Land East of Cherry Hinton, Greater Cambridge

# Greater Cambridge Economic Needs Study

September 2026

savills

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## Document History

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# Executive Summary

This Greater Cambridge Economic Needs Assessment has been produced on behalf of Endurance Estates (Land Promotion) Ltd to support representations to the Regulation 19 Consultation on the Greater Cambridge Proposed Submission Local Plan.

The Assessment . The assessment examines the relationship between housing, employment and the working-age population; the spatial relationship between commuting patterns and labour supply; and the spatial alignment of the Site with existing and emerging economic and residential clusters. The assessment also considers the contribution that the development proposals at Land East of Cherry Hinton (The Site) could make towards supporting sustainable economic growth in Greater Cambridge.

The Site comprises approximately 119 hectares of land on the south-eastern edge of the City of Cambridge and is being promoted for around 1,500 new homes alongside employment space, a local centre, a later living community, social infrastructure and open space. The location benefits from a strong spatial relationship to existing and planned employment centres as well as transport and community infrastructure.

***Greater Cambridge Has an Acute Imbalance Between Jobs and Homes: It Lacks the Homes or Enough Local Workers for the Level of Local Employment***

The assessment finds that Greater Cambridge faces a significant and growing imbalance between employment growth, housing provision and the resident labour force. Over the past decade, employment growth has substantially outpaced growth in the working-age population, resulting in an increasingly constrained local labour market and a growing dependence on workers in-commuting to Greater Cambridge from elsewhere. The existing stock of homes is insufficient relative to the scale of job creation and economic growth. As a result, Greater Cambridge continues to experience acute housing affordability pressures and a ratio of homes-to-jobs that is substantially below regional and national benchmarks.

***Greater Cambridge Should Increase Its Housing Delivery Target from Around 48,000 to 66,000***

Greater Cambridge has a homes-to-jobs ratio of around 0.63 based on data from 2024. It should aspire to a ratio of at least 0.70 by 2045. Achieving parity with the East of England and England benchmarks of 0.95 and 0.90 respectively is unrealistic within the plan period, as it would require approximately 137,000 or 123,000 additional homes. This is far above a feasible near-term housing delivery trajectory. However, the draft GCLP target of approximately 48,000 homes alongside 73,300 additional jobs would increase the ratio to only 0.64 and would do little to reduce the existing housing shortage or reduce Greater Cambridge's dependence on in-commuting. By delivering approximately 66,000 homes, Greater Cambridge would raise the homes-to-jobs ratio to 0.70. Although still below regional and national benchmarks, this would represent a meaningful and achievable step towards better aligning housing supply with economic growth, accommodating a larger share of the local workforce and supporting more sustainable commuting patterns.

***The Dispersed Spatial Distribution of Jobs Leads to Unsustainable Commutation Patterns; More Homes are Needed Close to Employment Clusters to Make Them More Accessible and Sustainable***

The assessment also identifies a spatial dimension to these challenges. Existing employment opportunities are distributed across a range of business parks, science parks and employment clusters, whilst a significant proportion of the workforce lives outside Greater Cambridge. This has contributed to relatively long commuting distances, high levels of in-commuting and a reliance on private vehicles. The evidence suggests that the historic pattern of growth has contributed to the spatial imbalance between homes and jobs, evidenced by long commuting distances and high levels of in-commuting. More housing in locations that are well-connected to employment opportunities is necessary to support more sustainable travel-to-work patterns.

The Assessment concludes that the evidence suggests that the proposed housing requirement set out within Policy S/HJ of the Draft Plan is insufficient to address the housing needs of the Greater Cambridge economy in a sustainable manner. Moreover, it concludes that the Development Strategy within the Proposed Submission Local Plan (Policy S/DS) does not support sustainable patterns of growth due to the misalignment between homes and jobs in spatial terms.

***Land East of Cherry Hinton Would Help Greater Cambridge to Spatially Align Housing with Employment***

Our spatial analysis of planned development indicates that employment and housing in Greater Cambridge is beginning to collocate around the fringes of Cambridge. This is positive for sustainability and should be further reenforced. Land East of Cherry Hinton occupies an advantageous position within this emerging pattern of growth. The Site is adjacent to one of the area's most significant existing and planned employment concentrations, including CamLIFE, District East, Peterhouse Technology Park and employment uses along Coldhams Lane. It also forms part of a wider eastern Cambridge growth corridor that includes a substantial concentration of existing and planned residential development.

The development proposals therefore have the potential to make a meaningful contribution towards addressing the constraints identified within Greater Cambridge. By delivering approximately 1,500 homes near major employment locations, alongside access to existing sustainable transport networks and the proposed Cambridge East railway station, the development would help facilitate local labour market growth, improve access to employment and strengthen the quantitative and spatial relationship between homes and jobs. This, in turn, would support Greater Cambridge's strong growth trajectory whilst also generating wider economic, social and fiscal benefits through new employment, local expenditure, investment and public-sector revenues.

# 1. Introduction

## 1.1 Purpose

1.1.1 Savills has been commissioned by Endurance Estates (Land Promotion) Ltd to prepare an Economic Needs Assessment in support of the promotion of Land East of Cherry Hinton through the Greater Cambridge Local Plan process.

1.1.2 The Assessment seeks to review the available economic and housing evidence to consider the Economic needs of Greater Cambridge and what scale, nature and spatial distribution of housing would help to support the growth of the Greater Cambridge economy having regard to the existing and planned relationship between housing and employment. It also examines the extent to which the Site could support the strategic growth ambitions of Greater Cambridge through the delivery of additional housing in proximity to emerging employment locations and sustainable infrastructure.

## 1.2 Method and Scope

1.2.1 The assessment is structured around five principal themes.

1.2.2 At a Greater Cambridge level, the first three themes are:

- The balance between housing and employment growth over time.
- The spatial relationship between housing growth and employment locations.
- The spatial relationship between commuting patterns and labour supply.

1.2.3 The assessment of these relationships is informed by policy documents, economic evidence, demographic and labour market data, and commuting patterns.

1.2.4 Looking at the local area around the Site, the fourth theme investigates the role of the development proposals in supporting housing affordability, sustainable travel and labour market accessibility.

1.2.5 Finally, at a scheme level and as the fifth theme, we consider the economic impacts that could be generated by the development proposals. However, since the development proposals are not sufficiently progressed to enable quantitative assessment, we discuss the nature and extent of the economic impacts that are anticipated to be generated with the understanding that a detailed assessment will follow once the scheme is further progressed.

## 1.3 Report Structure

1.3.1 This report is structured as follows:

- Section 2 – Site and Development Overview
- Section 3 – Policy Context and Evidence Base Review
- Section 4 – The Relationship Between Employment and Housing in Greater Cambridge
- Section 5 – Strategic Role of Land East of Cherry Hinton
- Section 6 – Anticipated Economic Benefits
- Section 7 – Conclusions

# 2. Site and Development Overview

## 2.1 Introduction

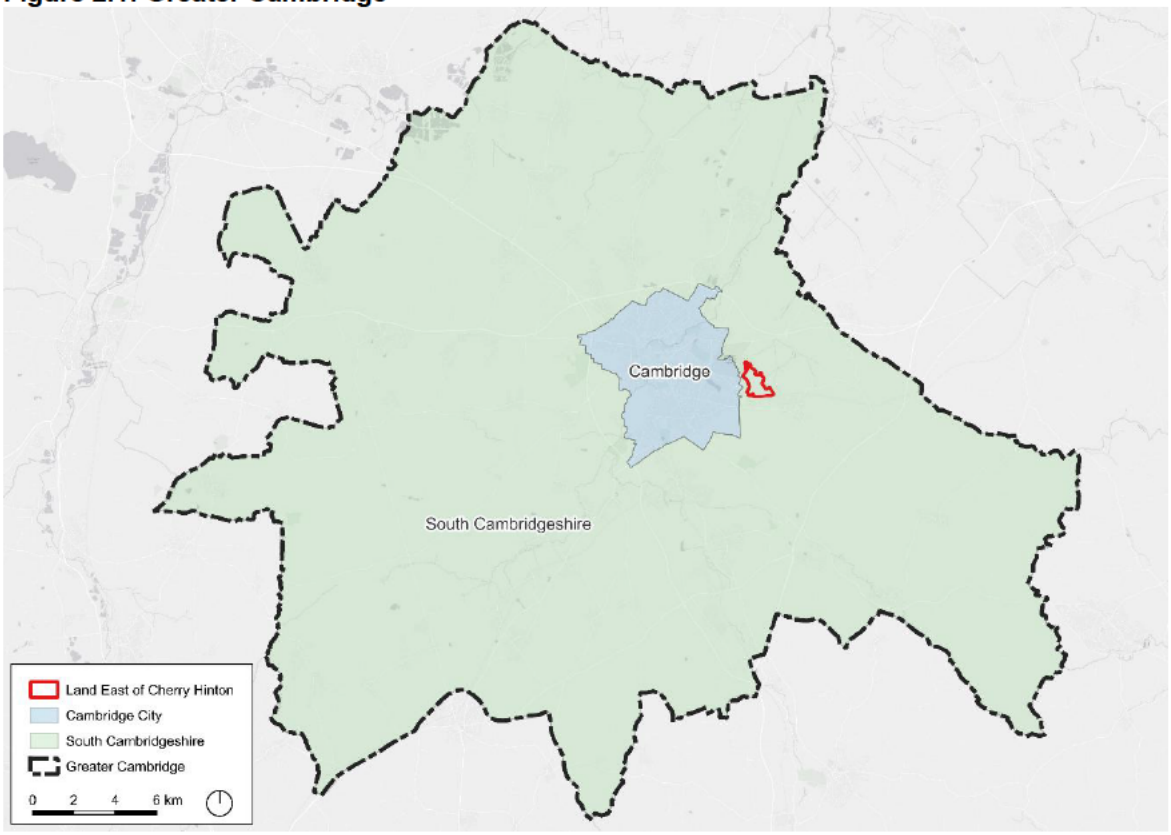
2.1.1 This section details Land East of Cherry Hinton (the 'Site') and the development proposal including the spatial context and current and proposed uses.

## 2.2 Site Description and Local Context

2.2.1 The Site is located on the south-eastern edge of Cambridge City's urban area. The Site comprises approximately 119 hectares (ha) of greenfield land within the Cambridge Green Belt.

2.2.2 **Figure 2.1** shows how the Site lies entirely within South Cambridgeshire District Council's administrative boundary but adjoins the Cambridge City Council boundary to the west. For the purpose of this assessment, we treat the two authorities as a single entity, referred to as Greater Cambridge as per the joint emerging plan being progressed by the two authorities.

**Figure 2.1: Greater Cambridge**




*Source: Savills, 2026.*

2.2.3 The Site lies in proximity to a mix of uses, including several existing and emerging employment sites. To the east is the Teversham Drift area of Cherry Hinton, a 2-storey private housing estate. To the south is a mix of employment uses, including a Tesco Superstore, Fulbourn Hospital, and CamLIFE, a recently refitted life sciences park, as well as a new residential development. To the north, multiple mixed-use schemes are proposed or under construction as part of the Cambridge East urban extension.

2.2.4 The Site is accessible by road and sustainable transport modes. The A14 is a 5-minute drive to the north of the Site and the Cambridge-Ipswich rail line runs along the southern edge. It is understood that a new station located directly south of the Site is proposed to be one of the eastern termini for the East West Rail that will link Cambridge to Oxford.

2.2.5 The Site is served by several bus routes and is also well-connected to walking and cycling networks, such as the Chisholm Trail and the Fulbourne Greenway.

## 2.3 Development Proposals

2.3.1 The development proposal comprises approximately 1,500 dwellings, a later living facility, employment premises, a local centre, social and community infrastructure and public open space. The proposals include 50% affordable housing, a new primary school, new green infrastructure, and sports and recreation facilities.

2.3.2 The preliminary land use budget is presented below in **Table 2.1**. This is subject to change.

**Table 2.1: Land Use Budget**

| Use | ha |
|---|---|
| Net Residential | 28 |
| Later Living | 4 |
| Local Centre | 1 |
| Employment | 6 |
| Primary School | 3 |
| Public Open Space | 46 |
| **Total** | **88** |

*Source: PRP, 2026.*

# 3. Policy Context and Evidence Base Review

## 3.1 Introduction & Summary

3.1.1 This section reviews the policy and evidence-base documents that inform the emerging Greater Cambridge Local Plan and wider growth strategies, and identifies the implications for the development proposals.

3.1.2 The draft Greater Cambridge Local Plan states there is a need for 73,300 additional jobs and a minimum of about 48,000 new homes. Analysis later in this report shows that this would not significantly improve Greater Cambridge's homes-to-jobs ratio which suggests that the area's unsustainable growth pattern will continue.

3.1.3 A consistent theme emerging from the evidence base is the importance of ensuring sufficient housing is delivered to support the growth of the labour market, business competitiveness and Greater Cambridge's economy. However, the evidence base that justifies the new homes target is predicated on forecasts that use out-of-date commuting patterns from 2015 and is based on the assumption that more economically active people are able to live in each home. These dubious assumptions serve as a means for reducing the overall housing need figure.

3.1.4 The development proposals at Land East of Cherry Hinton are being promoted within a policy and economic context characterised by strong economic growth but tempered by challenges that could limit its future success. Housing affordability, unsustainable housing locations, and road congestion are increasingly impacting workers' decisions about whether to remain in Greater Cambridge.

3.1.5 There is an increasing recognition of the need to align housing delivery with employment growth. The policy and evidence review identifies a strategic case for developments that support both housing delivery and economic growth.

## 3.2 National Policy Context

3.2.1 The National Planning Policy Framework (NPPF) establishes sustainable development as the purpose of the planning system. There are three overarching objectives: economic, social and environmental. The NPPF is explicit in recognising that the three objectives are interdependent and to be pursued mutually.

3.2.2 The NPPF was updated in August 2026. This shifted the structure of the NPPF towards plan-making and national decision-making policies. The directives of the prior version of the NPPF (December 2024) were updated and strengthened where relevant.

3.2.3 The draft Greater Cambridge Local Plan will be examined within the framework of the 2024 NPPF. However, the 2026 NPPF will apply to decision-making within the emerging plan once it is adopted. Therefore, both versions of the NPPF are relevant.

3.2.4 At a high level, the 2024 NPPF directs strategic planning policies to make sufficient provision for homes and commercial development (paragraph 20). The provision of homes and jobs are treated separately.

3.2.5 The 2026 NPPF strengthens the spatial link between jobs and housing. Spatial development strategies should identify locations with the potential for significant new homes, jobs *and* other development. (Policy PM1).

3.2.6 In relation to housing growth, the 2024 NPPF directs strategic planning policies to determine the minimum number of homes using the standard method. There is no mention of how homes should quantitatively relate to locations for economic development (paragraph 62).

3.2.7 However, the 2026 NPPF once again strengthens the connection between housing and economic development, directing housing targets to be higher than the overall figure identified in the local housing needs assessment to reflect growth ambitions linked to economic development (Policy HO2).

## 3.3 Local Policy Context

### 3.3.1 Cambridge Local Plan (2018)

3.3.2 The Cambridge Local Plan (CLP, 2018) presents Cambridge as a globally successful city in terms of its economy, education and capacity for innovation. A key issue is the general need for new housing, housing affordability, and the need for supporting infrastructure (Paragraphs 1.9-1.12). The CLP recognises that these issues have resulted in increased in-commuting from outside the area.

3.3.3 The CLP explicitly states that the central challenge and solution to these issues is the appropriate management of employment and housing growth (Paragraphs 1.9 and 2.2). Economic development is necessary to maintain competitiveness, but the factors that underpin this success must be balanced. A key aim of the Local Plan in relation to this is to provide new housing in proximity to new jobs to minimise in-commuting (Paragraphs 1.9 and 2.25).

3.3.4 The CLP does not explain what constitutes an appropriate balance between homes and jobs or an appropriate spatial relationship between the two. Cambridge's housing needs are assessed to be 14,000 homes and 22,100 jobs between 2011 and 2031 (Paragraph 1.12). These are managed separately and not considered holistically. There are no mechanisms to adjust either quantum should there be an imbalance vis-a-vis policy expectations.

3.3.5 Only 19% of housing needs are expected to be able to be met within the existing urban area, compared to 27% in the previous plan. The remaining 81% of need is expected to be delivered in the urban fringe, new settlements, and in South Cambridge (Table 2.2 in the CLP). There are few mixed use sites that are allocated for both employment and residential uses.

### 3.3.6 South Cambridgeshire Local Plan (2018)

3.3.7 The South Cambridgeshire Local Plan (SCLP, 2018) was produced in coordination with the Cambridge Local Plan. The SCLP considers the impacts of the imbalance between employment and housing in Greater Cambridge (Paragraphs 2.5-2.9).

3.3.8 The SCLP explicitly recognises that a high level of housing is needed primarily to support Greater Cambridge's growing economy. Access to services and jobs is viewed as inconvenient due to limited public transport. Historically, constraints imposed by the Green Belt led to dispersed housing development and commuting from peripheral locations in South Cambridgeshire back into the city, contributing to congestion, poor air quality and other quality of life issues.

### 3.3.9 Draft Greater Cambridge Local Plan (2025)

3.3.10 Cambridge City Council and South Cambridgeshire District Council are preparing a joint local plan that will supersede the CLP and SCLP. The draft Greater Cambridge Local Plan (GCLP) underwent the latest Regulation 18 consultation between December 2025 and January 2026[1].

3.3.11 The draft GCLP seeks to establish a long-term framework for growth across Cambridge City and South Cambridgeshire over the period 2024 to 2045. The draft GCLP states that housing delivery is necessary for employment growth. Aspirations for economic growth should be quantitatively linked to housing requirements (Policy S/JH: New jobs and homes). The policy states that there is a need for 73,300 additional jobs and a minimum of 48,195 new homes in Greater Cambridge over the plan period.

[1] A prior Regulation 18 consultation took place between November and December 2021.

3.3.12 The draft GCLP emphasises the need to deliver growth in sustainable locations that support both housing needs and economic objectives. The development strategy is for jobs, services and facilities to be located near to where people live (Policy S/DS: Development strategy). A large number of strategic allocations include substantial requirements for both housing and employment uses, and new settlements are encouraged to "mature into great places to live and work" (p.20).

## 3.4 Evidence Base

### 3.4.1 Cambridge Growth Company Narrative (2025)

3.4.2 The Cambridge Growth Company (CGC) is a subsidiary of Homes England that was established to support long-term sustainable growth across Greater Cambridge. The Strategic Narrative (CGC, 2025) of the Cambridge Growth Company is to drive economic growth on a scale that is nationally significant.

3.4.3 The narrative characterises Greater Cambridge as one of the UK's most economically successful regions, but also where this success has created structural challenges in housing affordability, road congestion, and a lack of sufficient infrastructure.

### 3.4.4 Greater Cambridge Employment and Housing Needs Update 2024-2045 (Iceni, 2025)

3.4.5 This evidence base document supports the draft GCLP by generating a range of estimates of need for homes and jobs that directly informs its targets. The methodology in the document approaches target-setting in two ways. The jobs figure is derived from population projections and the homes target is derived from employment forecasts.

3.4.6 The derivation of jobs from population projections begins by setting out demographic projections and then estimating housing-led economic growth:

***Demographic Projections***

3.4.7 The trend-based projection uses 2018 population projections and the 2021 Census as starting points. It adjusts these for recent trends due to time lapses since the datasets were published. Housing need is then derived from the population projection based on head of household data.

3.4.8 This is compared with the standard method for assessing housing need. Iceni noted that this would lead to higher population growth (1.6% per annum to 2045) than has been historically observed (1.4% per annum between 2011 and 2023) in Greater Cambridge.

3.4.9 The trend-based projection anticipates 72,000 additional people living in Greater Cambridge by the end of the plan period while the standard method anticipates 105,000. The report carries forward the standard method demographic projection.

***Housing-led Economic Growth***

3.4.10 Iceni then estimate the employment level that would be supported by population growth (standard method). This begins by estimating the proportion of the additional population that would be economically active (57,000 persons).

3.4.11 The additional economically active population is then adjusted to account for historical commuting patterns, 'double jobbing', and unemployment. The approach arrives an employment growth level of 73,000 jobs.

***3.4.12*** To conclude, Iceni justify their housing and employment targets by pointing out that the employment level estimated by applying the housing-led economic growth method is similar to their central employment scenario. Both are around 73,000 jobs. It is therefore assumed that the standard method broadly supports the economic objectives of the draft GCLP.

***Savills Critique***

3.4.13 The approach used to estimate housing-led economic growth is highly dependent on assuming that historic patterns of in-commuting will continue. The adjustment made to the additional economically active population is based on 2011 commuting patterns.

3.4.14 The data in Table 4.3 in the EHNU indicates 32% of all workers in Greater Cambridge in-commute. Removing home workers, the in-commuting rate rises to 38% which is a high proportion. This is then used to support a much higher number of jobs than would be otherwise suggested by the change in the economically active population based on new homes in Greater Cambridge.

3.4.15 We accept that 2021 commuting patterns are inaccurate due to the COVID-19 pandemic movement restrictions. But this means that the assumption used to justify a much higher proportion of jobs compared to homes is based upon outdated commuting patterns from 2011. These figures will become increasingly outdated as the plan period progresses.

3.4.16 The approach to housing-led economic growth should incorporate expected changes to historical commuting patterns in light of the planning policy context that is moving towards greater spatial alignment between jobs and housing development.

3.4.17 There are wider implications for sustainability. As we set out in our review of adopted and local planning policy, a key objective of planning policy is to reduce in-commuting and associated negative impacts on congestion, affordability and quality of life.

3.4.18 Instead of addressing these objectives in the methodology for setting housing and employment targets, the approach taken by Iceni builds will prolong unsustainable commuting patterns.

### 3.4.19 Review of Economic Data, Context and Representations (Iceni, 2026)

3.4.20 The Review of Economic Data, Context and Representations considers the robustness of the economic evidence in the 2025 EHNU that underpins the emerging GCLP.

3.4.21 In relation to commuting assumptions, Iceni defend the use of 2011 Census's commuting patterns in place of the more recent 2021 Census's data. They maintain that the 2011 Census is the most up to date accurate dataset on commuting assumptions.

3.4.22 The report also considers the jobs-to-homes ratio. The report acknowledges that the ratio has changed due to new demographic evidence, i.e. Greater Cambridge has experienced higher population growth in key age groups where economic activity is high. The report maintains that the ratio has increased as a result and more workers can be accommodated in less homes.

3.4.23 The review did not address the overall framework for estimating housing-led economic growth, including whether historic commuting assumptions aligned with policy objectives at national and local levels.

3.4.24 The narrative says that continued expansion in knowledge-intensive sectors is expected to generate substantial labour demand. Supporting this growth requires adequate housing supply, strong transport links, supporting social infrastructure and sustainable development patterns.

### 3.4.25 People and Place: Securing Cambridge's Growth through Workforce & Housing (2026)

3.4.26 This report highlights the strengths of the Greater Cambridge economy and the risks associated with housing and infrastructure constraints. Drawing on surveys of employees, employers and key stakeholders, the report finds that Greater Cambridge's economic future depends on its ability to attract, retain and support the talent that maintains its global status.

3.4.27 Challenging living and working conditions are increasingly impacting decisions to stay in Greater Cambridge. This is particularly the case for young professionals who face challenges in housing and commuting. The evidence demonstrates the need for additional housing delivery in accessible and sustainable locations.

# 4. The Balance Between Employment and Housing in Greater Cambridge

## 4.1 Introduction & Summary

4.1.1 This section assesses the extent to which labour supply in Greater Cambridge supports employment growth. It does so by assessing housing delivery, employment growth and the working-age population. The section also investigates the spatial component of the labour supply and demand relationship.

4.1.2 The analysis finds that Greater Cambridge has a longstanding and worsening imbalance between jobs and labour supply, with employment increasing by 14.2% between 2015 and 2024 while the working-age population grew by only 0.4%, resulting in substantially more jobs than resident workers and increasing reliance on attracting labour from elsewhere.

4.1.3 Historically, housing delivery has not kept pace with the scale of economic growth, despite more recent housing delivery increasing faster than regional and national benchmarks. Greater Cambridge remains one of the least affordable housing markets in the country, indicating persistent housing pressures linked to strong labour demand and constrained housing supply.

4.1.4 The relationship between homes and jobs is markedly more imbalanced than elsewhere, with only around 0.63 dwellings per job compared with 0.95 across the East of England and 0.90 nationally. The evidence suggests that substantially higher rates of housing delivery will be required if Greater Cambridge is to move closer to these benchmarks.

4.1.5 The draft Greater Cambridge Local Plan target of approximately 48,000 additional homes is insufficient to materially address this imbalance. Alongside the anticipated 73,300 additional jobs, it would increase the homes-to-jobs ratio only marginally, from around 0.63 to 0.64 by 2045. Although achieving the regional or national benchmarks of 0.95 and 0.90 within the plan period is unrealistic, Greater Cambridge should adopt a more ambitious and credible aspiration by seeking to raise the ratio to 0.70. This would require a housing target of approximately 66,000 homes. Such a target would represent a meaningful step towards aligning housing provision with economic growth, accommodating more of the local workforce and reducing the pressures caused by the persistent housing shortage.

4.1.6 Insufficient local housing has contributed to significant in-commuting and unsustainable travel-to-work patterns, with 39% of workers commuting into Greater Cambridge from outside the area and a large proportion of journeys undertaken by private vehicle, placing pressure on transport networks and reducing labour market efficiency.

4.1.7 Falling household sizes are exacerbating Greater Cambridge's housing shortage because more dwellings are needed to house the same workforce, meaning current and committed housing delivery is insufficient to close the gap between homes and jobs.

4.1.8 The spatial distribution of homes and jobs in Greater Cambridge appears misaligned, with major employment locations dispersed across business parks and science clusters, while a large proportion of the workforce lives elsewhere, contributing to average commuting distances of around 15km and high levels of in-commuting. This suggests that labour supply is not consistently located close to employment opportunities.

4.1.9 The evidence indicates that Greater Cambridge requires substantially more homes to support future economic growth, provide accommodation for existing and future workers, reduce reliance on long-distance commuting, and better align residential development with emerging employment clusters. This creates a strong strategic rationale for well-located housing sites capable of supporting both labour supply and economic competitiveness.

## 4.2 Assessment of the Employment-Housing Balance

### 4.2.1 Employment Growth and Labour Force Population Trends

4.2.2 We have assessed the change in total employment and the working age population within Greater Cambridge. The analysis covers the most recent available data which is between 2015 and 2024.

4.2.3 Data from the Business Register and Employment Survey (BRES) indicates that total employment in Greater Cambridge increased from 183,000 jobs in 2015 to 209,000 jobs in 2024, representing a 14.2% increase. Over the same period, total employment increased by 9.7% across the East of England region and 9.6% across England as a whole. This indicates that the number of jobs in Greater Cambridge has grown at a much faster rate than the regional and national averages. This aligns with the narrative in the draft GCLP and evidence base documents.

4.2.4 The working age population increased from 181,000 to 184,000 over the same period in Greater Cambridge, an increase of 0.39%, according to the Annual Population Survey (APS). In comparison, the working age population grew by 2.97% in the East of England and 2.66% across England. This indicates that the working age population in Greater Cambridge has stagnated while the regional and national levels have seen slight but consistent growth.

4.2.5 Comparing the resident working age population (or workforce) with jobs in the same area indicates the extent to which the resident workforce has been unable to keep up with the demand for labour. Total employment has grown significantly faster than the working age population at all geographical levels but especially in Greater Cambridge.

4.2.6 Regarding the jobs-per-residents ratio at different geographies, on the national level there were 0.75 jobs for every resident in 2015. This increased to 0.80 jobs per resident in 2024. A similar trend was observed at the regional level, where the ratio increased from 0.73 to 0.78. In comparison, Greater Cambridge saw a much greater increase. Total employment grew significantly faster. In 2015, there were 1.01 jobs per resident in Greater Cambridge. That increased to 1.15 jobs per resident by 2024.

4.2.7 This shows that in Greater Cambridge in 2015, the jobs-per-residents ratio was already considerably higher than the regional and national benchmark. By 2024, the imbalance became more acute, with significantly more jobs than working age residents. In-commuting represents a substantial economic pattern within Greater Cambridge.

4.2.8 The analysis of the historical relationship between total employment and the resident working age population is summarised in **Table 4.1**.

**Table 4.1: Employment Growth and Labour Force Population Trends**

| | GC | East | England |
|---|---|---|---|
| Total Employment Growth (2015-2024) | 14.2% | 9.7% | 9.6% |
| Working-age Population Growth (2015-2024) | 0.4% | 3.0% | 2.7% |
| Jobs per Working-age-resident (2015) | 1.01 | 0.73 | 0.75 |
| Jobs per Working-age-resident (2024) | 1.15 | 0.78 | 0.80 |
| % Growth in the Change in Ratio (2015-2024) | 13.9% | 6.8% | 6.6% |

*Source: APS, 2026; BRES, 2025.*

4.2.9 Looking forward, based on forecast data from Oxford Economics, these trends are expected to continue over the next decade. Oxford Economics uses an integrated economic and demographic model to forecast national employment and working-age population based on macroeconomic, sectoral and demographic factors[2]. These forecasts are then allocated geographically to UK regions and local authorities using historical location quotients, employment shares and related local relationships, reflecting both national growth prospects and local economic structures[3]. The starting point for the projections will therefore be different to the endpoint of the BRES and the APS data.

4.2.10 Total employment in Greater Cambridge is expected to increase from 234,000 in 2025 to 268,000 jobs in 2034 which is a 14.5% increase. Over the same period, total employment is expected to increase by 7.9% across the East of England region and increase by 6.5% across England. This indicates that employment in Greater Cambridge is expected to grow at a faster rate compared to the regional and national levels.

4.2.11 The working age population in Greater Cambridge is expected to increase from 218,000 to 225,000 over the same period, an increase of 3.45%. In comparison, the working age population is expected to grow by 1.31% in the East of England and 1.17% across England.

4.2.12 The ratio between the resident workforce and jobs in Greater Cambridge indicates an increasing divergence from the regional and national benchmarks. The ratio is expected to increase from 0.85 to 0.89 at the national level, 0.83 to 0.88 at the regional level and from 1.07 to 1.19 in Greater Cambridge.

4.2.13 The analysis of the projected relationship between total employment and the resident working age population is summarised in **Table 4.2**.

**Table 4.2: Employment Growth and Labour Force Population Projections**

| | GC | East | England |
|---|---|---|---|
| Total Employment Growth (2025-2034) | 14.5% | 7.9% | 6.5% |
| Working-age Population Growth (2025-2034) | 3.5% | 1.3% | 1.2% |
| Jobs per Working-age Resident (2025) | 1.07 | 0.83 | 0.85 |
| Jobs per Working-age Resident (2034) | 1.19 | 0.88 | 0.89 |
| % Growth in the Change in Ratio (2025-2034) | 11.2% | 6.0% | 4.7% |

*Source: Oxford Economics, 2026.*

### 4.2.14 Housing Delivery Trends and Affordability

4.2.15 We have considered the change in the housing stock within Greater Cambridge over the past decade. To maintain comparability with the prior analysis, it covers the period between 2015 and 2024.

4.2.16 Data from the ONS indicates that housing stock in the Greater Cambridge area has increased from 116,000 dwellings in 2015 to 131,000 dwellings in 2024, representing a 13.8% increase. Over the same period, total housing stock increased by 9.4% across the East of England and increased by 8.7% across England. Housing delivery has been proportionally higher in Greater Cambridge.

[2] Oxford Economics, 2025. *Greater Cambridge: Growth Scenarios*.
[3] Oxford Economics, 2018. *Local Authority Forecasting Model: Methodology*, reproduced in Chichester District Council, *Housing and Economic Development Needs Assessment*.

4.2.17 The higher delivery rates suggest high demand for housing in the area. This is supported by data on the affordability of housing in Greater Cambridge. The standard measure of affordability is the ratio of median house prices to median gross annual earnings. The ratio in Greater Cambridge is considerably higher than the regional and national benchmarks.

4.2.18 The past decade has seen a convergence in affordability levels, with affordability improving by 6.75% in Greater Cambridge while simultaneously declining by 7.13% in the region and 1.19% at national level. This is likely to have been supported by the higher delivery rates in Greater Cambridge. However, significant unaffordability remains. This is likely to be a negative impact of employment growth leading to high labour demand relative to the resident workforce, a finding that aligns with the narrative put forward in policy documents as discussed in **Section 3.3**.

**4.2.19** The analysis is summarised in **Table 4.3**.

**Table 4.3: Historical Housing Delivery and Affordability**

| | GC | East | England |
|---|---|---|---|
| Housing Stock (2015) | 116,000 | 2.6 million | 24 million |
| Housing Stock (2024) | 131,000 | 2.8 million | 26 million |
| Average Annual Growth in Housing Stock (%) | 1.5% | 1.0% | 0.9% |
| Total Housing Stock Growth (%) | 13.8% | 9.4% | 8.7% |
| Affordability Ratio (2024) | 10.6 | 9.2 | 7.8 |

*Source: ONS, 2026.*

4.2.20 Forecasting housing delivery with certainty is complex and beyond the scope of this assessment. The purpose of this assessment is to understand the housing trajectory of Greater Cambridge at a high level. Our estimation of future housing delivery in Greater Cambridge draws upon Glenigan data on approved and in-progress residential projects. This indicates Greater Cambridge has a committed pipeline of 23,000 dwellings which represents a 17.6% increase on the current housing stock, assuming no existing dwellings are removed from the housing stock.

### 4.2.21 Balance of Homes and Jobs

4.2.22 The balance between homes and jobs is a key component of sustainable economic development. Over the past ten years in Greater Cambridge, both job growth and housing delivery have outpaced the regional and national levels.

4.2.23 However, the relationship between housing and employment in Greater Cambridge has not been in balance. There is currently about 0.63 dwellings for every job. In comparison, at the regional and national levels the ratios of dwellings to jobs are 0.95 and 0.90 respectively.

4.2.24 Greater Cambridge's homes and jobs imbalance is longstanding and has become more acute over time. Employment growth over the past decade has been 14.2% while the housing stock has not kept pace, growing by 13.8%.

4.2.25 Data from Glenigan and Oxford Economics suggests that the imbalance in jobs and homes could slightly reduce but there is little certainty that sufficient homes will come forward. Total employment in Greater Cambridge is expected to grow by 14.5%, while the current housing pipeline represents 17.6% growth over the existing housing stock. However, analysis shows that this would do little to address the imbalance.

4.2.26 The imbalance in the ratio of jobs to homes has been exacerbated as a result of the decrease in household size. Comparing the forecasts of employment growth and housing delivery over the next decade in Greater Cambridge, the ratio would only rise slightly to 0.65 homes per job. This would still be far below the regional and national benchmarks. The ratio of homes-to-jobs is summarised in **Table 4.4**.

**Table 4.4 Homes-to-jobs Ratios in Greater Cambridge, East of England and England**

| | GC | East | England |
|---|---|---|---|
| Dwellings per Job (2015) | 0.63 | 0.95 | 0.91 |
| Dwellings per Job (2024) | 0.63 | 0.95 | 0.90 |
| Dwellings per Job (Employment projections to 2034 against committed housing pipeline) | 0.65 | - | - |

*Source: Glenigan, MHCLG, ONS, APS, BRES (as above).*

4.2.27 To address the imbalance of homes-to-jobs so that the ratio moves closer to the regional and national benchmarks, Greater Cambridge requires a significantly higher rate of residential delivery. **Table 4.5** shows the number of new jobs and homes to be delivered through the draft Greater Cambridge Local Plan (GCLP) and the impact that would have on the homes-to-jobs ratio at the end of the period of the draft local plan. The additional 48,195 new homes and the 73,300 new jobs would result in the homes to job ratio increasing from 0.63 to 0.64.

4.2.28 If Greater Cambridge were to increase its homes-to-jobs ratio so that it was equivalent to that of England, it would need more than 123,000 new homes. This is more than 2.5 times the 48,000 new homes expected to be delivered in the draft GCLP.

4.2.29 To achieve the same ratio as the East of England, Greater Cambridge would need to double its number of homes over the period of the draft GCLP from the 131,479 in 2024 to 268,185 by 2045. This analysis suggests that Greater Cambridge needs to be much more ambitious in its housing delivery to address its challenges.

**Table 4.5 Balance between Homes and Jobs in Greater Cambridge**

| | Homes | Jobs | Ratio |
|---|---|---|---|
| **2024** | **131,479** | **209,000** | **0.63** |
| Anticipated through the draft GCLP (2024-2045) | 48,195 | 73,300 | |
| **2045** | **179,674** | **282,300** | **0.64** |
| Homes Needed to Achieve England's Homes-to-jobs Ratio | 123,057 | 73,300 | |
| **2045** | **254,536** | **282,300** | **0.90** |
| Homes Needed to Achieve East of England's Homes-to-jobs Ratio | 136,706 | 73,300 | |
| **2045** | **268,185** | **282,300** | **0.95** |

*Source: MHCLG, ONS, APS, BRES (as above)*

4.2.30 In the near to middle-term, it is unrealistic for Greater Cambridge to achieve a homes-to-jobs ratio similar to the regional or national benchmarks. However, the draft GCLP should at least aspire to meaningfully address its ongoing lack of homes by increasing housing delivery to a level that moves the ratio from the 2024 figure of 0.63 to 0.70 by 2045. This would require the housing target to increase from about 48,000 homes to 66,131. This is shown in **Table 4.6**.

| | Homes | Jobs | Ratio |
|---|---|---|---|
| **2024** | **131,479** | **209,000** | **0.63** |
| Homes Needed to Achieve East of England's Homes-to-jobs Ratio | 66,131 | 73,300 | |
| **2045** | **197,610** | **282,300** | **0.70** |

# 4.3 Spatial Distribution of Homes and Jobs

## 4.3.1 Existing and Pipeline Employment Locations

4.3.2 This section reviews the spatial distribution of jobs in Greater Cambridge. **Figure 4.1** presents existing and planned employment locations across the different high-level employment/commercial sectors (offices, industrial and retail).

4.3.3 **Figure 4.1** focuses on major employment sites above 2 hectares. Light industrial, small offices and retail elements that are within residential clusters are excluded.

4.3.4 Existing employment sites are widely distributed around Greater Cambridge. There are few significant clusters. Within Cambridge City, existing employment uses are located to the north, east and south of the City Centre. These are primarily office clusters.

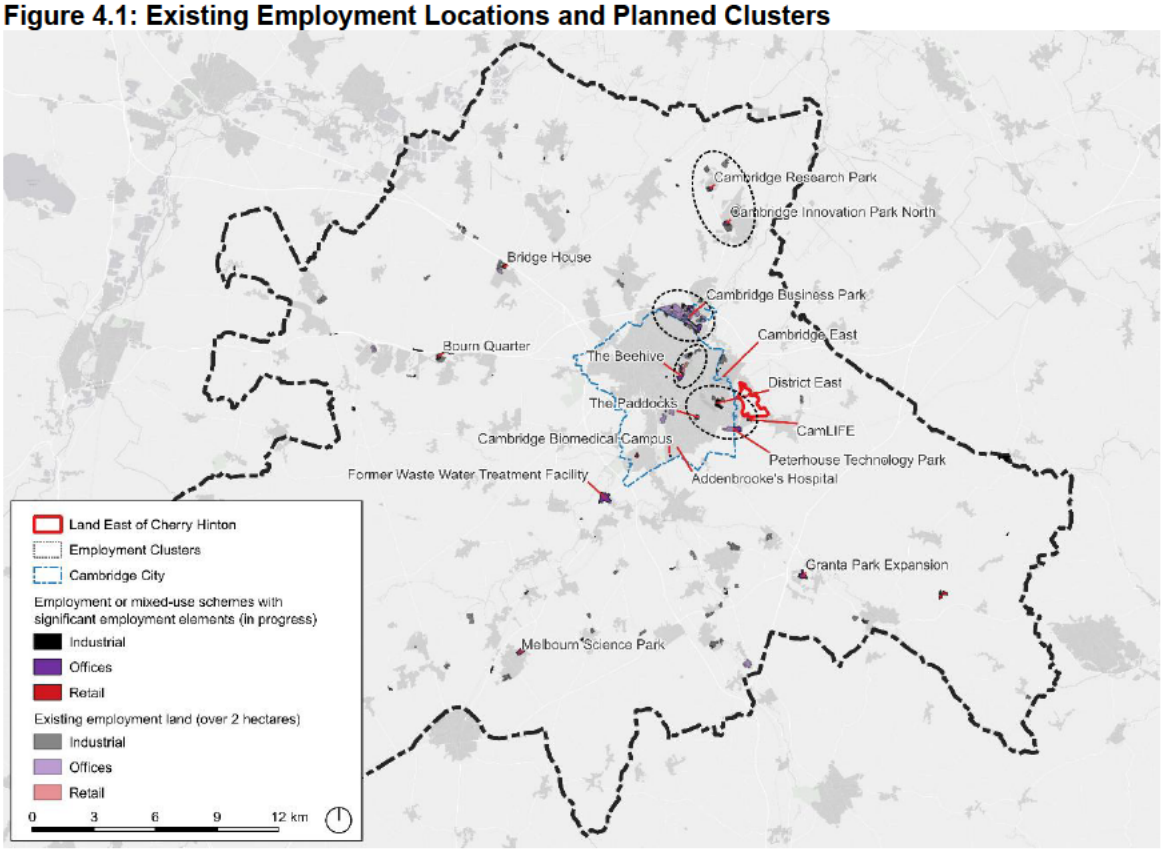
4.3.5 Outside of the City, employment uses are mostly located to the north and south. The majority of these are business parks and industrial clusters. There are some employment locations around the Site.

4.3.6 **Figure 4.1** also shows key potential future employment schemes identified in the data. These are schemes in which the applicant, developer or landowner has recently changed the status of the project. Not all these schemes will come forward as expected.

4.3.7 Greater Cambridge is expected to see the creation of new employment clusters. The employment pipeline is geographically focused on four major clusters. These are indicated by the dashed ovals on the map:

- **Within City of Cambridge** – The Beehive, Newmarket and Mercers Row developments are expected to create a spine of employment uses along the railway.
- **Northern edge of City of Cambridge** – Cambridge Business Park is expanding employment provision, alongside the introduction of residential and mixed uses.
- **Southeastern edge of City of Cambridge** – District East, CamLIFE, The Paddocks, and the expansion of Peterhouse Technology Park as an R&D and office cluster with particular emphasis on life sciences. The southeastern employment cluster is adjacent to the Site.
- **North of Cambridge** – Cambridge Research Park and Cambridge Innovation Park North are expected to form a new research & development (R&D) cluster around Waterbeach.

**Figure 4.1: Existing Employment Locations and Planned Clusters**




*Source: UKLand, 2026; Glenigan, 2026; Savills, 2026.*

4.3.8 Whilst the map distinguishes between industrial and office premises, within these two categories is a considerable amount of R&D. We generally assume that 80% of R&D space is offices and 20% is industrial.

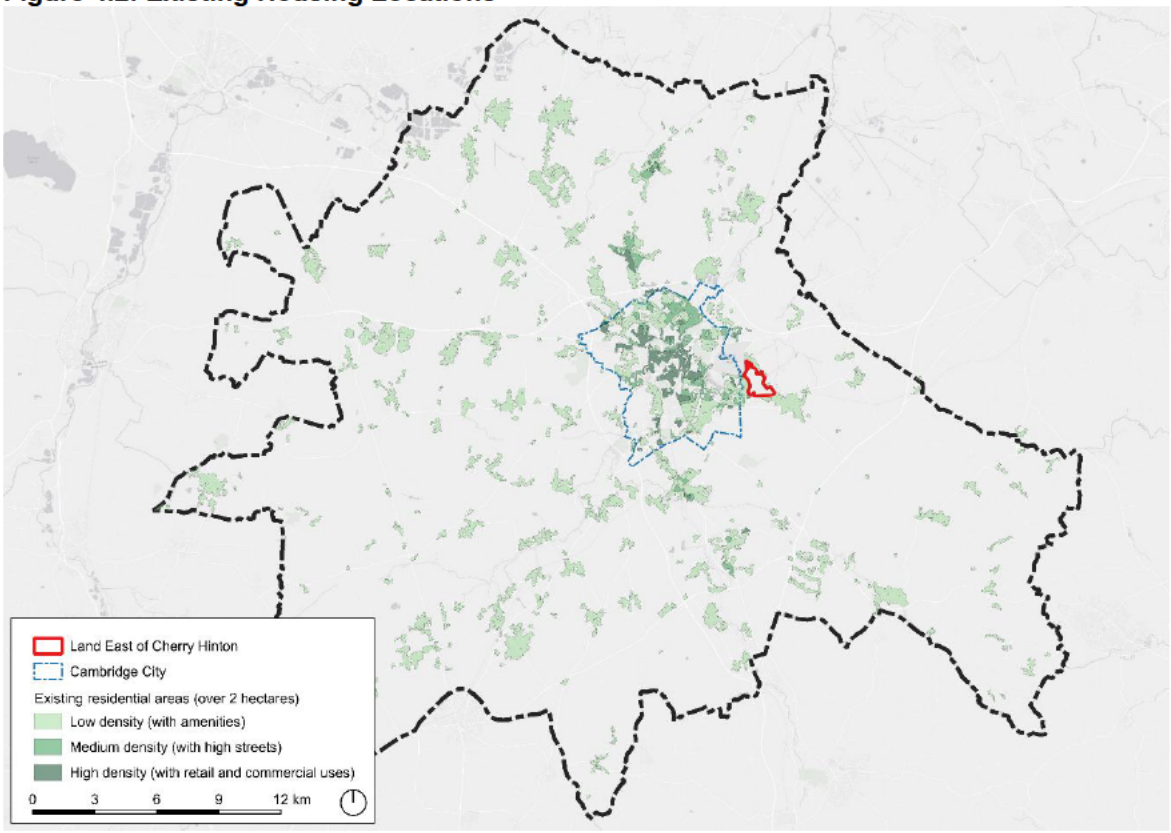
4.3.9 The analysis shows that whilst current employment sites are generally distributed around Greater Cambridge, future development will establish new employment clusters to the north of the City and along the City's western edge. The new cluster along the west edge of the City is adjacent to Land East of Cherry Hinton.

### 4.3.10 Existing and Pipeline Housing Locations

4.3.11 This section identifies both existing and anticipated housing clusters. **Figure 4.2** shows that existing housing is concentrated in the City of Cambridge and its environs.

4.3.12 High density residential areas with retail and commercial uses are concentrated in the City Centre. Medium density residential typologies are situated at the outer ring of the city and a few outlying settlements. Low density housing makes up the rest of the residential areas around the City's periphery and in outlying areas across Greater Cambridge.

**Figure 4.2: Existing Housing Locations**

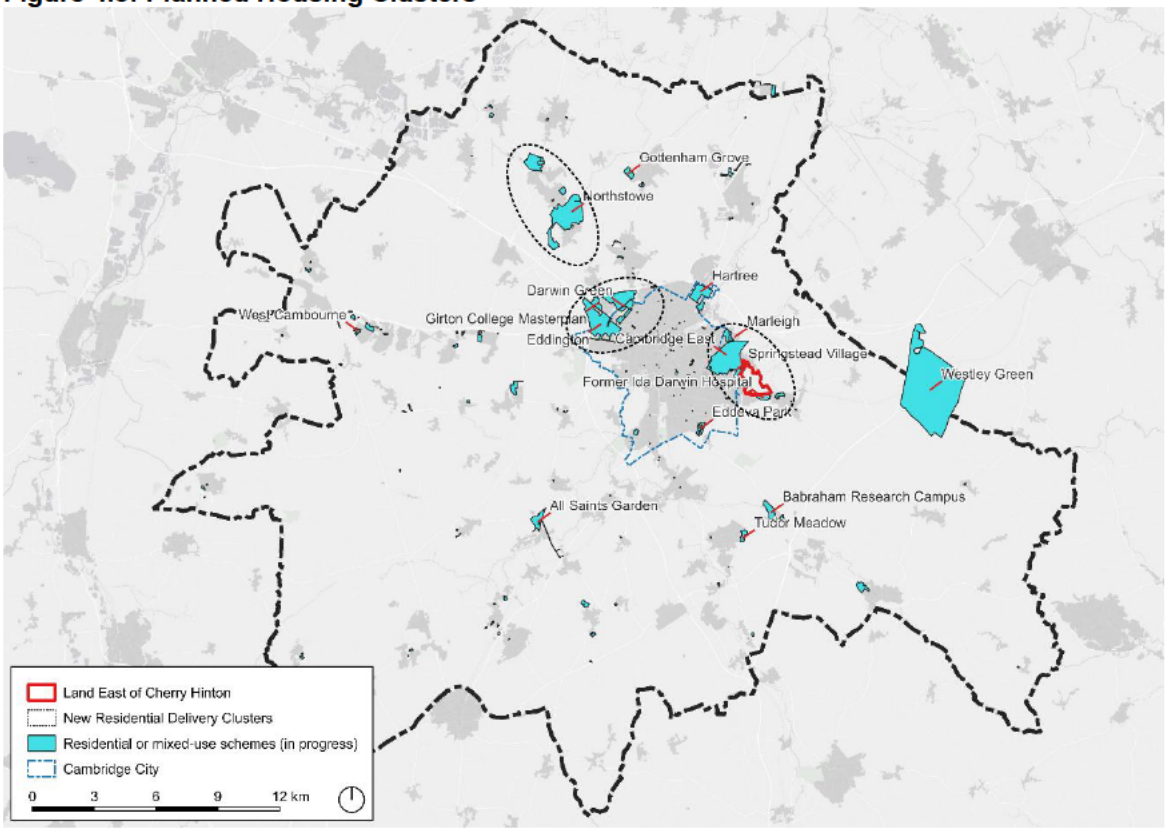



*Source: UKLand, 2026; Savills, 2026.*

4.3.13 Greater Cambridge is expected to see new homes geographically focused on three major clusters to the north, northern edge and eastern edge of Cambridge. **Figure 4.3** shows that the residential pipeline is concentrated around clusters on the edge of the City. The pipeline of residential sites is expected to create the following housing clusters which are indicated by the dashed ovals on the map:

- **North of Cambridge** – Anchored by the Northstowe sites.
- **Northern edge** – Darwin Green, Girton College and Eddington.
- **Eastern edge** – Marleigh, Cambridge East, Springsted Village and the development proposals.

**Figure 4.3: Planned Housing Clusters**




*Source: Glenigan, 2026; Savills, 2026.*

4.3.14 The analysis shows that housing development within Greater Cambridge has traditionally produced a delimited, high density City while low density typologies are distributed around the rest of Greater Cambridge. In contrast, new housing development is concentrated around the northern and western city fringes, as well as in expanding existing settlements.

4.3.15 When comparing the spatial analysis of employment and housing a pattern emerges. The residential pipeline shows alignment with the employment pipeline. Both are expanding existing areas and creating new clusters of homes and jobs in a general ring extending from the city's northeastern edge around to the southeastern edge. The Site is located in the southeastern part of this emerging alignment between employment and housing development.

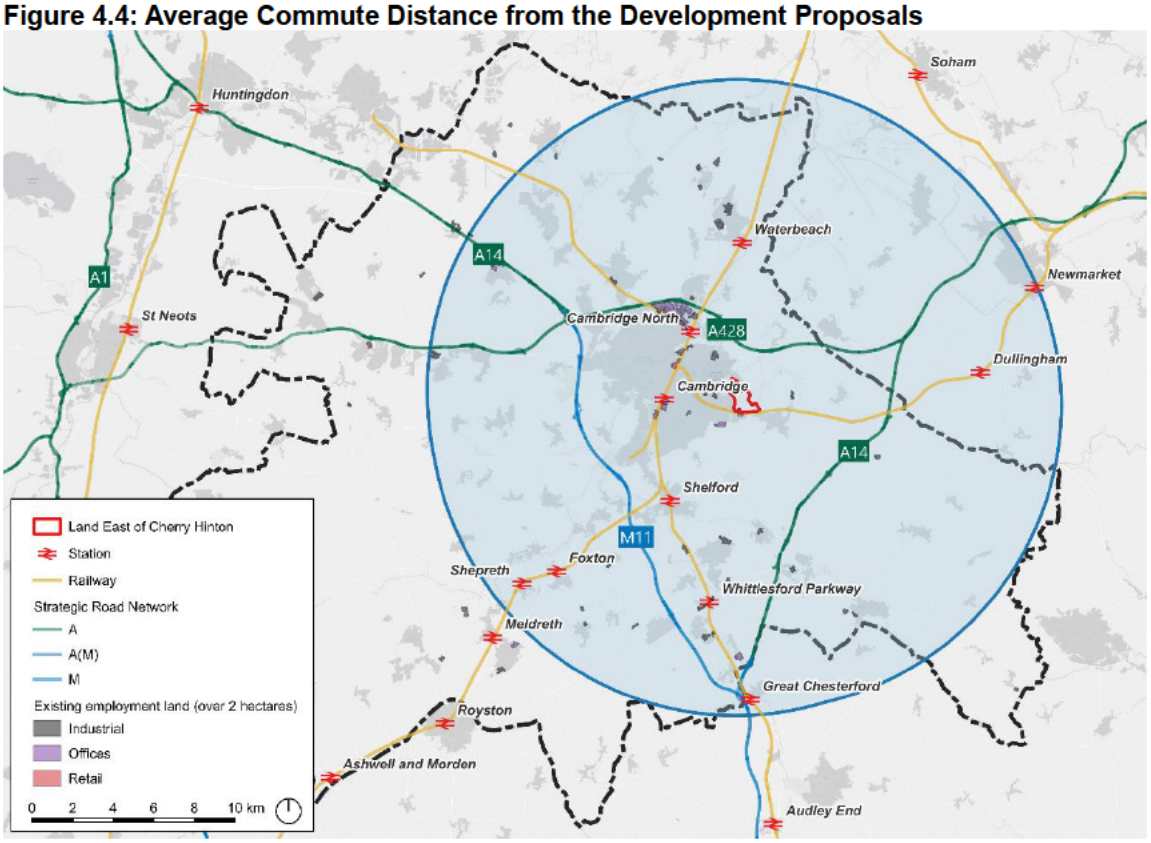
# 4.4 Commuting and Sustainable Travel Analysis

## 4.4.1 Travel-to-Work Patterns

4.4.2 This section covers travel-to-work patterns in Greater Cambridge. The average distance travelled to jobs in Greater Cambridge area is approximately 15 km based on the average straight-line distance between residence and workplace. This is a relatively high commuting distance that is beyond the reach of active travel modes. In technical guidance for local authorities 10km is considered to be the geographical extent of cycling, while feasible walking distances are considered to be up to 2km[4].

4.4.3 **Figure 4.4** maps out the average distance travelled to work (15km) from the proposed access points of the Site. (The radius of the circle is therefore slightly greater than 15km.) Public transport modes are relatively limited in this area. Most of the employment areas are not easily accessible by public transport.

**Figure 4.4: Average Commute Distance from the Development Proposals**




*Source: Census 2011; Savills, 2026.*

4.4.4 The challenging commuting context is made clear by assessing the method of travel by distance to work within Greater Cambridge. As shown in **Table 4.6**, about 75% of all workers who travel to work (i.e. do not work primarily from home) travel by private vehicle. Only 6% travel by public transport.

[4] Department for Transport, 2017. Local Cycling and Walking Infrastructure Plans: Technical Guidance for Local Authorities.

**Table 4.6 Method of Travel by Distance to Work in Greater Cambridge**

| Travel Category | Method used to travel to workplace | All distances | Below 10km | 10-30km | Above 30km |
|---|---|---|---|---|---|
| Public Transport | Underground, metro, light rail, tram | 0.6% | 0.3% | 0.9% | 1.7% |
| | Train | 1.9% | 1.1% | 2.7% | 4.4% |
| | Bus, minibus or coach | 3.9% | 4.4% | 3.0% | 3.2% |
| Vehicle | Taxi | 0.8% | 1.0% | 0.3% | 0.4% |
| | Motorcycle, scooter or moped | 0.7% | 0.6% | 0.7% | 0.6% |
| | Driving a car or van | 68.3% | 60.3% | 81.4% | 76.3% |
| | Passenger in a car or van | 5.7% | 6.3% | 4.8% | 4.7% |
| Active Travel | Bicycle | 4.1% | 6.0% | 1.3% | 1.6% |
| | On foot | 13.1% | 19.1% | 3.8% | 5.8% |
| Other | Other method of travel to work | 0.9% | 0.9% | 0.9% | 1.4% |

*Source: Census 2021.*

4.4.5 The distribution of transport modes is skewed more towards private vehicles when assessing the 10km to 30km bracket which covers the average travel to work distance in Greater Cambridge. For this category, over 87% of workers travel by private vehicle, 7% travel by public transport and 5% use active travel modes. This indicates the high reliance on cars and other private vehicles to commute to work.

### 4.4.6 In-Commuting and Labour Supply

4.4.7 This section covers the degree of in-commuting in Greater Cambridge. That is the proportion of the workforce that commutes to Greater Cambridge from outside of its border. **Table 4.7** shows that the percentage of workers in Greater Cambridge who in-commute is 39%. Of the workers who in-commute, 90% are from the wider region. The high proportion of in-commuting from the East of England region indicates that Greater Cambridge currently functions as the centre of regional commuting patterns.

**Table 4.7 Origin Region of workers in Greater Cambridge**

| Origin of workers in Greater Cambridge | Number | Proportion |
|---|---|---|
| Resident in Greater Cambridge | 138,776 | 61% |
| In-commuting | 36,157 | 39% |
| Regional breakdown of in-commuters | | |
| East of England | 32,704 | 90.45% |
| London | 1,280 | 3.54% |
| East Midlands | 853 | 2.36% |
| South East | 583 | 1.61% |
| All other regions | 737 | 2.04% |

*Source: Census 2021*

# 5. Strategic & Spatial Role of the Subject Site

## 5.1 Introduction & Summary

5.1.1 This section assesses the role that Land East of Cherry Hinton could play in Greater Cambridge through the provision of housing in an accessible location, close to key employment concentrations and sustainable transport networks. Furthermore, it considers how the Site could contribute towards a more balanced and sustainable pattern of growth in Greater Cambridge.

5.1.2 The key findings are that the Site is located adjacent to several of Greater Cambridge's employment clusters (with existing and planning provision). The proposed development would enable a substantial number of new homes to be delivered in close proximity to existing and future jobs.

5.1.3 The Site forms part of the largest planned housing corridor that sits on the eastern side of Cambridge. The proposed development would help to reinforce a concentration of residential development that represents a sustainable pattern of growth. It will help to anchor the cluster and counter the historic pattern of dispersed development.

5.1.4 The Site occupies a highly accessible location, being situated close to the proposed Cambridge East railway station and existing walking, cycling and bus connections. Combined with its proximity to major employment locations, it represents an opportunity to improve labour market accessibility, reduce reliance on longer-distance commuting and vehicular travel, and support the delivery of homes needed to sustain Greater Cambridge's future economic growth.

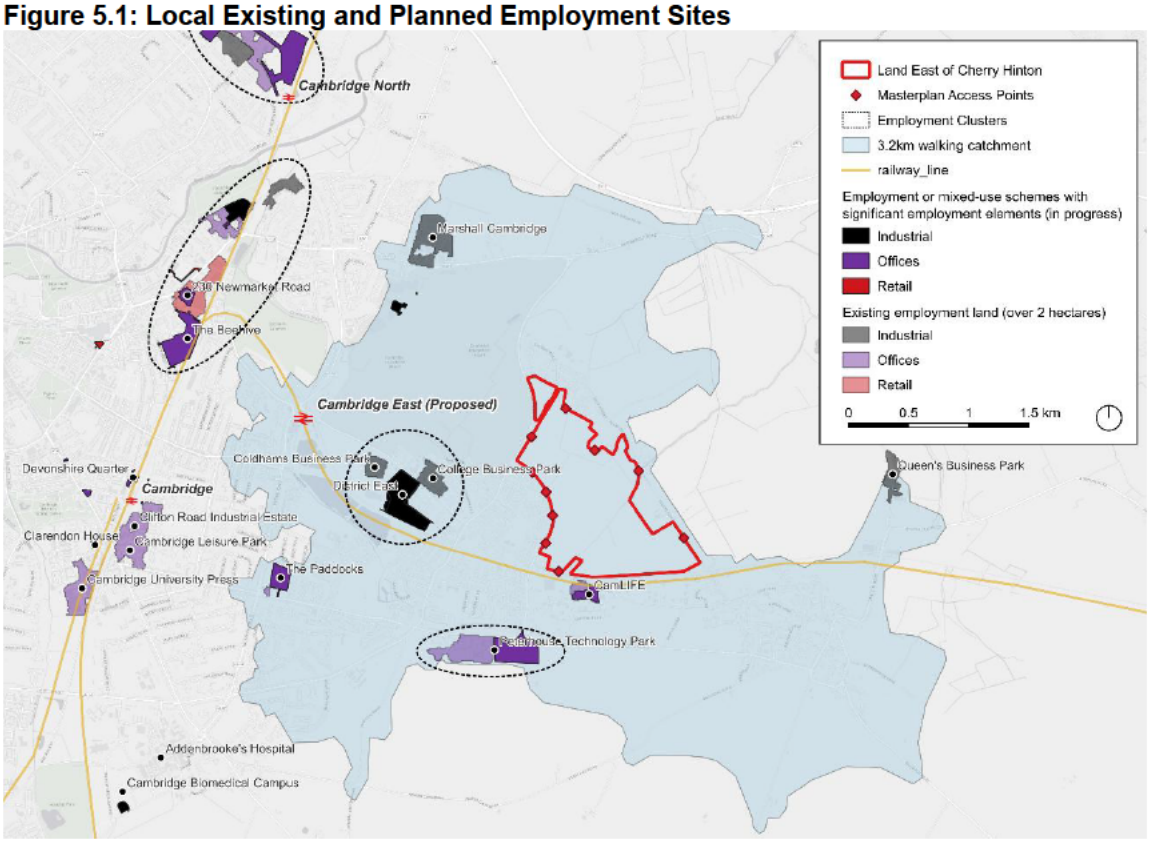
## 5.2 Local Existing and Planned Employment Growth

5.2.1 This section assesses the spatial dynamics of the Site within the context of employment clusters in the local area. **Figure 5.1** shows the employment clusters on the southeastern edge of the City of Cambridge and the Site. The employment clusters are comprised primarily of the sites along Coldhams Lane (to the west of the Site), CamLIFE (to the east of the Site), and Peterhouse Technology Park (to the south of the Site).

5.2.2 **Figure 5.1** also shows a 3.2km walking catchment from the Site's proposed access points. This distance translates into a 30 to 40 minute walk or about 10 minutes by cycle. (The shape of the catchment is irregular due to fields and other areas not being publicly accessible.)

5.2.3 The walking catchment indicates there are several employment sites or emerging employment projects in relative proximity to the Site and reasonably accessible.

**Figure 5.1: Local Existing and Planned Employment Sites**



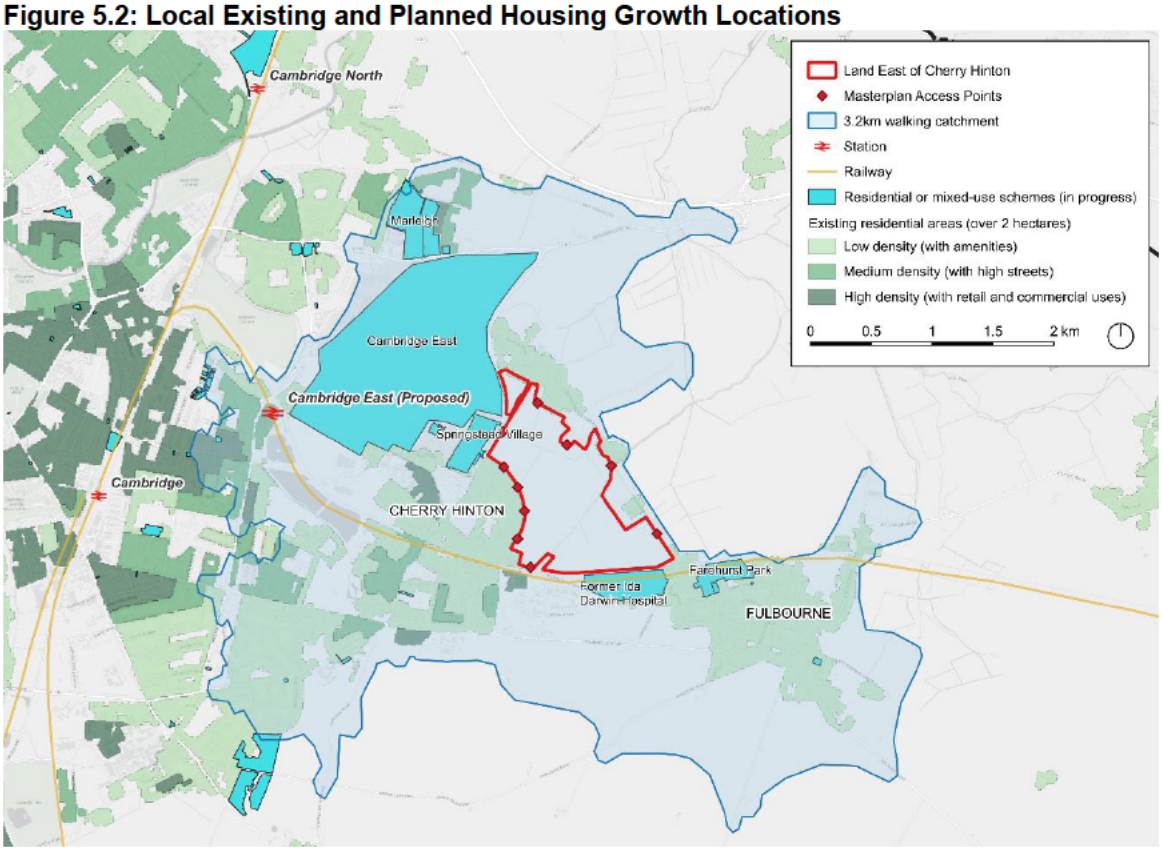

*Source: UKLand, 2026; Glenigan, 2026; Savills, 2026.*

## 5.3 Local Existing and Planned Housing Locations

5.3.1 This section reviews existing and planned housing in the area around the Site. **Figure 5.2** shows how new residential and mixed-use development in East Cambridge extends from the Marleigh development in the north, continuously through the Land East of Cherry Hinton to the village of Fulbourn in the southeast. Together these developments form one of the largest housing clusters in the Greater Cambridge area.

5.3.2 The housing developments in this area are comprised of several projects including Marleigh, Cambridge East, Springsted Village, the Former Ida Darwin Hospital and Farehurst Park. The developments primarily extend the existing housing estates within Cherry Hinton. They are all located within the 3.2km walking catchment from the Site. They will all be supported by the proposed rail station along Coldhams Lane (Cambridge East) which is expected to be part of East West Rail which will connect Cambridge and Oxford.

**Figure 5.2: Local Existing and Planned Housing Growth Locations**




*Source: UKLand, 2026; Glenigan, 2026; Savills, 2026.*

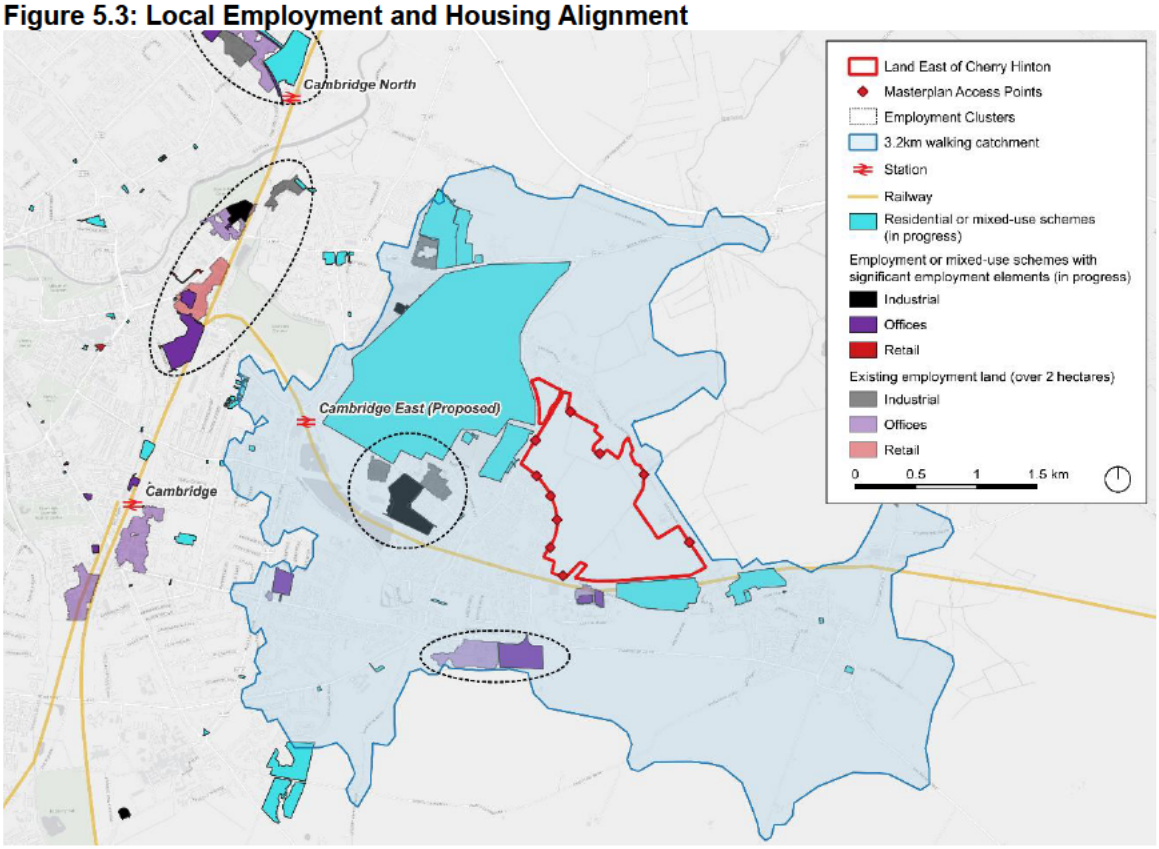
## 5.4 Local Alignment between Employment and Housing

5.4.1 This section combines existing and planned employment and housing in the area around the Site on the same map. Significant residential and employment-related development is taking place around the east and southeastern edges of Cambridge City where the Site is located as shown in **Figure 5.3** below.

5.4.2 The proposed development would reinforce a concentration of residential development that represents a sustainable pattern of growth. It will also help to anchor the employment cluster.

5.4.3 Together, the local alignment of employment and housing will directly respond to the long-standing effects of economic success experienced by Greater Cambridge in relation to high rates of in-commuting, congestion, air quality and quality of life. The ability of employment clusters to access a local workforce will improve Greater Cambridge's overall sustainability.

**Figure 5.3: Local Employment and Housing Alignment**




*Source: UKLand, 2026; Glenigan, 2026; Savills, 2026.*

# 6. Anticipated Economic Impacts

## 6.1 Introduction

6.1.1 This section sets out the framework for assessing the economic impacts that are anticipated to be generated by the proposed development. A detailed assessment will follow once the details of the scheme are agreed.

6.1.2 The development proposals are anticipated to deliver significant economic benefits for Greater Cambridge by supporting new employment during both the construction and operational phases, generating GVA, introducing new residential expenditure to the local area, and boosting public sector revenues.

## 6.2 Anticipated Impacts

6.2.1 The anticipated impacts will be set out within the context of established guidance which would be drawn upon. This includes the Homes and Communities Agency Additionality Guide (2014) and the Ministry of Housing, Communities & Local Government Appraisal Guide (2025). The guidance includes the methods and approaches outlined for assessing leakage, displacement, and multiplier effects of development projects.

6.2.2 The anticipated economic impacts of the development proposals include:

- Construction jobs (on-site & off-site);
- Operational jobs (on-site & off-site);
- New residential expenditure;
- Gross Value Added (GVA) benefits; and
- Increased public sector revenues.

6.2.3 The development proposals are also expected to generate wider social value benefits, delivering positive outcomes for the local community. These are anticipated to include:

- Construction industry training and education opportunities;
- Roles for apprenticeships and previously unemployed persons; and
- Procurement within the local supply chain.

## 6.3 Operational Impacts

6.3.1 Once complete, the development proposals will generate both on-site and off-site jobs. As the Site currently comprises greenfield land and a house, it is assumed to support negligible levels of employment. The development proposals would therefore directly result in a net increase in employment.

6.3.2 On-site employment would relate to a wide range of uses included as part of the development proposals. (**Section 2.3** provides a breakdown of the indicative land use budget.) At present, this includes local services and facilities within a local centre, commercial uses, a primary school and operational management roles associated with the later living element of the scheme. On-site employment would also be generated by the new residential units which would accommodate homeworkers.

6.3.3 Off-site employment would relate to the jobs generated in the supply chain in support of on-site jobs (both related to construction and operational employment). Off-site employment would also be generated through induced employment from expenditure by the incoming residents. The expenditure in the local retail, food & beverage, and leisure and recreation sectors would lead to additional local employment.

6.3.4 Operational employment would lead to increased economic activity in Greater Cambridge. Gross Value Added (GVA) is an indicator of economic activity and it is used to understand the potential contribution by development proposals to the local economy.

6.3.5 The development proposals would generate public sector revenues which could be re-invested in the community and local services. This includes business rates, Section 106 contributions, and council tax. Cumulatively, significant public sector revenues could be generated by the development proposals over the long-term.

## 6.4 Social Value Impacts

6.4.1 The construction of the development proposals would have a positive social value impact by delivering construction industry employment and training benefits. These benefits would scale with the size of the project. Given the strategic scale of the development proposals, the anticipated scale of the benefits is likewise significant.

6.4.2 The benefits include apprenticeship and work placement opportunities for local young people. These placements could have a significant lifetime social value impact for the local area. As part of the training placements, individuals could achieve some form of construction industry qualification. Once again, the lifetime social value of these qualifications could be significant. As well as direct placements, there are anticipated to be opportunities for contractors to be involved in construction careers, information guidance, and training events.

6.4.3 The construction of the development proposals would also likely generate social value through the employment of previously unemployed persons. This in turn could reduce fiscal expenditure on Job Seeker's Allowance. Furthermore, a research project commissioned by the Department for Work and Pensions[5], demonstrated that the return to employment from unemployment results in reductions in the number of GP consultations and associated medical costs. A reduction in unemployment would therefore result in savings for the NHS.

6.4.4 Where possible, local procurement would be encouraged to help retain social value benefits within the local area. It is assumed that approximately 10% of the total construction cost could be spent on local businesses during the construction phase of the development proposals, thereby ensuring that a portion of the investment directly benefits the construction business community in Greater Cambridge. This level of investment in the local economy would also lead to significant social value for Greater Cambridge over the construction period.

[5] DWP (2010). The Department for Work and Pensions Social Cost-Benefit Analysis framework. Methodologies for estimating and incorporating the wider social and economic impacts of work in Cost-Benefit Analysis of employment programmes

# 7. Conclusions

7.1.1 The assessment demonstrates that Greater Cambridge's economic success is increasingly constrained by a growing imbalance between employment growth, housing provision and the availability of a resident labour force. Employment has expanded significantly faster than both the housing stock and the working-age population. This is causing a high degree of reliance on in-commuting, continued housing affordability pressures, and a widening disparity between the number of jobs and the number of homes available to house the workforce. Whilst the rate of housing delivery is expected to increase in the near term, the evidence suggests this is insufficient to reduce the historic and ongoing imbalance.

7.1.2 The evidence also indicates that the challenges for Greater Cambridge are not solely quantitative. A significant proportion of Greater Cambridge's workforce currently travels substantial distances to access employment. This reflects both the housing shortage in general and also the spatial relationship between residential areas and major employment clusters. This disconnect contributes further to the high levels of in-commuting, longer journey-to-work patterns and a reliance on private vehicles. Whilst planned growth (both employment locations and new housing) is beginning to create better alignment, there remains a clear need for additional housing in locations that can sustainably support existing and emerging economic clusters.

7.1.3 In this context, Land East of Cherry Hinton is positioned to address the constraints to Greater Cambridge's economic growth trajectory. The Site sits within a concentration of growth on the eastern edge of the City of Cambridge, adjacent to both existing and planned employment locations. The Site also benefits from proximity to the proposed Cambridge East railway station, together with established walking, cycling and bus connections. The development has the potential to provide a substantial number of homes in a location that is integrated with existing and future employment opportunities as well as sustainable transport infrastructure.

7.1.4 The proposed development would therefore make a positive contribution to Greater Cambridge's long-term economic prospects by increasing housing supply in a constrained market, enabling the growth of the local labour market, and providing homes for existing and future workers. This, in turn, would help to reduce pressure on housing affordability, improve access to employment, support sustainable travel patterns and strengthen the relationship between housing growth and economic development. The development proposals would also generate additional employment, expenditure, GVA and public-sector revenues, creating both direct and indirect economic benefits that would support the continued competitiveness and resilience of the Greater Cambridge economy.

# Appendix A: Glossary and Definitions

**Glossary**

| | |
|---|---|
| APS | Annual Population Survey |
| BRES | Business Register and Employment Survey |
| CGC | Cambridge Growth Company |
| CLP | Cambridge Local Plan |
| GC | Greater Cambridge |
| GCLP | Greater Cambridge Local Plan |
| GP | General Practitioner |
| GVA | Gross Value Added |
| ha | Hectares |
| km | Kilometres |
| NPPF | National Planning Policy Framework |
| ONS | Office for National Statistics |
| R&D | Research & Development |
| SCLP | South Cambridgeshire Local Plan |

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