current and future strengths in innovation and life science through creative, open and inclusive architecture and public spaces.	x			

#### NEC CULTURAL PLACEMAKING STRATEGY

	Council Action		Stakeholder Ad	tion
	NECAAP Development	Community Services and others	Private Sector / Local Businesses	Community Action / Local Organisations
Deliver a programme of cultural heritage activity incorporating permanent public installations, temporary exhibitions and outreach programmes with schools , local charities, organisations, and long-term local employers to further understanding and engagement with the area's history.		x	x	x
Establish an annual event that showcases the contribution of local educational institutions, employers and community groups in solving global and local challenges that will define our future. Reviving the 'town' and 'gown' exhange that Stourbridge fair represented, which as a previous North Cambridge 'centre', bought Fenland farming communities into the same space as scientists and towns-people.		x	x	x
Community				
Recognise the different social, cultural and community needs of existing and future communities within, and around the NECAAP; for residents, local workers, and international visitors. To deliver economically mixed neighbourhoods, intergenerational interaction, wellbeing and sustainability to unite new and emerging communities.		x		x
Take an inclusive approach to the development process, working with existing stakeholders' organisations managing community facilities, programmes and events in NEC.		x	x	x
The quality of facilities and cultural programming should support a positive, welcoming atmosphere, in which the close networks and 'Cambridge' feel can thrive.	x			x
Deliver a mixed community through provision of affordable housing, a range of tenures and mixed housing types.	x			x
Arts				
Opportunities to define a unique art offer in North East Cambridge should be considered in dialogue with the other themes outlined and needs identified by locals. The use of arts in health and wellbeing contexts is of particular interest.	x	x		x

	Council Action		Stakeholder Action	
	NECAAP Development	Community Services and others	Private Sector / Local Businesses	Community Action / Local Organisations
Develop capacity of local cultural producers, organisations and facilities create an active network supporting the development of a coherent arts programme sensitive to the changing dynamics of the population and communities.		x	x	
There is a potential to develop cultural zones across the NECAAP responding to the focus of each individual local centre (outlined in Chapter 8.0), whether that is residential, business, retail, cultural industries, or light industry. Taking the existing hubs of activity provided by Cambridge Regional College and Cambridge North Station into consideration also. For example, light industrial and commercial uses are to be retained near Cambridge North Station, and may provide an appropriate site for a music venue, makespace, or larger scaled arts studio, whereas community arts provision would be more appropriate to the residential areas outlined or connection with existing residential neighbourhoods. Cultural zones should be supported by a series of routes through the site, which offer a variety of options to site users.	x	x		
Refine the economic, social and educational goals to be delivered through cultural arts programming and promotion of the creative industries.		x		
Work with existing and future school providers to support arts and cultural development through the provision of publicly accessible facilities (as currently used in Milton and Shirley Schools).		x		
Sustainability				
<ul> <li>Create a network of streets and open spaces that prioritise the movement of people and integrate habitats that provide incidental opportunities to engage with and understand nature, such as:</li> <li>Community orchards and productive street trees;</li> <li>Community herb gardens</li> <li>Bird nesting towers, bat boxes and micro energy generation incorporated with public art features and accompanied by interpretation panels to provide accessible insight into local wildlife.</li> </ul>	x		x	x

	Council Action		Stakeholder Action	
	NECAAP Development	Community Services and others	Private Sector / Local Businesses	Community Action / Local Organisations
Establish community repair workshops and libraries where infrequently used items can be borrowed and returned.		x	x	x
Consider opportunities for culinary production, community food production, health learning and community building.		x	x	x
Deliver innovative models of efficient building design and programming, to support and maximise environmentally friendly lifestyles.	x			
Use green-tech and clean-tech to establish North East Cambridge as a sustainable innovation district, promoting an urban, environmentally friendly culture identity locally and globally.	x			
Secure NEC wide facilities and services that compel residents and businesses to live sustainably, such as water fountains, cycle repair stations, and waste units that requiring segregation of waste).	x			
Active				
Create active and safe pedestrian, cycle and public transport connections across the site, suitable for use day and night, through strategic planning of public facilities, active edges, lighting, wayfinding and design of public spaces.	x			
Strengthen the physical and social connections between neighbourhoods surrounding the site, and existing uses of the NECAAP. Break down existing barriers through programmed events and exchange.		x		
Provide community and cultural infrastructure that supports active lifestyles and active places, establishing new social networks and communities. This should include connections to existing and new open and natural spaces.	x			
Develop a range of co-working spaces that prevent social / work isolation, lend activity and revenue streams to local facilities.	x	x		

	Council Action		Stakeholder Action	
	NECAAP Development	Community Services and others	Private Sector / Local Businesses	Community Action / Local Organisations
Community and cultural facilities should be clustered to support the efficiency of journeys across site, and provide enjoyable, vibrant and safe destinations with multiple services available.	x			
Innovation				
Celebrate innovation that is relevant, participatory, and that is shared with local people. Innovation in relation to the arts and sustainability is particularly important in delivering this, via programming, public arts, and shaping of future public facilities.		x	x	x
Integrate technology in a way that brings social, community and placemaking value. Not using technology for technologies sake, but where it is the most appropriate, efficient and sustainably beneficial means to supporting exiting and new communities.	x	x		
Create places that are resilient to technological change and impacts. Integrating and supporting technology within public spaces, streets and buildings, capable of flexing to new requirements, whilst always putting human, social need at the forefront.	x	x		
Establish socio-economic goals for the use of technology in the area, setting out how technology can be used to combat loneliness, fuel poverty, health + wellbeing, access to jobs and skills, internet poverty etc. Ensure that a strategy for inclusivity and the use of technology is set-out.	x	x		
Propogate the existing social 'innovators' present within the NECAAP area, through the support of clustered activities, networks, and provision of affordable space to nurture and grow advocacy and social innovation.	x	x	x	x
Establish North East Cambridge as a centre of innovation between hi-tech and creative industries, through business partnerships, the proposed spatial framework and ongoing cultural programming of the area.			x	x

	Council Action		Stakeholder Action	
	NECAAP Development	Community Services and others	Private Sector / Local Businesses	Community Action / Local Organisations
Young Adults				
<ul> <li>Establish North East Cambridge as place that welcomes young people, where they can realise their independence, creativity and skills through the activities, facilities and employment opportunities on offer.</li> <li>Recognise that students at CRC have a wide range of abilities and life-situations some are parents, carers, or are in part-time employment, some have learning disabilities or intellectual disabilities such as autism. Places developed should take the full range of environments required into account, to develop ecosystems that work for students and enable positive relationships within the college and locally.</li> <li>Provide appropriate retail, activities and facilities which teenagers feel welcome and encouraged to use.</li> </ul>	x		x	x
Provide safe and easy connections for students from Cambridge Regional College and the NECAAP to Cambridge North Station, and toward the city centre.	x			
Increase awareness of publicly-accessible restaurant, gym, and hair and beauty facilities located within Cambridge Regional College, to build relationships between the College, local residents and businesses, both existing and new.			x	x
Give presence to activities and things made by students at CRC – to encourage a sense of pride in what they do and build positive relationships with the local community. • Seek opportunities for exchanges between local community centres and college students; for example, could students once-a-term provide free or low-cost services to elderly persons, or mothers in the area? • An intergenerational opportunity was identified by local residents who suggested a mend-it' cafés or up- cycling events supported by students.			x	

#### NEC CULTURAL PLACEMAKING STRATEGY

	Council Action		Stakeholder Action	
	NECAAP Development	Community Services and others	Private Sector / Local Businesses	Community Action / Local Organisations
<ul> <li>Create awareness of businesses in the area, what they produce, what technology they use, and who they employ – raising aspirations, building relationships between business, students,</li> <li>Cambridge and its hinterlands. To develop and aspire young people through practical support in the transition from College to Higher Education or Employment;</li> <li>Develop a framework for engagement between businesses and educational institutions at all levels (see case study below), that particularly supports apprenticeships in the creative industries in which there has been an identified lack.</li> <li>Seek opportunities for further spatial interaction; including incidental opportunities through daily journeys, and common or shared spaces, facilities and amenities.</li> <li>Establishing a place or programme supported by local businesses to mentor and aspire young people, this could include topics such as;</li> <li>Looking after my finances (a suggestion made by students)</li> <li>Finding a job (a suggestion made by students)</li> <li>Being a parent and having a career.</li> </ul>			x	
Support personal development, health and wellbeing of students through activities with a particular focus on creativity and making.		x	x	x

# 12.3 Baseline Recommendations

The policy benchmarks below are taken from Cambridge City Council Local Plan requirements, and the quantitative requirements have been derived by applying these benchmarks to the anticipated maximum population of the NECAAP area following completion. The quantitative recommendations therefore do not reflect the depth of recommendations in the wider strategy, but should be seen as the minimum level of provision upon which the wider strategy can be implemented. They have also informed the high level costings that will feed into the Viability Study and IDP. Sports, education and health provision have not been included, as these will be addressed in strategies specific to those policy areas. Requirements and associated costings will need to be kept under review and updated in response to changes to demographic and population projections, and as greater certainty over the form and model of infrastructure delivery is available.

**Table 1.** Community and Cultural Infrastructure requirements on NECAAP site

Infrastructure	Policy Benchmark	Quantitative requirement based on Population 3 (17,891)	Qualitative requirement	Total Anticipated Project Costs (Ex. VAT) at 1Q2020 Price Levels $\pounds$
Community Infr	astructure		·	
Community Facilities	111m <sup>2</sup> per 1,000 people	1,986m <sup>2</sup>	<ol> <li>community centre to serve site and surrounding wards. Include a costing for provision and maintenance of a multi-use community hall that could accommodate indoor 5 a side football or badminton and contribute to meeting indoor sport need.</li> <li>There is no precedent for community facilities in Cambridge being purpose-built to accommodate or combine sports functions. There are however a number of reasons that this will prove beneficial to the NECAAP;</li> <li>Full sports facilities are likely to be associated with Secondary School development (pending Sports England report). An interim provision will be required.</li> <li>Provides long-term over-flow / occasional event support for sports facilities.</li> <li>It gives flexibility to the future use of community facilities, enabling potential change of use, if required.</li> <li>Will provide a large scale space that should be capable of supporting diverse events, not limited to sports activities (ie. theatre / exhibition).</li> </ol>	£7.0 to 8.1 million

Infrastructure	Policy Benchmark			Total Anticipated Project Costs (Ex. VAT) at 1Q2020 Price Levels $\pounds$
Library/D1 use	a typical hub library to serve the NECAAP site, Kin Hedges and East Chesterton. The library should pre- for co-location of services such as IT based adult learning, Citizens Advice Bureau, café and Post O in line with the library service's business strategy. Allowance should be made to enable expansion an adaptation of the building in future to accommode additional uses such as GP surgery. Clay Farm Centre (Trumpington) is a good example		learning, Citizens Advice Bureau, café and Post Office in line with the library service's business strategy. Allowance should be made to enable expansion and adaptation of the building in future to accommodate	£2.8 to £3.2 million
Arts Council Engla	nd recommendation bencl	hmark		
Galleries	45m2 per 1000 people	805m2	See comment on combined total below	See below.
Museums	28m2 per 1000 people	501m2	Low: Museums provision (using the standard charge approach) was calculated for Cambridge in the Business of Culture audit report and was found to be very high according to Cambridge City Council. Current museum provision is emphasised in the City Centre, and cultural space could be reallocated to another higher need provision such a studio spaces.	See below.
Multi-use (Arts venues & theatres)	45m2 per 1000 people	805m2	As above	See below.
Production, rehearsal, arts education space	45m2 per 1000 people	805m2	As above	See below.
Combined CI total		2,916m2	Assume that cultural infrastructure is co-located with: a medium sized performance space/gallery; Dedicated creative community space; Affordable office space and meeting rooms	£12.6 to £14.6 million.

#### Table 2. Proposed demographic breakdown of NECAAP area

Age	Population
0-3	1,655
4-10	1,348
11-16	608
17+	14,280
Total residential population	17,891

## Table 3. Off-site Community and Cultural Infrastructure requirements

Infrastructure	Summary of existing provision	Audit baseline requirement	Quantitative requirement	Qualitative requirement	Total Anticipated Project Costs (Excluding VAT) at 1Q2020 Price Levels £
Cultural Infrastructu	ire				
New premises for Makespace Cambridge	Current premises are 4,000ft <sup>2</sup> and include metal and wood workshops, a classroom, craft room, store room, 'kitchen, main- space which holds workbenches, 3D printers, laser cutters, as well as electronics and fine metal working stations.	Consideration and consultation with Cambridge Makespace to investigate possibility of locating at North Cambridge, supporting local skills development and forming a base for production and creative industries. Strong evidence that the Makespace in Cambridge has proven to be a very successful model and if it can not be relocated, will represent a significant net loss of existing creative workspace in Cambridge	Minimum 4,000ft² / 372m²	Average cost of providing and maintaining similar creative workshop space	£1.0 to £1.2 million.

# 12.4 Facilities Recommendations

		Cambridge Science Park Local	District Centre	Cowley Road Neighbourhood Centre	Cambridge North Station Local Centre and Station Approach (which is the main street between the Station and the District Centre)
Meanwhile Uses	Quick Win	Student / science park hub; packed lunch engagement sessions hosted by artists / makers / technology innovators / business people. Extend Kettle's Yard / Open House program to a teenage target via the college or Adopt an artist / establish an artist in residence at CSP to develop. Science park community open day Youth engagement, training / champion programme. Seek opportunities to deliver joint sustainability, nature or gardening projects bringing different community stakeholders on-site together.	Meanwhile uses are initially focused in areas of existing community activity, to introduce the NECAAP cultural themes, place branding and identity. Development triggers relating to site phasing and delivery of connections across the site will enable the introduction of temporary uses. These may either relate to long-term uses planned for the site, or activities associated elsewhere within the site.	Wayfinding installations, supporting connectivity between Milton and Cambridge North Train Station, and Cambridge Science Park.	Wayfinding installations, supporting connectivity between Milton and Cambridge North Train Station, and Cambridge Science Park. Testing of the proposed thematic concepts and routes; sustainability and active, innovation and art, or green and sustainability, etc. Facilitation of temporary events within the existing public square, to deliver a diverse and engaging programme contributing to the refinement of the overarching place identity.

		Cambridge Science Park Local	District Centre	Cowley Road Neighbourhood Centre	Cambridge North Station Local Centre and Station Approach (which is the main street between the Station and the District Centre)
Meanwhile Uses	Short-Term	Develop working partnerships between Cambridge Arts Network (CAN), entrepreneurs, small business, Cambridge Regional College university and local corporates to consider an organisational structure and brief for a Knowledge Exchange Hub or similar exhibition and engagement space. To facilitate activities in outreach, research and community value to teens specifically providing an entry-point and interface with creative and innovation industries.	Test bed for production, arts and performance studios via temporary units (Up to 10x 20-40 sqm required long-term). Events programmed alongside this will initiate testing and development of a detail cultural programme for public spaces across the NECAAP. Obtain recommendations from Health Impact Assessments	Obtain recommendations from Sports England, and determine school location, size and scope for facility management agreements for performance venue / sports provision.	Develop local cultural audiences through hosting of temporary events, performances, installations. Work with schools to deliver projects such as 'Tales from the Edge of Town', in Trumpington and Cherry Hinton. Temporary /moving facilities to deliver a 'venue' for events working with existing communities addressing existing deficit for a drama / dance space.
Меал	Long-Term	Develop detailed programmes for the space, incorporating lunch, evening and weekend events.	Establish brief for Library, Community and Health centre by engaging creatively with full range of potential library audiences. Investigating potential meanwhile use hub, bringing open-use, indoor children's activities, alternative all age sports activities, cafe, and collection of small-scale performance and arts studios (up to 20-40sqm) to the area.	Refine cultural and facilities plan in response to inputs made, review meanwhile use strategy alignment.	Evaluate success of temporary location and outreach to inform Production and Performance Venue with Conferencing functions and Public Square suitable for community events.
	Infrastructure	Gallery / Exhibition space with community use (for young people) Nursery + children's park (pending education input)	Library + Community + Health Centre	Sports provision (pending Sports England reports)	Progammable public square.

# 13.0 Appendices

A - Place Deliverables and Cultural Principles	80
B - Consultation Results	87
C - Exhibition Boards	100
D - Consultation Material	117
E - Strategic Definition (RIBA Stage 0) Cost Study	125
F - Case Studies	132

# A - Place Deliverables and Cultural Principles

	Form locally relevant cultural places	Create Connec- tions	Cambridge Identity	Establish quality places with atmos- phere	Health and Wellbeing	Give Presence to Producers
Place Identity						
Establish the area as a vibrant gateway to Cambridge that exhibits a distinct place identity which also reflects the activities and sense of community belonging to surrounding neighbourhoods.	x	×	x	x		
Create a more diverse mix of uses across the site, including homes to suit a demographically mixed population with associated infrastructure and open space to support everyday community and cultural life.	x	×	x			
Sensitively diversify the mix of uses within the existing employment parks through densification and infill development, allowing activity to extend beyond working hours.	x	x		x		x
Reduce the dominance of traffic and associated air and noise pollution through rescaling existing roads and creating a comprehensive network of active travel routes within the site that connect to surrounding areas and cross-city routes.		×		x	x	
Enhance feelings of safety and security for all site users through ensuring new development is outward-looking and offers passive surveillance to streets and active travel routes.		×			x	
Develop an exciting meanwhile use and long-term programming that brings innovation to the doorstep, and the doorstep to innovation. Build relationships between innovative businesses and residents to explore and define what the future identity of North Cambridge is, through art, sports, wellbeing, and science.	x	x	x	x	x	x

	Form locally relevant cultural places	Create Connec- tions	Cambridge Identity	Establish quality places with atmos- phere	Health and Wellbeing	Give Presence to Producers
History						
Create a development framework that draws on traditional urban forms found in Cambridge while articulating the area's current and future strengths in innovation and life science through creative, open and inclusive architecture and public spaces.	x		×	x		
Deliver a programme of cultural heritage activity incorporating permanent public installations, temporary exhibitions and outreach programmes with schools, local charities, organisations, and long-term local employers to further understanding and engagement with the area's history.	x	x	x			
Establish an annual event that showcases the contribution of local educational institutions, employers and community groups in solving global and local challenges that will define our future. Reviving the 'town' and 'gown' exhange that Stourbridge fair represented, which as a previous North Cambridge 'centre', bought Fenland farming communities into the same space as scientists and towns-people.	x	x	x	x	x	x
Community						
Recognise the different social, cultural and community needs of existing and future communities within, and around the NECAAP; for residents, local workers, and international visitors. To deliver economically mixed neighbourhoods, intergenerational interaction, wellbeing and sustainability to unite new and emerging communities.	x	×			x	
Take an inclusive approach to the development process, working with existing stakeholders' organisations managing community facilities, programmes and events in NEC.	x	×				x
The quality of facilities and cultural programming should support a positive, welcoming atmosphere, in which the close networks and 'Cambridge' feel can thrive.	x		x	x		
"Deliver a mixed community through provision of affordable housing, a range of tenures and mixed housing types."	x	x	x	x		
Arts						
Opportunities to define a unique art offer in North East Cambridge should be considered in dialogue with the other themes outlined and needs identified by locals. The use of arts in health and wellbeing contexts is of particular interest.	x	×	×	x	x	x

	Form locally relevant cultural places	Create Connec- tions	Cambridge Identity	Establish quality places with atmos- phere	Health and Wellbeing	Give Presence to Producers
Develop capacity of local cultural producers, organisations and facilities to create an active network supporting the development of a coherent arts programme sensitive to the changing dynamics of the population and communities.	x	x		x		x
Refine the economic, social and educational goals to be delivered through cultural arts programming and promotion of the creative industries.	x	x	x			x
Work with existing and future school providers to support arts and cultural development through the provision of publicly accessible facilities (as currently used in Milton and Shirley Schools).	x	x	×	x		
Sustinability						
"Create a network of streets and open spaces that prioritise the movement of people and integrate habitats that provide incidental opportunities to engage with and understand nature, such as: • Community orchards and productive street trees; • Community herb gardens • Bird nesting towers, bat boxes and micro energy generation incorporated into public art features and accompanied by interpretation panels to provide accessible insight into local wildlife;"		x		x	x	
"Establish community repair workshops and libraries where infrequently used items can be borrowed and returned."	x	×				
Consider opportunities for culinary production, community food production, health learning and community building.	x	x			x	x
Deliver innovative models of efficient building design and programming, to support and maximise enivronmentally friendly lifestyles.	x				x	
Use green-tech and clean-tech to establish North East Cambridge as a sustainable innovation district, promoting an urban, environmentally friendly culture identity locally and gloablly.	x		x		x	

	Form locally relevant cultural places	Create Connec- tions	Cambridge Identity	Establish quality places with atmos- phere	Health and Wellbeing	Give Presence to Producers
Secure NEC wide facilities and services that compel residents and businesses to live sustainably, such as water fountains, cycle repair stations, and waste units that requiring segregation of waste).	x		×	x	x	
Active						
Create active and safe pedestrian, cycle and public transport connections across the site, suitable for use day and night, through strategic planning of public facilities, active edges, lighting, wayfinding and design of public spaces.	x	×	×	x	x	
"Strengthen the physical and social connections between neighbourhoods surrounding the site, and existing uses of the NECAAP. Break down existing barriers through programmed events and exchange."X	x	x	x	x		
Provide community and cultural infrastructure that supports active lifestyles and active places, establishing new social networks and communities. This should include connections to existing and new open and natural spaces.	x	×	×	x		
"Develop a range of co-working spaces that prevent social / work isolation, lend activity and revenue streams to local facilities."	x	x		x		x
Community and cultural facilities should be clustered to support the efficiency of journeys across site, and provide enjoyable, vibrant and safe destinations with multiple services available.	x	×	×	x		x
Innovation						
Celebrate innovation that is relevant, participatory, and that is shared with local people. Innovation in relation to the arts and sustainability is particularly important in delivering this, via programming, public arts, and shaping of future public facilities.	x	x	x	x		
"Integrate technology in a way that brings social, community and placemaking value. Not using technology for technologies sake, but where it is the most appropriate, efficient and sustainably beneficial means to supporting exiting and new communities."	x	x		x		

	Form locally relevant cultural places	Create Connec- tions	Cambridge Identity	Establish quality places with atmos- phere	Health and Wellbeing	Give Presence to Producers
Create places that are resilient to technological change and impacts. Integrating and supporting technology within public spaces, streets and buildings, capable of flexing to new requirements, whilst always putting human, social need at the forefront.	x	x				
Establish socio-economic goals for the use of technology in the area, setting out how technology can be used to combat loneliness, fuel poverty, health + wellbeing, access to jobs and skills, internet poverty etc. Ensure that a strategy for inclusivity and the use of technology is set-out.	x	x			x	
Propogate the existing social 'innovators' present within the NECAAP area, through the support of clustered activities, networks, and provision of affordable space to nurture and grow advocacy and social innovation.	×	x				x
Establish North East Cambridge as a centre of innovation between hi-tech and creative industries, through business partnerships, the proposed spatial framework and ongoing cultural programming of the area.	x	x	x			x
Young Adults						
<ul> <li>"Establish North East Cambridge as place that welcomes young people, where they can realise their independence, creativity and skills through the activities, facilities and employment opportunities on offer.</li> <li>Recognise that students at CRC have a wide range of abilities and life-situations some are parents, carers, or are in part-time employment, some have learning disabilities or intellectual disabilities such as autism. Places developed should take the full range of environments required into account, to develop ecosystems that work for students and enable positive relationships within the college and locally.</li> <li>Provide appropriate retail, activities and facilities which teenagers feel welcome and encouraged to use."</li> </ul>	x	x		x		x
Provide safe and easy connections for students from Cambridge Regional College and the NECAAP to Cambridge North Station, and toward the city centre.					x	
Increase awareness of publicly-accessible restaurant, gym, and hair and beauty facilities located within Cambridge Regional College, to build relationships between the College, local residents and businesses, both existing and new.	x	x				

	Form locally relevant cultural places	Create Connec- tions	Cambridge Identity	Establish quality places with atmos- phere	Health and Wellbeing	Give Presence to Producers
"Give presence to activities and things made by students at CRC – to encourage a sense of pride in what they do and build positive relationships with the local community. Seek opportunities for exchanges between local community centres and college students; for example, could students once-a-term provide free or low-cost services to elderly persons, or mothers in the area? An intergenerational opportunity was identified by local residents who suggested a mend-it' cafés or up-cycling events supported by students."	x	x				x
"Create awareness of businesses in the area, what they produce, what technology they use, and who they employ – raising aspirations, building relationships between business, students, Cambridge and its hinterlands. To develop and aspire young people through practical support in the transition from College to Higher Education or Employment; Develop a framework for engagement between businesses and educational institutions at all levels (see case study below). Seek opportunities for further spatial interaction; including incidental opportunities through daily journeys, and common or shared spaces, facilities and amenities. Establishing a place or programme supported by local businesses to mentor and aspire young people, this could include topics such as; Looking after my finances (a suggestion made by students) Finding a job (a suggestion made by students) Being a parent and having a career."	x	x				x
Support personal development, health and wellbeing of students through activities with a particular focus on creativity and making.	x				x	

# **B** - Consultation Results

# Demographics

Date	25.02	26.02	28.02	29.02	04.03	Total	%
AGE							
U18	0	9	29	0	0	38	33%
18-24	1	7	6	0	0	14	12%
25-34	9	0	0	1	0	10	9%
35-44	7	0	0	2	7	16	14%
45-54	1	0	0	1	2	4	3%
55-64	1	3	0	15	1	20	17%
65+	0	0	0	8	5	13	11%
Total		19	35	27	15	115	100%
ETHNICITY							
Asian / Asian British	2	2	0	0	1	5	4%
Black / African / Caribbean / Black British	0	2	2	1	2	7	6%
Minority Ethnic	0	0	0	0	0	0	0%
Mixed / Multi-ethnic groups	0	0	0	0	1	1	1%
Other Ethnic	0	0	0	0	0	0	0%
White	16	15	31	26	11	99	88%
Total	18	19	33	27	15	112	100%
COUNTY OF ORIGIN							
Non-UK	3	1	1	0	2	7	6%
UK	15	18	32	27	13	105	94%
Total						112	100%

Date	25.02	26.02	28.02	29.02	04.03	Total	Percentages
Relationship to area							
Live	0	NA	0	13	2	15	25%
Work	9	NA	0	0	0	9	15%
Study	0	NA	18	0	0	18	31%
Live - Work - Study	0	NA	0	1	0	1	2%
Live - Work	4	NA	0	3	4	11	19%
Live - Study	0	NA	2	0	0	2	3%
Other	0	NA	0	2	1	3	5%
Total	13	NA	20	19	7	59	100%

## Identity

1| What do you think of the NECAAP and surrounding area today?

Those who **work** in the area (25.02.20, 26 comments received)

- Generally people did not have a positive outlook of the area, describing it as unserviced, smelly, outdated, noisy, busy, messy, lack, empty, dominated, and desperate.
   (9 comments, 35% comments)
- Traffic, cars, and congestion were the defining common experience of those who work in the area.

(7 comments, 27%)

- No one type of land-use clearly defined the area to those who work there; it was described as suburban, business, industrial (3 comments, 12%)
- More positive comments described the area as

prestigious and convenient. (2 comments, 8%)

Those who **study** in the area (26/28.02.20, 26 comments received)

- Students felt negative about the quality of their environment, describing it as littered
  (3) and dirty (2), a further list of individual descriptions were received, describing the area as, run-down, trampy, smelly, nothing, dull, rough, chaotic and boring.
  (13 comments, 50% of total comments).
- There were also a number of general comments made about the area, which were more positive in tone; interesting, love, jokes, fun, calm (6 comments, 24%)
- Students also perceived the area as busy and associate it with traffic (3 comments, 12%)
- Some students feel 'unsafe' in the area, specifically mentioning walking to and from

# College in conversations. (2 comments, 8%)

Those who **live** in the area (29.02/04.03, 50 comments received)

- Foremost residents feel that the site is bleak, underused or desolate.
   (7 comments 14%)
- (7 comments, 14%)

•

- Generally people were negative about the current condition of the area describing it as dull, hard, confusing and stinky, for example. (6 comments, 12%)
- This group focused most on the social aspects of the existing area, pointing to socio-economic factors such as salaries, professional, public and poor (4 comments); but also to the social conditions of the area, which were thought to be unsafe, unfriendly, lonely and antisocial (4 comments)

(8 comments, 16%)

- Traffic conditions were mentioned less often by people who live in the area than those who work or study there (1 traffic comment), the geographical separation of the site by the road network was marginally more concerning (2 comments). A social aspect of separation was also recognised in the description of the area as 'elite' and exclusive. (2 comments) (5 comments, 10%)
- A number of people also felt that the area is unknown, forgotten, or foreign. (3 comments, 6%)

# 2 What aspirations do people have for the future of this area?

Those who **work** in the area (25.02.20, 45 comments received)

#### General

People would generally like to see a pleasant (3) and clean (2), visual and vibrant environment. Many singular comments were received, depicting an area that is also interesting, innovative, busy, attractive and accessible. (9 comments, 20%)

#### Walking / Cycling / and Connections

Integration of the site for cycling, waling and connections in general was recurrently comment upon. (6 comments, 13%)

#### Sustainable / Environment

A green and sustainable environment was the most coherent aspiration for the site shared by this group.

(5 comments, 11%)

#### Recreation

A number would like to see the area defined by the social and recreational spaces available there, an emphasis put on sports, recreation, pubs and parks. (4 comments, 9%)

#### Servicing

Several general comments were made regarding the liveability / serviceability of the area, a supermarket was highlighted as a specific need. (4 comments, 9%)

Those who **study** in the area (26/28.02.20, 44 comments received)

#### General

In general young people would like to see a fun (5) and exciting (3) environment, the emphasis was

on an enjoyable social place (1) to be – but some mention of design was also made, suggesting it should be cool (2), modern (2), spacious (2). (18 comments, 41%)

#### Social

Young people were quick to mention their social aspirations for the area (2 comments), they would like to describe it as small, friendly, hospitable, and a place suitable for families (4 comments). One individual also hoped that jobs would be available (1 comment). (7 comments, 16%)

#### Safe

Safety with the primary concern of young people studying in North East Cambridge (6 comments, 14%)

Those who **live** in the area (29.02/04.03, 58 comments received)

#### **Development parameters**

The majority of comments received were concerned with the level of development, density and potentially high-rise form of buildings (11 comments). One comment encourage 'clever design'.

(12 comments, 21%)

#### Inclusive

Accessibility was high on the agenda (6 comments), generally there was a feeling that the area should be open to everyone, diverse and family orientated. (9 comments, 16%)

#### Social

Community was central to comments received (5

comments), people generally hope that the area will be friendly, welcoming and sociable. (9 comments, 16%)

#### Active

There is an emerging vision for the activity levels in the North East Cambridge area to be 'vibrant', 'dynamic', 'thriving' and 'interactive'. Two comments made clear that the area should not be a dormitory and have an activity level after 6pm. (8 comments, 14%)

#### Environment

Green, open and wooded space envisage a naturally focused environment. There was also one comment made that the area environment could appear 'scientific'. (6 comments, 10%)

#### Uses

Scattered comments were received about the type of uses to be available on the site, they included indoor/outdoor, retail, and range of facilities. (5 comments, 9%)

## History

North East Cambridge has an interesting history, recorded from the 1100s onward. Two aspects of history were shared with participants at engagement events.

- 1. A brief timeline outlined the area's history
- 2. Four physical qualities of what makes Cambridge a special place was presented; urban grain, open space, surprise, texture and colour. In parallel, how these qualities exist in different areas of Cambridge, and modern

developments globally were also presented, to stimulate conversation on the role of history in modern developments.

A modest level of formal responses was received to these boards, however, the approach which aimed to put local understanding at the centre was recognised and produced some fruitful conversations about the potential of modern development.

#### **Response to timeline**

Historical reflections Votes	Total	%
Take the long view, back to the 1100s	6	37.5
Focus on the recent history of innovation	1	6.25
In the spirit of innovation, keep looking forward	5	31.25
Make something totally new	1	6.25
All of the above	3	18.75

#### Detailed Comments received

"The technology and techniques (for good housing) exist. Don't provide solutions looking for a problem. Consider how cities and towns developed naturally throughout history or you will end up with something ugly like Eddington, New Trumpington or 1970s era council estates. Design with classic utilitarian designs. Don't make something 'totally new'."

"Be imaginative, not concrete canyons as around the central train station"

## Community

Students and residents in the area have high aspiration for the social qualities of North East Cambridge, which alongside safety and inclusivity formed the top priorities (over 30% of general comments received from students and residents.

Understanding what social networks and places are important in people's social lives in North East Cambridge today was researched through a series of quantitative questions, as follows;

#### Social Places

#### Which places contribute to your social life?

#### Outdoor

Parks, public spaces, community gardens and market spaces feature highly in the social lives of people living, studying and working in the area today. Fewer people mentioned play or picnic areas, this is likely due to the demographic representation at engagement events.

Parks	18	21%
Public Spaces	15	18%
Community Gardens	14	16%
Market	14	16%
Allotments	9	11%
Play Area	6	7%
Picnic Area	5	6%
Other	4	5%
Total	85	100%

#### Indoor

Home, café, community centre and cultural facilities are all prevalent in people's social lives within North East Cambridge today.

Home	14	19%
Café	14	19%
Community Centre	13	18%
Cultural Facilities	12	17%
Faith Building	7	10%
Nursery School	5	7%
Schools	5	7%
Other	2	3%
Total	72	100%

# What activities do you think make a successful social place?

Atmosphere was clearly the winning factor in creating successful social places, no further detail was collected on this aspect at this stage of consultation. However, the overarching comments and aspirations collected perhaps suggest some expectations for friendly, attractive and pleasant places and facilities. This should be considered through the programming, scale of facilities, connection to their surrounding area and architectural design.

Accessibility and activities on offer were also emphasised as important. A number of 'other' comments also tackled accessibility issues such as parking, cycle access, child friendly places, and opening hours of social places and facilities.

One 'other comment' also highlighted the importance of viable social spaces, where service can be maintained at the level required for the local community.

Atmosphere	9	22%
Accessibility	6	15%
Activities on offer	6	15%
Other	6	15%
Affordability	5	12%
Safety	4	10%
Free	3	7%
Service mix	2	5%
Total	41	100%

#### Social Networks

What social networks are most important in your life today?

Friends and family are the most important social groups to residents and students of North Cambridge, these social networks are especially significant to students who participate in fewer groups beyond college.

Cultural activities, charities and community services also featured as important social networks, again this may reflect the deficit of people in their 30s and 40s represented at engagement events.

	Students	Residents	Total	Popularity
Friends	6	5	11	29%
Family	4	4	8	21%
Cultural Activities	1	3	4	11%
Charities	0	3	3	8%
Community services	1	2	3	8%
Interest groups	0	2	2	5%
Sport groups	0	2	2	5%
Faith groups	0	2	2	5%
Support groups	0	1	1	3%
Work	0	1	1	3%
Other	0	1	1	3%
Social services	0	0	0	0%
Total	12	23	38	100%

# General Comments Received on Community Infrastructure

Lots of individual suggestions for community infrastructure were received through responses to geographical and thematic themes, further analysis of these and general comments have revealed four trends to be considered in Building Community.

- 1. Creating a mixed community through affordable housing
  - I welcome housing for local people **affordable and social housing.** But not high-rise development for investors and commuters.
  - Connectivity to rest of Cambridge. Intensive development necessary. 40% social housing
  - Should be primarily affordable and social housing - low rise, such as eco development in Norwich can be high density
  - Families at the centre, perhaps a focus on **affordable housing**
  - Doctors surgery, recreational areas and good transport facilities. Eco housing and **shared ownership.**
  - Good air quality. Housing not tower stacks. Energy efficient, smart technology. Consider disabled people. Non-intrusive designs.
  - Do not overdevelop the site. Value green spaces, trees. Limit height to four stories. Highrise social housing can lead to ghettos!

(General comments, 7 comments)

- 2. Enabling environmentally sustainable communities, environmentally & socially
  - "Please give us a **sustainable community legacy,** not just short-term opportunities for developers to make money"
  - "Community café, evening opening libraries and community 'hire' libraries. Community gardens."
  - "Community gardens, farms, wildlife

areas, woodland. Green woodworking spaces, physical gardens, cycling." (Thematic facilities, 3 comments)

#### 3. Encouraging intergenerational interaction

- "A facility for all ages, communal, brings people together"
- "Generational community and sustainability"
- "Woodwork, life lessons, how to... "(A student suggestion for intergenerational activities)

(Thematic facilities, 3 comments)

## 4. Community health

- There was a particular emphasis on integrated health services and mental health should note that there is quite a high level of lone-households in the area.
- "Painting courses. **Mental health** facilities. Therepy through arts. "
- **"Integrated healthcare** centre. Care home near green"
- **"Mental health facilities,** young people. A place to escape. Trees." (Thematic facilities, 3 comments)

# Sustainability

Two priority areas for the community and cultural development of North East Cambridge Area Action Plan have been identified, Sustainability and the Arts. Both categories received 16 activity and facility suggestions. These have been categorised into four topics;

#### **Comments Received**

# Sustainability, community activity and wellbeing (8 Comments)

- Mental health facilities for young people. A place to escape. Trees.
- More environmental improvements
- Repair and reuse to reduce waste
- Please give us a sustainable community legacy, not just short-term opportunities for developers to make money
- · Generational community and sustainability
- Repair workshops. Reduce waste and train people
- Community café, evening opening libraries and community 'hire' libraries. Community gardens.
- Community gardens, farms, wildlife areas, woodland. Green woodworking spaces, physical gardens, cycling.

## Green spaces, quality and type (4 Comments)

- Gardening and growing spaces
- Open space needed for allotments and garden and growing space. Trees and nature areas are a must
- Green spaces, orchards, plum and apple trees. Where are the orchards in orchard park
- A good quality garden and trees. Suitable for old people, location should be accessible

## Food production / retail (2 Comments)

- Farmers market
- Usable herb garden

#### Transport (2 Comments)

- Introduce a city-stop line where people have to get out of their cars to keep centre car free
- Safe cycling, no more cars

## Arts

Two priority areas for the community and cultural development of North East Cambridge Area Action Plan have been identified, Sustainability and the Arts. Both categories received 16 activity and facility suggestions. The Arts suggestions received were more facilities focused than other themes with only few comments outlining how the Arts could be integrated within cultural life. The relationship between art and health is one trend identifiable, three out of the four programme suggestions received made this connection. Opportunities to further define a unique art offer in North East Cambridge should also be considered in dialogue with the other themes outlined and needs identified by local providers.

## **Comments Received**

#### Arts Programme (4 Comments)

Painting lessons for young people Express yourself in all arts Painting courses. Mental health facilities. Therapy through arts.

Art spaces at workplaces to encourage time out for wellbeing. Places for young people to do art

## Performance arts space / studio (3 Comments)

Exchange between college students and performers, all arts Another venue, performing arts studio like in Norwich

#### Concert Hall (3 Comments)

Near station Alongside a small cinema and events space

#### Other (2 Comments)

Music venue, like Storeys Field please Cultural hub and café

#### Library (2 Comments)

**Exhibition space (1 Comment)** 

## Active

#### **Comments Received**

Nine comments were received with eleven suggestions for facilities and activities supporting active lifestyles. These have been grouped into three topics of lifestyle, community, and types of facility. Despite the modest number of parents who attended the engagement sessions, a lot of suggestions for facilities appropriate to young people and children were received.

## Lifestyle (3)

- Support cycling and walking (2)
- Open green spaces (1)

#### Community (3)

- Sports facilities, help people out of trouble (health / mental health)
- Facilities for all ages, bringing people together
- After school sports, an 11-15 offer especially

## Types of Facility (5)

- Swimming pool, with flumes
- Climbing wall, and inside activities for kids (2)
- Playgrounds for adults
- Basketball (Chesterton)

## Innovation

The theme innovation inspired an eclectic mix of six comments, hinting at innovation in connection with the other themes of arts and sustainability particularly.

## Youth

- Engage the youth
- Provide woodwork, life-lessons, 'how to...' sessions

#### Sustainability

• Mixed use buildings, and bed-zed style buildings

#### Arts / Production

• Small businesses, designers and makers

#### Something new

• Science parks already provide innovation. Now something new...

#### Facilities

Refer to Arts / Sustainability

# Geography

Facilities and Activities Suggestions by locations. Community and Cultural facilities are highlighted in bold.



EXISTING LOCATIONS	
А	Why is there nearly no retail in this municipality?
В	Public green space
с	More public transit to Cambridge North Station
D	Not Budgens
E	The library is almost never open
F	Village hall community group
G	Shooting range Transport links Archery Medical facilities Market place Krav Maga Concert venue Cinema Better housing Transport infrastructure Open space facilities Cycle paths Upcycling, students and public College is self-sufficient - just go home Nursery Children's Park

EXISTING LOCATIONS	
Н	Don't bring back the Jenny Fen!
I	Anything open past 6pm Advertise availability, would use the science park/Bradfield if it had offer
J	Improve cycling, more trees
К	Café Café popup at community centre
L	Café
Μ	Big Supermarket
Ν	Revamp children's playground
0	More affordable housing, green space and a care home
Ρ	Green space, football pitch, climbing area
Q	Bars and pubs
R	More green space
S	Bike access to Cambridge North Station

# Facilities and Activities Suggestions by Centre Type

Proposed Centres	Public Engagement	NEC Forum (Group 1)	NEC Forum (Group 2)
	Nursery	Pre-school / Nursery	Pre-school / Nursery
	Transport infrastructure + links, cycle paths	Bike repair;	Bus Stops
	Children's Park	-	Playground
	Open space facilities	Community garden;	Park
	Medical facilities	-	-
	Upcycling, students and public	Skills/Training centre;	-
King's Hedges / Cambridge Science Park / CRC	Shooting range	Outdoor sports	-
~	Archery	-	-
ar k	Krav Maga	Indoor sports;	-
P P	-	Swimming pool	-
ance	Fast food	-	Café + pub
Scie	Market place	-	
e D	-	-	Bar
rid	-	Culinary production;	-
dm	-	Community kitchen;	-
Ö	-	Community fridge;	-
s	Concert venue / hall	-	-
ge	-	Audio Visual/Flexible Space; Art/	-
Le C	-	Design/Workshop space;	-
J's F	-	Music rehearsal space; Art/Design/	-
(inç	-	Exhibition space;	-
	-	Performing arts studio;	-
	Cinema	-	-
	Better housing	-	-
	College is self-sufficient - just go home	-	-
	Anything open past 6pm (Comment I)	-	-
	Advertise availability, would use the science park/Bradfield if it had offer (Comment I)	-	-
		-	-

Proposed Centres	Public Engagement	NEC Forum (Group 1)	NEC Forum (Group 2)
	Supermarket	Small supermarket	-
	Retail (2)	Retail	
	Pubs	Pub	Pub + Café
	Restaurants	-	-
	Life lesson exchange	-	-
	Public space, green space (Comment O)	Park	Garden
	Accessible and walkable	-  -	- 
	Hospital; could serve Northstowe and Waterbeach new developments	Integrated health care centre	Healthcare
	Integrated healthcare centre	-	-
	Carehome near green	-	-
	A church (2)	-	-
	Swimming pool	Church	-
jc	Library	-	-
- District	-	Library	Library
	-	Community centre	Community Centre
7	-	Primary school and future proof	School
	-	site for secondary school	-
	-	Music and concert venue	-
	-	Museum	-
	-	Performing arts/Performance venue	-
	-	Public gallery	-
	-	Dentists	-
	-	Third sector outlet	-
	-	Third sector offices	-
	-		Outdoor Sport
	-		Post Office
	-		Water
			Fountain
	Jobs	Centre not presented	Centre not presented
sion	Concert Hall (2) / conference hall		
3 John's Innovation	Care Home + Comment O)		
oľ	More green space (Comment R)		
7	Football pitch, climbing (Comment P)		

Proposed Centres	Public Engagement	NEC Forum (Group 1)	NEC Forum (Group 2)
4 (centre 2) Cambridge North Station	Concert hall like Storeysfield, Eddington	Public art	Performing Arts Performance
	-	-	Venue
	-	-	Music Concert Venue
	-	-	Audio Visual Cinema
	-	Bike repair	Bike Repair
	-	Water fountain	-
	-	Bike rental	-
	-	-	Pedestrian Centre
	-	-	Indoor Sport
	-	Café	Café + Pub
	-	Bar	-
	-	Square	Square
	-	Playground	General Recreation Space
	More jobs around the train station	Community Orchard	-

# **C** - Exhibition Boards



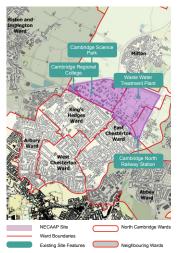
# North East Cambridge Area Action Plan

North East Cambridge is home to around 34,000 people, and has a unique sense of community.

We want to hear what you think about activities, events, and facilities in the area, and what you would like to see here in the future.

Your ideas will help shape the North East Cambridge Cultural Placemaking Strategy, which will feed into the North East Area Action Plan.

# About the North East Cambridge Area Action Plan





#### Where is the Action Plan for?

The North East Cambridge Area Action Plan (NECAAP) is a formal planning document which will shape how North East Cambridge will develop over the next 20 years.

The NECAAP includes the Waste Water Treatment Plant, Cambridge Science Park, Cambridge Regional College, and North Cambridge Railway Station.

Considering connections between North East Cambridge and the adjoining North Cambridge Wards, Orchard Park and Milton will be essential to creating an integrated place. That is the focus of this exhibition, which asks, what do you think of the area today, and what would you hope to see here in the future.

# How are we developing the plan?

We have already held several public consultations about the issues and options, and are working closely with the North East Cambridge Community Liasion Forum, which is made up of representatives from local groups.

This consultation has shaped the Area Action Plan's development, and we are now preparing the draftAction Plan which will be shared for further public feedback in the summer.

After the Area Action Plan is finalised, there will be many more planning and design stages for each plot of land.

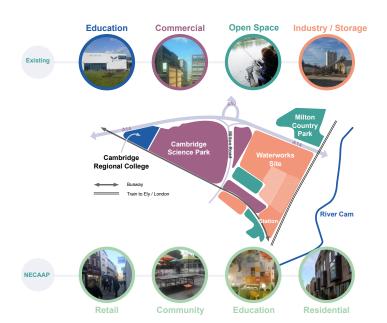


#### What inspires you?

The vision for North East Cambridge shared at the Issues and Options consultation in 2019 stated that the area will be; "A socially and economically inclusive, thriving, and lowcarbon place for innovative living and working; inherently walkable where everything is on your doorstep"

We received many comments on how this should be achieved through the development. Some suggestions from the previous consultation have been brought together under the following themes; active, sustainability, innovation and arts.

# What will the Area Action Plan do?



#### Create a Diverse Place

The North East Cambridge Area Action Plan Site (NECAAP) covers around 150 hectares of land, about the same area as 280 football pitches. We have been awarded a Housing Infrastructure Fund (HIF) loan from central government, to move the waterworks to a new site outside central Cambridge. This will release land enabling better use of the surrounding area, the Area Action Plan sets out how this will be developed.

At present, the area has a diverse mix

of communities and activities, including a number of established workplaces and education centres. The Area Action Plan will keep these and add new housing, shops and community facilities to the area - making North East Cambridge a place to live, not just work.

We want to make North East Cambridge a creative, sustainable and interesting place by creating new social and cultural hubs which support onsite and neighbouring residential and business communities.



#### What is the Identity of North East Cambridge?

The Area Action Plan Issues and Options shared in February 2019 stated that NEC will have '...an identity rooted in the essence Cambridge'.

Now is your opportunity to help us define what makes this area of Cambridge special and consider how that can be reflected in the development of North East Cambridge.

That something special might be historic. a physical quality, the type of streets, open spaces, or building materials, or it could be to do with the social qualities, types of activities, friendliness of neighbours, or feeling of close social networks.



North East Cambridge has an extensive history from Anglo-Saxon times to becoming a world-leading scientific and research hub today. As we look ahead to the future of the area, there is an opportunity to think about what stories are important and how they can inform future culture.



Agriculture + The Anglo Saxons Many of the local wards were once part of a single Anglo-Saxon Household



International trade fair held at Stourbridge Common

#### The First Drain



Was located at Milton, it improved water quality of the Cam and health of all locally



The US military used the WW2

CSP site as a base during

US Military Base



Was the first science park

to be founded in the UK



# What qualities are important in North East Cambridge?

#### North East Cambridge Area Action

#### What makes Cambridge special?



Urban Grain

Describes the density of streets and buildings. In Cambridge there are many different urban grains; the most recognisable in Cambridge is the 'open' and 'closed' network of spaces in the city centre.



#### Surprise

The streets in Cambridge city centre are full of urban surprises; one street ends in a common, an alley opens onto a bridge or just to a view across the river, a distinct building appears around the corner. A visual story slowly unfolds when walking through the city.



#### Open Space

There are many different kinds of open space in Cambridge; the River Cam, the Commons, college courts, open recreation grounds, and a number of small nature reserves, communityorchards and allotments. Together, Cambridge feels like a green place to live.



#### **Texture & Colour**

Whilst prominent buildings in the City may be made of limestone, there is a rich variety of stone used throughout the city, a collage of colour, building height and shape.

#### North East Cambridge - what qualities would you like to celebrate or improve?



#### International - do any of these places inspire you?



# North East Cambridge Area Action Plan Themes



neighbourhood unlike a typical Cambridge suburb. It will include Active destinations that make use of multi-functional buildings and open spaces, combining community, health and sports activities; an approach supported by NHS England 'Healthy Towns'. All-year-round activitiy should be made available through flexible indoor-outdoor spaces, especially for children's play. From early morning to late evening, cycle and walking routes must be safe, and provide easy access. Routes may also contribute to health, wellbeing and social engagement through art, games, and seating.

Sustainability is an important aspect of the NECAAP, affecting the approach to transport, biodiversity, and carbon reduction. Sustainability is also cultural, it informs the choices that we make every day; how we travel, what food we eat, where we shop, what we buy and what we borrow. These cultural aspects can be encouraged by new technologies and infrastructure.

Achieving sustainability requires a 'sharing economy', where left-over ingredients are taken to community fridges, and tools, musical instruments, or sewing machine may be borrowed at low-cost from a library of things.

light industrial, hi-tech, commercial businesses, alongside charitable organisations, and educational facilities; two colleges and many schools. The full diversity of Cambridge's knowledge offer is represented in this suburban and commercial area, but it is also uniquely practical; NEC is a place where things are designed and made. A key aim of the AAP is to create connections between these activities, through fibre broadband, routeways, public spaces, events and buildings, to establish a stimulating and interesting place to live.

Cambridge City Council has recently finished a study reviewing the availability of creative workspaces in the city, due to be published later this year. It has found a need for more production spaces in Cambridge. North East Cambridge could provide a range of indoor and outdoor, small and larger cultural spaces for local and community artists, this is a vision shared by a number of comments received in February 2019. Creating an 'arts hub', with different kinds of activity such as a performance venue and a cafe were put forward.



Ku.Be House of Culture in Movement, MVRDV



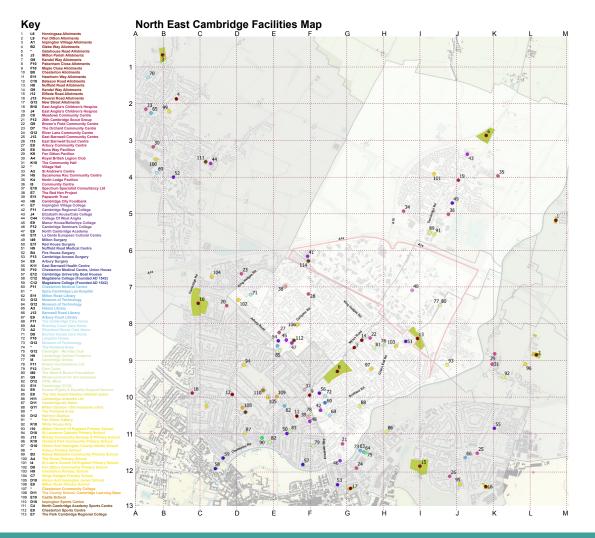
Library of Things, Crystal Palace Library





Rorth East Cambridge Area Action

# **Facilties and Activities**





#### **Building Community**

Atprevious consultations you have told us that the Area Action Plan should connect with existing communities of North Cambridge, Milton and the wider area. This can happen through physical connections, public spaces, facilities, programming of events and temporary uses. Below are some aspects involved in creating a successful social life and community, we want to hear about your experiences to help inform future planning policy and design in NEC.

#### 1 Social Routine

Is important to health, wellbeing, and quality of life. Everyone has different needs and interests, informing the places visited, services used, and people met.

2 Networks

Through activities, facilities, and services accessed; friends are made, and wider social networks formed.

#### 3 Social Places

Where people socialise is dependent on many things; religious and cultural practices, physical accessibility, attractiveness of the facilities or affordability.



# Where people meet

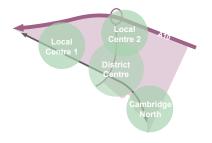
#### Local + District Centres

We hope that North East Cambridge will become a lively hub for activities between work, study and home; bringing locals, UK and international visitors together.

Since the previous issues and options consultation in February 2019, a number of developments have been made to the district, and proposed local centres.

- Cambridge Regional College is now included within the NECAAP. A local centre has been positioned to bridge the college, science park, and King's Hedges.
- An additional local centre is proposed for the central site area; providing a connection between St John's Innovation Centre, Milton and new residential area.

To consider the new local centres alongside existing uses; please hold a cutout plan against the facilities map on board 8.





#### 1 District Centre

With thousands of new residents arriving in North East Cambridge, the new district centre is intended provide the main cultural and community focus. It will contain various facilities, public spaces, and retail areas.

New schools will be built within the district zone, bringing activity and vibrancy to the area during the day. At night, schools may take on a different role providing facilities for community and cultural functions.





#### 2 Cambridge North Station

The second local centre is already partly developed; it will include a hotel, retail, cafés, prominent public space and community space. Although development has already started, it is not too late to influence the type of community and cultural activities, and temporary events which you would like to see here.



#### 3 Local Centre

A second local centre providing services connecting existing workers at St. John's Innovation Park, new residents, and existing residents at Milton who may use the area and train station route way to be provided.



# Cambridge Regional College 1 Science Park / King's Hedges This local centre will be located between Cambridge Regional College and Cambridge Science Park, and within close walking distance of King's Hedges. We think that facilities located in this area should be complementary to existing public facilities within Cambridge Regional College and avoid duplication of facilities available within the Science Park.

North East Cambridge Area Action

## Your Response

to board 8

#### Make your suggestion:

What facilities or activities do you think would benefit each centre...? Write your suggestion on a 'sticky note' and post it below

#### **1 District**

**2** Cambridge North Station

**3 Local Centre (North)** 

4 Local Centre (West)

# Inspiration

Here are some inspiring community and cultural facilities, what do you think could work in Cambridge?

Bromley By Bow, London Is a pioneering charity that combines a neighbourhood hub with a medical practice and a community research project. (Founded 1985)



Camden Central Library, Kings Cross Multiple services are provided by this highrise building; from a pool in the basement, to the library, with council offices above





## Your Response

Improving

Do you have any

improving existing

Use the brown tags to

mark facilities on the

suggestions for

facilities?

map.

New

Facilities

Do you think there

are any facilities

missing in North

East Cambridge?

Use the white tags to

ark potential facilities

onto the map.

Example

Facilities

Community

Nursery facilities

Library

Parks

Youth clubs

Cultural

Galleries

Theatre

Makerspaces

Music Venue

Dance Studios

For more ideas, see

case studies opposite.

some inspirational

Sports facilities

Recording studios

Exhibition spaces

Artist/maker studios

Community Centres

Facilities



Volunteering Walking

Xylophone group Yoga Zebra herding

Got some better ideas? Please add them to the map ...



#### Meanwhile Uses

The North East Cambridge Area Action Plan will take at least 20 years to be fully built out. This means that temporary, 'meanwhile' uses will be really important - to create a sense of place from the start, and benefits for existing and new communities, alongside the inevitable disruption of construction.

Policy development for meanwhile uses is at an early stage, the site landowners are keen to see a range of engaging public meanwhile uses which;

- 0 Add vibrancy to the area
- 2 Connect to the surrounding areas, and
- Contribute to the overall site vision

107

North East Cambridge Area Action Plan

# Meanwhile Uses

# **Festivals**

Cambridge has many festivals taking place throughout the year including Film, Science, Folk, and Jazz. Festivals can reinforce the interests and identity of people and places. Creating an annual expectation and excitement. Below are some successful examples from Belfast, Folkestone, and Eddington.

# **Events**

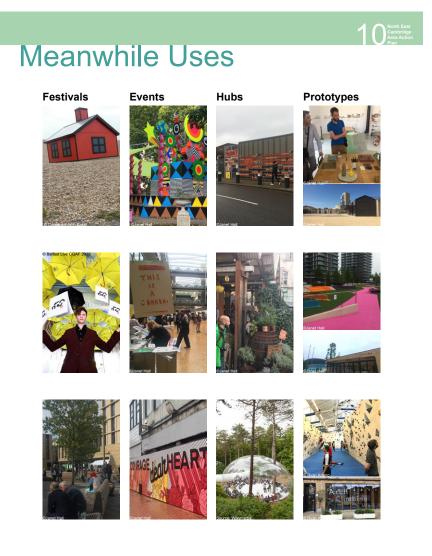
Events can be used to test ideas, and showcase skills within an area. Joy and Peace installation at Smithfield Market (2017), and the artwork, 'Courage **Dear Heart' in Belfast** (2020), caused the streets to become a gallery. Students at **Central St Martins** provide another example, when they opened doors to the public through an event, 'This is a Common' (2019).

# Hubs

Hub67 provides a community theatre studio and performance space. The temporary use has enabled development of a more permanent premises. Another long-term example is provided by the Eastern Curve Garden, which has become a health, community and arts hub to Dalston. **Plastique Fantastic's** 'bubble' shows a temporary hub-space.

# **Prototypes**

Meanewhile uses can test potential future ideas on a site; to see if a gallery, cafe, or education space would work, like the climbing wall at the Biscuit Factory which has grown from a temporary to permanent fixture. The experimental arts laboratory at Luma, takes another approach to prototyping, testing materials and techniques to be used on site.



# Your Response

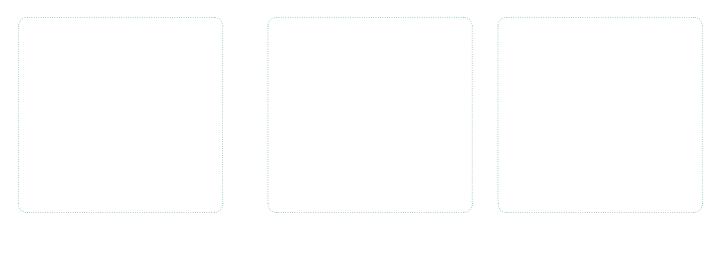


- 1. Mark where you shop, eat, walk, go to work/study on this map join the dots
- 2. Write 3 words in the area you work / live / study or visit on the map
- 3. Write 3 words to describe the NECAAP site today

4. What buildings and places make you think of North East Cambridge?



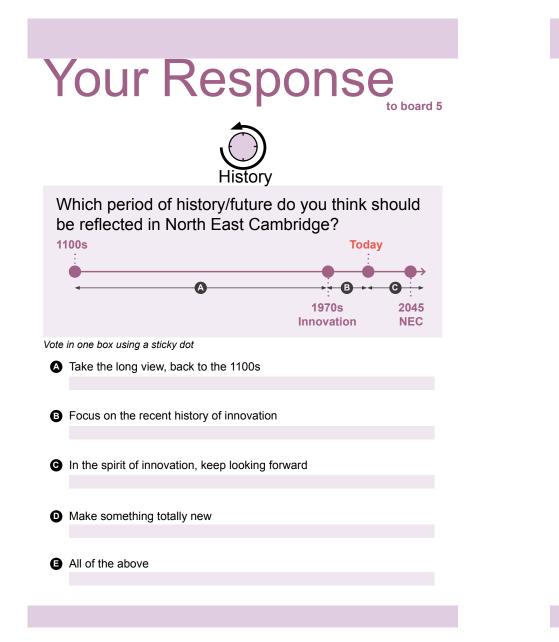
Which qualities do you think should inspire, be celebrated, or could be improved?



Celebrate

Improve

Inspire



# Your Response

What are the important activities or services in your weekly routine?

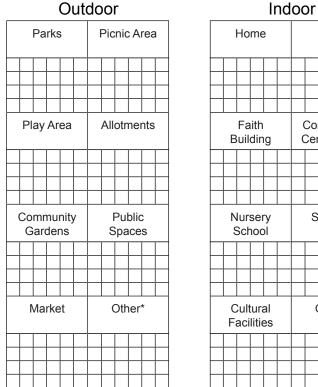
Comment on a line below

What social networks are most important in your life today?

Friends Eg.	Famly	Interest Groups
Х		
Sport Groups	Faith Groups	Cultural Activities
Support Groups	Social Services	Community Services
Groups	Services	Services

# Your Response

Which places contribute to your social life? Write an 'X' in any relevant places:



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		tura litie		L	(	Dth	ier	*	
									$\left  - \right $

\* If you responded 'other', please leave a comment on the sheet below.

## Your Response o board 9

## There are lots of ways to deliver meanwhiles

uses, what would you put first?

Write no.s 1-4 in the boxes below. 1 = highest priority

#### Collaborate with local producers

	 	 	_									<u> </u>

#### **Develop existing programmes**

												í.

#### Invite emerging or international collaborators in

#### Involve the local commute in planning meanwhile uses

				-	•								

#### What would you like to see included in a meanwhile use programme? Place an 'x' in the box(es) below



# Your Response to 'Building Community' board

What types of activity do you find best to meet people? Choose one answer and draw an 'X' in a box

Eg		nte Gro						Ta .ec				F			ma ent	nce	e
Х																	
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#### How do you find out about activities in your areas? Write an 'X' in all the relevant answers to you

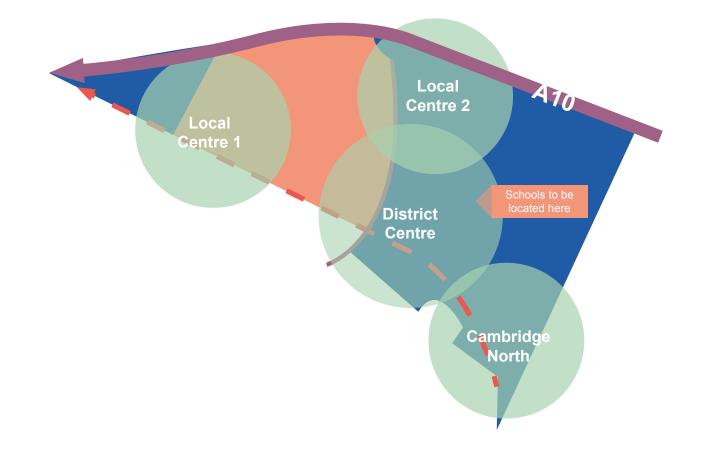
Are there any social groups that you would like to access? Write your response on a line below

# Your Response

What qualities do you think make a successful social place for you? Draw an 'X' in the three most important to you

	Eg.									
	Х									
Atmosphere										
	1									
Affordability										
	1									
Accessibility										
Activites on offer										
Free										
Safety										
Service mix										
Other*										

\* If you responded 'other', please leave a comment on the sheet below.





#### NEC CULTURAL PLACEMAKING STRATEGY



# Meanwhile Uses



116

# **D** - Consultation Material

Flyers Handouts Response Sheets Socia Media Images

# North East Cambridge Area Action Plan



### Building Community Forming Culture

What kind of culture should North East Cambridge have? What is already special about your area and how should this be nourished?

As part of developing the Area Action Plan for North East Cambridge, we want to hear from you about what cultural and community projects you would like to see here in the future. From festivals to sports facilities; arts spaces to libraries – what does the area need to thrive?

We are hosting drop-in events where you can help us map what already makes the area tick, and you can share your ideas about what is needed.

Arbury Community Centre Saturday 29<sup>th</sup> February 2020 | 2 - 6pm

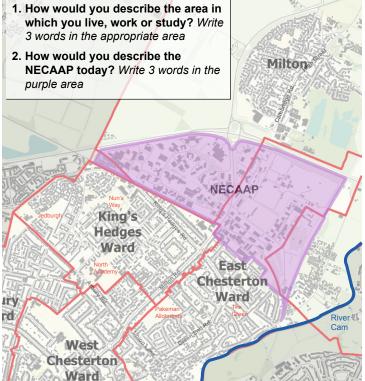
### **Brown's Field Community Centre**

Wednesday 4<sup>th</sup> March 2020 | 12 - 6pm

For more information email; nec@greatercambridgeplanning.org

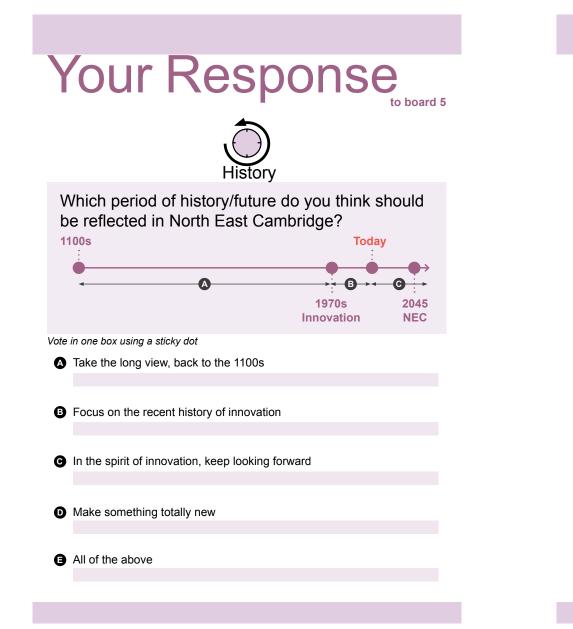
#### NEC CULTURAL PLACEMAKING STRATEGY





- 3. How would like to describe the NECAAP area in the future?
- 4. What facilities do you use in your average week? Parks, sports centres, health centre, nursery school? Mark them on the map.

	you ease co quired f	r relations omplete the detail fields	hip to th s below, * mar	Comments Do you have any additional comments to share?
hat is yo	ur rel	ationship to t	he area?	NECAAP development themes
/e		Study		
ork		Other		
tails				Qualities of the future NECAAP?
ldress				
stcode*				I
edba	ck			Future activities
e you loo NECAA	oking \P?	forward to de	evelopment	
ES		NO	MAYBE	
		d the questior and facilities		Future facilities
ice an 'X' a			-	
nfusing ·			Interes	]
				Other?



# Your Response to 'Building Community' board

What are the important activities or services in your weekly routine? What social networks are most important in your life today? Draw an 'X' in the boxes below:

	Friends Eg.	Famly	Interest Groups
	X		
,			
	Sport Groups	Faith Groups	Cultural Activities
	Support Groups	Social Services	Community Services
	Groups	Services	Services

# Your Response

Cafe

Community Centre/ Hall

Schools

Other\*

Which places contribute to your social life? Write an 'X' in any relevant places:

Out	door	Indoor
Parks	Picnic Area	Home
Play Area	Allotments	Faith Cor
		Building Cer
Community Gardens	Public Spaces	Nursery Se School
Market	Other*	Cultural C Facilities

# Your Response

### What types of activity do you find best to meet people? Choose one answer and draw an 'X' in a box

Eg.	Inte Gro						Ta .ec				F			ma ent		е
Х																
L	earr S	nin kill	g a	l	V	/olı	unt	ee	rin	g		(	Oth	ner	*	

How do you find out about activities in your areas? Write an 'X' in all the relevant answers to you

comment on the sheet below.

Facebook	
Eventbrite	
Online Search	
Newspapers	
Posters	
Word of Mouth	
Other*	
	*If you responded 'other', please leave a

Are there any social groups that you would like to access? Write your response on a line below 0------

	Carers /	nums/	
οlι	unteering		

volur	nteering	9	

# Your Response

What qualities do you think make a successful social place for you? Draw an 'X' in the three most important to you

	Eg.									
	Eg. X									
Atmosphere										
Affordability										
Accessibility										
Activites on offer										
Free										
Safety										
Service mix										
Other*										

\* If you responded 'other', please leave a comment on the sheet below.

# Your Response

There are lots of ways to deliver meanwhiles uses, what would you put first?

Write no.s 1-4 in the boxes below. 1 = highest priority

#### Collaborate with local producers

| <br> | <br> | <br> |  | <br> |  |
|------|------|------|--|------|------|------|------|------|------|------|------|--|

#### Develop existing programmes

|--|

#### Invite emerging or international collaborators in

												1
												1
												<u> </u>

#### Involve the local commuity in planning meanwhile uses

What would you like to see included in a meanwhile use programme? Place an 'x' in the box(es) below



122

# North East Cambridge Area Action Plan



### Building Community Forming Culture

What kind of culture should North East Cambridge have? What is already special about your area and how should this be nourished?

As part of developing the Area Action Plan for North East Cambridge, we want to hear from you about what cultural and community projects you would like to see here in the future. From festivals to sports facilities; arts spaces to libraries – what does the area need to thrive?

We are hosting drop-in events where you can help us map what already makes the area tick, and you can share your ideas about what is needed.

#### **The Mall**

Wednesday 26<sup>th</sup> February 2020 | 12 - 2pm Friday 28<sup>th</sup> February 2020 | 12 - 2pm

For more information email; nec@greatercambridgeplanning.org

#### NEC CULTURAL PLACEMAKING STRATEGY

### Next Steps

The information gathered today will be considered alongside current planning policy, and a recent review of existing community and cultural facilities. It will inform the Cultural Placemaking Strategy for the North East Cambridge Area Action Plan (NECAAP).

A draft of the whole NECAAP will be made available for public consultation in Summer 2020. This document will include the cultural placemaking, transport, and sustainability strategies, it will also set out how many homes and employment opportunities for the area.

The key development milestones of the Area Action Plan are outlined below;

#### Spring 2020

Feedback from this consultation will be reviewed and cultural placemaking strategy written.

#### Late Summer 2020

The North East Area Action Plan will be released for a full public consultation.

#### 2021 - 2022

The Area Action Plan will undergo a number of examinations and reviews. It will be submitted to the Secretary of State for their approval.

#### Spring 2024

The Area Action Plan will be formally adopted, and will begin to shape development of the local area.

For more information, please see www.cambridge.gov.uk/northeast-cambridge-area-action-plan









North East Cambridge Area Action Plan Drop-in to share your ideas for future facilities & activities in North East Cambridge

Pita customer

Arbury Community Centre Saturday 29th February 2020 | 2 - 6pm

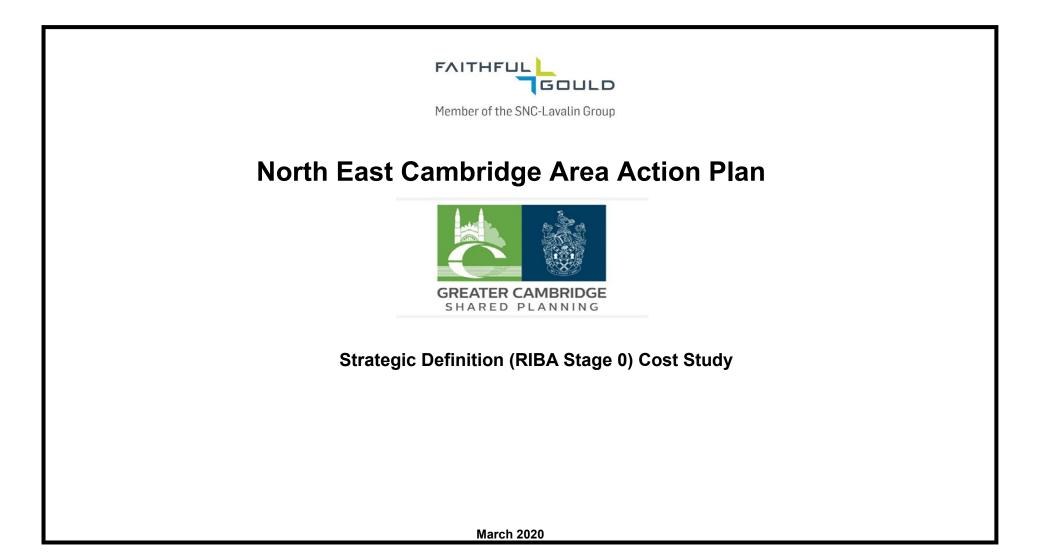
Brown's Field Community Centre Wednesday 4th March 2020 | 12 - 6pm







# E - Strategic Definition (RIBA Stage 0) Cost Study



#### NECAAP Cultural Placemaking Strategy: Community & Cultural Infrastructure Strategic Definition (RIBA Stage 0) Cost Study

Member of the SNC-Lavalin Group

Assumptions and Exclusions

#### Key Assumptions:-

- 1 Costs are at current day rates (1Q2020) with no allowance included for tender or construction stage inflation.
- 2 Construction costs have been generated with reference to a variety of data sources including the Building Cost Information Service and Faithful+Gould's own benchmarking data, generally reflective of 'median' cost levels.
- 3 Cost/m2 rates are inclusive of 'preliminaries' and contingency with separate allowances being made for external and site works, loose fittings and furniture and professional and statutory fees.
- 4 Total Anticipated Project Costs are summarised in the range of -5%/+10% to enable some flexibility with budget setting.
- 5 Construction works will be procured via a competitive tendering process.
- 6 Completed buildings will be handed over to enable turn-key possession by the Council. Whilst allowances have been included for fit-out of the galleries, museums, arts venues & theatres and production, rehearsal and arts education spaces, costs associated with these areas could vary significantly subject to the actual use and quality of fit-out required.
- 7 Costs include for compliance with South Cambridgeshire District Council Planning Requirements.

#### No allowance is specifically included within the costs for the following:-

- 1 Value Added Tax
- 2 Cost of finance.
- 3 Revenue and maintenance costs.
- 4 Relocation/decanting costs associated with the Council's business activities.
- 5 Sprinkler installations.
- 6 Section 106, 278 and similar costs/works.
- 7 Artwork/Public Art.
- 8 Archaeological investigations.

March 2020

FAITHFUL	
	GOULD

#### NECAAP Cultural Placemaking Strategy: Community & Cultural Infrastructure Strategic Definition (RIBA Stage 0) Cost Study

Schedule of Information

The Cost Study has been prepared on the following information:-

#### LDA Design

1 Email dated 3 March 2020, attaching Table 1 (Community and Infrastructure Requirements), Table 2 (Proposed Demographic Breakdown) and Table 3 (Off-site Community and Infrastructure)

#### Greater Cambridge Planning

2 Email dated 5 March 2020, providing responses to queries raised by Faithful+Gould via LDA Design

March 2020

FAITHFUL GOULD NECAAP Cultura Member of the SNC-Lavalin Group	egic Definition			tural Infrastruct	ture
Description	Area m <sup>2</sup>	Cost per m² £	Cost per ft² £	Total £	Notes
Community Facilities					
New Build					
1 1 Nr Community Centre to serve site and surrounding wards; provision of a multi-use community hall to accommodate indoor 5-a-side football or badminton and contribute to meeting indoor sport need	1,986	2,555.00	240.00	5,074,000	
2 External and site works (15%)				761,000	
Sub-Total				5,835,000	
3 Loose Fittings and Furniture (10%)				584,000	
Sub-Total				6,419,000	
4 Professional and Statutory Fees (15%)				963,000	
Total Anticipated Project Costs (Excl VAT) at 1Q2020 Price Levels				7,382,000	Say £7.0 to £8.1 million
					March 2020

	Lit	orary/D1			
Description	Area m²	Cost per m² £	Cost per ft² £	Total £	Notes
Community Facilities					
New Build					
1 Typical hub library to serve the NECAAP site, King's Hedges and East Chesterton. Provision for co-location of services such as IT based adult learning, Citizens Advice Bureau, café and Post Office; in accordance with the library service's business strategy	810	2,265.00	210.00		Library element 360m2; hall/multi-use 450m2; including enabling future expansion to accommodat additional uses such as GP surgery
2 External and site works (15%)				275,000	
Sub-Total				2,110,000	
3 Loose Fittings and Furniture (20%)				422,000	Including library fit-out
Sub-Total				2,532,000	*
4 Professional and Statutory Fees (15%)				380,000	
Total Anticipated Project Costs (Excl VAT) at 1Q2020 Price Levels				2,912,000	Say £2.8 to £3.2 million

-11

	FAITHFUL       NECAAP Cultural Placemaking Strategy: Community & Cultural Infrastructure         GOULD       Strategic Definition (RIBA Stage 0) Cost Study						
	Cultural Infrastructure						
	Description		Cost per m² £	Cost per ft² £	Total £	Notes	
	Cultural Infrastructure						
	Co-located New Build						
1	Galleries	805	1,170.00	110.00	942,000	Assumes shell & core only	
2	Museums	501	1,170.00	110.00	586,000	Assumes shell & core only	
3	Multi-use (Arts Venues & Theatres)	805	1,790.00	170.00	1,441,000	Assumes shell & core only	
4	Production, Rehearsal, Arts Education Space	805	1,790.00	170.00	1,441,000	Assumes shell & core only	
	Total	2,916			4,410,000		
5	External and site works (15%)				662,000		
	Sub-Total				5,072,000		
6	Fit-Out to Galleries	805	2,500.00	230.00	2,013,000		
7	Fit-Out to Museums	501	2,500.00	230.00	1,253,000		
8	Fit-Out to Multi-use (Arts Venues & Theatres)	805	2,010.00	190.00	1,618,000		
9	Fit-Out to Production, Rehearsal, Arts Education Space	805	2,010.00	190.00	1,618,000		
	Sub-Total				11,574,000		
10	Professional and Statutory Fees (15%)				1,736,000		
	Total Anticipated Project Costs (Excl VAT) at 1Q2020 Price Levels				13,310,000	Say £12.6 to £14.6 million	
	March 2020						

Member of the SNC-Lavalin Group       NECAAP Cultural Placemaking Strategy: Community & Cultural Infrastructure Strategic Definition (RIBA Stage 0) Cost Study         Cultural Infrastructure						
Description	Area m <sup>2</sup>	Cost per m² £	Cost per ft² £	Total £	Notes	
Makespace Cambridge						
New Build						
1 Metal and wood workshops, classroom, craft room, store room, kitchen, 'Mainspace' including workbenches, 3D printers, laser cutters, electronics and fine metal working stations	372	1,500.00	140.00	558,000	Assumes industrial style building	
2 External and site works (15%)				84,000		
Sub-Total				642,000		
3 Loose Fittings and Furniture (10%)				64,000		
4 Allowance for specialist equipment				200,000		
Sub-Total				906,000		
5 Professional and Statutory Fees (15%)				136,000		
Total Anticipated Project Costs (Excl VAT) at 1Q2020 Price Levels				1,042,000	Say £1.0 to £1.2 million	
March 2020						

# **F** - Case Studies

## **Community Centres**

## Eddington, Storey's Field Centre

**Role in Community & Cultural Development** Whilst the Storeys field community centre design is able to adapt to the functional requirements of the new community, it has limited 'anchor' provision, such as a café or library, meaning that the building is not a community destination without organised programming. The building regularly hosts music and arts performances, theatre and drama. Given the buildings' dual role as a community and cultural venue, regularly hosting events for wider Cambridge – this decision is appropriate and relevant to a population largely associated with the University.

#### Relevance to North East Cambridge

A combined community and cultural centre could play a highly influential role in the longterm development of the North East Cambridge Area Action Plan. The joined community and cultural model has some relevance to the type of community and cultural provision identified through the facilities audit, engagement and recent artist workspace demand study completed by Cambridge City Council.

From the engagement carried out for this piece of work, there was a clear aspiration identified for a major cultural destination such as a concert hall or performing arts venue. Whilst according to recent studies by CCC, demand for a large-scale venue does not currently exist, scope for a moderate scale venue does (an approximate capacity of up to 300 people). The same study outlines requirements for additional artist studio and workshop spaces across a spectrum of disciplines. A demand / expectation was also identified for the delivery of a library within this area.

These cultural features and potential co-delivery with a community centre could provide a unique, highly dynamic offer to Cambridge – not seen in the city previously.

Looking to the wider cultural ecosystem in Cambridge, the recently published Greater Cambridge Creative Workspace Strategy outlines a combination of profit / not for profit, commercial and non-commercial range of workspaces suitable for artists. Providing workspaces for artists should be considered in conjunction with the delivery of cultural venues, location of retail, and viewed as a whole cultural offer.

Such a community and cultural centre can draw on certain aspects of Storeys fields success, its indoor /

outdoor provision, the quality of spaces offered, and adjacency to a major public space. The management model of Storey's Field Centre is also of potential importance to North East Cambridge, where opportunities to deliver a joint private and public facility could be considered. The possibility for a shared conference centre and public community or arts venue has been discussed by the NEC Landowners Forum, it was also mentioned by the public at engagement events. The Storey's Field Centre is founded as a joint venture between the University of Cambridge and Cambridge City Council and is ran by a Trust comprise of both parties. The local community pay a base hourly rate to use the space (as with other community spacs), but higher rates apply for University Conferencing use. The proposed community and cultural centre for North East Cambridge would need to function quite differently, from Storey's Field, given that it has a more diverse community and requirements than Eddington, a greater variation in the types of space and services would be needed.

### Grassmarket Centre, Glasgow

#### Role in Community & Cultural Development

Grassmarket Community Project is a multifunctional centre for cultural, community and training activities. The centre was founded in 2010 by a charitable organisation, its core facilities include a community café, event and conferencing space, and workshops for the upcycling of furniture and tartan production. The centre is also in process of establishing a community orchard within its premises.

The range of spaces available within has enabled a diverse programme addressing the needs of health, wellbeing, skills and training of individuals in the local area. Alongside these opportunities, the centre offers a programme of cultural events including comedy, music, and theatre performances.

#### Relevance to North East Cambridge

The flexibility of the Grassmarket centre in its operation as a community centre, conferencing location, workshop space and cultural hub demonstrates the possibility of delivering a singular all-encompassing cultural and community solution for North East Cambridge.

## International Case Study: Warteck

Role in Community & Cultural Development

The Warteck building in Basel is run by a charitable organisation, it provides public facilities and private rented facilities for 40 individuals and organisations, lending a level of activity to the building and residential area during the day. At night, the building regularly hosts events, and has a dedicated performance, venue, bar space.

The building provides a centrepiece to what is otherwise an extensively residential area.

#### **Relevance to North East Cambridge**

The Warteck building has a number of local and UK precedents. Firstly, the Future Business Centre located adjacent to North East Cambridge presents a financial model not dissimilar to that of Warteck, the differing feature being the integration of public accessibility and parallel functions. Another example is presented by Dalston Culture House in London, which combines private rent studio spaces with one of the most active Jazz club venues in the UK, alongside market stalls and programming for the adjacent public square. DCH is owned and managed by a Community Interest Company, and through this financial model is able to provide skills training to local residents and new business support.

There are many opportunities to look at how a synergy between community and cultural provision can firstly benefit the local residents, and secondly to support the long-term viability of services. The demand for cultural productions spaces identified by CCC lay ground for exploring this model and developing a community cultural infrastructure that becomes a cultural destination whilst also supporting a full range of services supporting local socio-economic needs.



Warteck Building, Basel, Switzerland.

	Storey's field, Eddington	Grassmarket, Glasgow	Warteck, Basel
Overview of Community and Cultural Provision	A standalone community and cultural centre support 3,000 new homes in North West Cambridge	Grassmarket Community Project provides community services and conferencing facilities in central Edinburgh	A multifunctional building in Basel, combining diverse community and cultural provision.
Mix of Services	Community Centre Joint cultural space Private outdoor space Adjacent public square	Community centre Café Conferencing facilities Tartan production Furniture upcycling Cultural programming Social enterprise support Community skills development	Community centre, Cultural Venue, Low-cost workshop, Private studios and organisations, Studio and practice rooms, Adjacent public square, Adjacent garden spaces, Rooftop bar, Restaurant
Development Context	Staggered infrastructure delivery supporting Phase 1 of the (1,400 new homes and 325 post graduate rooms)	Long-term organisation involved in the support of homeless individuals, in well-established area of Edinburgh.	A converted brewery in a well-established neighbourhood, a number of new developments are located adjacent to the site.
Management	Storey's Field Centre is a joint venture between Cambridge City Council and the University of Cambridge. It is managed by a trust representing both organisations. This agreement enables the hosting of community, arts and cultural events, but also conferences and weddings to be charged at more commercial rates.	The centre is ran by a charitable organisation, it has numerous on-site revenue streams, but also received a large number of grants and charitable gifts from various organisations.	The full name of the building is Warteck PP, standing for permanently provisional. The building, previously a brewery, is owned by the Warteck Invest, which has developed much of the residential properties surrounding this iconic building. It has been used for artist studios and co-working space since 1989, prior to the surrounding development of land.

	Storey's field, Eddington	Grassmarket, Glasgow	Warteck, Basel
Connectivity	Walkable Cyclable Located adjacent to bus stops	Walkable Cyclable Located adjacent to bus stops and rail	About 5 minutes' walk from main road. Located adjacent to bus stops.
Adjacency of other services	Adjacent to Retail / food centre under development Located near green space	City centre.	Limited, located in a residential area alongside some businesses
Building Type	Standalone Community Centre	Independent purpose built and award-winning facilities (2010).	Standalone, multifunctional building containing public services and private enterprises.
Overview	The Storey's field Centre has been nationally and locally acknowledged as a landmark building, providing a range of appropriate, intimate and exciting spaces for various indoor and outdoor community uses. It has become a cultural destination to Eddington and Cambridge. Whilst there is open internal public space for free use, there are no adjacent functions encouraging it's use.	`The contemporary, city centre facilities of the Grassmarket Community Project, enable it to achieve revenue from private functions and conferences subsidising free community activities, events and training. The centre is located on a burgeoning street with many independent shops, bringing the public into its street-facing café and heightening awareness of programmes that happen within.	The Warteck building is located within a residential neighbourhood comprised primarily of apartments. The building is a standalone cultural destination, providing vibrancy to the local community. Glimpses of internal activity are available along two building edges, and a series of public spaces also wrap around the building on two edges. A range of dynamic spaces, appropriate to their various functions are provided by the heritage building.

# Libraries

Cambridgeshire Libraries is one of just six library services that have Arts Council England National Portfolio Organisation (NPO) status. Art, culture and creativity are therefore a strong element within Cambridgeshire libraries, necessitating a wider range of spaces available for additional activities associated with this status.

## Milton Road, Cambridge

**Role in Community & Cultural Development** Milton Road Community library is the latest addition to Cambridge's library service, it is a small modern neighbourhood facility which includes two community rooms and an accessible garden. The new facility accommodates various functions of a modern library services, including children's reading groups, adult learning opportunities, coffee mornings and informal community drop-ins.

The modest building has a particularly welcoming 'feel', the main library is bright and airy, opening onto a public garden which is clearly viewable from the residential street.

#### Relevance to North East Cambridge

There are some aspects of this library immediately transferrable to a potential library or community building in the NECAAP, firstly atmosphere and secondly the provision of adjacent outdoor space. Atmosphere is high on the agenda for residents of North East Cambridge and their desire for quality social spaces, the new library on Milton Road sets a precedent for that quality at a small scale. Achieving a mixed service building with a warm, community feel in the context of a more urban neighbourhood will be a challenge. Looking to the example set by award winning buildings such as Bethnal Green Mission Church is recommended. The building combines church meeting area with a community centre, co-working spaces and charity offices, and private residential homes set above; it has a range of dramatic and intimate spaces and used innovative construction and sustainable technologies.

Further engagement will be required to define the expectations of a library within NECAAP, similar to the process adopted for Milton Road library which contributed to the quality and sustainability of the service through the volunteering networks it has formed.

## Clay Farm Centre, Cambridge

**Role in Community & Cultural Development** The mixed services provided by the Clay Farm Centre brings a level of activity to what is otherwise almost exclusively residential area. The centre is located within a short walking distance from a secondary school and sports centre, providing young people with a level of independence and freedom in accessing these services safely.

The range of spaces offered by the centre mean that it can accommodate a variety of sport, community and cultural activities.



Milton Road, Cambridge, UK.

#### Relevance to North East Cambridge

Engagement in Feb 2020 with existing members of the North East Cambridge community, outlined that a library and community centre could be provided within the proposed district centre. Clay Farm presents one solution for combining of these services through a unified facility.

There are a number of lessons learned through provision made at Clay Farm which should be considered if this model is adopted within the NECAAP. Firstly, the co-location of facilities within a residential building has proved complex in the contractual and operational aspects of the building. As a mixed-use development, North East Cambridge will provide a number of alternative solutions for the co-location of community and cultural facilities; such as, the embedment of public facilities within commercial or retail orientated buildings. Again, there are some successful precedents for this model in Cambridge, Central Library the most notable. The potential constraints to accessibility, complexity of management agreements, all require detailed consideration for the provision of a secured long-term public asset. For future infrastructure of this type, the early structuring of the business and management model prior to the briefing and design stages is recommended.

### **Camden Library**

Role in Community & Cultural Development Camden Library sits within St. Pancras square, nestled between Kings Cross Station and St. Pancras Station. The urban square is a commercial and retail centre, it includes an eclectic mix of offices such as Google and Louis Vuitton; shops, and similarly broad range of takeaways and cafes. The refined structuring of the square immediately suggests a place targeting local workers or visitors to the area, yet the eclectic food offer, open tables, chairs and benches available mean that it is a place for anyone. Camden Library which is incorporated within a major multi-functional municipal building reinforces the accessibility of the square and complements it with indoor public functions, serving residents of the existing estates and new emerging neighbourhoods. The building includes

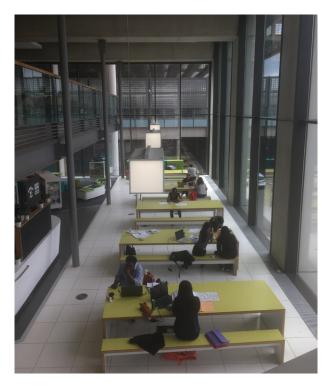
a library, gym, swimming pool, and offices for Camden Borough Council.

#### Relevance to North East Cambridge

The urban context of Camden Library has direct relevance to the development proposed by the NECAAP, showcasing how commercial and community provision can be unified through public space, retail and food retail mix. During weekdays and evenings, there is a high level of pedestrian activity supported by local workers and the Library building, at weekends the square has a distinctly calmer feel and a number of the eateries are only open at reduced hours. One of the key deliverables for community and cultural facilities in the NECAAP site will be constant. footfall generation through the day and into evening hours, to support economic viability and critical pedestrian and cycle movement enhancing security and safety to routes.

Internally the library has a series of spaces supporting different kinds of group, lone-working, study, reference and IT activities, each space has a different format and 'feel'. The scale of the facility could result in an 'anonymous' user experience, but the controlled scale of individual spaces minimises this impact. Camden Library provides a model for the integration of community and indoor sports facilities, which may be applicable to the spatial constraints posed by the NECAAP. Through this type of facility, whether a mix of library, indoor sports, or flexible community spaces more akin to Clay Farm in Trumpington a controlled generation of activity at an appropriate level for a residential area can be achieved. This is a scenario that may be compromised by the inclusion of cultural facilities, the impact upon new residential locations was a

concern voiced at the NEC forum. This concern was not repeated at public engagement events; however, there was distinct zoning of facilities and activities that suggest a library and community centre are preferred for co-location than sports and library. This has largely been influenced by the participation of young people who would like to see further sports facilities toward the west of the site near CRC.



Camden Library, London, UK.

	Milton Road	Clay Farm Centre	Camden	
Overview of Community and Cultural Provision	Standalone Community Library	A single multi-functional service centre provides facilities including library and community centre to the new development of 2,300 homes.	Multi-functional Municipal building including Library	
Mix of Services	Book borrowing Computer access Printing Wi-Fi	Book borrowing Computer access Printing Wi-Fi	Book borrowing Computer access Printing Wi-Fi	
Development Context	Re-delivery of library services in well-established neighbourhood	New service for a new community in Cambridge	New service delivered as part of a major mixed-used development at King's Cross, London	
Connectivity	Walkable Cyclable Located adjacent to bus stops Disabled parking available	Walkable Cyclable Located adjacent to bus stops Disabled parking available	Walkable Cyclable Located adjacent to bus stops National Rail Disabled parking available	
Adjacency of other services	Nearby nursery, short walking distance from Chesterton High Street and local shops on Milton Road.	Building includes: Healthcare Library Community centre Café Adjacent public space Nearby pharmacy and open green space	Building includes; Swimming pool Gym Café IT learning Municipal Offices Nearby public square, eateries, and retail.	
Building Type	Purpose built library and community rooms.	Co-located with residential housing accessed through separated entrance.	Purpose built multi-functional council building.	
Atmosphere	Warm, friendly library, appropriate to the residential neighbourhood.	The Clay Farm Centre from an urban design perspective does many good things, it supports active edges to a development, opens on to a public square, and is easily accessible by bike and public transport, there are parks and green spaces nearby. The building however lacks a buzz, which is likely a consequence of its 'commuter' clientele, and the lack of adjacent social or community provisions beyond the community centre itself.	Atmosphere is largely dependent upon the time of day and user group present, after school hours the library can be very busy with children and young adults. Throughout the day there is a diverse range of people using the building, those on training, job searching, just keeping warm, to business people stopping by on the way to a meeting in adjacent offices, entrepreneurs and freelancers.	

# Alternative Cultural Solutions

### The Trampery on the Gantry

Role in Community & Cultural Development Here East are commercial and education use buildings situated on the western side of the Queen Elizabeth Olympic Park, held in once was the media centre for the Olympic Games. The buildings are slightly glorified warehouses, rectangular sheds, with glass facades, which have offered flexibility to alter large scale internal spaces for their developing uses over the last decade. Today a range of businesses are located here, each making an appropriate contribution to the active frontages via semi-public meeting rooms, workshops, and cafes.

Within this developed warehousing complex, a dynamic proposition is made by the Trampery on the Gantry, for the integration of small businesses, artists and makers to also take position on this site. Low cost facilities are available at a range of scales, enabling diversification of businesses and communities in the area.

#### **Relevance to North East Cambridge**

NECAAP mirrors some aspects of the development context in Here East, much of the site is commercially / light industry focused, activities are principally contained within large scale buildings, sites are sparsely developed and activity across buildings limited. The Trampery offers a range of solutions for consideration at NECAAP; it's distinctive architecture, relationship and situation in proximity to commercial / education buildings, and provision of low-cost studio, business and production space. Variations of this format could deliver distributed studios and community accessible spaces across the site brought together by a single hub, digital network, wayfinding or digital communications strategy.

### **Culture Mile**

## Role in Community & Cultural Development

Culture Mile is a highly innovative strategy supporting cultural place development and sustainability awareness within the City of London. Whilst the City of London is world renowned as a financial centre, in recent years it has not fulfilled its full potential as a tourist and cultural destination. Bustling weekday thoroughfares are emptied in the evenings and weekends, eateries are closed, and activity becomes limited to the locations immediately adjacent to leading institutions including the Barbican.

The strategy implemented by the City of London with five major cultural partners combines a series of programmes, festivals, a robust branding and digital strategy. These activities are targeted at the public, but also include capacity building measures creating networks between creative producers, organisations and educational institutions within the area. They have just launched a major competition to stimulate ideas to develop creative, communication, organisational and thinking skills of London's young people through cultural experiences.

#### **Relevance to North East Cambridge**

Again, many of the scenarios present within the City of London are directly applicable to NECAAP, its global strength in a dominant sector, a business population that exceeds the residential, and as a result a constrained place identity addressing limited groups. The branding and communications tactics taken for Culture Mile are particularly strong, and appropriate in the competition for UK and global tourists within London. Whilst the same purpose is less applicable to the NECAAP, with cultural focus to remain on the centre of Cambridge for tourists, there may be value in raising awareness and coherency to communication of events throughout this area, boosting its place identity and community outreach. This will also provide a means of networking community and cultural hubs across the site, similar technological and communications strategies have been adopted within the Queen Elizabeth Olympic Park.

### Knowledge Exchange Hubs

#### Role in Community & Cultural Development

In many ways, Culture Mile is a follower of Knowledge Exchange Hubs, which was a government initiative funded from 2012-2016 for the generation of arts research, culture and business in the UK. The funding resulted in a wide range of programmes, products and projects delivered through 'hubs' formed from small business, artists, and academics. Each of the hubs took a different form depending on the partnerships and research areas.

#### Relevance to North East Cambridge

The established interests and identity of North East Cambridge are of innovation, present in individual businesses but founded in the University. Opportunities for research, innovation, design, creativity and technology could be coordinated through partnerships to develop a unique programme of community and cultural impact.

## **Saffron Hall**

1. Role in Community & Cultural Development

Returning to spatial solutions, Saffron Hall is a world class performance venue, regularly hosting international acts to audiences of up to 740 people. It is situated within a main building of Saffron Walden County School, close to Audley End Train Station, about 17 miles south of Cambridge. By day, it is a school hall, by night a performance venue with all the circulation space, and amenities required for an evening out.

#### Relevance to North East Cambridge

As we look toward a more sustainable future, it is widely recognised that buildings will have to work harder, saving space, energy, infrastructure and money. Saffron Hall presents a highly successful example as to how a practical solution minimising car-parking requirement, infrastructure, and making use of existing sites and locations can be done, whilst also delivery quality and benefitting the local area. Seeking similar dual-use solutions will play an important role in supporting through-day and into evening activity in the NECAAP, minimising carparking requirements, and addressing the varying needs and expectations of diverse communities. A venue on the scale of Saffron Hall is not supported by the recent Cambridge City Council audit on performance venues. To maintain the vibrancy of arts, culture and tourism, major venues are to be concentrated within the centre, as part of its unique offer, with smaller satellite venues realised where audience levels can be guaranteed.

	The Trampery on the Gantry	Culture Mile	Knowledge Exchange Hubs	Saffron Hall
Overview of Community and Cultural Provision	21 studios supporting artists and producers within the Olympic Park Area. Culture Mile is a far-reaching cultural placemaking strateg implemented by the City of L		Was a Government programme that ran from 2012-2016, that brought small businesses, public sector organisations, national arts and heritage bodies and entrepreneurs together.	740-Seater performance venue located within Saffron Waldon County School.
Mix of Services	Commercial Education Restaurants / Bars Artist production studios Gallery	Cultural Programming Capacity building through competition	Research, arts development, community outreach – applicable to location and partnering organisations.	Secondary School National standard Performance Venue Community cinema
Development Context	Diversification of media building (Olympic Games 2012), converted to business and educational facility latterly.	Culture Mile aims to boost the cultural-tourist economy within London's Square Mile.	A series of projects were delivered nationally, including REACT in Bristol. See, http://www.react-hub.org.uk/ about-us/	N/A
Connectivity	Supported by shuttle bus, good cycling and pedestrian routes, limited car access	Public transport Walkable Cycling – for the brave	N/A	Primarily car orientated, shuttle bus from closest train station is available on performance nights.
Adjacency of other services	Adjacent to corporate businesses and education institution	Full urban offer, retail, restaurants, cafes, bards	N/A	Bar available on performance nights.
Building Type	Free-standing studios, fixed to the Gantry of Here East	Distributed existing institutions, and 'activated' public spaces	'The Rooms' -	Venue embedded within secondary school structure.
Outcome	Studios support another level of activity, visual intrigue, interest and fun within the area.	Ongoing cultural programme, which has boosted exposure of the City of London as a cultural destination.	REACT was an arts and humanities generator for Bristol, delivering over 50 projects, developing 86 new products and 76 new pieces of software. It delivered a different means to do research, with local community, arts, and educational benefits.	Sustainable Arts Venue, bringing international quality artists to a small town setting and supporting an arts culture for young people.

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