

Appendix 1

**Land at Whittlesford**  
South Cambridgeshire  
**Design Vision**

December 2021



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# The Case for Living at Whittlesford

Life can be challenging at the best of times, but a place (and space) to call home when things get tough can make all the difference to well-being, family unity, community belonging and finding time for others.

Land at Duxford Road, Whittlesford has been designed to be different, not 'just another housing development'. From the challenges of 2020 and 2021 we have learned that places need to improve. As a society we need better access to open space, places to meet friends and neighbours safely outdoors, and a little more resilience, siting development where it is less reliant on the car and with more space to grow produce and participate in outdoor pursuits.

This means exploring a different relationship between homes and landscape, being smarter (and faster) with how technology can be used to greater benefit, and supporting the local social networks that keep towns and villages sustainable.

With a compact footprint, railway village location amidst some of the best employment opportunities in the UK and a genuine mix of properties, the circa 300 homes Grosvenor Britain and Ireland (Grosvenor) is promoting as part of the Greater Cambridge Local Plan (GCLP) at Whittlesford, will become a benchmark for how South Cambridgeshire villages can grow sensitive to their context and setting and become an asset for the communities into which they are integrated.

## Climate Change

*Climate change is a reality and each development and home is an opportunity to help minimise our impact upon the environment. This begins with putting development in the right place "where it is or can be served by low carbon transport links, like public transport, cycling and walking" (GCLP p.144). New technologies, adaptations as well as sensible lifestyle choices, will be integrated to help residents reduce their footprint at Whittlesford.*

## Biodiversity & Green Spaces

*Our way of life is becoming increasingly fragile and detached from the natural processes that sustain us. A productive, diverse landscape will reconnect residents to nature and help sustain species key to our ecosystem, recognising green spaces for the high priority they are. Grosvenor is committed to achieving Biodiversity Net Gain (BNG) on every project, and already work with the likes of the Wildlife Trust to deliver this.*

## Wellbeing and Social Inclusion

*Central to Grosvenor's development aims are the needs of the existing community at Whittlesford alongside those of new residents. New communities must provide the framework for a healthy and happy life with safe, integrated neighbourhoods, well-designed high quality homes and open space that considers the needs of all ages and activities. Development at Whittlesford will be multi-generational, affordable and inclusive.*

## Great Places

*Well considered and integrated developments that respect local character, enhance the setting and reinforce a sense of place, in turn instilling a sense of pride and stewardship with the community. Whittlesford is an attractive settlement, and a well-connected location where persons of all ages, abilities and means deserve to live, close to employment and facilities. Grosvenor's plans will achieve this sensitively and with quality.*



# Big Issues of the Day

## Access to nature and the outdoors



In 2020/2021 more-so than ever, the need for quality open space on the doorstep has been understood by millions. Opportunities to enhance access to the countryside, committing to additional land brought forward as public greenspace and planning new places through landscape-led design have become a priority.

There will be no ‘green-washing’ at Whittlesford. Every green space will have a purpose, be accessible to all, and enable meaningful and physical interface with the village and the wider landscape, whether through direct stewardship, interpretation, leisure or play.

The days of conventional housing estates should be consigned to the waste bin of history. Instead, Grosvenor’s plan to develop and build-out a new form of development, with greater synergy and with improved sympathy for the natural environment, where re-wilded street verges, shared common productive landscapes and new approaches to streets and spaces for people and nature (rather than cars), becomes the new normal.

## Sustainable movement & healthy living



Despite growing urbanisation, the attraction of living in a village location has seen sustained popularity across the UK, with South Cambridgeshire no exception. The opportunity of significant upgrades to Whittlesford Parkway station, other strategic transport improvements along the A505 and nearby blue-chip employment, coupled with attractive conservation area features and connectivity to Cambridge city centre, make this an especially attractive place to live.

Set within this context, the provision of a range of healthy, sustainable and affordable homes will provide homes popular for multi-generations, and with room to grow for the future.

This sense of belonging to a place is key for Grosvenor. Creating places that address loneliness, are designed to be inclusive, knit and link to existing communities, both physically and by providing much needed benefits. This is the legacy that Grosvenor seeks to leave as a socially responsible investor in the valued landscape around Whittlesford.

## Digital working & learning with improved access to employment



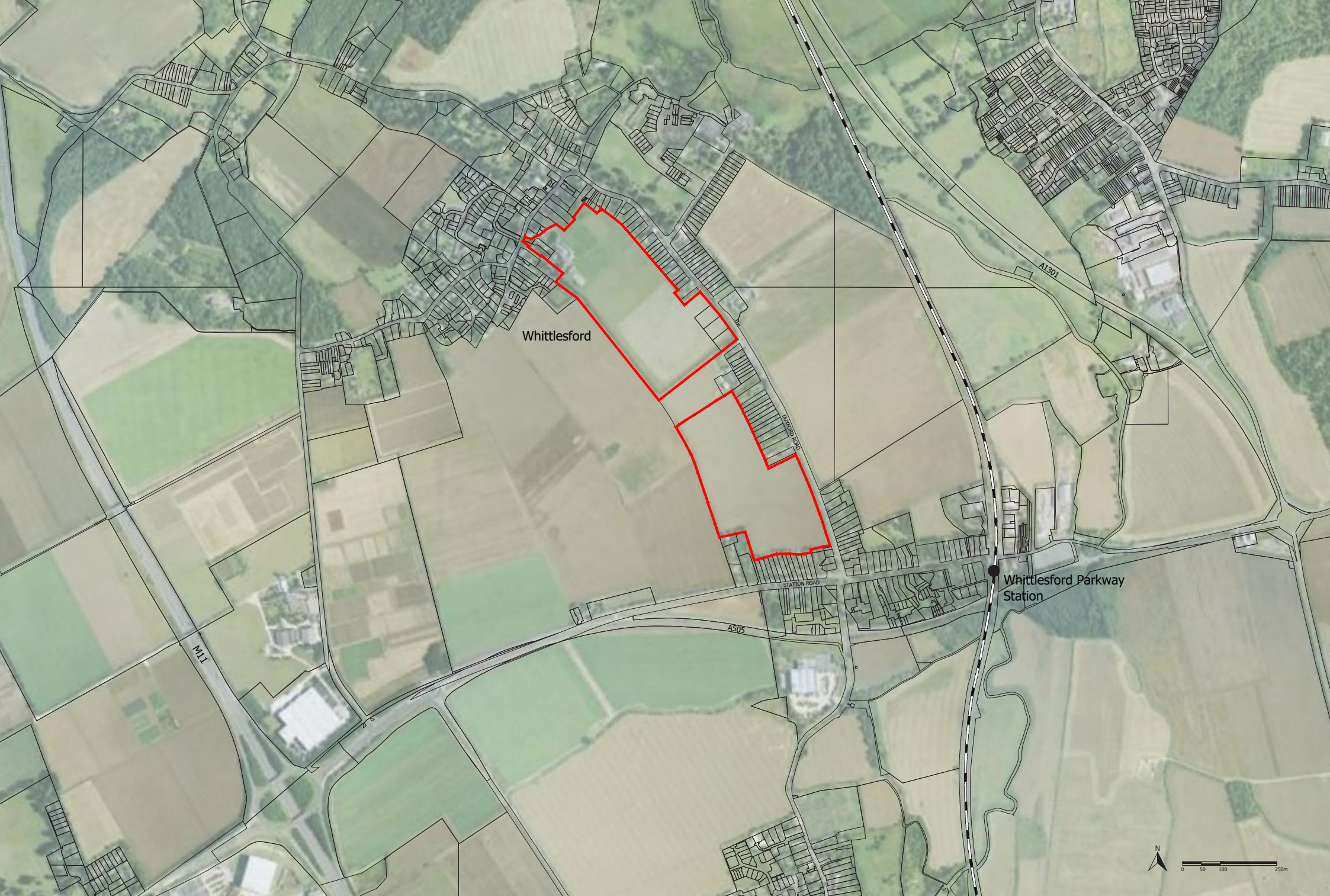
As more of us adjust to home working, part-time employment and the need to study at home, space within dwellings, broadband and fibre-optic infrastructure and access to real-time travel information become of increasing importance to communities.

However, few homes in the UK have been designed with these facilities in mind. More flexible homes will be needed in the future which facilitate more demanding internal requirements, even allowing these to spill out into outdoor spaces and rooms, including garages which will be used less for vehicle storage, and more for home working, study and studio space.

Despite this shift to working from home (whether voluntary or centrally imposed), ensuring new development provides the flexible space for others the leave home, but work locally is equally important. Whether through the provision of a new local work hub, or enhanced links to local employment, development at Whittlesford will be a place that is in step with the creation of economic opportunity .

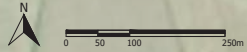
Figure 1. Site boundary





Whittlesford

Whittlesford Parkway Station





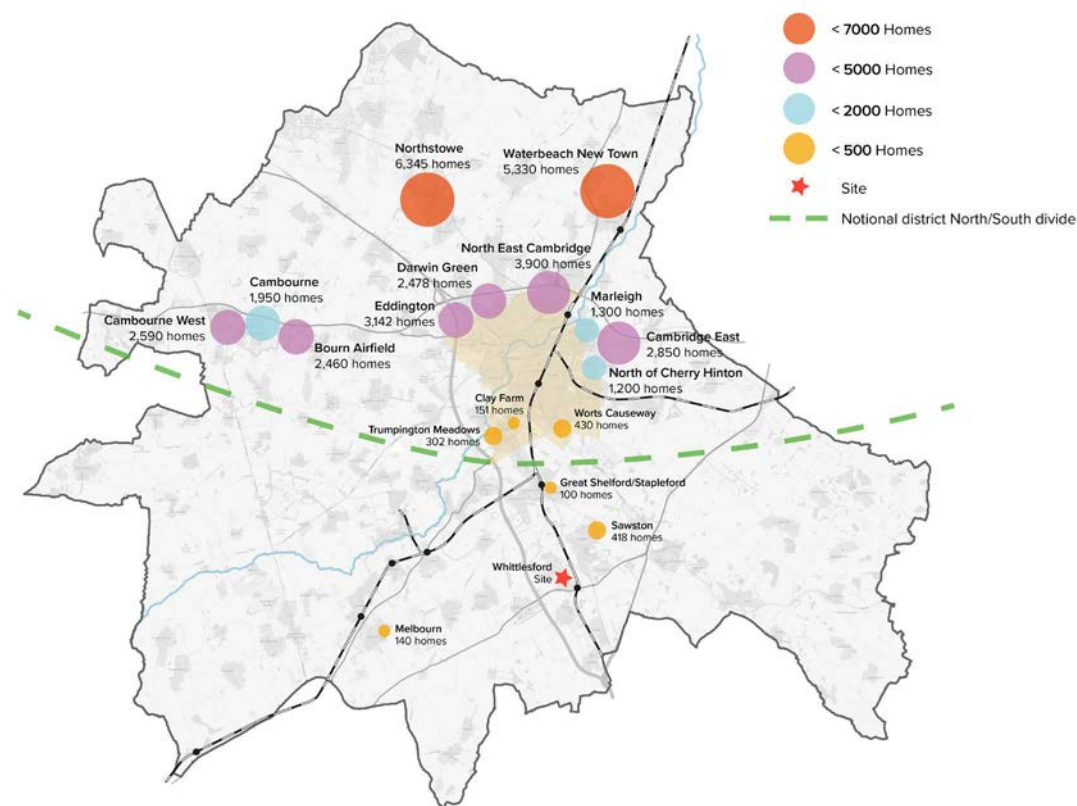
# Spotlight on the Spatial Strategy

At the heart of the GCLP is the objective of meeting the increased need for new homes in a way that minimises environmental impact and improves the well-being of communities.

In terms of new housing growth allocations, Figure 2 adapted from the GCLP, clearly illustrates how the proposed housing delivery is heavily skewed towards the north, east, and west of the district, rather than to the south, creating a north-south divide in housing growth, out of step with investment in employment and infrastructure

This is in direct contrast to Figure 3 which maps out both existing and proposed employment locations and proposed allocations in the wider district. Based on existing allocations in the South Cambridgeshire Local Plan, it is clear that a substantial proportion of new rural employment growth will be located to the south of Cambridge city.

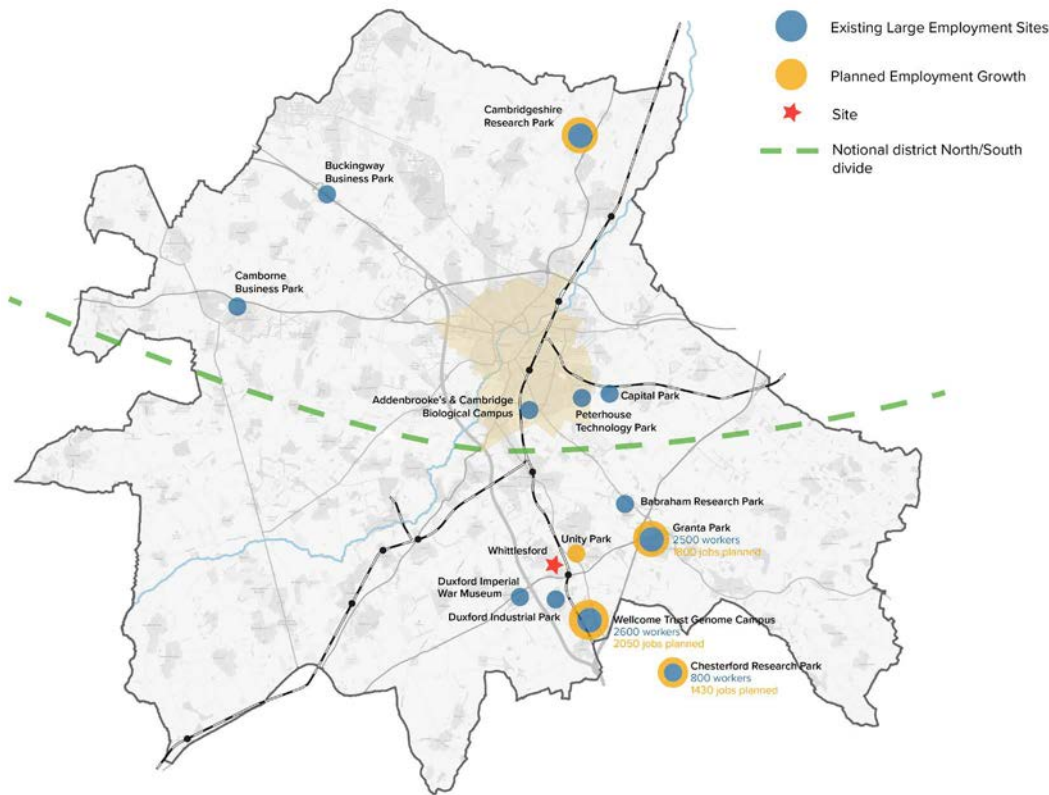
Although the GCLP proposes “*some development in the rural area south of Cambridge, the Rural Southern Cluster, where homes and jobs can be located close to each other and served by good quality public transport, cycling and walking links*” (GCLP P. 31), the quantum of new homes is poorly matched to infrastructure investment and employment growth.



**Figure 2.** Illustrative map showing locations of proposed new housing development 2020-41

GCLP Policy S/DS allocates the vast majority (93%), of all new housing allocations to the city, and locations east, west, and north of Cambridge, creating a north-south divide in housing growth.

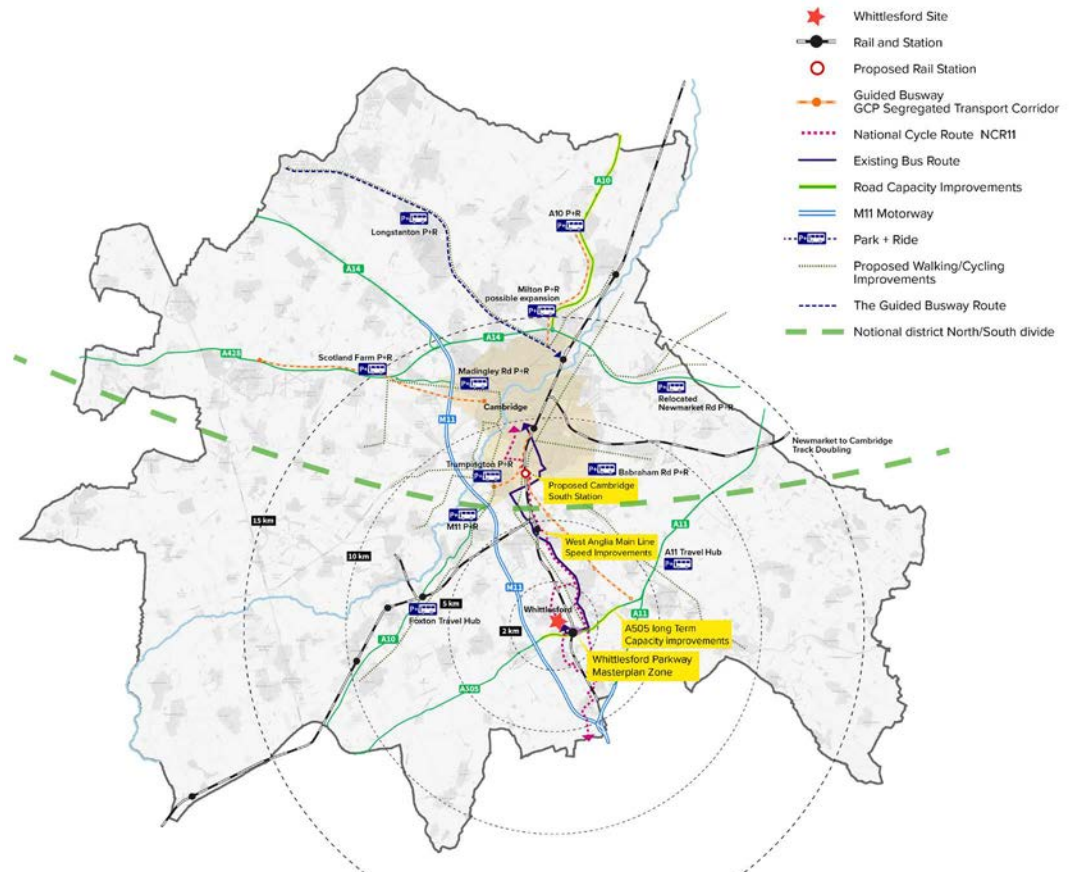
This failure to allocate new homes to the south of Cambridge will create further environmental pressure on a location with a rapidly growing technology-led economy, which is already suffering from the effects of significant in-commuting, shortage of skilled labour, and an acute shortage of housing of all types, in particular affordable tenure.



**Figure 3.** Illustrative map of existing and proposed strategic employment sites

Employment data demonstrates that within postcode area CB22 (which covers the bulk of the Rural Southern Cluster), there are a total of 11,636 jobs (as of April 2020). This represents 20.3% of jobs within the district of South Cambridgeshire.

With the estimate that new job allocations to the south of the city centre will be 23% of all new jobs, this proportion is likely to rise. Therefore, there is a clear imbalance when only 4.4% of new housing is proposed to the south of the city centre.



**Figure 4.** Illustrative map of existing and proposed major transport projects

The GCLP sets out a number of committed infrastructure proposals “that will provide significant transport capacity to support the delivery of committed development” (GCLP p. 43). However, despite the combined investments in the West Anglia Main Line Speed Improvements, the A505 Capacity Improvements, and Policy S/SCP/WHD Whittlesford Parkway Station Area, which supports “a comprehensive approach to redevelopment opportunities in the Whittlesford Parkway Station Area to accommodate a transport hub, employment and housing. (GCLP p. 118), no strategic housing allocation has been made at Whittlesford in the GCLP First Proposals.

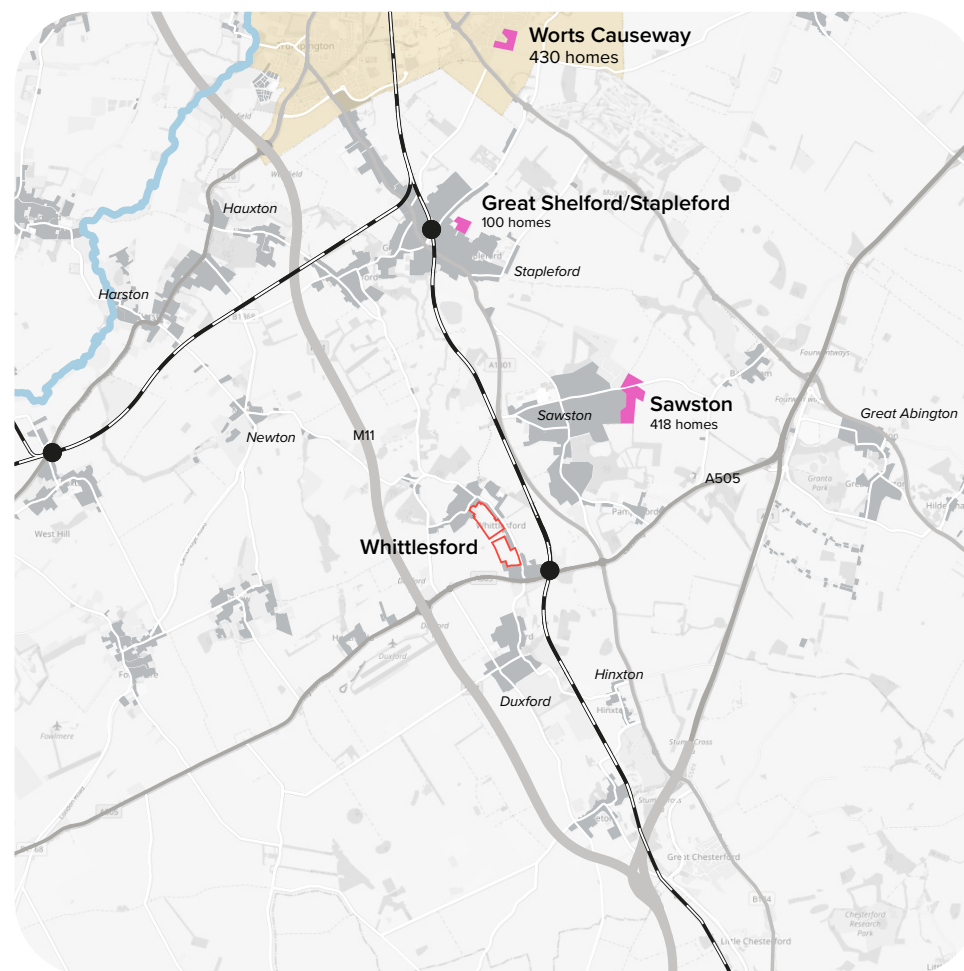


# Achieving a balance of homes and jobs in the Rural Southern Cluster

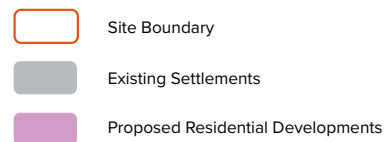
The Development Strategy within the GCLP recognises that there are suitable locations to accommodate housing in the south, and there are exceptional circumstances to release land from the Green Belt to meet the need for housing, reduce in-commuting, and reduce carbon emissions.

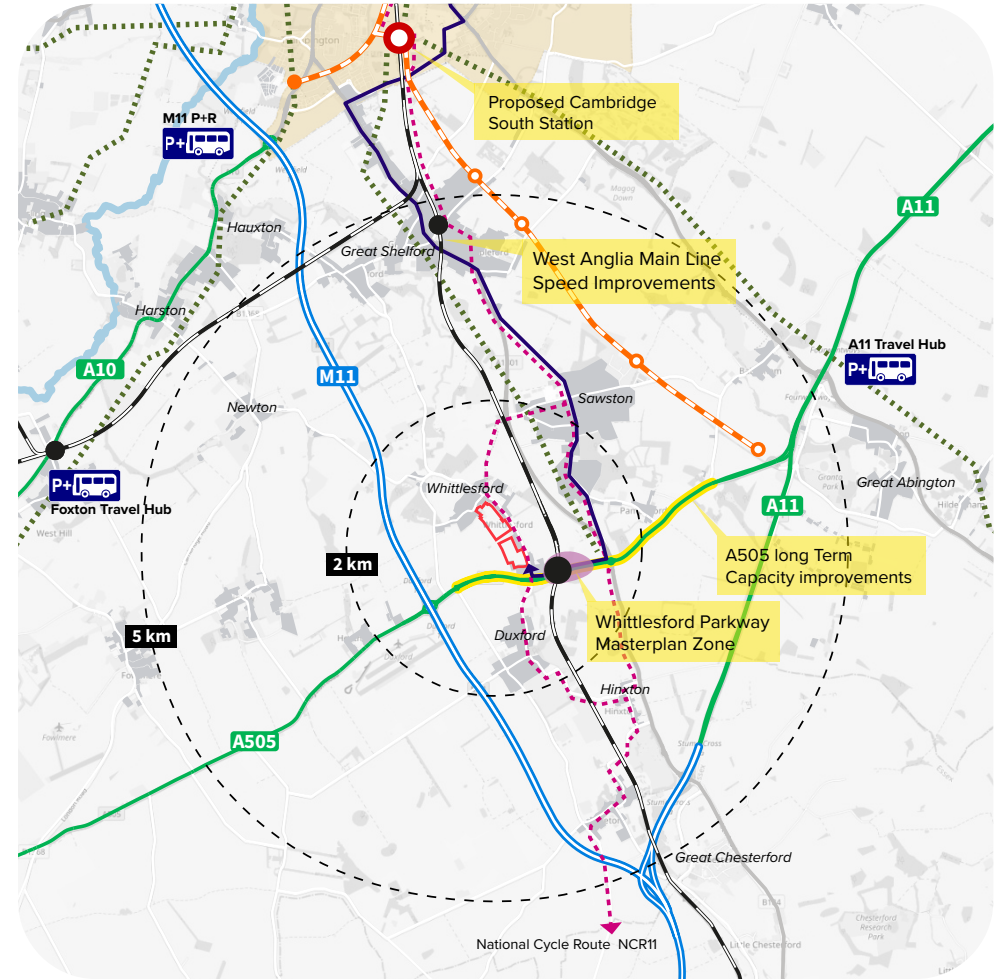
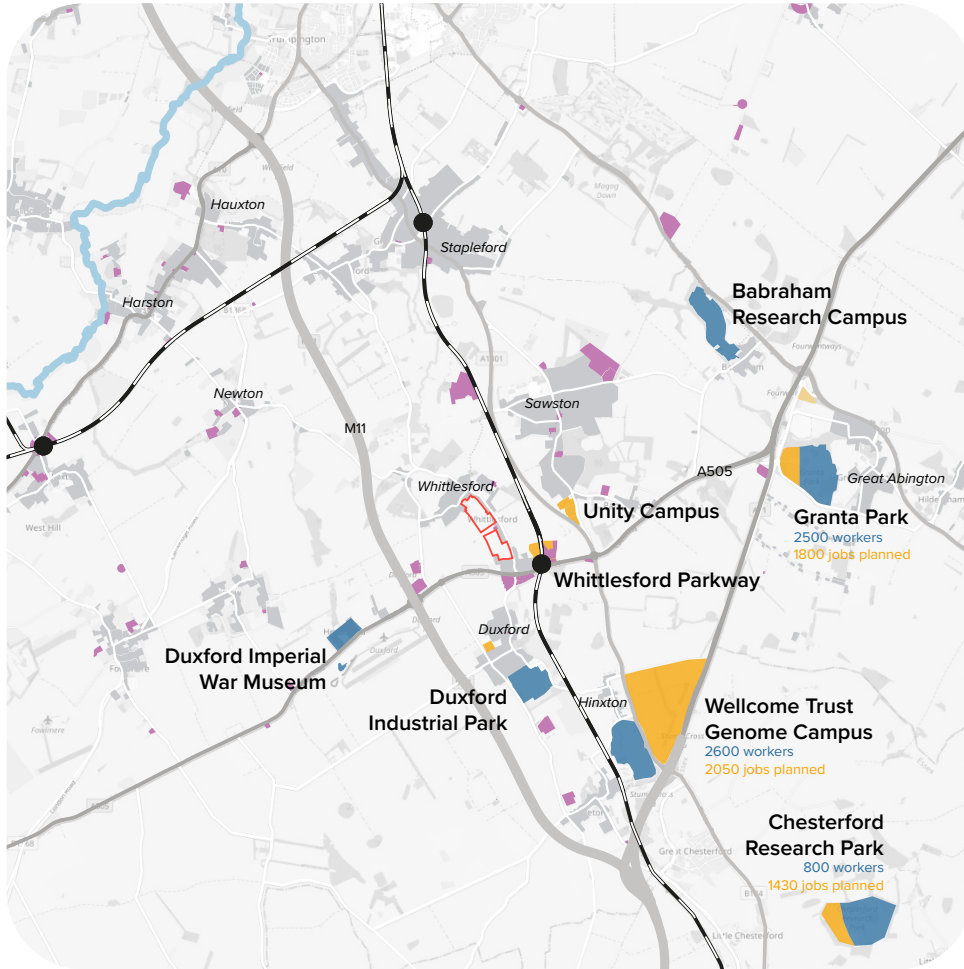
However, in the absence of a draft allocation at Whittlesford, the strategy for the south of the district should be reviewed, and more small and medium sized sites should be allocated in the Rural Southern Cluster, provided the sites are very well served by active travel modes. This would deliver the following benefits:

- provide homes where the need is greatest;
- reduce the need for in-commuting by workers at the research parks, and reduce carbon emissions;
- improve access to labour in the life science and advanced manufacturing sectors of South Cambridge; and
- speed up housing delivery in the first half of the plan period reduce the heavy reliance on windfall sites greatly improve housing choices for residents and sustain the life and vitality of the villages.








**Figure 5.** Illustrative map showing locations of proposed new housing 2020-41















**Figure 6.** Illustrative map of existing and proposed strategic employment sites

**Figure 7.** Illustrative map of existing and proposed major transport projects

-  Site Boundary
-  Existing Employment Sites
-  Significant Employment Sites
-  Proposed/Growth of Employment Sites
-  Railway + Station

-  Whittlesford Site
-  Rail and Station
-  Proposed Rail Station
-  Guided Busway GCP Segregated Transport Corridor
-  National Cycle Route NCR11
-  Existing Bus Route to Cambridge
-  Road Capacity Improvement
-  M11 Motorway
-  Park + Ride
-  Proposed Walking/Cycle Improvements

# Recalculating Settlement Hierarchy

As a result of Greater Cambridge Partnership (GCP) sponsored public transport and station improvements, Whittlesford will become more sustainable and more capable of accommodating greater housing growth. Whittlesford should be higher in the hierarchy to reflect the fact that it has a railway station, with capacity to take more passengers to and from Cambridge South, the city centre and Cambridge North, and other destinations including London.

The GCP/WYG Study specifically states *“the improved accessibility and sustainable transport connectivity to be delivered by the Masterplan provides a basis upon which new development in the area could be considered”* Whittlesford Parkway Station Transport Masterplan, Stage Two Report Page 39.

The methodology for designating settlements within the GCLP comes from scoring each settlement on the criteria opposite.

Apparently, in accordance with the methodology in the GCLP, Whittlesford village scores 8 points. Higher than existing (minor) Rural Centres at Gamlingay, Girton and Papworth Everard, and the highest score in the category of settlement.

Taking account of the ‘Special Policy Area’ designated in the Plan around Whittlesford Parkway Station (Policy S/SCP/WHD), the petrol filling station, coffee shop, M&S convenience store and McDonald’s restaurant approximately an 8-minute walk east of Whittlesford Parkway Station along the A505. The GCP status of the station as a public transport, increases the settlement score to 11 points when discretionary scoring for access to employment is considered.

If this were to be included within the settlement hierarchy calculation, Whittlesford reaches the threshold as a (minor) Rural Centre as illustrated opposite, scoring joint 8th out of 14 against other (minor) Rural Centres.

Settlement scoring as per GCLP		Adjusted settlement scoring following independent review	
Primary School (William Westley C of E Primary School)	1	Primary School (William Westley C of E Primary School)	1
At least 4 identified shops/services (ATM, Post Office, Village Hall, Public House)	2	At least 4 identified shops/services (ATM, Post Office, Village Hall, Public House, Day Care)	3*
20-minute frequency of trains (Regular trains to Cambridge and London at Whittlesford Parkway)	2	20-minute frequency of trains (Regular trains to Cambridge and London at Whittlesford Parkway)	2
Train Station (Whittlesford Parkway)	1	Train Station (Whittlesford Parkway)	2**
Access by public transport to secondary school (Bus stops in village and train station provide access)	1	Access by public transport to secondary school (Bus stops in village and train station provide access)	1
Employment opportunities	1	Employment opportunities	2***
<b>Total points</b>	<b>8</b>	<b>Total points</b>	<b>11</b>

↓

**Whittlesford = (minor) Rural Centre**

\* Plus 1 point for M&S Foodstore

\*\* 2nd point added as Whittlesford Parkway is recognised a GCP Public Transport Project

\*\*\* suggested discretionary uplift based on sustainable access to employment (see figs 6/7)

**Figure 8. Settlement scoring**



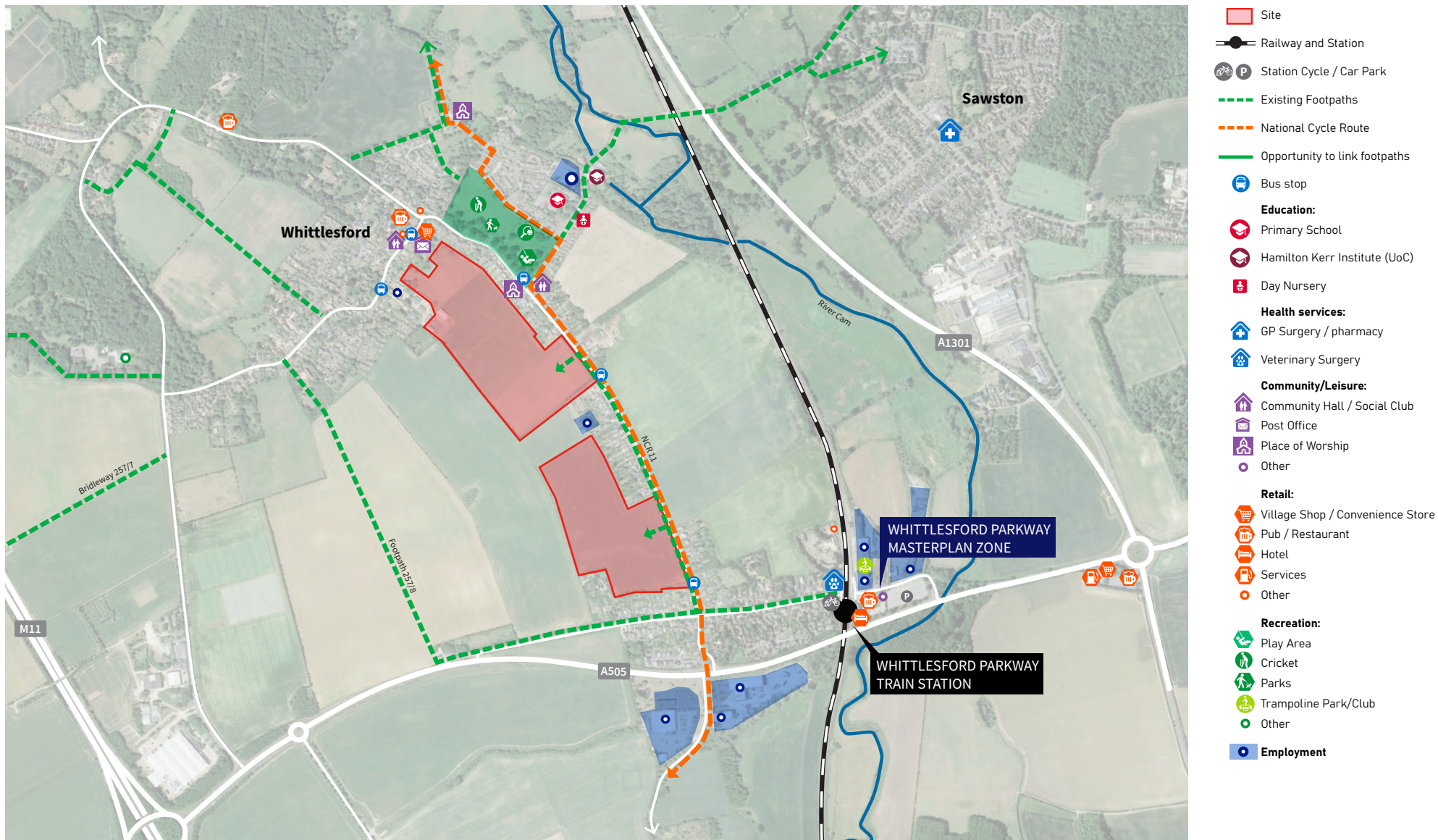


Figure 9. Facilities plan

# An opportunity to enhance a sustainable village and maintain Green Belt integrity

The previous chapter demonstrates how the GCLP has identified the wider settlement of Whittlesford as a ‘Group Village’ rather than the more considered analysis including Whittlesford Parkway station and masterplan which should result a designation of a Rural Centre.

Nonetheless, the settlement hierarchy correctly appreciates that the northern and southern environs of the village, connect via housing along (alternating sides of) Duxford Road and should be considered as a single community, albeit with additional facilities located in peripheral environs which the GCLP has overlooked.

This differs to the approach that the GCLP has taken when assessing the impact of housing growth proposals on the Green Belt. When assessed against the three local purposes of Green Belt:

1. preserve the unique character of Cambridge as a compact, dynamic city with a thriving historic centre;
2. maintain and enhance the quality of its setting;
3. prevent communities in the environs of Cambridge from merging into one another and with the city.

The Greater Cambridge Green Belt Assessment, undertaken by Land Use Consultants Limited (LUC) and published in August 2021 considered the expansion of *either* Whittlesford or Whittlesford Bridge as making a “*relatively significant*” contribution to purpose 3, resulting in “*very high*” harm to the Green Belt.

However, Figure 10 clearly demonstrates that the boundary of Whittlesford parish fully encompasses all of the built form around Whittlesford Parkway station and the wider village, constituting a single *community* meaning that purpose 3 cannot be deemed to apply to merging of a single entity into itself.

Far more than, the opportunity at Whittlesford is for balanced housing growth to provide repair function and effect completion of the village structure into a more sustainable, better connected whole which shares a familiar settlement pattern the linear village as exhibited similarly by Sawston, Hinxton and Duxford.

Furthermore, new development at Whittlesford will provide for strengthening of Green Belt boundaries along the development edge, as well as a network of valuable green spaces contributing to Biodiversity Net Gain and community well-being.

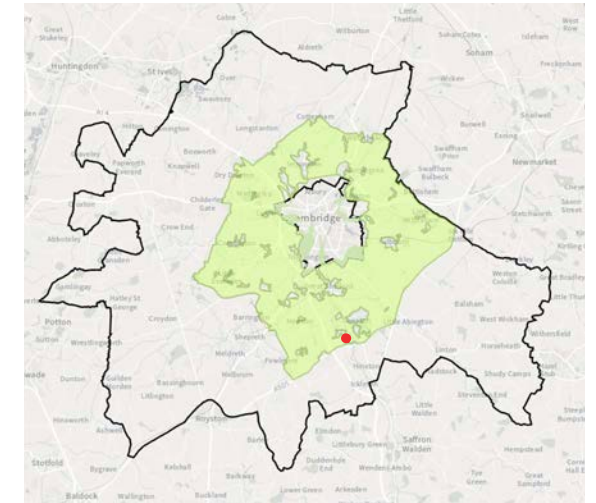


Figure 11. Cambridge Green Belt indicating location

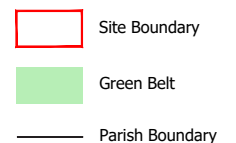


Figure 10. OS map showing green belt



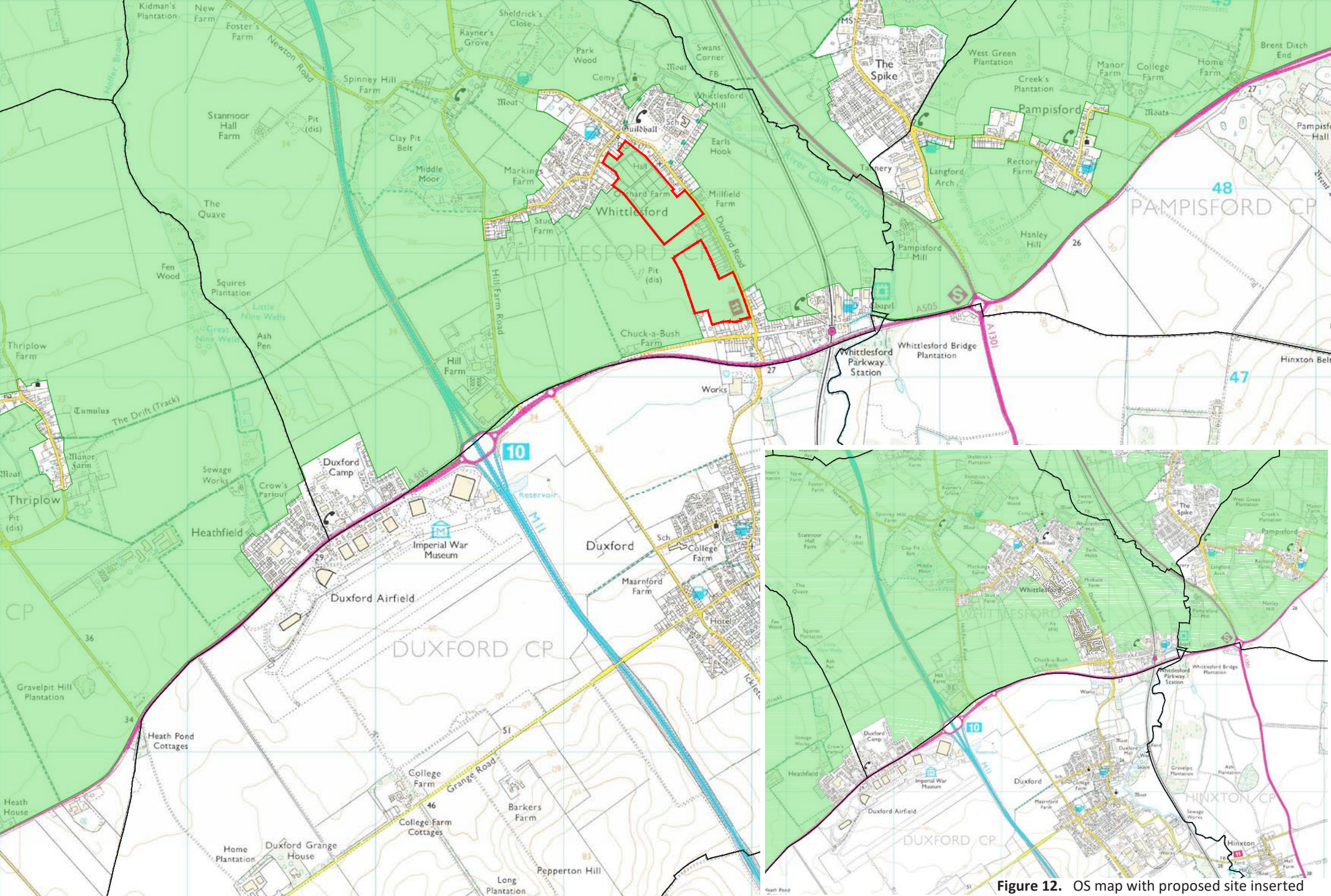


Figure 12. OS map with proposed site inserted



# Connecting Place and Community

Villages need to grow, at a carefully managed scale to protect their character. This is essential to support local services, and to provide residents and their children with the option of living their lives in the place where they grow up. This is important to sustainable village life and creating healthy communities. This recognised in the National Planning Policy Framework, at paragraph 79 which states:

*“To promote sustainable development in rural areas, housing should be located where it will enhance or maintain the vitality of rural communities. Planning policies should identify opportunities for villages to grow and thrive, especially where this will support local services. Where there are groups of smaller settlements, development in one village may support services in a village nearby.” NPPF Paragraph 79.*

Grosvenor’s proposed development at Whittlesford will be within 10 to 20 minutes of a level and attractive walk to Whittlesford Parkway railway station and public transport interchange, with bus services to the research parks and secondary school and further education. The development will create a highly attractive alternative to car borne in-commuting for workers at the research parks to the south of Cambridge and in the bio-medical cluster around Cambridge South.

The scheme integrates into the village by providing multi-generational homes with opportunities for recreation, activity and the core elements of a healthy community life. Reducing commuting time and stress for health and research workers in the Southern Village Cluster.

The proposals will help sustain the life and vitality of the village by creating circa 300 beautiful Net Zero Carbon homes set within a distinctive local landscape and a Net Gain in Biodiversity exactly where people want to live, work and play.

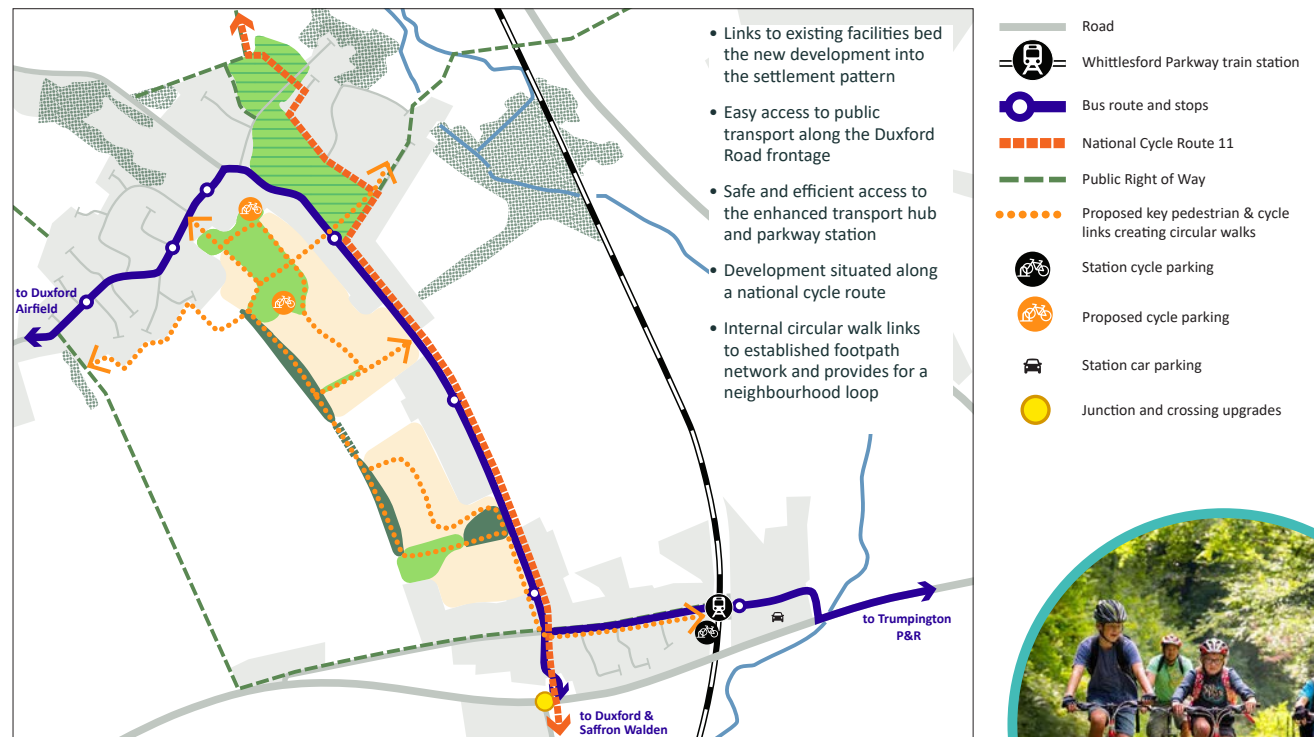
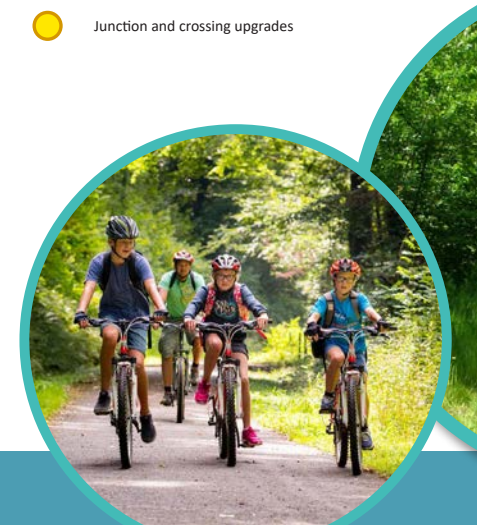
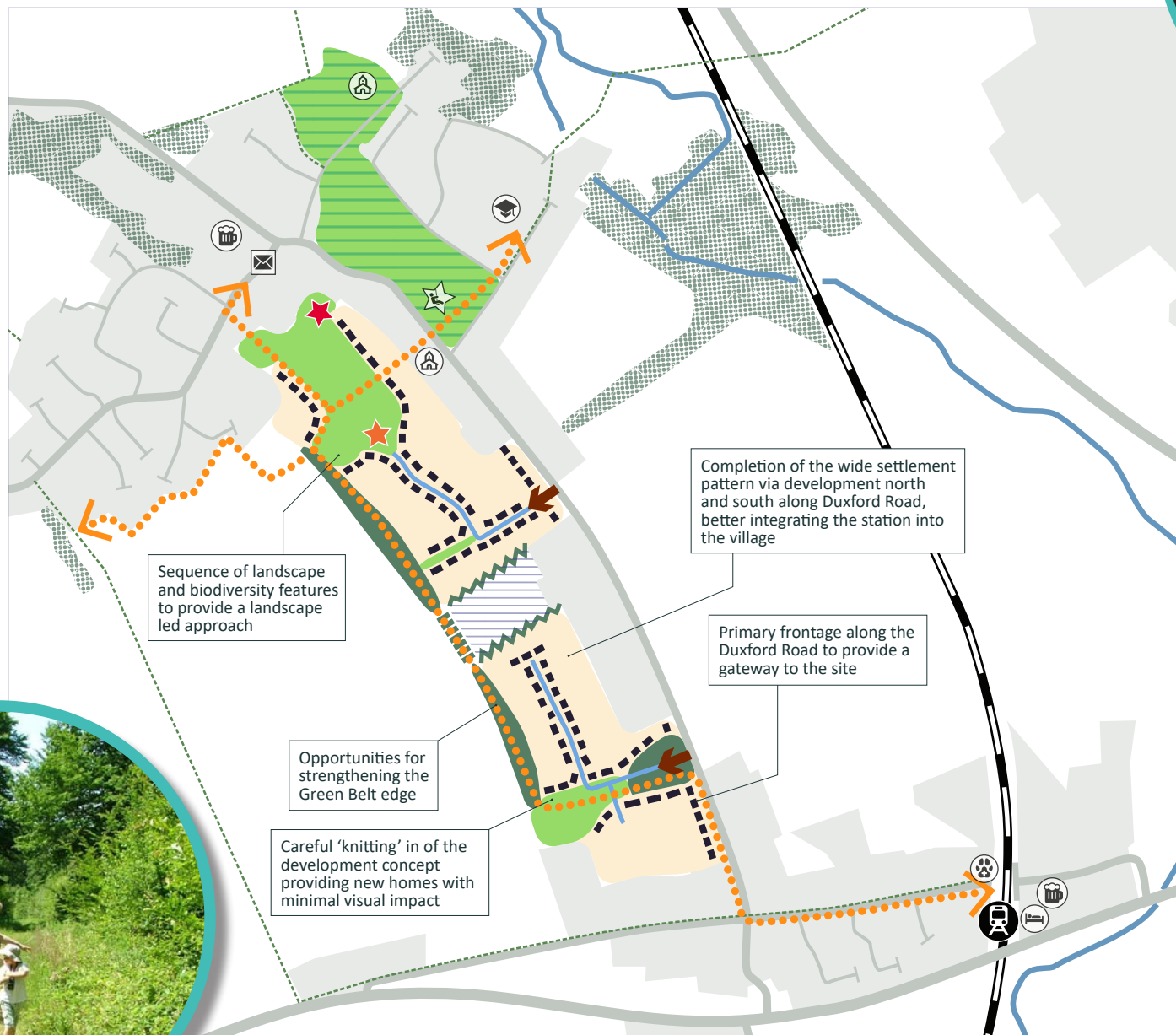


Figure 13. Transport concept





- Road
- Whittlesford Parkway train station
- Public Right of Way
- Existing recreation park
- Access point
- Blue-green streets
- Proposed key pedestrian & cycle links
- Proposed community facility
- Focal point with play
- Proposed residential development
- Key frontage
- Proposed recreational meadow
- Proposed woodland green route
- Potential additional land
- Wilded landscape edge
- Hotel
- Place of worship
- Primary school
- Post Office and community shop
- Public House
- Play area
- Veterinary surgery



Figure 14. Masterplan concept

# Quality of Place and Design

There is much to be celebrated in the architecture and character of homes in the village.

Of differing success locally is the extent to which settlements have managed to resolve meaningful and attractive edges to the countryside and particularly Green Belt. Development at Whittlesford seeks to set new standards of place and design that will mean the relationship to the countryside and existing hedges and boundaries is a harmonious one.

This requires careful thought. Bespoke layouts and consideration of peripheral lanes and streets are required, that take cues from the village edges and property boundaries to create green and verdant edges. These should avoid hard interfaces, excesses of parked areas and demonstrate a considered approach to materials in the public realm.

Built form will reflect on the best local architecture has to offer, creating a rich yet settled template of materials that complement existing homes and the

settlement as a whole, but which can be used in both a traditional or contemporary fashion to create new homes that harmonise, rather than contrast with their surroundings.

In a similar way, and cognisant of local views from Duxford Road across to the west, the massing of development will work carefully with site topography to allow a continuity of long-range view and appreciation of the relationship of the settlement with the landscape.

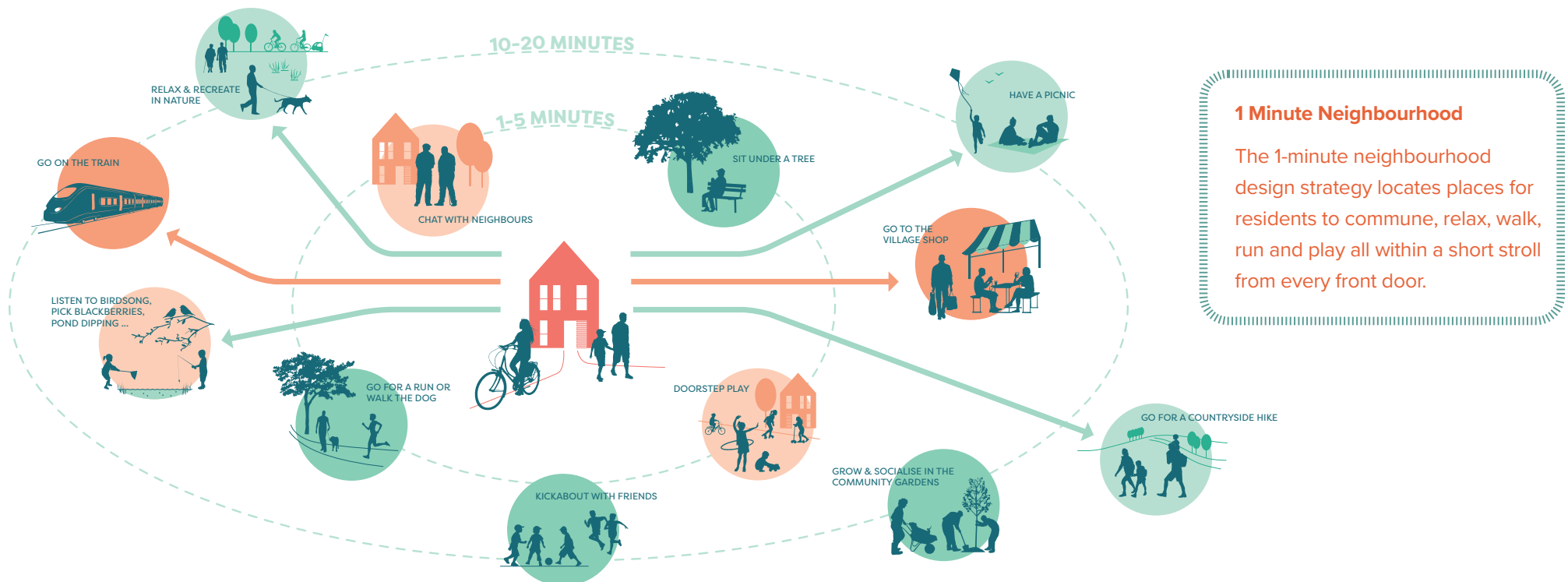


Figure 15. Indicative site layout



Natural play



Orchard and natural greens



Great homes



Pedestrian & cycle priority



Bio-diverse habitat



Space to roam



Doorstep play and rest



Community growing space



Space to foster community



Neighbourliness



Accessible nature



Wetland habitat





## Village North

Creating new community facilities, spaces and routes, the new neighbourhood integrates into the existing village form and presents a more transitional, open edge to the landscape, offering the potential for capturing views out to the countryside, as well as softening the edge of settlement.



The surrounding green space and landscape links to existing paths & offers an unbroken loop for walking/running/cycling; connecting homes to nature.

Community orchard & food growing areas are located for ease of access to the edges of the new neighbourhoods.



The settlement creates a new woodland edge that provides wildlife and nature benefits including access for the village for recreation.



Edge lanes are the extension of the recreational loop around the neighbourhood and offer a safe place for community use.



New community facilities are located close to the existing village & create a focal point for activities and events.



The park provides play & activity areas located for ease of access to existing neighbourhood.

The design creates incidental spaces to function as focal areas for residents within the streets, offering meeting, resting and informal play opportunities close to the front door.



Home offices can be integrated above garages or within larger garden spaces, offering a degree of separation between the work and home environment.



Integrate swales and rain gardens into the streetscape and incorporate into a sustainable water management system.



Figure 16. Indicative site layout (North)



## Village South

The new neighbourhood will preserve the rural essence, with field boundaries and traditional rural village features such as greens and verges.

The streets retain the village lane feel, connect key open areas and incorporate small public spaces that create typical rural village features.

A central street creates a linear route, acting as a focal point for each side and parallel lane, enhancing the legibility place.

House frontages are not repetitious, with boundary treatments and driveways providing variation to suit the setting and house type.



The edge of the development offer the opportunity to provide sculptural landscape feature for contemplation/seating.



The orchard meadow will integrate play and sports facilities such as trim trail and space for informal 5-a-side games.



Streets will be active and integrate biodiverse, productive landscape, such as play, trim trail features and fruit trees.



The streets and lanes should present as a public space rather than a road dominated by cars. Materials are to be informal and not over-engineered or include unnecessary markings and signs.



The residential blocks are kept small to promote permeability and access to green space, whilst enhancing character by creating more incidental spaces for residents.

Connections provide direct routes to surrounding areas and green space as well as the village centre; promoting walking and cycling, rather than car use.



The site entrance has a woodland character, creating a link to the wooded edge of the settlement and a focal point, as well as a break along the main road.

House frontages will draw from local precedents within Whittlesford; front gardens with picket fencing or low brick walls, with or without hedges.



Nodes and small spaces integrate features to create character & provide places for residents to rest, meet or simply sit away from their home for a break!



Figure 17. Indicative site layout (South)

# Think Zero - Responding to Sustainability and Climate Change

Grosvenor creates places where communities, business and nature thrive. The strategic land team at Grosvenor is part of a global property business that has been developing and managing land and property for over 340 years.

As a business, Grosvenor has committed to stretching goals to help redefine climate action in the property and development sector.

These goals create a framework to deliver lasting value for local residents, tenants, customers and partners. They are:

- Zero carbon - By 2030, Grosvenor will achieve net zero carbon from its buildings, developments and supply chain. Our full portfolio and 147 acres of public realm on our London estate will also be climate positive before 2050.
- Zero waste - By 2030, Grosvenor will send zero non-hazardous waste to landfill from its buildings and developments under its control.
- Valuing nature - By 2030, Grosvenor's portfolio will have achieved a significant net biodiversity gain, responding to the need to halt the decline of the UK's wildlife and restore ecosystems. By 2050, Grosvenor will be water neutral.

- Bringing partners with us - By 2030 all suppliers will be compliant with our supply chain charter through collaboration, innovation and supportive networks.

In addition to Grosvenor's corporate sustainability commitments, there are several additional commitments that are key to our success in delivering new communities.

- Grosvenor will ensure an integrated approach to meeting the needs and demands of existing and future communities within our developments.
- The new community at Whittlesford will include a local community hub providing a focal point for the community, meeting day to day needs, services and workspace.
- Development on site will ensure access to a range of green open spaces providing for recreation and access to nature within walking distance, meeting or exceeding local standards.
- The layout for the site has been designed to promote walking and cycling connectivity with key destinations and will be served by public transport enabling access to work, education and leisure opportunities.

- Grosvenor will ensure that the new development is accessible and safe, and our designs for expanding the village will be of high quality and inclusive to a broad range of ages, abilities and socio-economic backgrounds.
- We will provide at least 40% of affordable housing on site and a mix of housing sizes and types, encouraging inclusivity.
- The new development will have a plan for long-term management and stewardship.
- Grosvenor will comply with the Grosvenor Supply Chain Charter and consider opportunities to engage with local supply chains early to deliver socio-economic and environmental value in the places where we operate. We will unlock high value jobs by supporting local talent, by contributing to local employment skills development and by attracting industry.



Net zero carbon by 2030  
**Going for Zero** 





Zero Carbon



Valuing Nature



Zero Waste



Community



Promoted by:



GROSVENOR

& supported by:



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