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Cambourne Business Park
Cambourne
Cambridge
CB23 6EA

[Redacted]

Dear [Redacted]

Greater Cambridge Emerging Local Plan – Preferred Options Consultation 2026 – Land to the North and West of Wilbraham Road, Fulbourn

I write in relation to the promotion of land to the North and West of Wilbraham Road, Fulbourn, , which is being promoted as part of the Greater Cambridge Emerging Local Plan as residential led mixed use development for over 2,500 dwellings.

This submission is accompanied by the following documents:

1. Vision Document, prepared by JTP
2. Preferred Options Consultation Response Document, prepared by Ceres Property and DPV Consult

This representation builds upon previous representations made originally by Countryside Properties and more recently by Places for People, who are now responsible for the promotion of the site.

Overview of Vision

As set out within the accompanying documents the site vision emphasises creating a cohesive, landscaped and sustainably connected new neighbourhood. This includes:

- A green infrastructure framework buffering ecological assets and reinforcing landscape character

- Sustainable movement prioritising active travel and public transport integration, including a proposed reopening of Fulbourn Station and the creation of new bus services connecting the proposed allocation with Cambridge City Centre and employment and education locations
- Distinctive neighbourhoods reflecting the northern fen-edge and southern village-edge contexts
- A balanced housing mix including the delivery of 50% affordable housing through our strategic partnership with Homes England and access to grant, together with high quality community spaces and local amenities
- Support for education provision, employment access, health and wellbeing, heritage sensitivity, and resilient drainage.

In respect of the reopening of the Fulbourn Station, Places for People has engaged in positive detailed discussions with Network Rail and Greater Anglia, which would significantly enhance sustainable transport options.

Building Thriving, Sustainable Communities in Greater Cambridge

Places for People is the UK's leading social enterprise, with an established reputation of over 50 years. We change lives by creating and supporting thriving communities. Our business is made up of market-leading companies in placemaking, regeneration, development, student housing, investment management, property management, and leisure. Together, we have the expertise and reach to design, build, and manage entire communities - providing homes, infrastructure, and support services that help people and places thrive.

We build over 2,000 private and affordable homes across the country each year, with a focus on creating sustainable, innovate and inclusive new neighbourhoods. As one of the UK's largest Registered Providers, we own or manage more than 240,000 homes, providing high-quality places to live for around 500,000 customers across the UK. Through Places Leisure, we operate 100 leisure facilities, supporting 1.9 million visits per month and helping communities lead healthier, more active lives. Our 13,000 colleagues across 20 specialist companies work collaboratively to deliver homes, services, and opportunities in a way that few organisations can match. Our commitment extends far beyond building homes - we take pride in stewardship and long-term estate management, ensuring the public open spaces, public realm, and affordable housing stock are maintained to the highest standards. This is achieved through our in-house estate management company, Residential Management Group (RMG). Managing more than 110,000 homes across the UK, RMG is one of the largest property management companies in the UK, ensuring that residents enjoy well-maintained, high-quality places to live. RMG also works closely with local authorities, delivering vital services such as housing advice, homelessness prevention, housing options, and statutory homelessness services, reinforcing our commitment to supporting people in need.

Under the Places for People umbrella of companies, we build and manage Extra Care housing for older people, which we offer for rent, shared ownership or to buy. We provide all landlord services and work with specialist care providers to offer personalised support to our customers.

Our Environmental, Social, and Governance (ESG) strategy is ambitious, reflecting our responsibility to enhance the natural, human, and social capital across all our developments. Our commitment to positive placemaking and long-term stewardship is recognised by numerous industry awards:

- Certified Sustainable Housing Label accreditation by Ritterwald, ranking as a 'Frontrunner' in social impact and an 'Ambassador' in environmental and governance performance.
- Dezeen Awards 2023 Sustainable Project of the Year, showcasing our ability to deliver award-winning, environmentally responsible developments.
- The Princes Foundation Awards: The Landowner Award for our conservation led approach at Trevethow Riel.
- WhatHouse? Awards 2022: Recognised for Best House, Best Partnership, and Best Retirement Development, affirming our ability to deliver high-quality homes for all members of the community.
- UK Active Awards: Our Places Leisure team won Outstanding Organisation and Centre of the Year, demonstrating our commitment to health and wellbeing.
- Build to Rent 360 Awards: Social Impact Award, recognising our developments' positive community impact.

We do not just build homes - we build legacies. By 2028, we will generate £250 million of social value annually within our housing business, reinforcing our long-term commitment to making a meaningful difference in people's lives.

With Homes England's support and our expertise in placemaking, sustainability, and social value, we are proud to be shaping the future of Fulbourn and Cambridge - creating a place where people will love to live, now and for generations to come

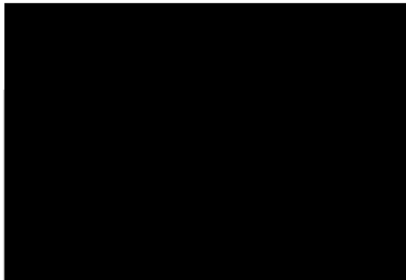
Next Steps

We are committed to detailed and collaborative discussions with the shared planning service and a range of stakeholders on the proposed development, underpinned by further technical work in due course.



I trust that the information submitted is sufficient for your purposes, but if you require any further information or if you would like to discuss the site promotion further, then by all means get in contact with me.

Yours sincerely



Attached: Vision Document
Preferred Options Consultation Regulation 18 Representation



DPV Consult