



LAND AT CAMBRIDGE ROAD, HARDWICK

# Delivering Sustainable Growth

Hill Residential Ltd and Chivers Farms (Hardington) LLP

# 2025



tor  
&CO

# Land at Cambridge Road, Hardwick

The newly elected Labour government has marked the beginning of their tenure by stating that planning reform would be key to delivering their economic growth objectives.



The introduction of mandatory housing requirements, the revised standard method and the proposed changes to green belt policy all represent significant changes of national policy. The Government has set a target of delivering 1.5 million new homes with a drive to unlock poorly performing greenbelt land in sustainable locations.

**To address a chronic shortfall in housing, the government's bold planning reforms mandate a fresh approach.**

We have outlined in this leaflet how land at Cambridge Road, Hardwick, delivered by Hill, can make a significant contribution to housing need in a key target area for growth on a parcel which makes a relatively limited contribution to greenbelt purposes.

Importantly, Land at Cambridge Road will meet the 'Golden Rules' and will deliver:

- 50% affordable and high quality homes including a proportion of social rent
- Necessary improvements to local infrastructure; and
- The provision of new (or improvements to existing) green spaces in the form of, play areas, community gardens, formal sports pitches and a new country park that are accessible to the public.

These principles have long been embedded in Hill's vision. With greater emphasis on truly sustainable development, Land at Cambridge Road is a unique and key site in the Cambridge sub-region.





To the Comberton  
Greenway

- 1 Improved and extended village heart
- 2 New relief road
- 3 Alterations to Cambridge Road
- 4 Central multi-functional village green
- 5 New sports pitches
- 6 New Country park
- 7 Secondary gateway to the village



# A new heart for Hardwick

Hill want to deliver an exemplar and bespoke residential development on the site at Cambridge Road. This site is ideally located as it allows for the creation of a new village 'heart'. This new and improved village centre will, along with the wider development, provide a range of social and recreational facilities that can be enjoyed by the whole community. These could include new community space, new retail and café space, a co-working hub, day care facilities and new health care facilities.

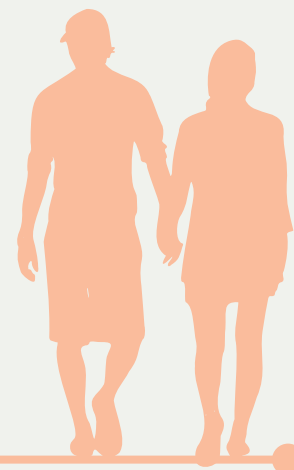
Through a combination of site visits, research and feedback received from previous meetings with the community and parish council, we have prepared a masterplan that reinforces the existing heart of Hardwick and that restores or improves those aspects of the village that are not currently fit for purpose.

The development of this site for housing will mean that the village reaches a critical mass capable of supporting this wider social and recreational offer.

Importantly, it would open the door for discussions with the Cambridgeshire & Peterborough NHS Foundation Trust on the provision of local health care facilities within the village.

The site is perfectly located to address many of the community's needs including the delivery of new community facilities and diversification and expansion of the recreation offer in the village.





A new gateway and road diverting traffic away from Cambridge Road to the Village centre

**New mobility hub** with direct pedestrian / cycle links to the Comberton Greenway and C2C link via the new Scotland Farm travel hub



**New community spaces** with purpose built facilities for Hardwick Community Primary School



**Day care facilities**



A new **co-working hub** including flexible co-working spaces with desks/rooms available for hire



**Bike and car sharing schemes**



**New employment space** for small to medium businesses located in the village or looking to relocate



A new **café and retail space**



# Transforming Cambridge Road

A major benefit of the site's location is the opportunity it offers to draw cars away from Cambridge Road and resolve the traffic issues currently experienced in this part of the village. The re-shaping of the village centre, along with the provision of a 'relief road' and dedicated car and cycle parking in the new development, would be transformative. Cambridge Road would become a place for people rather than cars.

The reshaping of the village heart provides an opportunity for Cambridge Road to be transformed into a place for people. Through the introduction of new landscaping and alterations to the surface treatments used along this route, vehicle speeds can be reduced and on-street parking discouraged. This will be reinforced by the new dedicated multi-use car and cycle parking in the expanded village centre.

This provides an opportunity to re-imagine this route, creating a place for people rather than cars and, through landscaping and design, the route can reduce vehicle speeds and reduce on street parking.

This will make the street more suitable for a village location and alleviate pressures during school drop-off and pick-up.





# A new gateway and road diverting traffic away from Cambridge Road to the village centre



A beautiful, pedestrian and cycle friendly street, prioritising active travel



Resolution of on street car parking and traffic issues, particularly during school drop off

A new controlled parking zone for Cambridge Road



Improvements to the public realm along Cambridge Road including improved paving and planting

New dedicated car and cycle parking off Cambridge Road within the expanded village centre



# A beautiful place to live and grow

Hill's vision is to create a beautiful, integrated and well-connected neighbourhood that is in harmony with its natural setting. Hill's approach to sustainability is grounded in the belief that our actions should have a positive impact on the world around us.

Hill's vision is to create a place that enlivens and enriches the existing village and has a strong emphasis on place-quality, the highest sustainability credentials, community infrastructure and a mixed and balanced demographic.

Development at Hardwick would meet industry leading sustainability targets to ensure that the development copes with long-term climatic changes and associated extreme weather events and to reduce potential adverse impacts from issues such as flooding, storm events and overheating.







Up to

**400**

beautiful  
new homes

A range of  
tenures and  
sizes



High  
performance,  
low energy  
homes



**50%**

affordable  
homes



# Abundant new green space

Hill's commitment is to go beyond building beautifully for new residents alone and to leave a lasting legacy for the whole community. Providing usable space which responds to existing and future needs for the whole community is really key.

A preliminary assessment of existing public open space provision highlighted a village deficient in open space. The priority for Hill is to make best use of the site's location, maximising provision of open space which is easily walkable for the whole community and closely associated with the improved and expanded village centre.

The development would go far beyond the statutory requirements to deliver more space for people and wildlife and a biodiversity net gain in excess of

10% is likely achievable on site.

Residents should all have access to multi-functional areas of open space providing opportunities for sport, growing foodstuffs and caring for the natural environment. The GI strategy would deliver public open space sufficient to more than meet the needs of new residents as well as addressing existing deficits across Hardwick.






A new **7 ha**  
natural country  
parkland



**12 ha** of new  
open space



**3 km**  
of new  
walking routes  
through new country  
parkland




In excess of  
**3 ha** of new  
accessible  
native  
woodlands




New  
community  
gardens and  
allotments

Up to  
**1.6 ha** of  
new sports  
pitches and  
facilities



Equipped and  
natural play areas  
for all ages including  
young adults

Links into the  
Comberton **Greenway**  
/cycleway and the  
wider footpath  
network





## Who are Hill?

For over 20 years, Hill has delivered many award winning housing developments. Establishing a reputation for creating high quality places, distinguished by inspirational design, creative use of materials, sustainable strategies and meticulous attention to detail.

Hill was founded in 1999 on partnering principles, and working collaboratively lies at the heart of their business. As a developer, Hill actively seeks out opportunities for collaborative working and joint ventures are a core element of their business activity. Working in partnership with landowners, local authorities and other housing partners is key to everything they do successfully.

Hill believes that by coming together to produce projects, they can combine the skill sets and resources of their teams and their partners to outperform all participants' objectives and goals.

