



**Marshall's Response to the *Greater Cambridge Local Plan – The First Conversation: Issues and Options 2020***

**February 2020**

## 1. Purpose of this Document

- 1.1. This document, together with the accompanying *Sustainability Vision Statement*, sets out Marshall of Cambridge's response to the Councils' consultation on the *Greater Cambridge Local Plan – The First Conversation: Issues and Options 2020*.
- 1.2. We would like to take this opportunity to offer Marshall's wholehearted support to the Councils' development of a positive and aspirational vision for Greater Cambridge that tackles difficult issues, like climate change and social equity, head on. "Sustainable development" is recognised within the NPPF as encompassing three objectives – economic, social and environmental (paragraph 8). Marshall are committed to positively planning for development that achieves all three elements in the round, supporting growth and economic prosperity of the area and to achieving sustainable development.
- 1.3. We would like to lend our full support in making the Councils' vision a reality, and we believe that the land at Cambridge East – best known as Cambridge Airport – presents the single greatest opportunity in the Greater Cambridge area for realising that vision.
- 1.4. Since its submission to the Councils' Call for Sites in March 2019, Marshall has continued to progress its plans for the development of Cambridge East (previously referred to as 'New East Cambridge'). The Glossy Overview document, submitted with the Call for Sites response, should be read alongside this document (included at Appendix A). This consultation presents a helpful opportunity for Marshall to consider how our emerging proposals do and should respond to the Councils' priorities as expressed in the four 'Big Themes' of the emerging Plan:
  - Climate Change
  - Biodiversity & Green Spaces
  - Wellbeing & Social Inclusion
  - Great Places
- 1.5. To help shape our thinking, we have developed a ***Sustainability Vision Statement***, which should be read alongside this document. This Statement addresses the four Big Themes and sets out the very high standard to which Marshall intends to hold itself in respect of each of these crucial aspects of delivering sustainable growth. Section 5 of this submission sets out key elements of the Sustainability Vision Statement, but the Statement should be read in full alongside this document.
- 1.6. This document is structured as follows:
  1. **Purpose of this Document** (*this section*)
  2. **Cambridge East Overview and Vision**
  3. **Progress since Call for Sites**
  4. **Overview of Marshall's Response to the Issues & Options**
  5. **A Sustainability Vision for Cambridge East** (*cross refer to Sustainability Vision Statement*)
  6. **Conclusion**

**Appendix A: Call for Sites Overview Document – Cambridge East (March 2019)**

**Appendix B: Schedule of responses to specific consultation questions**

- 1.7. This document, together with the Sustainability Vision Statement, forms Marshall's response to *The First Conversation*. We look forward to continuing this conversation as the Greater Cambridge Local Plan evolves and to working collaboratively with the Councils to ensure that our shared vision of an even brighter future for Cambridge is made a reality.

## 2. Cambridge East Overview and Vision

### The Site

- 2.1. The Cambridge East site covers 300 hectares of developable land, including Cambridge Airport. The principal constituent parts of the site are shown in Figure 1. The site, edged in red on the plan, was submitted in response to the Councils' Call for Sites in March 2019. The plan also shows two development sites which adjoin Cambridge East for context: Wing and Land North of Cherry Hinton.
- 2.2. The Airport land (dark blue) is removed from the Green Belt and is safeguarded for future redevelopment in the Cambridge City Local Plan (2018) and South Cambridgeshire Local Plan (2018). The lighter blue areas, to the east of Airport Way and north of Newmarket Road, are currently located within the Green Belt.
- 2.3. Marshall's response to the Councils' Call for Sites exercise included details of the Cambridge East site, the scale of the development opportunity and Marshall's vision for the site's contribution to the future of Cambridge. An overview of the site and development vision is set out here, but please refer to Marshall's Call for Sites Overview Document (at Appendix A) for more information.

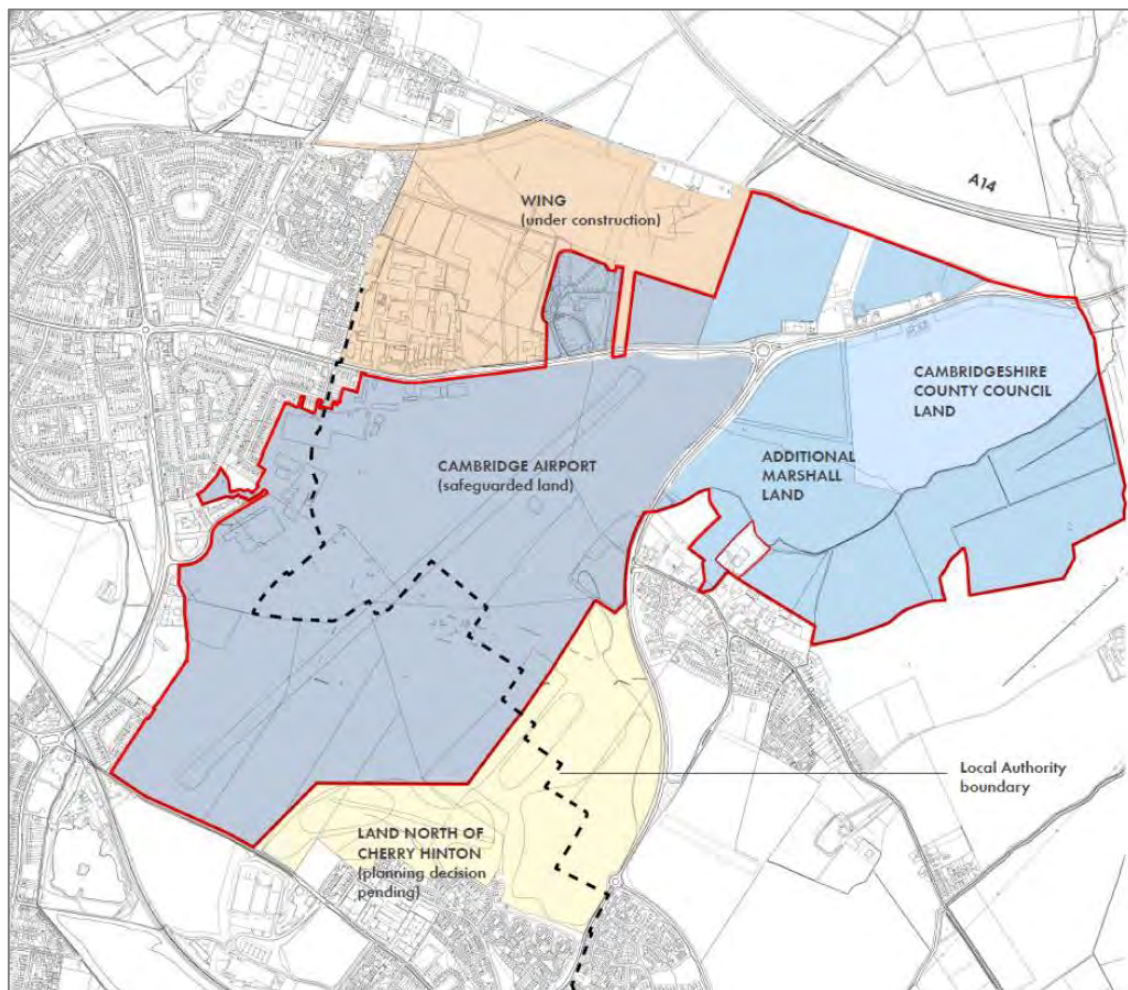
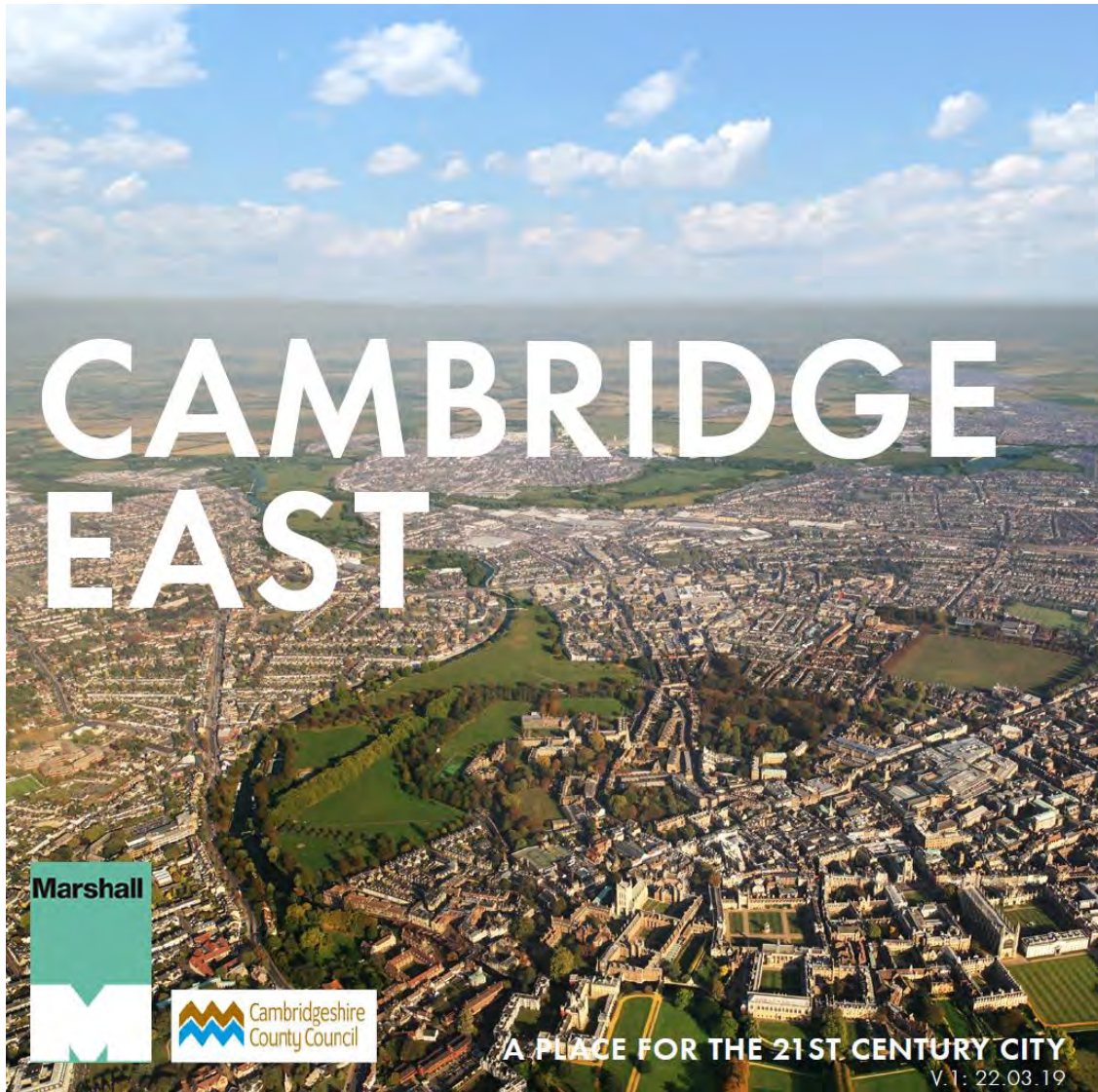


Figure 1 – Plan showing the constituent parts of Cambridge East



**Figure 2 – Marshall’s response to the Councils’ Call for Sites in March 2019**

*Please note that all references to ‘New East Cambridge’ have now been replaced with ‘Cambridge East’. Otherwise, this document remains as submitted in March 2019.*

#### Scale of Opportunity

2.4. Marshall has undertaken initial feasibility work to better understand the scale of the site and its potential development capacity. This feasibility work shows that the Cambridge East site could deliver:

- 500,000 sqm of commercial floorspace
  - 38,000 jobs
  - A major centre of innovation and research
  - Potential for a new academic research cluster
  - New cultural, leisure and sporting facilities
  - Conferencing facilities
- 12,000 new homes
  - c. 25,000 residents

- A rich mix of housing types, including houses, flats, student housing, retirement/older living, build-to-rent and co-living
- An extensive network of green infrastructure totalling over 120ha
- A new High Street with a mix of contemporary retail floorspace
- New schools and GP surgeries
- A connected framework of open space
- Sustainable connections, linking New East Cambridge to the wider area, including a dedicated rapid transit link to Cambridge Station (Central).

2.5. Key elements of the vision for Cambridge East are:

- Opportunities to combine high density, urban living at the heart of the development with distinct character areas which interact with the site's neighbouring villages and countryside;
- Opportunity to provide a tailored mix of housing types to meet market demands and local needs;
- Integrate housing with employment, sports, leisure, culture and open space, together with a rapid transit link to the city centre, to bring the site to life and promote sustainable living;
- Anchor the development with major learning institutions and respond to the complementary demand for life sciences, technology and emerging sectors of research and development;
- Provide an appropriately scaled new centre to complement the city centre and provide for demand that cannot be accommodated in the historic core; and
- Attract globally important cultural and leisure institutions – initial ideas include internationally significant arts institutions, a multi-use arena or stadium, exhibition and conferencing centre and a concert venue.



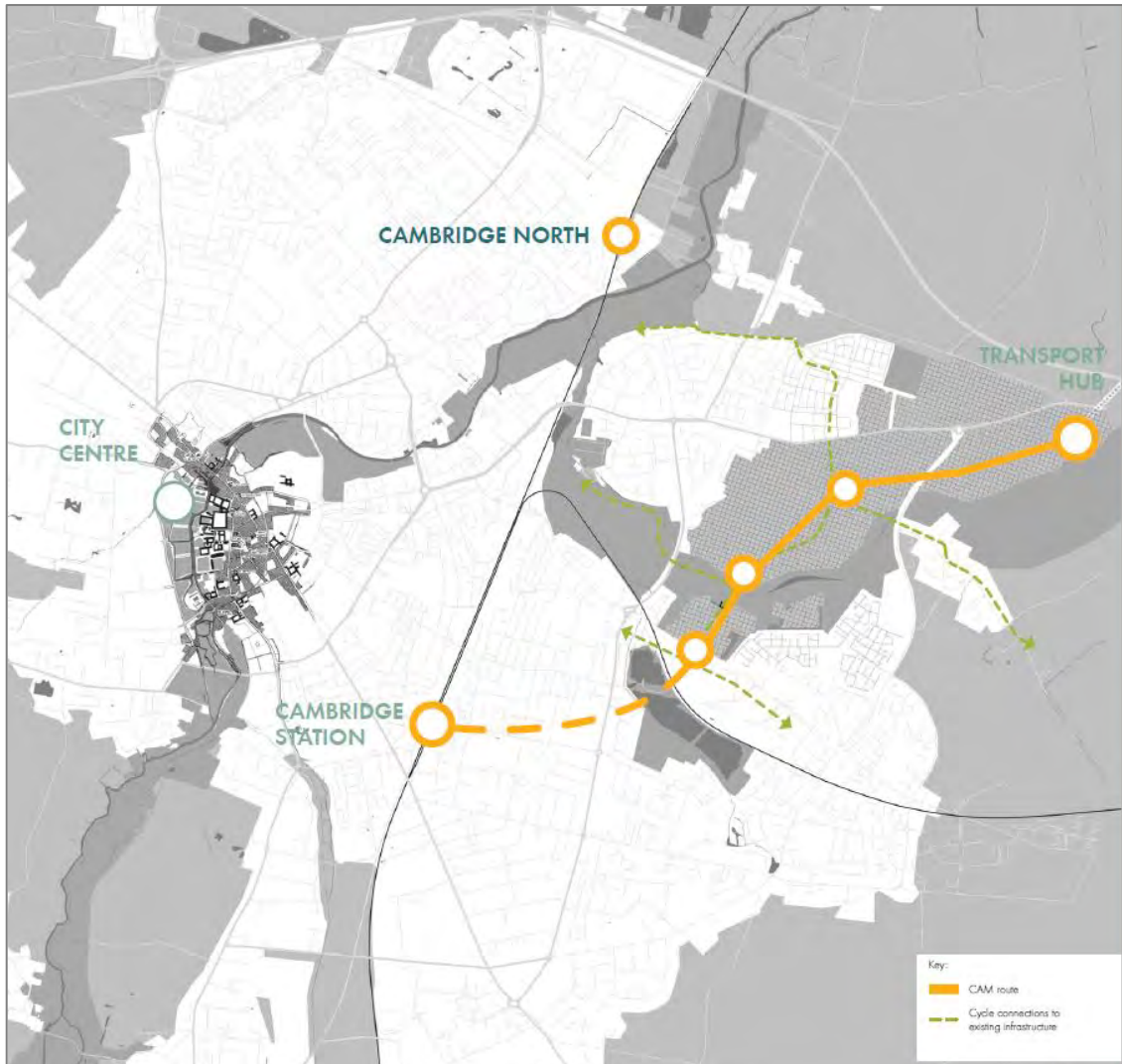
Figure 3 – Illustrative images of the vision for Cambridge East

### Planning Policy Summary

- 2.6. Historically, the Airport land formed part of the Green Belt; however, it was formally released from this designation through the Cambridge Local Plan (2006) and South Cambridgeshire Core Strategy (2007).
- 2.7. The Cambridge East Area Action Plan (AAP), adopted in 2008, provided the policy framework for a first phase of development north of Newmarket Road and set out a general and design policy framework for the rest of the Cambridge East land, including the requirement for a Green Belt link through the site.
- 2.8. When timescales for the availability of the airport site became less certain, however, the Councils took the decision to safeguard the site for long term development. This is the current policy status of the site in the recently adopted Cambridge Local Plan (2018) and South Cambridgeshire Local Plan (2018).
- 2.9. After more than a decade, the Cambridge East AAP is now outdated.

### Transport Link

- 2.10. Getting the Site's connectivity and accessibility right will be critical to realising Marshall's aspirational vision for Cambridge East and maximising the scale of the opportunity in the long-term. Great transport links will be the key to ensuring that Cambridge East functions as a truly integrated part of the city, connected to the station, the city centre, and out into Cambridgeshire's beautiful countryside.
- 2.11. Marshall see the delivery of a new, high quality, rapid transit link that connects Cambridge East with Cambridge Station as central to that vision. The Call for Sites submission summarised some of the background work that has been undertaken in identifying and testing options for this transit link, including consideration of potential technologies and alignments. The link could be brought forward as a standalone first phase of the Cambridge and Peterborough Combined Authority's 'Cambridge Autonomous Metro' (CAM) network. Marshall are also working closely with the Greater Cambridge Partnership (GCP) as they develop their Eastern Access study, which focuses on improving public transport journey times into the city centre from the east.
- 2.12. The emerging thinking for Cambridge East anticipates a tunnelled CAM route connecting Cambridge Station to the southern edge of Cambridge East, running through the Cambridge East site above ground and terminating in a Park & Ride site at the eastern edge of the site. But there are several route and technology options that could work – the important thing will be to provide rapid, attractive, sustainable connectivity from Cambridge Station at the west through the Cambridge East site and beyond to areas east of the city.



**Figure 4 – Possible route for a mass rapid transit link connecting Cambridge East**

- 2.13. The scale and location of Cambridge East provide a unique opportunity to establish the next chapter in the remarkable story of Cambridge. The site’s exceptional location, substantially embedded in the surrounding urban area, allows for large scale development which can complete rather than extend the city.



### 3. Progress since Call for Sites

#### Relocation of Marshall Aerospace & Defence Group

- 3.1. Substantial progress has been made on plans to relocate the Marshall Aerospace & Defence Group (MADG) business from Cambridge Airport. Following the Call for Sites submission in March 2019, Marshall announced its intentions to relocate the business from Cambridge to one of 3 shortlisted sites (Duxford, Cranfield and Wyton) on 14 May 2019. This marked the culmination of more than nine months of work, appraising sites against a range of criteria.
- 3.2. A detailed feasibility study has been continuing through 2019 and into 2020. Reluctantly, MADG confirmed on 22 January 2020 that Duxford was being discontinued as an option, given the challenges in accommodating Marshall's requirements at the site.
- 3.3. Marshall is continuing to assess the remaining sites – Cranfield (near Milton Keynes) and Wyton (near Huntingdon) – considering the impact on the existing workforce, the inherent strengths and weaknesses of each location, the likely capital and operating costs, and their deliverability (including planning and commercial considerations).
- 3.4. Marshall remains committed to relocation and intends to submit a further Position Statement to inform the Local Plan process ahead of the next stages of Local Plan development, demonstrating further the company's commitment to relocate and to make Cambridge Airport available for development. As part of this, Marshall intend to provide further demonstrable evidence of our plans to relocate, including evidence that there are no planning or legal barriers to relocation.

#### Developing Proposals for Cambridge East

- 3.5. Marshall continues to bolster the consultant team, to bring in the expertise necessary to make Cambridge East a reality. Recent appointments have included an expert sustainability team to help develop framework proposals to achieve the ambitions of the local plan, and to embrace the objective of a net zero carbon development. The strength of the team, and the thought leadership in this field, is set out in our accompanying Sustainability Strategy, submitted as part of our response to the Issues & Options consultation.

#### Joint Working

- 3.6. Marshall is committed to working collaboratively with the Councils to ensure that we're driving towards a joint vision for the future of the city and that the full scale of the opportunity at Cambridge East is realised. Recognising the potential significance of Cambridge East to the emerging Local Plan, we look forward to continuing this conversation about the site and the role it should play in delivering the Councils' vision for Cambridge, as we develop and evolve proposals for Cambridge East.
- 3.7. Marshall has undertaken informal engagement with a range of key stakeholders, particularly relating to transport proposals in the area. Our intention is to engage more widely with the public and key stakeholders in a way that is complementary to the formal stages of Local Plan consultation, but to allow stakeholders the opportunity to really engage with Cambridge East and the opportunities and challenges it brings.

## 4. Overview of Marshall's Response to the Issues & Options

### The Big Themes

- 4.1. Marshall fully endorse and embrace the four Big Themes that the Councils have identified for the emerging Greater Cambridge Local Plan:
  - Climate Change
  - Biodiversity & Green Spaces
  - Wellbeing & Social Inclusion
  - Great Places
- 4.2. We are committed to embedding these themes at the heart of our vision for Cambridge East. Our objectives are the same. This means seeking out opportunities to bring the themes to life in every aspect of the project, right from the outset.
- 4.3. To this end, Marshall has instructed HOK, global leaders in carbon and sustainability thinking, and Dr Shaun Fitzgerald FREng, Fellow of Girton College and Royal Academy of Engineering Visiting Professor at Cambridge University, to develop a comprehensive Sustainability Vision for Cambridge East. This is captured in the Sustainability Vision Statement that forms part of this response. Section 5 of this document provides a high-level overview of the Sustainability Vision, but the full Statement should be read alongside this response.
- 4.4. The four Big Themes set out in the emerging Plan must be achieved alongside the provision of new homes, jobs and infrastructure – which are also referred to as pillars of the plan. We recognise that these pillars are development types, and the Big Themes cut across each of them, but we feel it is important to recognise that the Big Themes are only relevant insofar as they shape and support the delivery of growth (i.e. homes, jobs and infrastructure). Indeed, without the investment that growth can bring, the themes cannot be achieved. Paragraph 8 of the NPPF recognises that "sustainable development" encompasses three objectives in the round, notably economic, social and environmental. As such, we consider the provision of new homes, jobs and infrastructure of equivalent importance to the four Big Themes and would encourage the Councils to increase the emphasis on the importance of these pillars as they are clearly pivotal to the growth and economic prosperity of the area, and to achieving other objectives such as securing the health and wellbeing of the population.

### Cambridge East and the Strategy for Growth

- 4.5. The emerging Plan rightly recognises the exceptional scale of the opportunity that Cambridge East presents by:
  - referring to Cambridge Airport's current status as a 'key site already identified' (Para 5.2.1); and
  - listing the site explicitly as one of six spatial strategies being considered to accommodate Cambridge's much needed growth: 'Edge of Cambridge: outside Green Belt' (Para 5.3.2)
- 4.6. Cambridge East already benefits from strong policy support for redevelopment, having been removed from the Green Belt<sup>1</sup> in 2006/2007 and safeguarded for long term development in the current Development Plan<sup>2</sup>. This policy support stems from the fact that Cambridge

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<sup>1</sup> In the Cambridge Local Plan (2006) and South Cambridgeshire Core Strategy (2007).

<sup>2</sup> Adopted Cambridge Local Plan (2018) and South Cambridgeshire Local Plan (2018).

Airport presents the single greatest opportunity to respond to Cambridge's growing development needs in a highly sustainable way. The site's merits in planning terms are second to none – Cambridge East is:

- Predominantly removed from the Green Belt
- Largely safeguarded for development in the long term
- Previously developed land
- Located within the existing extent of Cambridge
- Well located to provide sustainable transport connectivity to the rest of Cambridge
- Well located to provide homes and jobs in a location where people want to live and work (i.e. in Cambridge)

- 4.7. The site is uniquely referred to in the Cambridgeshire and Peterborough Independent Economic Report (CPIER, September 2018), which concludes that a housing shortage and a growing infrastructure deficit are in danger of stifling the 'Cambridge phenomenon'. The report refers to Cambridge Airport as the most promising opportunity to address these issues:

*“Looking at this in the round, some densification, particularly in Cambridge, is needed, though this should happen away from the historic centre, and more on the edges, as and where new development sites come forward. There should be some scope for expanding development around the city boundary, but intelligently planned transport links will be needed to avoid a worsening of congestion. **In Cambridge specifically, though there are limitations to the growth of the city in other directions, the east side of the city offers significant scope for housing and commercial development. Such development would have the advantage of being close to the principal centres of employment and the existing rail infrastructure whilst also opening up opportunities for new transport links to connect the main centres of employment more effectively. Most significantly, it includes land which has previously been safeguarded for development and is within the boundaries of the existing urban area so would provide opportunities in line with the existing spatial strategy.**”*

Pg. 42 (our emphasis)

- 4.8. Of the six spatial strategies for locating new development presented in the emerging Greater Cambridge Local Plan, it is clear that Cambridge East provides an opportunity to tick all strands of the development strategy and thus is the most sustainable and suitable option to accommodate Cambridge's much needed growth.
- 4.9. The only challenge previously identified in relation to Cambridge East is “*whether safeguarded land at Cambridge Airport can be developed within the next 20 years...*” (Para 5.3.2). Marshall's intentions to relocate the airport business in the short to medium term are now very clear, as demonstrated by the progress outlined in Section 3 of this response, with further demonstrable evidence of Marshall's intentions to be published in the coming months, ahead of the next stages of Local Plan development.
- 4.10. **The Councils should therefore take the next step in bringing the site forward for development and allocate it for redevelopment within the Greater Cambridge Local Plan.**
- 4.11. As demonstrated in our response to the Councils' Call for Sites exercise in March 2018, the full scale of the opportunity at Cambridge East should be realised by including land to the east of the airport as part of the Cambridge East development site. This land is shown in lighter blue

in Figure 2 (see Section 2). Most of this land is owned by Marshall and a small parcel is owned by Cambridgeshire County Council, who are supportive of our proposals – as set out in their letter which accompanied the Call for Sites submission in March 2019. This area of land is currently designated as Green Belt in the adopted Development Plan.

- 4.12. Our Call for Sites response identifies the advantages of optimising this opportunity by including land immediately to the east and north, which is currently in the Green Belt. Planning on that larger scale would enable the full potential of Cambridge East to be realised and bring significant advantages in terms of biodiversity enhancements and focusing development in a highly sustainably location.
- 4.13. The land at Cambridge Airport clearly presents a major opportunity to make a significant contribution to meeting Cambridge’s need for new homes and jobs in its own right. It is critical, however, that this opportunity is optimised to make the most of the single most sustainable location for development in the greater Cambridge area. To that end, the limited extension of the development site to include land to the east, as proposed here, would provide the critical land mass that unlocks the full scale of the opportunity for sustainable growth at Cambridge East.
- 4.14. **This additional land to the east of the airport should be removed from the Green Belt to enable comprehensive redevelopment of a new piece of city at Cambridge East.**

Policy Support for Transport in Cambridge

- 4.15. Congestion is one of the most common concerns raised by investors, residents and employers alike. Cambridge East has the potential to create a step change in public transport connectivity not just for the site itself, but for the wider Cambridge area. The full scale of the opportunity at Cambridge East can only be realised alongside the delivery of a new transit link that will not just connect the site with the rest of Cambridge, but ensure it is truly integrated as a functioning piece of city.
- 4.16. As set out in our response to the Councils’ Call for Sites in March 2019, we have undertaken studies to explore the opportunity for a rapid transit link between Cambridge East and Cambridge Station. The link could connect the site with Cambridge Station in less than ten minutes, fundamentally changing the potential character and scale of Cambridge East. The link would connect Cambridge Station at the west, through Cambridge East to a relocated transport hub on the A14 Quays junction at the east. The hub would intercept traffic that would otherwise enter Cambridge. The link would provide the opportunity for public transport from the city centre to extend beyond Cambridge East to serve the wider Cambridge hinterland.
- 4.17. There is a clear opportunity for such a link to form the first phase of the Cambridge Autonomous Metro (CAM) network, proposals for which are being progressed by the Cambridgeshire and Peterborough Combined Authority. If a wider CAM network is developed in the future, this could link the site with other key destinations in the city including the historic centre, Science Park, Addenbrooke’s/Cambridge Biomedical Campus and West Cambridge.
- 4.18. **The Greater Cambridge Local Plan should include express support for a new sustainable transport link to connect Cambridge East with Cambridge Station. The Plan should also support delivery of the Mayor’s emerging CAM proposals.**

Responses to the Councils’ Consultation Questions

4.19. Appendix B to this response provides detailed responses to the specific questions posed as part of the *Greater Cambridge Local Plan – The First Conversation: Issues and Options 2020* consultation.

## 5. A Sustainability Vision for Cambridge East

- 5.1. Marshall is committed to making Cambridge East an exemplar sustainable development in the UK. We are wholly supportive of the Councils' ambitious and progressive vision for Greater Cambridge, as expressed through the Big Themes of the emerging Greater Cambridge Local Plan. We believe that Cambridge East can and will make the single greatest contribution towards realising that vision by embodying the Big Themes throughout its development – from design to delivery to the creation of a sustainable community.
- 5.2. To develop this thinking, Marshall has instructed HOK – global leaders in carbon and sustainability, SLA – internationally renowned for designing with nature, and Dr Shaun Fitzgerald FREng – Fellow of Girton College and Royal Academy of Engineering Visiting Professor at Cambridge University, to develop a comprehensive Sustainability Vision for Cambridge East. Their emerging thinking is set out in the Sustainability Vision Statement that forms part of this response.
- 5.3. We believe that it is critical to recognise the interrelationship and synergies between the four Big Themes: Climate Change, Biodiversity & Green Spaces, Wellbeing & Social Inclusion, and Great Places. No one strand can be successfully addressed in isolation – they must be considered together. The Sustainability Vision Statement for Cambridge East recognises this and seeks to set out a comprehensive approach that tackles these interlinked issues in the round.
- 5.4. The Sustainability Vision Statement should be read in full alongside this response, but we've set out some of its core messages and principles here – they are:
  - Cambridge East will aim to become the largest net zero whole life carbon development in the UK and will become an exemplar of sustainable development.
  - We seek to address the UK Parliament's declaration of a climate and biodiversity emergency by **aiming for a net zero whole life carbon target at Cambridge East**.
  - We propose the **adoption of the RIBA 2030 Challenge for achieving a net zero community**, and to use the RIBA Sustainable Outcomes as a framework to address the wider UN Sustainable Development Goals (see Figure 4). This means:
    - Reducing operational energy demand and carbon by at least 75%, before offsetting
    - Reducing embodied carbon by 50-70% before offsite renewables offsetting
    - Reducing potable water use by 40%
    - Achieving all core health targets within the RIBA 2030 Challenge



Figure 5 – UN Sustainable Design Goals to RIBA Sustainable Outcomes Map

- **We will target Net Zero Operational Carbon Dioxide emissions for new buildings and retrofit buildings.** To achieve this we will seek to use ‘design for performance’ energy tools such as Passivhaus for domestic scale buildings, and CIBSE TM54 or Better Building Partnership Nabers: Design for Performance tools for non-domestic buildings.
- **We will target Net Zero Embodied Carbon for new buildings and retrofit buildings including offsetting.** All embodied carbon assessments and a Life Cycle Analysis (LCA) will be done in accordance with BS EN 15978, and the RICS Professional Statement ‘Whole Life Carbon assessment for the built environment’ 2017.
- To deliver these ambitious carbon targets, one possible approach is to **develop a ‘Carbon Master Plan’ for Cambridge East.**
- **We will aim to achieve a 40% reduction in potable water use per person per day at Cambridge East** (compared to UK benchmarks).
- **We will seek to achieve 100% local handling of rainwater manifested in recycling in buildings or surface water runoff / infiltration.** The large-scale landscape of Cambridge East holds an opportunity to achieve a nature-based sustainable water cycle. To achieve this, our proposals will deliver a climate adapted urban realm that ensures sustainable stormwater management, handles all rainwater locally and uses water as a resource to both enhance the area’s biodiversity and help reduce the use of potable water for non-drinking purposes. We will aim to provide green roofs on 80% of flat roofs.
- **We will embed sustainable travel in the fabric of Cambridge East by reducing the need for travel in the first instance** and providing sustainable transport options to support net zero carbon emissions per person per day.
- **Cambridge East will deliver a minimum of 10% net biodiversity gain** and aim to achieve net positive species impact and a 0.4 urban greening factor. We will minimise indirect impacts on off-site biodiversity through material use and pollution.

- **We will achieve Chartered Institutions of Building Services Engineers (CIBSE) Technical Memorandum 40 targets**, which ensure that buildings are designed with improved health and wellbeing in mind.
  - **Wherever possible, homes will be dual-sided** to allow cross-ventilation, provide pleasant changing daylight environments, and increase opportunities for safe and quiet access.
  - **We will strive to achieve World Health Organisation (WHO) air quality guidelines** for key pollutants, particulate matters, nitrous oxides, and volatile organic compounds (especially formaldehyde).
  - **We will create social value by maximising the wellbeing potential of the project**, both for its inhabitants and for the surrounding community. Community learning through the process of delivering the project is one aspect of social value that we would hope to explore. We will measure social value creation principally using the *RIBA Social Value Toolkit, 2019*.
  - **We will maximise sustainable added value within capital cost benchmarks.**
  - **Cambridge East will deliver a vision of mixing:** multi-generational spaces, mixed tenures, mixed building types, mixed social groups and mixed businesses.
- 5.5. The next step for taking our Sustainability Vision forward is to develop a Cambridge East Sustainability Framework through comprehensive engagement with the Councils and other key stakeholders.
- 5.6. For further information about the Sustainability Vision for Cambridge East and how the site will deliver on the Councils' Big Themes, please read the Sustainability Vision Statement that forms part of our response to the consultation.



## 6. Conclusion

- 6.1. Cambridge East presents an exceptional opportunity – scarcely ever can a site of 300ha which is largely excluded from the Green Belt come forward for development within a city such as Cambridge. Marshall’s vision for the development involves making the very best of a world class opportunity. Not only will Cambridge East address the city’s growing needs for homes, jobs and infrastructure, but it will do so whilst tackling climate change, enhancing and extending Cambridge’s green network, and meaningfully improving social inclusion and wellbeing. Cambridge East will be an exemplar sustainable development in the UK. It will set an ambitious international standard and inspire pride in the people of Cambridge.
- 6.2. We seek support for our vision in the emerging Greater Cambridge Local Plan in 3 key ways:
- The Cambridge East site should be allocated in full for redevelopment.
  - The land to the east and north of the airport (shown on Figure 1) should be removed from the Green Belt to enable comprehensive redevelopment at Cambridge East.
  - Express support for a new sustainable transport link to connect Cambridge East with Cambridge Station should be included. The Plan should also support delivery of the Mayor’s emerging CAM proposals.
- 6.3. This policy support in the Greater Cambridge Local Plan is the first step to enabling Marshall to fulfil its ambitious, sustainable vision for the site which will enable it to continue to invest in Cambridge for generations to come. We look forward to engaging with local communities, stakeholders and the Councils to make our shared vision a reality.



Figure 6 – Illustrative image of the vision for Cambridge East

**Appendix A: Call for Sites Overview Document – Cambridge East, March 2019**

# CAMBRIDGE EAST

**Marshall**



Cambridgeshire  
County Council

**A PLACE FOR THE 21ST CENTURY CITY**

V.1: 22.03.19



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Cover photograph view of Cambridge looking east

The transformation of Cambridge Airport and adjoining land will deliver a thriving mixed use piece of the city – Cambridge East.

The development will finally enable Cambridge East to play a critical role in the growth of Cambridge.

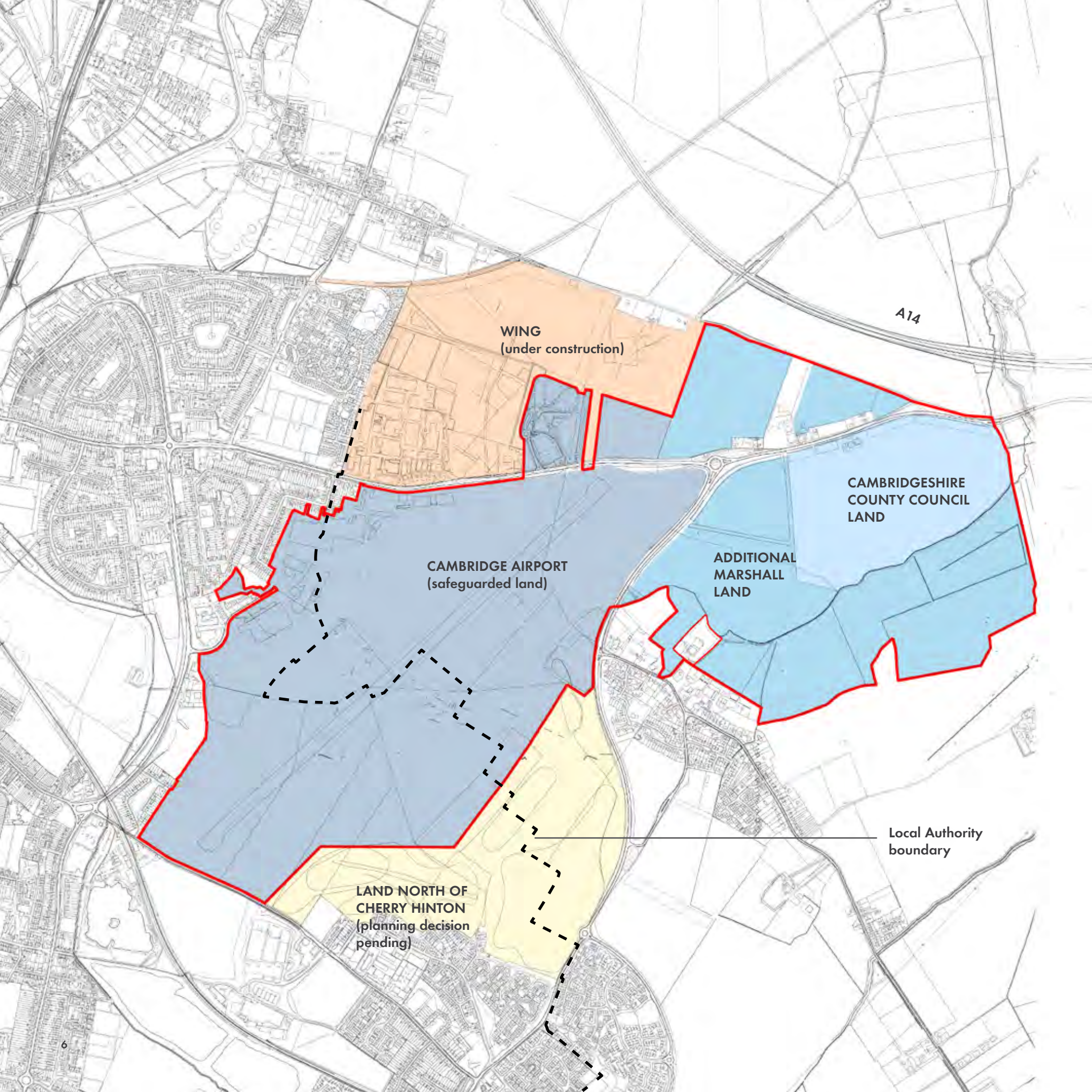
Marshall Aerospace and Defence is entering a new era of dynamic growth. This exciting future requires the business to move. Its relocation will release the site for development, which in turn will help drive the economic, social and cultural success of Cambridge.

Cambridge Airport and its adjoining land extends to approximately 300 ha at the eastern edge of Cambridge. Most of the land comprises the Cambridge Airport site which has been removed from the Green Belt and safeguarded for development in the current Development Plan.

So significant is this site, and the opportunity it presents, that Marshall is committed to ensuring a world class low carbon development – one which fully embraces and extends the key qualities of Cambridge.

The time has come to bring forward the land and to maximise the unique contribution it can make.





## 1 THE PLACE

The plan opposite identifies the principal constituent parts of the Cambridge East opportunity, along with the two development sites which adjoin it, namely Wing and Land North of Cherry Hinton. As shown on the plan, the land identified includes areas which are not within Marshall ownership, but which have been included in this Call for Sites exercise because we believe it would be beneficial to allocate a wider area for comprehensive redevelopment.

**Cambridge Airport** (darker blue): 176 ha. This area has been removed from the Green Belt and is currently safeguarded for long term redevelopment in the current Plan. The Cambridge East Area Action Plan 2008 sets out key development principles for the site, but is in need of review.

**Additional Marshall land holding** (light blue): 95 ha. Marshall's own additional land to the north and east of the airport which could be incorporated into wider plans for comprehensive redevelopment of the airport.

**County Council land** (lightest blue): 36 ha. This land is included in this submission with the agreement of the County Council.

**Wing** (pale orange): 70 ha. Allocated within the current plan, this site has outline planning permission for up to 1,300 dwellings, a primary school, community facilities and open spaces. A joint venture has been established with housebuilder Hill for the first phase, with construction now underway.

**Land North of Cherry Hinton** (yellow): 56 ha. Allocated within the current plan, this site is subject to an outline planning application for up to 1,200 dwellings including primary and secondary schools.

## 2 CREATING A PLACE THAT EXTENDS CAMBRIDGE

### Cambridge East will extend the very idea of Cambridge.

It will expand the way people think of the city—by changing its physical form and extending its character beyond that of the historic city. Cambridge East will form an integrated part of the city, creating a new focal point that complements the centre but has its own distinct character and offer.

### Green Corridor

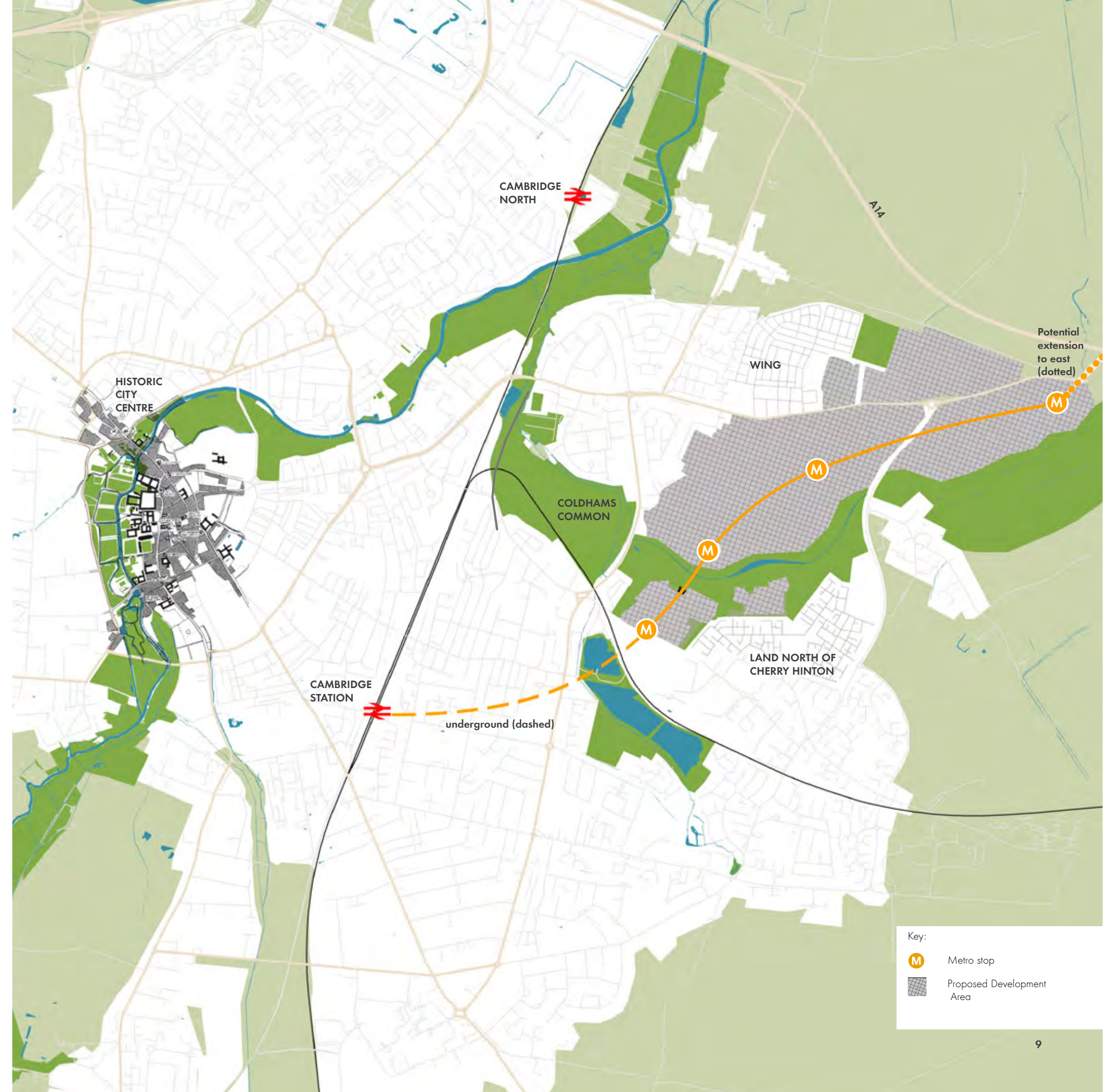
Extending Cambridge in this way creates the opportunity for a distinctive green corridor, linking Stourbridge Common, Coldham's Common and a new green landscape across the site and eastwards towards Wilbraham Fen, contributing to Cambridge East what the Backs and Jesus Green do for the historic centre. New sports, cultural and leisure facilities within the development will enhance this major new public green space.

### Scale

Cambridge East is the single best opportunity to build on Cambridge's economic strength and to deliver a new, vibrant, mixed use piece of city - bringing together places for people to live, to work and enjoy. The site will deliver significant employment, building on Cambridge's global reputation for science, research and innovation. Cambridge East will provide a world leading development, attracting globally significant investment, businesses and institutions.

### Connectivity and Housing

Congestion and the affordability of housing are the most common concerns raised by investors, residents and employers alike when it comes to Cambridge. Cambridge East has the potential to address both of these challenges, creating a step change in public transport connectivity and, by delivering housing at scale, offering a range of tenure types to address wider affordability across the city.



### 3 A PLACE FOR LONG-TERM GROWTH

**The rapid growth of Cambridge is projected to continue over the coming decades. In this context, Cambridge East represents an opportunity of unprecedented scale and strategic significance.**

The relocation of the airport brings the potential to integrate the area into the built and natural environment of Cambridge. The land is relatively free from constraints and provides an outstanding opportunity not only to meet Cambridge's continuing housing and employment requirements but to do so as part of a comprehensive, planned, world class development.

#### **One that enables growth through:**

- the integration (rather than separation) of employment and housing on the same site to create a vibrant new urban centre complementary to the existing city centre;

- the space to meet the current underserved social, cultural, leisure and education needs;
- the primary opportunity for major inward investment in the city;
- the expansion of Cambridge's primary institutions within the city;
- the provision of high quality, modern, sustainable and planned transport network linking Cambridge East to the heart of Cambridge and beyond.
- the emergence of a masterplan whose guiding principles respond to its landscape and urban context and define the future character of Cambridge East as a part of the city.
- The delivery of a low carbon future



**a place of places**



**with a street at its heart**



**built around landscape and water**





## 4 A SUSTAINABLE PLACE

Planning on such a large scale enables the highest standards of sustainability to be embedded from the outset.

Marshall is committed to working positively towards the highest standards of energy performance, with the scale and density of the development providing a unique opportunity to work towards a Low Carbon future.

The transport and connectivity model for Cambridge East is simple but ambitious: ensuring that wherever possible trips are made by walking, cycling and public transport. By co-locating homes, jobs, culture and leisure, along with the essential services people need, travel by car should become a rarity rather than the norm. The development will act as stimulus to overall investment in transport infrastructure for

the city. This would support a shift away from reliance on private car travel and towards reduced congestion and city-wide improvements in air quality, health and quality of life for residents and workers alike.

Cambridge is world renowned for its innovation and technology, and this development is well placed to embrace



technological advances – potentially through partnerships with global innovators. Innovative approaches to using smart technology will be embraced.

A net gain in bio-diversity will be made possible by plans for more than 120 ha of green open space and a long-term commitment to ecological enhancement, management and stewardship. This provides an opportunity to look at green infrastructure, healthy living, access to sport and recreation, biodiversity, drainage and climate change in an integrated and holistic way.

Only a mixed use city scale development can truly embrace such opportunities, allowing Cambridge East to excel.



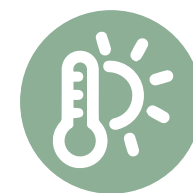
Working towards a  
**low carbon  
future**



Net  
**biodiversity  
gain**



**clean air  
for all**



Addressing the  
challenge of  
**climate  
change**



**sustainable  
methods of  
construction**



## 5 A CONNECTED PLACE

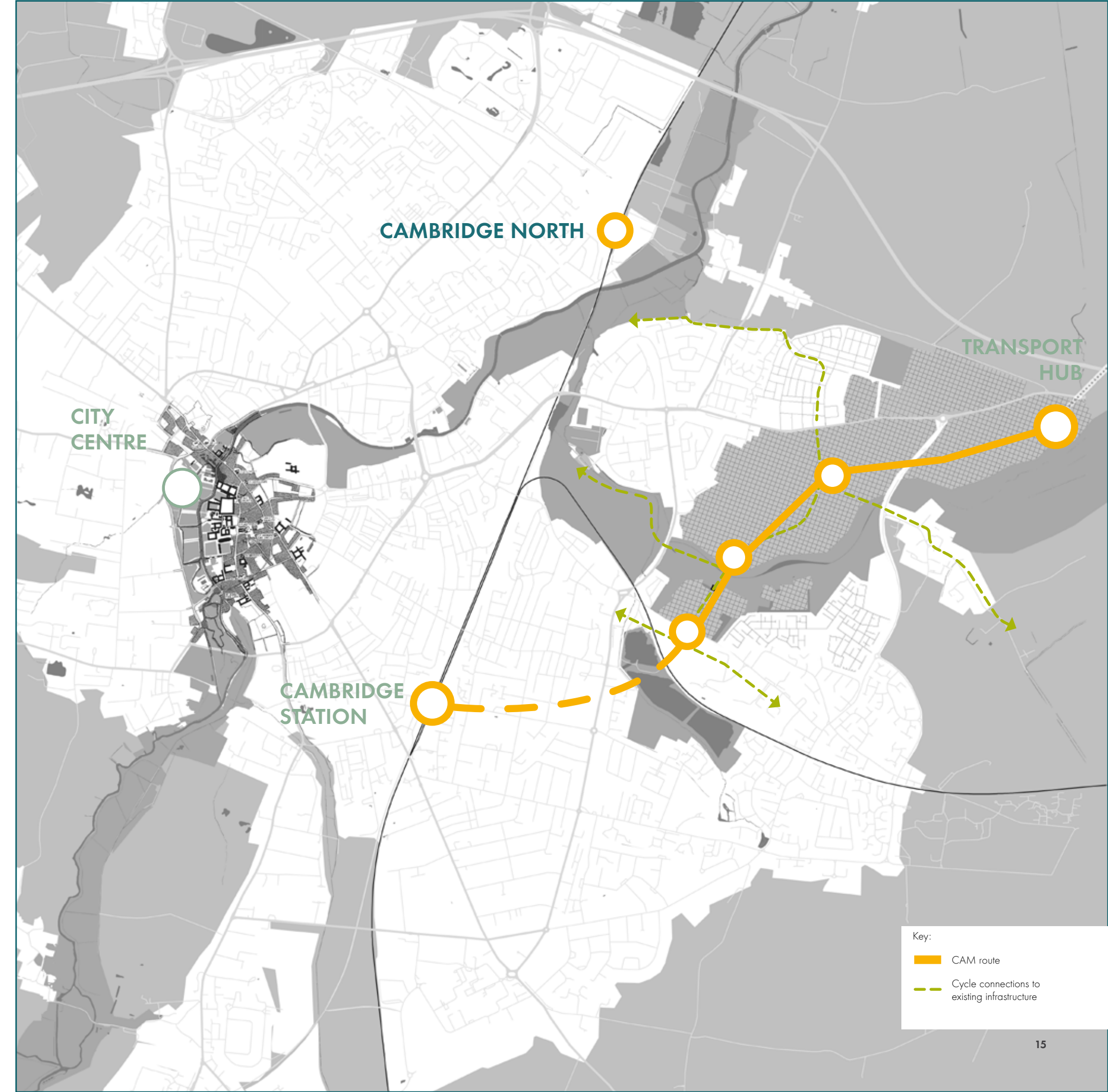
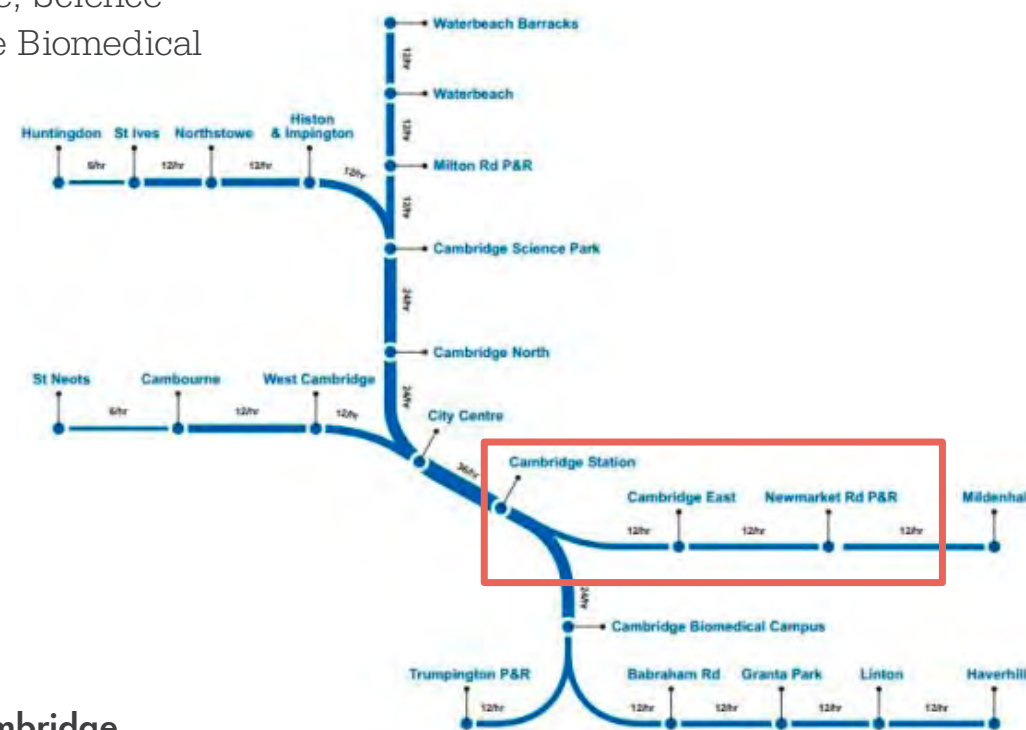
**Marshall's vision of a step change in development to deliver a world class, sustainable new piece of city creates the opportunity to deliver exceptional transport infrastructure.**

Studies undertaken by a team led by Steer have explored the opportunity for a rapid transit link between Cambridge East and Cambridge Station (Central). The link would be compatible with and could form the first phase of the Cambridge Autonomous Metro (CAM) network. This could connect the site with Cambridge Station in less than five minutes, fundamentally changing the potential character and scale of Cambridge East. If a wider CAM network is developed in the future, this could link the site with other key destinations in the city including the historic centre, Science Park, Addenbrooke's/Cambridge Biomedical

Campus and West Cambridge.

The link would connect the station at the west, through Cambridge East to a relocated transport hub on the A14 Quays junction at the east. The hub would intercept traffic that would otherwise enter Cambridge. It would also provide the opportunity for public transport from the city centre to extend beyond Cambridge East to serve the wider Cambridge hinterland.

Between Cambridge East and the station, an underground link is proposed. Detailed engagement with Network Rail has demonstrated the feasibility of direct integration with the station.



## 6 A PLACE TO LIVE

Marshall has started making its contribution to the city's housing needs through the planned development of Wing and Land North of Cherry Hinton, which together will bring c.2,500 homes. The relocation of the airport however, provides the opportunity to deliver c.12,000 additional new homes, bringing the overall contribution of Cambridge East to around 14,500 homes.

The development will combine high density, urban living at the heart of the development, with distinct character areas, interacting with both neighbouring areas and the countryside.

The scale of the opportunity for housing delivery provides a unique opportunity to tailor the mix and type of housing to meet market demands and to address local needs. A range of tenures (including affordable housing) and a variety of house types

will respond to modern needs, while the integration of employment, sports, leisure, culture and open space coupled with rapid transit to the station create a new model for sustainable living.

With the population of Cambridgeshire and Peterborough projected to rise to over 1m by 2036, housing provision will be critical to the growth and success of the region.



supported by new  
high quality  
**schools  
and GPs**



and extensive  
**green  
infrastructure**  
totalling over  
**120 hectares**



**walkable**  
neighbourhoods  
with a high street  
and open spaces  
on the doorstep



**c. 12,000**  
new homes  
**c. 25,000**  
residents



**affordable  
housing**



**rich mix  
of  
typologies**  
houses, flats, student  
housing, retirement  
living, build-to-rent,  
co-living



## 7 A PLACE TO WORK

The size of the site and modern approaches to living would enable the land to meet the city's employment needs without compromising its housing potential. Initial studies relating to site capacity and advice on potential occupier demand, suggest that at least 500,000 sqm (approximately 5 million sq ft) of employment development could be supported, hosting more than 38,000 jobs.

The opportunity exists to integrate rather than separate living and working and thereby to add to the quality of the employment and quality of life of residents and workers alike. Early thoughts suggest that space exists to anchor the development with major learning institutions and to respond to the complementary demand for life sciences,

technology and emerging sectors such as Artificial Intelligence — areas of research and development for which Cambridge is uniquely in demand. The site will be of interest to global investors and occupiers seeking to take advantage of the unique lifestyle and accessibility offered by the site, coupled with the flexibility that it could provide in meeting their growth plans over time.



**500,000**  
sqm  
commercial  
floorspace



a centre of  
**innovation**  
and  
**research**



**38,000**  
jobs



support the full  
cycle of  
**business**  
growth  
from start-ups to  
global HQs



**synergy**  
between business  
and academia



with potential for  
a new academic  
**research**  
cluster



## 8 A PLACE TO ENJOY

Culture, sports, open space and entertainment are key to the character of Cambridge and to successful new communities. A new centre to the east of Cambridge will complement the city centre and provide for demand which simply cannot be met in the historic core, thereby strengthening the attraction and capacity of Cambridge as a whole.

Cambridge East offers the opportunity to extend the lifestyle offer of Cambridge, creating a convivial mixed-use centre which complements the city's historic core. The site is of a scale to attract globally important cultural institutions such as internationally significant art galleries, a multi-use stadium, an exhibition and conferencing centre and a concert venue. New cafes, bars and restaurants will make Cambridge East a place to have fun and enhance the night

time economy of the city. This cultural offer will be complemented by accessible green space and sports facilities to build on and extend the traditions of Cambridge.

Cambridge United are very supportive of a new potential stadium within the site, to help support the Club's growth and enhance its community work in the Abbey Ward and in the city more widely.



a  
**destination**  
in its  
own right



**cultural institutions**  
adding to the city's  
offer of galleries,  
museums and  
theatres



a new  
**high street**  
incorporating retail,  
complementing the  
existing city centre



space for  
**pop-ups**  
and meanwhile  
uses



**sports facilities**  
maximising the  
use of new green  
space and school  
infrastructure



A new multi-use  
stadium for use by  
**Cambridge  
United**



## 9 DELIVERY

To deliver its ambitious growth plans and continue to well serve its evolving customer needs, Marshall must relocate.

Detailed work has identified a short list of feasible relocation options within the East of England, and Marshall intends to publicly announce plans for relocation in May 2019, with a view to confirming the preferred solution by 2020.

Relocation could be achieved by the late 2020s, releasing the full opportunity at Cambridge East and enabling development to start on the core, safeguarded land.

It is anticipated that the rapid transit link could be delivered through a Transport and Works Act Order, which would be promoted in parallel with an outline planning application for at least the first phase of the Cambridge East development.

It will be necessary to secure appropriate funding mechanisms to bring forward the rapid transit link and other enabling infrastructure, but the scale of the development opportunity creates confidence that the development as a whole can attract the necessary investment, along with world class development partners and funding institutions.



This is an exciting time: for Marshall, the prospect of a new home to deliver an ambitious future; for Cambridge, the possibility of using the airport site to address its needs and dramatically reshape the city. A time that enables Marshall to continue to invest in Cambridge for generations to come.

The relocation creates a truly special opportunity. Discussions so far suggest that this may be one of the most significant and exciting development opportunities in the UK and Europe.

Scarcely ever can a site of 300ha which is largely already excluded from the Green Belt come forward for development within a city such as Cambridge. The site will be of interest to global investors and occupiers and developing it in the right way offers the unique potential to extend the character and traditions of Cambridge and to reinvigorate and complete the eastern side of the city.

Marshall's vision for the development involves making the very best of a world class opportunity and we look forward to engaging with local stakeholders to bring this to fruition.

Allocation of the site in the Greater Cambridge Local Plan is respectfully requested.



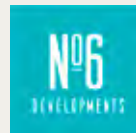
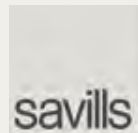
Allies and Morrison



steer

WOLFF OLINS

**AECOM**



## Appendix B: Schedule of responses to specific consultation questions

Issues & Options Consultation Question	Marshall's Response
<p><b>Q2:</b> Please submit any sites for employment and housing you wish to suggest for allocation in the Local Plan. Provide as much information and supporting evidence as possible.</p>	<p>Marshall has previously submitted details relating to the land at Cambridge East as part of the Call for Sites in March 2019. GCPS should refer to Marshall's completed Call for Sites form, Covering Letter, Supporting Report (prepared by Quod), Glossy 'Overview' Document (prepared by Allies &amp; Morrison) and Letter of Collaboration from Cambridgeshire County Council. Note the Call for Sites document has been resubmitted as part of this response, to ensure references to 'Cambridge East' are consistent with the wider response.</p>
<p><b>Q3:</b> Please submit any sites for green space and wildlife habitats you wish to suggest for consideration through the Local plan. Provide as much information and supporting evidence as possible.</p>	<p>As set out in the accompanying Sustainability Vision Statement, Marshall have begun to shape their vision for biodiversity and green infrastructure at Cambridge East. We are considering ways to meet the 10% net biodiversity gain metric and to create green infrastructure that connects the project site to existing natural corridors and nature qualities. Marshall would therefore like to engage with the Councils going forward about their vision for Cambridge East and surrounding land, working in partnership with other nature conservation bodies.</p>
<p><b>Q6:</b> Do you agree with the potential big themes for the Local Plan?</p>	<p>To help shape our thinking, we have developed a Sustainability Vision Statement, which should be read alongside responses to these questions and Quod's Report. This Statement addresses the four Big Themes and sets out the very high standard to which Marshall intends to hold itself in respect of each of these crucial aspects of delivering sustainable growth. Marshall fully endorse the potential big themes identified in the Issues &amp; Options and has committed to embedding these themes in the development of a masterplan. In addition to the four big themes identified, which are predominantly environmentally focused, it should be noted that paragraph 8 of the NPPF recognises that "sustainable development" encompasses three objectives in the round, notably economic, social and environmental. As such, Marshall consider the provision of new homes, jobs and infrastructure of equivalent importance to the four Big Themes and would welcome increased emphasis on these elements as they are pivotal to the growth and economic prosperity of the area and to achieving sustainable development.</p>
<p><b>Q8:</b> How should the Local Plan help us achieve net zero carbon by 2050?</p>	<p>Please refer to the Sustainability Vision Statement which seeks out opportunities to bring the big themes to life in every aspect of the project.</p>



<p><b>Q9:</b> How do you think we should be reducing our impact on the climate? Have we missed any key actions?</p>	
<p><b>Q10:</b> Do you think we should require extra climate adaptation and resilience features to new developments?</p>	
<p><b>Q11:</b> Are there any other things we should be doing to adapt to climate change?</p>	
<p><b>Q12:</b> How should the Local Plan help us improve the natural environment?</p>	<p>Please refer to the Sustainability Vision Statement which seeks out opportunities to bring the big themes to life in every aspect of the project.</p>
<p><b>Q13:</b> How do you think we should improve the green space network?</p>	
<p><b>Q14:</b> How do we achieve biodiversity net gain through new developments?</p>	<p>Please refer to the Sustainability Vision Statement which seeks out opportunities to bring the big themes to life in every aspect of the project. In terms of shaping a policy that addresses biodiversity net gain, the NPPF (paragraph 175) identifies that when determining planning applications, local planning authorities should apply the following principle: "if significant harm to biodiversity resulting from a development cannot be avoided (through locating on an alternative site with less harmful impacts, adequately mitigated, or, as a last resort, compensated for, the planning permission should be refused". Marshall would support a policy that encourages individual proposals to achieve a 10% net gain, but this policy should consider mechanisms that enable sites to approach this net gain flexibly depending on the specific site context, e.g. off-site where necessary and appropriate.</p>
<p><b>Q16.</b> How should the Local Plan help us achieve 'good growth' that promotes wellbeing and social inclusion?</p>	<p>Please refer to the Sustainability Vision Statement which seeks out opportunities to bring the big themes to life in every aspect of the project.</p>
<p><b>Q18:</b> How do you think we can make sure that we achieve safe and inclusive communities when planning new development?</p>	
<p><b>Q19:</b> How do you think new developments should support healthy lifestyles?</p>	
<p><b>Q20:</b> How do you think we should achieve improvements in air quality?</p>	

<p><b>Q21:</b> How should the Local Plan protect our heritage and ensure new development is well-designed?</p>	<p>The relocation of the airport, and the scale of opportunity for development that this presents, brings the potential to integrate the area into the built and natural environment of Cambridge. The land is relatively free from constraints, including nearby heritage assets, and provides an outstanding opportunity not only to meet Cambridge's continuing housing and employment requirements, but to do so as part of a comprehensive, planned, world class development. Cambridge East represents an opportunity of unprecedented scale and strategic significance, and it is this scale of opportunity that enables growth that is integrated (rather than separated) and is complementary to the existing city centre and its related heritage.</p>
<p><b>Q24:</b> How important do you think continuing economic growth is for the next Local Plan?</p>	<p>The four Big Themes set out in the emerging Plan must be achieved alongside the provision of new homes, jobs and infrastructure – which are also referred to as pillars of the plan. We recognise that these pillars are development types, and the Big Themes cut across each of them, but we feel it is important to recognise that the Big Themes are only relevant insofar as they shape and support the delivery of growth (i.e. homes, jobs and infrastructure). Indeed, without the change and investment that growth can bring, the Themes cannot be achieved. We would encourage the Councils increase the emphasis on the importance of these pillars as they are clearly pivotal to the growth and economic prosperity of the area. It is important that these three strands are balanced in order to deliver sustainable communities that function efficiently. In terms of economic growth, the CPIER confirms that the Combined Authority has a growth target of doubling GVA over 25 years, as set out in its Devolution Deal. The CPIER recognises that, in order to achieve this in part, the Combined Authority will seek to attract knowledge-intensive businesses which would not locate elsewhere in the UK. The Councils have jointly committed to embracing the recommendations of the CPIER through a Growth Ambition Statement, that was presented and agreed at the Combined Authority Board Meeting in November 2018. The scale of the opportunity at Cambridge East is unprecedented and would provide a substantive contribution to meeting the city's employment needs, but without compromising its housing potential. Cambridge East has the capacity to provide 38,000 new jobs across a variety of sectors, both skilled and unskilled.</p>
<p><b>Q25:</b> What kind of business and industrial space do you think is most needed in the area?</p>	<p>Marshall's vision for the site is to create a new cultural, living and working Cambridge quarter which combines the highest standards of modern living and working. A key part of this will be a research anchor, which will be integrated with homes, retail, cafes and restaurants and sporting facilities, in order to provide the next expansion area for Cambridge's life sciences and learning institutions. Cambridge East would be ideally scaled and located to provide for the expansion of the University of Cambridge.</p>

<p><b>Q26:</b> Do you think we should be protecting existing businesses and industrial space?</p>	<p>Paragraph 117 of the NPPF encourages Councils to place emphasis on the effective use of land, i.e. meeting the need for homes and other uses, while safeguarding and improving the environment and ensuring safe and healthy living conditions. Paragraph 118 of the NPPF promotes and supports under-utilised land and buildings, especially if this would help to meet identified needs for housing where land supply is constrained and available sites could be used more effectively. Marshall's existing employment floorspace at Cambridge East is not being lost through the development of the site, but is being re-located and improved to revive the business by responding to its current needs. This opens up an opportunity to redevelop the site, maximise the site's development potential and provide new employment floorspace that is more fit for purpose. Planning policy should not be a barrier to change where this change would enable the effective use of land, resulting in significant public benefits for the Greater Cambridge area.</p>
<p><b>Q27:</b> How should we balance supporting our knowledge-intensive sectors, with creating a wide range of different jobs? What kind of jobs would you like to see created in the area?</p>	<p>The CPIER Key Recommendation 3 suggests that "the UK Government should adopt a 'Cambridge or overseas' mentality towards knowledge-intensive (KI) business in this area, recognising that in an era of internal connectivity and footloose labour, many high-value companies will need to relocate abroad if this area no longer meets their needs. Ensuring that Cambridge continues to deliver for KI businesses should be considered a nationally strategic priority." In recognition of this, early proposals for Cambridge East have included a significant level of floorspace, including floorspace dedicated to a research anchor that will align with the CPIER's priority for knowledge-intensive business in the area. The scale of the opportunity will allow for the provision of a wide mix of employment, both skilled and unskilled, across a range of sectors. Marshall would like to engage with the Councils and work collaboratively to establish what employment provision is required and can be accommodated at Cambridge East. The proposals for Cambridge East will include a significant amount of floorspace aimed at knowledge-intensive businesses, but it is important to understand that these types of businesses and industries are host to a whole range of jobs across a wide skills profile. There will be high skilled professions but also a high proportion of mid-level occupation and lower skilled occupation that are needed to support these businesses. This includes roles such as resourcing and administration, technical support roles and other elementary positions. This will great employment opportunities for lower skilled workers, those without higher level education and entry level workers. These types of jobs offer the opportunity for in work training and progression and important in the context of the labour market as a whole. In addition, the jobs accommodated by the B class floorspace proposed, Cambridge East will deliver a whole range of community facilities to support the new residential population (and working population). This will include employment in education, health, community services, leisure, transport and retail. These types of uses will have a broad range of employment opportunities across the skill profile, but also across a range of sectors.</p>

<p><b>Q28:</b> In providing for a range of employment space, are there particular locations we should be focusing on? Are there specific locations important for different types of business or industry?</p>	<p>In terms of site-specific locations for where growth should go, Cambridge East is the only location specifically identified in the CPIER. CPIER Paragraph 42 states: "In Cambridge specifically, though there are limitations to the growth of the city in other directions, the east side of the city offers significant scope for housing and commercial development. Such development would have the advantage of being close to the principal centres of employment and the existing rail infrastructure whilst also opening up opportunities for new transport links to connect the main centres of employment more effectively. Most significantly, it includes land which has previously been safeguarded for development and is within the boundaries of the existing urban area so would provide opportunities in line with the existing spatial strategy." The principle of residential and employment uses have already been established at Cambridge East through the AAP and this site is the primary candidate for large-scale mixed use development that can meet a range of employment needs.</p>
<p><b>Q30:</b> What approach should the next plan take to supporting or managing tourism in Cambridge and the rural area?</p>	<p>Cambridge city centre is currently constrained and there are limitations to the growth of the city in all directions, except to the east. The CPIER recognises that the scale of Cambridge East offers significant scope for housing and commercial development and would allow for the delivery of cultural and sports uses of sub-regional importance. The site offers the potential for a step change in Cambridge's current cultural offering, with the potential to deliver a refreshed night-time economy, new meanwhile uses, iconic public realm, significant cultural anchors in the east of the city and more. These cultural and sports uses would support tourism in Cambridge whilst still having the advantage of being close to the city centre.</p>
<p><b>Q31:</b> How should the Local Plan help to meet our needs for the amount and types of new homes?</p>	<p>This new Local Plan should seek identify a suitable housing requirement that balances with the economic growth ambitions of CCC/SCDC and the wider area. The new Local Plan should seek to identify and allocate sites that are sustainably located and provide the best opportunity to tackle and progress the four big themes identified in the Issues &amp; Options. One of the Key Recommendations of the Cambridgeshire and Peterborough Independent Economic Report (CPIER)(2018) states that there should be a review of housing requirements based on the potential for higher growth in employment. It advises that dialogue with the ONS and the Centre for Business Research on employment numbers, as well as the impact on Cambridge-Milton Keynes-Oxford Arc, should be used to set new targets that are likely to be higher than those already set (Page 12).</p>
<p><b>Q32:</b> Do you think we should plan for a higher number of homes than the minimum required by government, to provide flexibility to support the growing economy?</p>	<p>The report recognises that "no economy can achieve its potential without an adequate supply of housing" (Page 12). Therefore, it is our view that the standard method is used as a starting point for calculating OAN and that GCPS should seek to increase this target by positively responding to the evidence base, the findings in the CPIER and the Government's ambitions for the Ox-Cam corridor.</p>

<p><b>Q33:</b> What kind of housing do you think we should provide?</p>	<p>The Greater Cambridge City Deal recognises that an appropriate mix of housing is vital to economic growth. It acknowledges that a shortage of available and affordable housing within a reasonable distance of key employment centres has driven an unsustainable increase in house prices, which has in turn affected the recruitment, retention and quality of life of employees (Page 6). The scale of the opportunity at Cambridge East would allow for a delivery of a wide mix of housing types in response to the housing needs of Greater Cambridge. The final mix of housing should be determined based on the latest available housing needs data, in conjunction with engagement with the Councils, and should seek to accommodate these needs as far as possible. If Cambridge East is allocated for development, it is anticipated that the 12,000 new homes it is capable of delivering would comprise a mix of sizes and tenures, including Private Rented Sector, later living, student housing, discounted rental, discounted purchase and First Homes opportunities.</p>
<p><b>Q36:</b> How should the Local Plan ensure the right infrastructure is provided in line with development?</p>	<p>The NPPF (at paragraph 72) states that the supply of large numbers of new homes can often be achieved through planning for larger scale development, including significant extensions to existing towns, provided they are well-located and designed, and supported by the necessary infrastructure and facilities. The CPIER urges plan makers to plan for growth at Cambridge in the national interest, as a 'strategic priority'. To do so, requires planning at scale, so that the appropriate environment for investment can be created. If allocated, land at Cambridge East offers the opportunity to plan for both housing and employment at a scale which would provide a substantial contribution to the future needs of the city. Joint working will establish the appropriate balance of uses across the site and the infrastructure required to support this level of growth.</p>
<p><b>Q37:</b> How should we encourage a shift away from car use and towards more sustainable modes of transport such as public transport, cycling and walking?</p>	<p>As set out in the NPPF, the supply of large numbers of new homes can often be best achieved through planning for large scale development, provided that this development is supported by the necessary infrastructure. In order to ensure there is a genuine switch from car use towards sustainable modes of transport, new development must be supported by convenient, regular and affordable public transport, as well as safe and accessible pedestrian / cycle links. Marshall recognise that, in order to maximise the scale of the opportunity at New East Cambridge in the long-term, full consideration needs to be given to the Site's connectivity and accessibility, so that the Site integrates with the wider Greater Cambridge transport network and thus can interact with the city as a whole. Development at the scale envisaged for Cambridge East would create the opportunity for – and indeed demand – a high-quality rapid transit link, which could be brought forward as the first phase of the Combined Authorities' 'Cambridge Autonomous Metro' (CAM) network. It is recognised by the planning and transport authorities that the city of Cambridge now needs to look at contemporary forms of transit system to support further development in and around Cambridge, and the development of the CAM is the subject of ongoing studies. Marshall is also working with the Greater Cambridge Partnership to inform the Eastern Access Study, which is seeking to improve public transport connectivity to the east of the City.</p> <p>In addition to public transport links, Cambridge East is sustainably located within close proximity to the city centre, such that there is ample opportunity to provide pedestrian links and cycleways that connect the site to the city centre.</p>

<p><b>Q38:</b> What do you think the priorities are for new infrastructure?</p>	<p>The transport network in and around Cambridge is often highlighted as a constraint to growth. The CPIER, as one of its Key Recommendations, cites that "a package of transport and other infrastructure projects to alleviate the growing pains of Greater Cambridge should be considered the single most important infrastructure priority facing the Combined Authority in the short to medium term". Marshall recognise that, in order to maximise the scale of the opportunity at Cambridge East in the long-term, full consideration needs to be given to the Site's connectivity and accessibility, so that the Site integrates with the wider Greater Cambridge transport network and thus can interact with the city as a whole. As such, Marshall support the Mayor's proposals for the CAM and the GCP's Eastern Access study, which is exploring how to improve journey times into the city from the east. To unlock full growth at Cambridge East, it is important that the Local Plan commits to a new transport network and directly supports delivery of the CAM, including an eastern arm, of which the rapid transit link serving Cambridge East can form the first phase. Explicit policy support for a rapid transit link between the Site and Cambridge Station should be included in the Local Plan to enable growth to the East.</p>
<p><b>Q39:</b> Should we look to remove land from the Green Belt if evidence shows it provides a more sustainable development option by reducing travel distances, helping us reduce our climate impacts?</p>	<p>National and local planning policy reiterates the importance of protecting Green Belt land for its openness and permanence and it is recognised that Cambridge's capacity for growth is constrained by Green Belt designation. The NPPF is clear, however, that Green Belt locations can be reviewed in response to the need for sustainable development where sufficient brownfield options are not available. The Councils will need to look closely at the extent to which development needs can be met without taking Green Belt land, even with the availability of Cambridge East, which has predominantly been extracted from the Green Belt. Green Belt land can be released for development where it is necessary to meet the need for sustainable development. As part of that review, it is likely that Green Belt land will need to be released on the edge of Cambridge and land to the east of the Airport is a primary candidate. The east of Cambridge is relatively less sensitive in Green Belt terms than other locations and the release of land here as part of a comprehensively planned urban expansion would maximise the scale of the opportunity and secure additional benefits from the synergy which the land can have with development of Cambridge East.</p>

<p><b>Q42:</b> where should we site new development? Rank the options below 1-6 (1 – Most Preferred to 6 – Least Preferred)</p>	<p>In order for the GCPS to plan at a scale necessary to generate investment for significant infrastructure and to meet the housing and employment needs of the area, it is Marshall's view that the new Local Plan should adopt a strategy that combines the different locations for focusing growth. This view aligns with the outcomes of the CPIER and its recommendation that the Combined Authority should adopt a 'blended spatial strategy' to growth. The CPIER states: "what is clear is that none of these approaches on their own are likely to work - there is a need for balance and flexibility to ensure the urban form best meets the needs of residents, businesses, and the environment". Densification of existing urban areas is a logical place for development and is likely to score highly in relation to sustainability. However, this option alone will be insufficient in terms of land capacity to accommodate the housing and employment needs for the area. As identified above, as part of a review of housing need and available / suitable land, it is likely that Green Belt land will need to be released on the edge of Cambridge and land to the east of the Airport is a primary candidate. Realistically, the edge of Cambridge options (both in and out of the Green Belt) are the only options likely to generate the quantity of land in sustainable locations that are suitable for development.</p>
<p><b>Q43:</b> What do you think about densification?</p>	<p>Marshall agree that this is a sustainable option, and that some growth should be provided through densification, but the opportunities to provide development that meets the housing and employment needs of the area and achieve the four Big Themes of the plan through densification alone are likely to be limited. Other alternative larger-scale developments would be required in addition to densification in order to provide the infrastructure and facilities to support the population of Greater Cambridge. We support the principle of increasing densities on new developments, including Cambridge East, to make best use of land in accessible locations.</p>
<p><b>Q44:</b> What do you think about developing around the edge of Cambridge on land outside the Green Belt?</p>	<p>As identified through the CPIER, Cambridge East is the only side of the city that is not constrained and could accommodate significant levels of housing and employment growth, whilst still having the advantage of being close to the principal centres of employment and the existing rail infrastructure. There are no other sites with this scale of opportunity, that are released from the Green Belt and sustainably located so close to the city centre. The adoption of the Cambridge East AAP in 2008 confirmed and established the principle of development on this site; therefore, there is a strong case for prioritising development on the edge of Cambridge (outside of the Green Belt).</p>

<p><b>Q45:</b> What do you think about developing around the edge of Cambridge in the Green Belt?</p>	<p>As identified above, the Councils will need to look closely at the extent to which development needs can be met without taking Green Belt land, even with the availability of the airport for development. Green Belt land can be released for development where that is necessary to meet the need for sustainable development. As part of that review, it is likely that Green Belt land will need to be released on the edge of Cambridge and land to the east of the airport shown in this submission is a primary candidate. The east of Cambridge is relatively less sensitive in Green Belt terms than other locations and the release of land here as part of a comprehensively planned urban expansion would secure additional benefits from the synergy which the land can have with development of the airport site. It is recognised that there are some careful considerations in releasing Green Belt in this area, including (for instance) the setting and identity of Teversham village, which Marshall believes can be protected and retained through the design of the development and its green infrastructure strategy.</p>
<p><b>Q46:</b> What do you think about creating planned new settlements?</p>	<p>The importance of the Big Themes identified in the Issues &amp; Options is such that the spatial strategy of the Plan must optimise sustainable choices adjacent to Cambridge rather than dispersing growth and encouraging increased travel.</p>
<p><b>Q48:</b> What do you think about siting development along transport corridors?</p>	<p>There is merit in siting development along transport corridors where sites are supported by a regular public transport service and where the use of private cars can genuinely be discouraged. The extent of development along these corridors should be considered in the round alongside other constraints, particularly where these corridors extend beyond defined settlements into the countryside. The Greater Cambridge Partnership (GCP) has instructed the preparation of a public transport study which will explore how to improve journey times into the city from the east for public transport users, pedestrians and cyclists. One of the key areas of study will include the Cambridge Airport site. The GCP is developing the eastern corridor to form the first phase of the CAM. The Cambridge East site would align with this study and the proposals for an eastern arm of the CAM. The eastern access proposals and growth strategy are explicitly linked, i.e. neither element can come forward without the other.</p>