

Land East of Cherry Hinton

A well connected place at the heart of the Cambridge Southern Cluster





Land East of Cherry Hinton

Introduction

The Land East of Cherry Hinton offers a unique opportunity to deliver a new sustainable and strategically located housing-led, mixed-use development.

Its location on the edge of Cambridge and its close proximity to its cluster of high-technology companies and employment, makes it an ideal location to promote sustainable growth to the east.

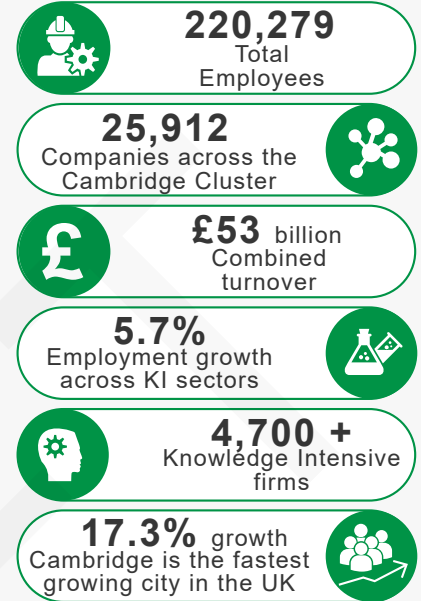
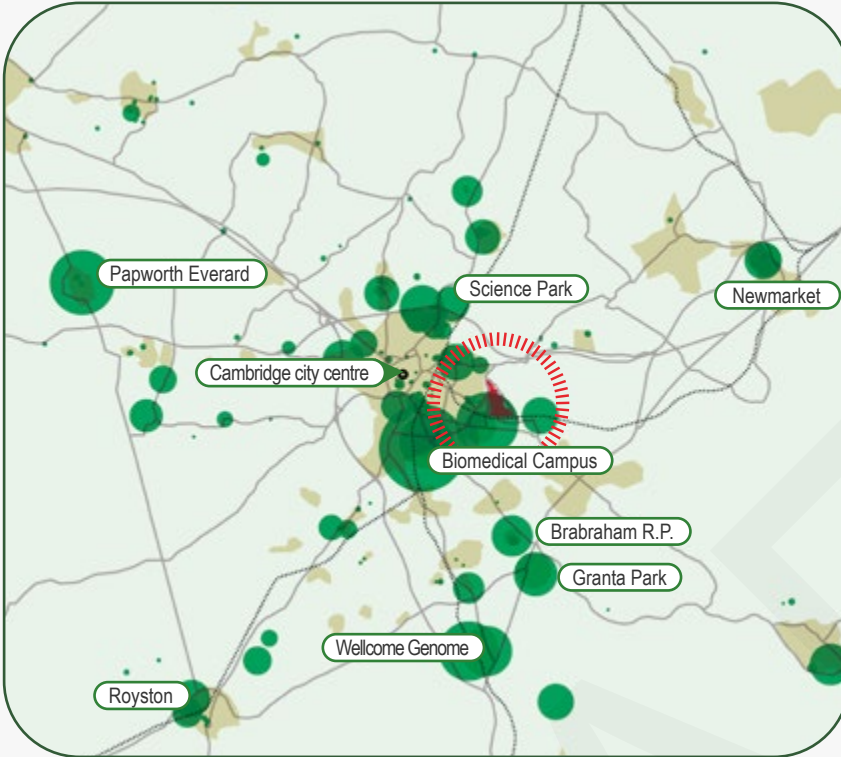
Cambridge is one of the fastest growing areas in the UK, driven by its dynamic innovation-based economy with a considerable quantum of growth and development planned within the Cambridge City and South Cambridgeshire District Council areas.

The Cambridge Cluster is of vital economic importance to the UK and is home to leading international universities and science and technology companies that are located within a 20-mile radius of the centre of Cambridge.



A Well-connected Place at the Heart of the Cambridge Southern Cluster

The Cambridge Cluster and the Land East of Cherry Hinton



Information source: Cambridge Ahead website, 2025.



A well connected place

The Land East of Cherry Hinton is very well connected to Cambridge City Centre and many important employment sites within the Cambridge Cluster. It also sits within an integrated area of the road network connecting to many destinations across local and regional destinations. Important transport improvements are currently underway, like the Cambridge East rail station and improvements to active routes, which will make the site highly connected.



Why Here?



Strategic Location

The Land East of Cherry Hinton (LEofCH) lies in a highly sustainable and accessible location on the edge of the city and at the heart of the Cambridge Southern Cluster. The site's location on the edge of the city offers a variety of benefits including excellent connectivity with existing and future infrastructure in the city centre, access to green spaces and the potential to foster a vibrant mixed-used community.

The site is within walking/cycling-distance of some of the city's largest employment hubs including Capital Park, Peterhouse Technology Park, Cambridge Biomedical Campus, Addenbrooke's Hospital and Cambridge City Centre.

The site's strategic location will provide sustainable access to thousands of jobs along with retail, leisure and cultural facilities as well as community and transport infrastructure.



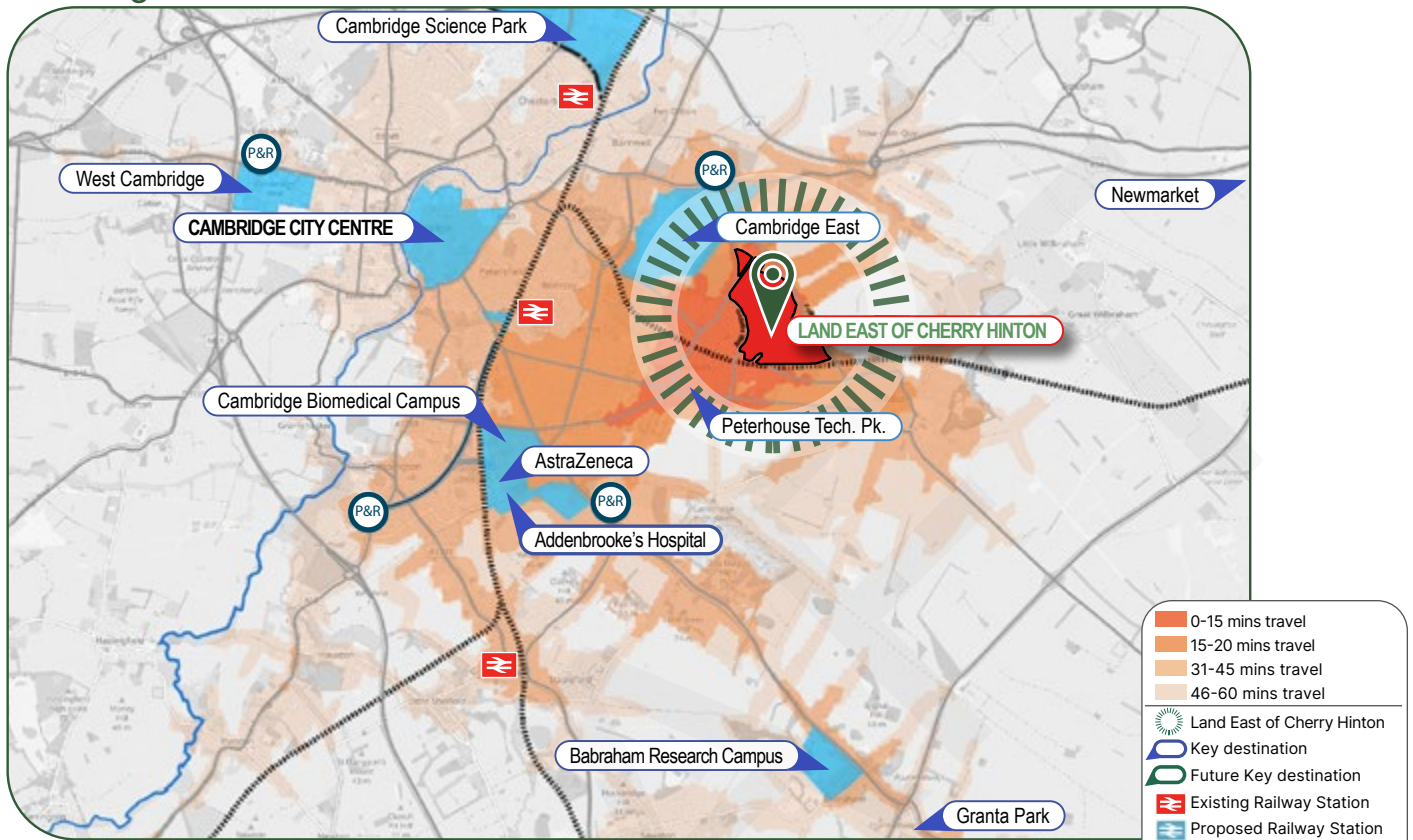
Employment Cluster

The Cambridge Cluster includes companies that are located within a 20 mile radius of the city centre. There are over 25,000 companies across this cluster, many of them within walking/cycling-distance of our site.

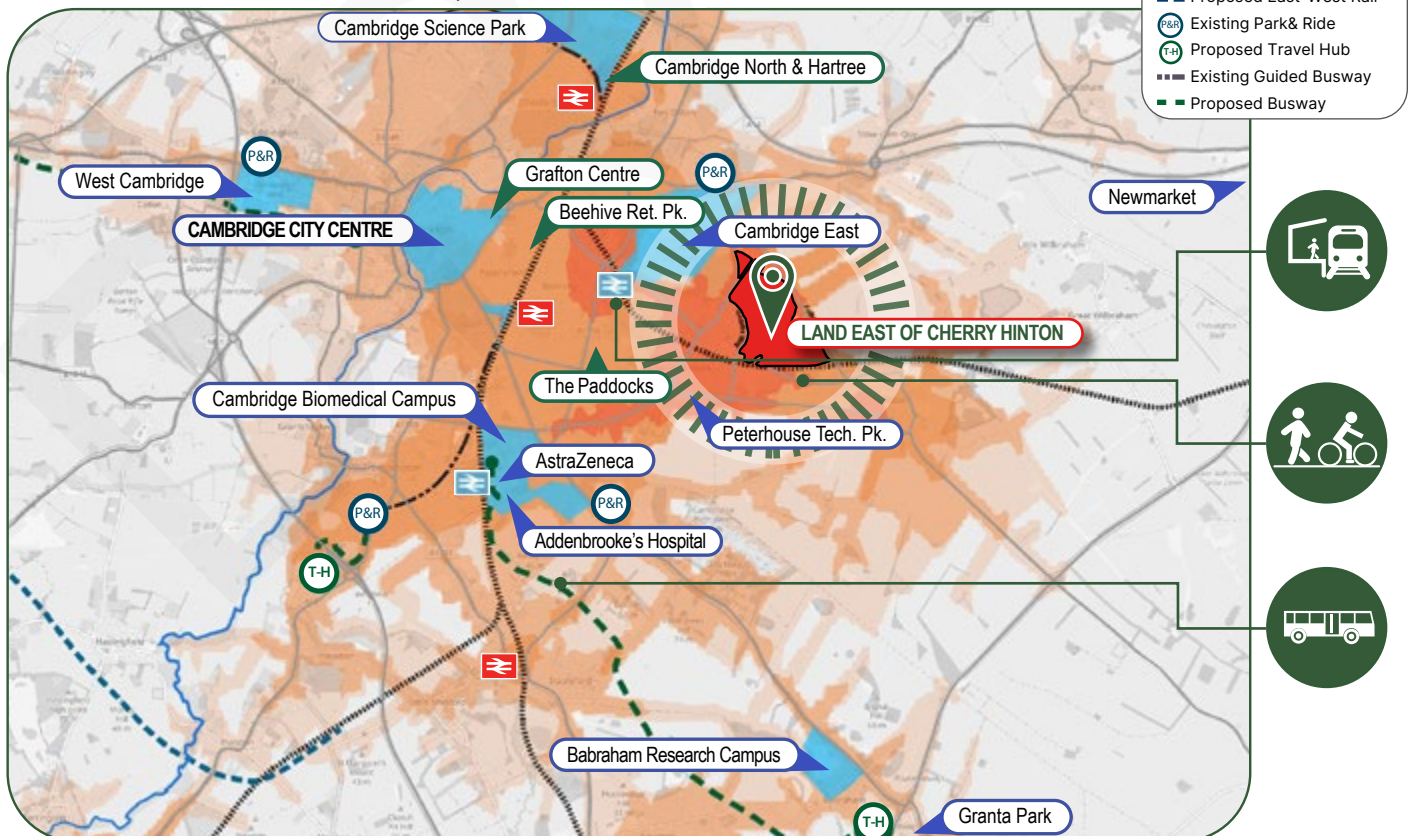
Education	Life Science & Health	Information Technology	Other Services	Other Business Services	Wholesale & Retail Distribution	Hi Tech Manufacturing
25,779 Employees	24,418 Employees	23,652 Employees	22,341 Employees	20,610 Employees	19,884 Employees	17,398 Employees



Existing travel destination, infrastructure & services



Future travel destination, infrastructure & services



Transport Improvements

In addition to the new rail stations planned for the Cambridge Biomedical Campus and Cambridge East, more sustainable transport choices will be delivered. These include active travel corridor routes, the CSET and other segregate public transport means.



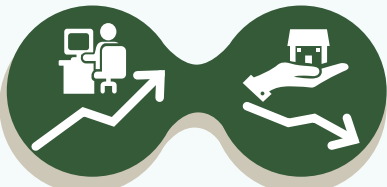
Why Now?



As the largest Technology Cluster in Europe and a world-leading innovation hub, Cambridge has been identified by the UK Government as a National Priority following the publication of the Case for Cambridge and subsequent establishment of the Cambridge Growth Company in 2024.

There is a clear and identified need both to help Cambridge reach its full economic potential but also address some of the challenges holding back growth in terms of housing affordability, transport connectivity and water supply in order to achieve high-quality, sensitive and sustainable growth.

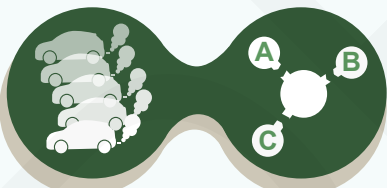
Key Points



More jobs = More housing demand



78% house price increase = only 23% pay rise



More road congestion = Connectivity Issues



The rapid surge in employment offer over the last few decades has led to unbalance growth. Cambridge has a higher number of jobs than residents resulting in significant demand for housing and high levels of commuting into the city from surrounding areas.

Affordable Housing: Cambridge is one of the most expensive cities in the UK for buying a home, second only to London relative to local pay. In the last 10 years, house prices in Cambridge have increased by 78% and pay by only 23%. Rents are also high, often making it difficult to live close to work, particularly for those on lower incomes.

Transport and mobility: Severe road congestion is a feature of daily life, leading to journey delays and poor air quality. Pressured public transport and poor connectivity is hindering the local economy, wasting time for everyone.

Both Cambridge City and South Cambridgeshire District Councils are preparing a new 'Greater Cambridge' local plan which will set the framework for the growth of the area up to 2040 and beyond. Whilst the Cambridge Growth Company is developing a longer-term Vision for the Greater Cambridge area to help drive its growth and enable it to fulfil its full potential. These provide a clear opportunity to plan for sustainable developments that can help support economic growth and address the underlying challenges the area faces.

The Land East of Cherry Hinton has the potential to make a significant contribution to the area's needs in terms of the provision of both housing and employment growth, delivering high levels of affordable housing and green infrastructure in a sustainable, highly accessible location that would support public transport delivery and minimise car travel.



Key Features and Benefits



Circa **1,500 new high-quality homes** including 50% affordable and key worker housing.

C. **1,500 High Quality Homes**



200,000 sqft Employment Land & Jobs floorspace



New employment land providing opportunities for **up to 2,000 jobs** for life sciences and biotech firms that will support the **sustainable growth** of the Cambridge Cluster.



Urban extensions **deliver housing at a faster pace** than new settlements. No significant new infrastructure required and can provide policy compliant affordable housing.

Deliverability



Highly Accessible & Sustainable



A **location that is close** to existing and planned **job growth areas**, community facilities and infrastructure. Residents and workers will be encouraged to have a more active lifestyle.



The **organic integration** of the communities achieving **15-minute city principles** will enhance the quality of life of residents.

Integration with existing communities



Provision of new green Infrastructure



Integration of **new green infrastructure** with existing natural features will help form a rich framework that respects the area's character and significantly **enhances nature** conservation benefiting wildlife and ultimately the community.





Land East of Cherry Hinton



The Masterplan

The Land East of Cherry Hinton offers an opportunity to deliver a new high-quality, vibrant and sustainable neighbourhood for the city, based on a commitment to deliver on the NPPF's Golden Rules for land released from the Green Belt. Accordingly it will provide:

- 50% affordable housing to meet local needs, including opportunities for key worker housing.
- Necessary infrastructure including a new primary school and proportionate contributions to sustainable transport infrastructure and initiatives.
- High-quality green infrastructure, offering opportunities for existing and future residents facilities for sport and recreation with enhanced access to the countryside.

Our masterplan is based on a commitment to deliver a high-quality new neighbourhood with great quality homes that cater for a range of local needs. It is designed to last for successive generations responding to the local townscape and landscape character. Land East of Cherry Hinton will provide accessible green spaces offering residents and visitors a life closer to nature and active routes for their commuting and enjoyment.



Accessible Green Spaces

This community will have very close ties to the green and natural surrounds, the neighbouring destinations, while maximising the quality of life offered to residents - it is about building upon the site's natural strengths, creating a unique identity, providing natural spaces whilst bringing added value.



High Quality Affordable Homes

Land East of Cherry Hinton will provide a variety of high quality and affordable homes, and base on local requirements for existing and new Cambridgeshire residents with a mix of tenures, sizes and typologies to accommodate a diverse section of the population.



Infrastructure & Connectivity Improvements

Significant improvements to local walking and cycling routes have already been secured as part of the Wing and North of Cherry Hinton developments, with significant improvements to the Jubilee Cycleway and the new Coldham's Lane footway / cycleway, for example. The future Cambridge East Rail station (2026) will further improve its connectivity. A new high-quality active travel route can be established on-site, linking the north of Cherry Hinton to the proposed Cambridge East Masterplan (*Marshall's development*).





- 1 Provide homes to meet the needs of diverse households
- 2 New local centre around a new plaza
- 3 Connect the community from the heart to the countryside
- 4 Create a number of neighbourhood greens to provide a strong identity
- 5 Provide parklets spaces for the access to great quality open spaces to the local employees
- 6 Create a strong landscape edge connecting the new community to the wider countryside
- 7 Provision of modern employment areas to attract research and innovation industries and encourage local employment.

- Proposed residential
- Proposed primary school
- Prop. Employment/innovation & research
- Mixed use/ local centre
- ♥ Gateway Plaza/Local centre
- - - Active travel route
- |||| Fulbourn Greenway
- - - - Cycle/active travel corridor
- Ⓔ Existing school
- Ⓔ Existing green area/open space
- ⚡ Key employment destination
- ⚡ Future Cambridge East Rail station
- H Existing hospital



Opportunities



Opportunities

The Land East of Cherry Hinton provides a great opportunity to secure **sensitive, sustainable and high-quality growth** on the edge of Cambridge that will deliver both **new jobs** and **new homes**, including high levels of **affordable housing**. The site provides a natural extension to the city, enabling the creation of a new, high-quality neighbourhood that could be delivered quickly and viably.

The site is already **highly accessible** to a wide range of existing jobs, services and facilities, and will further benefit from the **East West Rail project** which is proposing a new East Cambridge railway station close to the site which will provide connections into the city centre and beyond from the east. These proposals, along with the Fulbourn Greenway and the new Airport Travel Hub would enhance the site's accessibility further with the proposals able to contribute to the delivery of **sustainable transport improvements** through financial contributions.

The site's location on the edge of the city offers the opportunity to provide significant new green infrastructure that would tie-in with and support the aspirations in the **Cambridgeshire Local Nature Recovery Strategy**, linking in the proposed Fulbourn Greenway and existing green corridors in the area to provide enhanced connectivity with the surrounding countryside providing benefits for both new and existing residents.



Sustainability

Sustainable thinking and practices will be embedded into all aspects of life at the Land East of Cherry Hinton, by future-proofing infrastructure and active movement, or explore lower carbon lifestyles, creating a place that encourages residents to a sustainable way of life.



Accessibility

The Land East of Cherry Hinton can be easily unlocked due to its strategic location close to existing and future transport infrastructure improvements, and its capacity to contribute to the delivery of further sustainable connectivity means.



Health & Well-being

The Land East of Cherry Hinton will promote a healthy and holistic approach to lifestyle with mental and physical well-being at its core by creating public spaces that encourage socialising and interaction with attractive local amenities and jobs.



Homes, Amenities & Jobs

A balance community with new homes, amenities and jobs provides a sustainable environment where residents enjoy more quality time with their families and create a lively new neighbourhood.



Active Travel - Sustainable Movement

A new robust green infrastructure network in the Land East of Cherry Hinton that is integrated seamlessly with its natural green surroundings and existing network, will encourage residents to use low-carbon travel means and live healthy lifestyles.



Public Transport

The Land East of Cherry Hinton is located adjacent to existing and emerging sustainable transport modes, such as the Fulbourn Greenway, the future Cambridge East station and Citi 1 bus route, giving the site various alternatives to car travel.



Water Sensitivity Approach

The Land East of Cherry Hinton incorporates water sensitive urban design at its core. This will balance water demand within future homes but also will ensure the managing of surface water conveyance and storage having an organic relationship with nature.

Summary & Next Steps

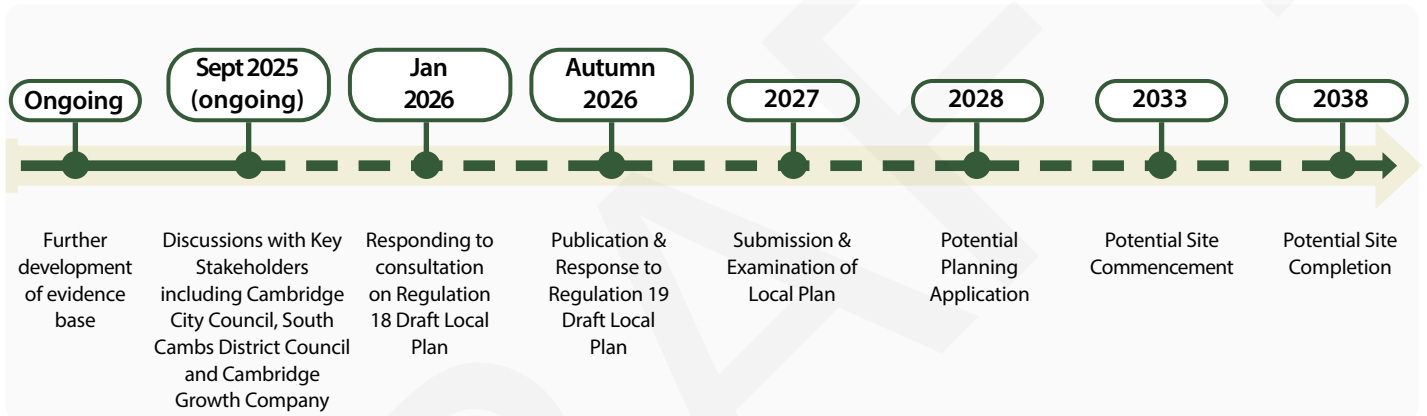


Next Steps

The Land East of Cherry Hinton will continue to be promoted through the Greater Cambridge Local Plan process and through complimentary strategies being developed by the Cambridge and Peterborough Combined Authority and Greater Cambridge Growth Company, while engaging with a range of stakeholders to develop and refine the proposals to ensure they deliver clear benefits and minimise impacts whilst helping the city achieve its full potential in a sensitive and sustainable manner.



Timeline



Summary

The Land East of Cherry Hinton lies strategically within the east of Cambridge where many current and future developments are underway. This position makes it a highly sustainable place to naturally continue Cambridge's sustained growth.

The Land East of Cherry Hinton is located adjacent to existing and emerging sustainable transport modes, such as the Fulbourn Greenway, the Jubilee Cycleway and the new Coldham's Lane footway / cycleway, as well as the existing Citi 1 bus route. The Land East of Cherry Hinton enjoys a wealth of convenient modes of travel other than car, helping future-proof the long-term sustained success of the area. The new Cambridge East railway station to the west of the site will open up opportunities to facilitate local and regional connectivity offering further public transport benefits to existing and new communities, and local businesses.

The site's projected development of new homes, robust green infrastructure, a local centre, a primary school and employment opportunities will help consolidate the new community with its surroundings in a respectful way to the local character and nature.

The Cambridge East masterplan, which is underway, with all its new active and green infrastructure will reinforce the sustainable connection to the east of Cambridge, facilitating future residents to safely cycle into the City Centre and within the Cambridge Cluster and back.

This new urban extension will also feature a range of employment opportunities, focussed on life sciences and biotech firms that will support the sustainable growth of the Cambridge Cluster.



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