



Statement of Community Involvement

Railway Pension Nominees Limited

The Redevelopment of the Beehive Centre

August 2023

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ACKNOWLEDGMENT

The Railway Pension Nominees Limited (the Applicant) would like to thank everyone who has worked in partnership and contributed to the formulation of the proposals being put forward for the proposed development.

The Applicant has met many individuals and organisations during the community consultation and engagement process who have shared their views on the emerging designs and proposals. They have played an invaluable role in helping to shape its future; as a result, a better scheme is being submitted for planning approval.

The Applicant looks forward to meeting, and working with, more people and communities as it continues to develop relationships and deliver the proposed development.

1. EXECUTIVE SUMMARY

- 1.1 Railpen (the Applicant) appointed Marengo Communications, an independent specialist public consultation company, to undertake the pre-application community, and stakeholder consultation for:

“The demolition and redevelopment of the Beehive Centre, including in Outline Application form for the demolition and redevelopment for a new local centre (E (a-f), F1(b-f), F2(b,d)), open space and employment (office and laboratory) floorspace (E(g)(i)(ii) to the ground floor and employment floorspace (office and laboratory) (E(g)(i)(ii) to the upper floors; along with supporting infrastructure, including pedestrian and cycle routes, vehicular access, car and cycle parking, servicing areas, landscaping and utilities.”

- 1.2 The Applicant has been committed to extensive on-going consultation and collaboration from the outset and has developed a comprehensive consultation and engagement programme for the scheme. It has sought throughout to create an engagement process that is thorough, honest and transparent and which fully accords with Cambridge Shared Planning’s Statement of Community Involvement. Engagement has been ongoing for over 12 months, starting at the design principles stage and progressing through three phases, keeping the community up to date and involved throughout.

- 1.3 The Applicant has a long-term interest in Cambridge, through the ownership and management of its properties. Engagement will continue throughout the planning process and into the future, during construction phases and management. The Applicant has established a number of community partnerships and initiatives with the intention of bringing long-term community benefit.

- 1.4 The objective of the engagement process has been to ensure that the community has an opportunity to understand and help shape the proposals in order to create a better proposal and bring substantial benefits to the area.

- 1.5 The proposals for the Beehive Centre redevelopment have been presented to several community stakeholders and residents organisations as well as the wider public on an ongoing basis for over a year. There have also been a number of discussions with the local Council through a series of pre-application meetings. In addition, there have been several briefings with local politicians and Ward Councillors and other key stakeholders.

- 1.6 A wide range of techniques has been used, including:

- Personal contact and briefings of key stakeholders (in-person and online through webinars, emails and phone calls).
- Public drop-in events at each stage of the consultation.
- Workshops for engaged community groups.
- Printed communications and project website.
- Youth engagement, including focus groups organised and delivered with Cambs Youth Panel, Red2Green, Cam Skate and Make Space for Girls.

- 1.7 Views and comments expressed in response to information given and discussions about the proposals have been recorded and this Statement of Community Involvement provides a summary of the issues that have been raised throughout the consultation process.

2. APPROACH TO CONSULTATION

- 2.1 The Applicant is committed to extensive consultation and collaboration with all neighbours and stakeholders prior to submitting the application for the proposed development to the local planning authority.
- 2.2 The Applicant has been determined to maintain a high standard for an honest, transparent and meaningful consultation process. It has undertaken a comprehensive programme of engagement with residents, community stakeholders and local councillors.
- 2.3 The Applicant is also committed to an on-going process that continues throughout the planning process and into the long-term future of the development.
- 2.4 The Applicant was keen to ensure the consultation strategy put in place delivered a series of key aims to assist with the evolution and development of the proposals:
- To raise awareness of the emerging proposals for the redevelopment of the site and discuss the public benefits.
 - To undertake consultation to ensure feedback could be incorporated into the final proposals.
 - To build a relationship with the local community.
 - To enable constructive dialogue between local stakeholders, the community, the project team and The Applicant.
 - To ensure everyone who wanted to take part in the consultation was able to by being as accessible and inclusive as possible.
- 2.5 Considerable time was also spent getting to know members of the community that were less familiar with the Applicant and their role in the neighbourhood. This ongoing dialogue with stakeholders and local communities has been essential to establishing several community partnerships.
- 2.6 The phased consultation process, whereby initial principles were shared more than 12 months prior to the submission, has ensured that the local community have been given opportunities to understand and influence the final proposals.
- 2.7 The programme outlined in this SCI reflects the principles for consultation in the Localism Act (November 2011) and in the revised National Planning Policy Framework (NPPF) (update published in June 2021). The NPPF states that early engagement has “significant potential to improve the efficiency and effectiveness of the planning application system for all parties.” It also indicates that good quality pre-application discussion “enables better coordination between public and private resources and improved outcomes for the community.”
- 2.8 It also embraces fully the Statement of Community Involvement (SCI) prepared by the Greater Cambridge Shared Planning Service on behalf of Cambridge City Council and South Cambridgeshire District Council, adopted in July 2019.
- 2.9 The consultation strategy and process that Marengo Communications has undertaken in relation to the proposed redevelopment has been developed with both local policy and the above aims in mind. Specifically, the consultation has been delivered through a number of activities, which can be summarised as:
- **Personal contact and briefings of stakeholders:** These ensure a full understanding of the aspirations behind, and the details of, the proposals.
 - **Public drop-ins at each stage of the consultation:** The nature of these sessions was determined by the phase in the design process. In the first phase (Summer 2022), the focus was for The Applicant to understand the existing neighbourhood and

community and determine the local needs. In Autumn 2022 (phase two), the draft masterplan and emerging designs were shared for discussion and comment, including information on massing to ensure full transparency over height. The detailed designs and proposed mix of uses was shared at the third phase of consultation in July 2023.

- **Thematic workshops for engaged community groups.** Workshops were held after the first phase of consultation to provide an opportunity for community groups and individual residents to engage in specific topic areas of interest.
- **Printed communications.** Newsletters that provide information on the proposals, sent to 6,500 surrounding addresses in advance of each phase of the public consultation.
- **Website.** The Beehive Centre website (www.beehivecentreconsultation.co.uk) provides easy access to information about the project, much of which is downloadable. There was also the opportunity to give comment or contact the team with any questions. (images of the website can be found in Appendix 1s.)
- **Youth engagement:** The Applicant has sought to engage with all sections of the community to ensure everyone's views are heard. Specific engagement sessions have therefore been held with Cambs Youth Panel, Make Space for Girls, Cam Skate and Red2Green.

- 2.10 The Applicant structured the public consultation process in a series of phases, which reflected the design development process.

Consultation Phase 1: June to July 2022 – Early Listening Exercise

The objective of Phase 1 was to gain a better understanding of the local area and the community's aspirations. The Applicant spoke to many residents and stakeholders through a formal public consultation; the information presented included the key principles for the design process including the opportunities and constraints which the design will consider.

In addition to the formal public consultation, **independent social enterprise Social Life** were commissioned to better understand how the Beehive Centre could better meet local needs and build on what is already succeeding. The commission was based on primary research carried out in April and May 2022, including street surveys in and around the Beehive Centre, to capture the perceptions of local residents and users of the site. Key local stakeholders were interviewed, including community organisations and councillors from the three wards the site touches on: Abbey ward, Romsey ward and Petersfield ward.

Social Life carried out 84 street interviews, asking people which spaces they use and where do they socialise, what they value locally, whether they participate in any groups or networks in the area, and how they perceive change locally among other questions.

15 local stakeholders from local groups and organisations and the council were interviewed.

Consultation Phase 2: November to December 2022 – Early vision for the site and draft masterplan

In this public consultation, the Applicant introduced a masterplan for the Beehive Centre redevelopment. This included some early designs and sketches to give a better understanding of what the area would look like in the future.

Consultation Phase 3: June to July 2023 – Detailed vision and masterplan for the site

For the final phase of consultation, the Applicant presented how the masterplan had progressed in response to feedback from stakeholders, residents, Cambridge Shared Planning Service and

Statutory Consultees. The Applicant presented new imagery and information and explained how public feedback had influenced the design to date.

The final public consultation was accompanied by a wider range of briefings with community, business and local political stakeholders throughout spring and summer 2023.

2.11 A similar range of communications techniques were used to publicise each phase of consultation. These included:

- 6,5000 flyers sent to local people.
- Social media adverts which reached a total of xxx people.
- Press adverts and press coverage in *Cambridge Independent*, *Cambridge News* and *Cambridge Times*.
- Notifications sent to over 70 stakeholders.
- Third-party communication via Abbey People and Indie Cambridge.
- Tenant communication via the managing agent of The Beehive Centre JLL.

2.12 Throughout the process various methods of communication were open to members of the community and the wider area, providing further information to residents, businesses, and stakeholders on request.

Phase One and Two

Telephone number (01223 960001) and e-mail address (thebeehivecentre@fourcommunications.com), were supplied and managed by Four Communications.

Phase Three

Telephone number (0800 689 5209) and e-mail address (info@beehivecentreconsultation.co.uk), were supplied and managed by Marengo Communications.

3. SOCIAL LIFE RESEARCH

- 3.1 The independent social enterprise, Social Life, was asked by the Applicant to review existing community assets, amenities and local perceptions of the area to ensure that development plans meet local needs and build on what is already succeeding socially.
- 3.2 The project was based on primary research carried out in April and May 2022, including street surveys in and around the retail park, to capture local residents and users of the site's perception of the area. Key local stakeholders were also interviewed, including: community organisations; local resident network; councillors from the three wards the site touches on - Abbey ward, Romsey ward and Petersfield ward.

Key findings

1. The Beehive Centre is currently well used and valued in the area. Petersfield and Romsey ward residents depend on it to access affordable food options, as well as larger affordable shops such as TKMaxx and BNM.
2. Two in five street survey respondents use the Beehive once a week; a similar number use it more than once a week. The main reason for visiting the Beehive is to shop for everyday items and to buy clothing.
3. The physical divide between the wards is accentuated by the Beehive, which compounds the social divides that exist between communities. Abbey ward feels less connected to the retail park, with no easy access unless by car or other motor vehicle.
4. The congestion and traffic around the Beehive is a safety and health problem for people living in all three wards. There is poor pedestrian access and a lack of cycle routes through the site.
5. Different spaces and places are used by local residents in each ward. Many individual venues, facilities and sites are used. There is a common thread on churches and green spaces as places that bring people together but little overlap in use between people living in each ward.
6. The most frequently used places and spaces in the local area were green spaces, followed by health facilities and "other" places including cafes and hairdressers.
7. Green spaces were the place that was perceived to be most important for spending time with people you know, followed by the "other" category (mainly cafes), sports and exercise facilities and schools and nurseries.
8. When asked about spending time with people from different backgrounds, green spaces and "other" places and spaces were also important, and to a lesser extent sports and exercise facilities, schools and nurseries and community centres, community halls and local charities.
9. Among those who had a view about what is needed, the most common responses were more community spaces, more green spaces/trees and more children's facilities.
10. Sports facilities, places for teenagers and young people and independent shops, cafes and restaurants were also mentioned.
11. Stakeholders from the three different wards share the view that there is a lack of accessible green spaces and amenities for young people.

12. The lack of night-time economy in Abbey ward is associated with low perception of safety and there is no safe access from this area to the night-time amenities in Petersfield. Stakeholders report that these are not affordable for most Abbey residents.
 13. There is fatigue about consultation and engagement in development. This is linked to a perception that recent developments in the area have provided few community benefits.
- 3.3 The Applicant has used Social Life's detailed analysis of the site and area to better understand how the Beehive development, including planned amenities, can help address identified shortfalls in social and community infrastructure.
 - 3.4 Further details of how the Applicant has sought to identify community partners to help address the identified issues is including overleaf.

4. CREATING A LASTING SOCIAL IMPACT

- 4.1 In the early stages of the pre-application consultation the Applicant has sought to understand how it can build relationships with charities, schools and local community organisations to ensure the community share in the benefits that the redevelopment of the site can bring – this includes addressing the findings from the Social Life research. The stakeholder groups that have been involved in detailed discussions so far include:

- Abbey People
- Indie Cambs
- Cambridge Science Centre
- Cambs Youth Panel
- Form The Future
- Red2Green
- Cam Skate
- Make Space for Girls

- 4.2 The commitments and actions developed through the pre-submission public consultation are underpinned by the research undertaken by **independent social enterprise Social Life** and ongoing discussion with local charities, businesses, community organisations and political stakeholders.

- 4.3 The Applicant's approach to date focuses on the areas where it believes it can have the greatest positive impact. Progress to date includes:

Cambs Youth Panel – iGlu youth facility

Railpen has partnered with Cambridge Youth Panel to design its first ever iGlu youth facility as part of the redevelopment plans for the Beehive Centre. Designed by local young people, iGlu will host a variety of youth activities and workshops and will be used by local service providers to support the needs of young people.

It proposed that the iGlu youth facility will be delivered in the first phase of development and conversations are taking place between Cambs Youth Panel, Cambridge City Council's Communities team (Youth Liaison) and the Applicant to develop the youth facility.

Cam Skate – street skating and roller blading

Railpen has partnered with Cam Skate to incorporate skateboarding and roller skating within the heart of the Beehive redevelopment through the integration of skateable features into the built environment. Consultation sessions with local skaters of all ages and abilities mean that architectural features and spaces are designed with the input of the people who will use them, ensuring the plans meet the needs of skaters and pedestrians.

Abbey People – Focus on Abbey

Railpen has established a new long-term partnership with local community charity Abbey People to support some of the most vulnerable and excluded groups in Cambridge, with a particular focus on the Abbey and East Barnwell area of Cambridge. The overall aim of the partnership will be to ensure local residents benefit from the investment coming forward in the area through the proposed Beehive development. Key activities include: providing core funds for the Abbey Food Hub; working with Abbey People to inspire people from underrepresented backgrounds to consider careers in Life Sciences; creating opportunities and reducing barriers to work, and developing a community volunteering programme for Railpen and its partners.

Cambridge Science Centre – ‘The Makers Lab’

Railpen and Cambridge Science Centre are working together to create ‘The Makers Lab’ at the Beehive. ‘The Makers Lab’ will be an energetic hub of youth engagement and activity throughout the day, providing an exceptional and distinctive STEM educational resource nestled in the heart of a vibrant Beehive community.

It is proposed that ‘The Makers Space’ will be delivered in the first phase of development and the Applicant is working closely with Cambridge Science Centre to co-design the space.

The Applicant is also working with Cambridge Science Centre to deliver the ‘Cardboard Cambridge – Craft the future’ project as a Meanwhile initiative. The project, which is planned for Autumn 2023, will create a hands-on family maker space, themed around city building, with the following outcomes:

- Engage young people, schools and families in a participatory exploration of what the future of Cambridge could be if there were no restrictions.
- To support the crafting and making skills of young people – engaging them in a discussion concerning the design process.
- To support a forward-thinking view of Cambridge where the successes of the past serve as the foundation for a bright future.
- To be an accessible, fun and free space for families and schools to gather and engage in purposeful play.
- To showcase the potential power of a Cambridge Science Centre venue at the future Beehive Centre development.

Make Space for Girls – co-designing external public space

The Applicant has partnered with Make Space for Girls and Julia King Associates (JKA) to work with local young women and girls to co-design part of the external public space in the Beehive Centre redevelopment.

It is anticipated that the project will commence in September 2023 in partnership with Parkside Community College, with the learnings from the workshop process informing the detailed landscape designs for the Beehive Centre. The programme will include the following:

- A launch event and half-day workshop with participants drawn from Year 9 / Year 10 girls. The indicative programme would include (1) an introduction to careers in constructions; meet young women who are working on the projects and hear what it’s like to work in property; (2) an introduction to the Beehive site and a walk round; (3) a creative activity around place making.
- Working with a smaller group of young girls – recruited during the launch – on issues of equitable access to public space considering issues of mobility, safety, play, programming, and amenities. This would involve a series of three half-day workshops where we would explore issues of public space, map existing assets and speculatively propose alternative public spaces.

Indie Cambridge – supporting local businesses

The Applicant has partnered with Indie Cambridge (a membership organisation for independent businesses in Cambridge) to help support small and medium-sized businesses through targeting opportunities during the development and operation of the Beehive Centre.

Form the Future – employment and skills

The Applicant has partnered with Form the Future to establish innovative new connections between the local young people of Cambridge and the future tenants of the Beehive Centre. This progressive partnership will establish diverse and inclusive programmes for young people to engage with a wide range of businesses, expose them to an array of careers, and develop their social and science capital.

Employer engagement projects, work placements, summer programmes and internships will give young people from all backgrounds valuable and inspirational experiences to work inside exciting new companies and provide those young people with the opportunities to start building the critical soft skills required for a successful career.

Marshalls Skills Academy – employment and skills

The Applicant has joined a consortium of local stakeholders to develop a construction skills academy on the Marshalls site off Newmarket Road in order to maintain a Marshalls training presence in Cambridge.

5. RESPONSE TO FEEDBACK

- 5.1 The following represents a summary of the key issues that have been raised through the consultation process and the Applicant's response. Answers to frequent questions have been given at regular intervals during consultation, on the website and in email communication.

Theme: Retention of retail

Summary

The retention / provision of local retail and amenities for local residents was a key concern throughout the consultation.

Some wanted to know how the Beehive redevelopment fits with any masterplan for Cambridge Retail Park and 230 Newmarket Rd.

Applicant's response

We know how important it is to get this right for immediate neighbours and for East Cambridge as a whole. We have been gauging feedback from the community and talking to councillors to learn what retail stores residents find most valuable.

We are making good progress with several retailers regarding their re-location to Cambridge Retail Park. We can't name all the retailers at this stage for commercial reasons, but we can confirm that we are focusing on the retailers that people would most like to see retained in the local area.

Railpen purchased Cambridge Retail Park in December 2020 to create a single shopping destination that will focus on larger retail spaces, including the relocation of retailers from the Beehive Centre.

Our plan looks to rebalance retail provision in the area, with the Beehive Centre providing a different type of offer with around 20 new shops and leisure facilities, including a small supermarket and affordable gym, to complement Cambridge Retail Park which will continue to offer larger retail spaces.

Theme: Transport impact

Summary

Further information was required to explain the impact on the transport network, including car traffic management, public transport, pedestrian and cycle networks, and parking.

Applicant's response

Today, the Beehive Centre generates significant congestion locally. Over 10,000 cars access the site daily during the week, with this increasing to 12,000 at weekends. In the future, private car use will be limited to essential use only for those who need it, with an increase in people cycling, walking and using public transport. The result would be much less traffic on surrounding streets, with only 550 car trips per day to the site expected during the week and 250 at weekends.

Local cycle parking standards have been surpassed, with over 4,200 cycle parking spaces which will be located within the different buildings and separate cycle barns. Each building will include showers, changing facilities and lockers and additional short-stay visitor cycle parking will be available across the site, with a staffed cycle hub provided to assist with bike maintenance.

Additionally, we will make a provision or contribute financially towards cycle infrastructure in the area which will ensure that the site will be easily accessible from different key locations such

as the train station, Cambridge North, the City centre etc.

We will also deliver a significant investment into improving local public transport with an additional 15 buses per hour. This will include an increase in frequency to the Newmarket Park & Ride, with a service extension to the train station, a new service to Milton Park & Ride, as well as new direct services to Cambourne and St Neots, Huntingdon and St Ives, Ely and Waterbeach.

We will invest in cycle and pedestrian improvements, including connections towards the train station and along Coldham's Lane and support the council-led scheme of Newmarket Road improvements. The site access roundabout will also be improved to make it safer for both pedestrians and cyclists.

Finally, a car park management strategy will be in place on site to ensure car parking spaces are used efficiently and to prioritise people with limited mobility. It will also ensure that a safe, secure environment is maintained and that parking requirements on the site do not negatively impact on local on-street parking.

Theme: Approach to height – immediate context

Summary

Local residents wanted to know what impact the taller buildings would have on neighbouring houses, in particular overlooking and daylight/sunlight.

Applicant's response

Building heights have been amended following the pre-application consultation to improve townscape views and the relationship to immediate neighbours.

Generally, we have a 3-storey edge where buildings sit at or near residential boundaries. This is approximately equivalent to the taller elements of the buildings at St Matthew's Gardens and c5m taller than the existing buildings at York Street.

Retained daylight levels are considered appropriate for a development of this scale in an urban location and are not considered to unacceptably impact the neighbouring properties.

As part of the Planning Application our surveyors have undertaken a sunlight assessment of the impact of the scheme on the neighbouring properties and this assessment has been shared with the Council.

A Design Code has been developed and submitted with the planning application to help guide the detailed design of each building – this code stipulates that the detailed planning applications for the buildings facing immediate neighbours must demonstrate how any overlooking will be managed.

Theme: Approach to height – wider context

Summary

Respondents wanted to know why the Applicant was proposing taller buildings and if these were suitable for the city skyline.

Applicant's response

Building heights have been amended following the pre-application consultation to improve townscape views and the relationship to immediate neighbours.

Feedback received during the public consultation process indicated that it is important to make sure the development did not appear as a single mass on the skyline. In response, the Masterplan has taller buildings in two locations, separated by a stretch of lower buildings to create a skyline

with distinct features amongst lower buildings.

We have also moved taller buildings towards the centre of the site to lessen the impact on immediate to intermediate distance local views and to allow lower building elements to sit alongside residential boundaries.

To realise the vision for the site as a local centre with quality architecture and character spaces of differing scales, there is a requirement for the quantum of floorspace to underpin these aspirations of benefits. Therefore, the townscape design development has carefully considered the balance between enabling these benefits and ensuring the approach is responsive to the near and far context.

Theme: Construction impact

Summary

Local residents wanted to know how long construction is likely to take and how the impact of construction would be kept to a minimum.

Applicant's response

Construction is expected to commence in Q2 2026, and the building programme spaces c.8.5 years and will be a phased approach.

We would work closely with the Council and local residents to mitigate any impact to the surrounding neighbourhood and keep the construction programme to a minimum. These steps include:

- Adopt a 'Considerate Constructor' approach and practices.
- Give regular updates on planned construction activities.
- Establish a Residents' Liaison Group prior to construction.
- Keep the development area and surrounding roads clean and tidy.
- Ensure site access gates and construction vehicle access routes are easily identifiable with clear signage.
- Utilise equipment that monitors noise, vibration and dust to set maximum limits and share results with resident groups.
- Use modern construction techniques and methods (where possible) to ensure an efficient programme.

Construction activities naturally generate increased noise levels during certain processes; however, the Construction team will be required to employ best practicable means to minimise noise associated with their work at all times.

A comprehensive noise management plan (NMP) will be developed prior to construction and included within the Construction Environmental Management Plan (CEMP). This will provide detailed information on how noise will be effectively controlled and mitigated. Measurements of the existing environmental sound levels have been conducted across the site and this data will be used to inform NMP.

Theme: Trees & Biodiversity

Summary

Concern over existing trees on the site and the retainment of biodiversity.

Applicant's response

The proposal will add significantly more trees onto the site. A comprehensive tree planting plan was created with a focus on tree retention with one example being around the cycle path at Vera's Garden. The proposal aims for 100% Biodiversity Net Gain.

Theme: Green space

Summary

There is support for more green space in the area but concern over the quality of the spaces and the need for them to be intentional and social.

Applicant's response

Currently the site has no usable public open spaces. We believe we are making a valuable contribution to open space in the area.

For context, the combined areas of green space (Wetlands, Vera's Garden and Abbey Walk) will be around three times the size of Market Square. Whilst these spaces are a mix of hard and soft landscape, they do constitute a significant area of green / open space.

Theme: Housing

Summary

Concern over the exclusion of housing.

Applicant's response

We understand the housing challenge that Cambridge is facing; but the city requires a range of development, such as the commercial one we are proposing, and we believe the facilities and jobs coming forward through the Beehive development will help ensure the right infrastructure is in place to support current housing delivery on other sites.

The Beehive Centre is well located in relation to existing and future population growth and is well connected to key housing growth locations, from Darwin Green, Northstowe, Waterbeach and plans for Marshalls Airfield. Finally, the Council is forming a new Local Plan for the period up to 2040 which allocates other sites to deliver housing, and in January this year the Council identified that further additional housing-need would be catered for across three sites- Cambridge East, Addenbrooke's South Expansion and North East Cambridge.

Theme: Community use

Summary

There is a need for a new community space or equivalent functionality in this part of Abbey Ward. The community is keen for community uses that benefit all user groups, especially the youth.

Applicant's response

The ground floor plan has been developed to incorporate a variety of uses, for all ages and throughout the week and day and night.

Section 4 of this report outlines the first partnerships we have formed to bring much-needed new social and community infrastructure to the area.

Theme: Sustainability

Summary

The importance of sustainability and reducing water usage.

Applicant's response

We are working with Professor John French from the Cambridge Institute for Sustainability Leadership to minimise carbon in development (embodied carbon) and only then to offset residual carbon, making the development net zero carbon at completion.

We have created a sustainability charter for the development which sets baseline and

aspirational targets for sustainability, including achieving a minimum of BREEAM Outstanding across seven of the workplace buildings.

Ensuring that water use is managed and carefully stewarded is at the heart of our climate resilient design. To minimise the water use increase, maximum sustainable water use BREEAM credits will be achieved, including the exemplary performance credit associated with water recycling.

The buildings have been designed to be ultralow water users by recovering greywater from showers and sinks as well as collecting rainwater to significantly reduce potable water.

We have also considered how rainwater can be stored and collected through rain gardens, swales and the central wetlands area. Plant species will be selected to be drought tolerant; where irrigation is required, the idea would be to use rainwater / greywater to reduce the need for portable water usage.

Theme: Management & servicing – public spaces

Summary

How will you manage the public spaces and streets and how will you minimise anti-social behaviour?

Applicant's response

Public spaces and streets would be managed to create a safe and attractive environment for all residents and visitors.

We are aware of current issues and have incorporated design interventions; we are proposing security measures including active ground-floor uses, 24-hour security, CCTV and improved lighting.

Theme: Management & servicing – neighbour consideration

Summary

How will you manage servicing and minimise disruption to local residents?

Applicant's response

All delivery and servicing for the development will continue to take place on-site. The existing service yard along the eastern boundary of the site will be retained but no longer extend to border Sleaford Street.

The service yard will directly serve adjacent buildings, while buildings in the southwest will be serviced from loading bays along the internal road network.

Heavy goods vehicles will be restricted from accessing the one-way loop to ensure pedestrian and cyclist safety. Deliveries by larger vehicles will unload within the service area, and goods will be transferred to smaller on-site electric vehicles for distribution, minimising interaction between heavy goods vehicles and pedestrians and cyclists.

6. STAKEHOLDER ENGAGEMENT

- 6.1 This section sets out the stakeholders that have been consulted throughout the consultation process. In April 2023, ahead of public consultation, the Applicant sent letters to political and community stakeholders introducing the proposals and offering a briefing. Following this, stakeholders were kept updated throughout the consultation programme.

Phases One and Phase Two		
Stakeholder	Date	Type
Stakeholder pre public consultation event	16 Jun 2022	In-person
Cllr Neil Shailer, Romsey Division Cllr Alex Bulat, Abbey Division	23 Aug 2023	In-person
Cllr Katie Thornburrow, Executive member Planning Policy & Transport, Petersfield Ward	30 Aug 2022	In-person
Members Briefing	10 Nov 2022	In-person

- 6.2 A series of **summer workshops** were organised to further drill down in to three important areas of the consultation. These were:

- Green Spaces & Landscape, hosted by LDA Design
- Youth Facilities, hosted by Four Communications
- Community Space & Ownership, hosted by Social Life

- 6.3 These workshops were well attended by over 50 local groups and residents. These included:

- Petersfield Area Community Trust
- On the Verge Cambridge
- Cambridge Ahead
- CamSkate
- CamCycle
- Abbey People
- Friends of St Matthews Piece
- Cambridge University Students Union
- Living Streets
- Cambridge City Council
- Cambridge County Council
- Cambridge Museum of Technology

- 6.4 The final public consultation was accompanied by a wider range of briefings with community, business and local political stakeholders throughout the spring and summer 2023.

Phase Three		
Stakeholder	Date	Type
Abbey People	6 Feb 2023	In-person
Cambridgeshire Chamber of Commerce	7 Feb 2023	In-person
Abbey Ward Members	8 Feb 2023	In-person

Onside Youth Charity	13 Feb 2023	Virtual
Cambridge Youth Panel	21 Feb 2023	In-person
Petersfield Ward Members	21 Feb 2023	In-person
Make Space For Girls	28 Feb 2023	In-person
Red2Green	6 Mar 2023	Virtual
Cambridgeshire Chamber of Commerce	7 Mar 2023	In-person
Robert Pollock (Cambs Chief Executive)	7 Mar 2023	In-person
Indie Cambridge	13 Mar 2023	In-person
Abbey People	13 Mar 2023	In-person
Cambridgeshire Community Foundation	27 Mar 2023	Virtual
Marshall Skills Academy (Dan Edwards)	29 Mar 2023	In-person
Cllr Alex Bulat, Abbey Division	29 Mar 2023	In-person
Form the Future	29 Mar 2023	In-person
Make Space For Girls	4 Apr 2023	In-person
Cambridge Science Centre	12 Apr 2023	In-person
Indie Cambridge	13 Apr 2023	Virtual
Cambridge Youth Panel workshop	13 Apr 2023	In-person
Red2Green	17 Apr 2023	Virtual
CamCycle / Living Streets / Cambridge Area Bus Users	17 Apr 2023	Virtual
Cambridge Science Centre	3 May 2023	In-person
Indie Cambridge	3 May 2023	In-person
FutureIN	10 May 2023	Virtual
Abbey People	11 May 2023	In-person
Abbey Ward Members	11 May 2023	In-person
CamSkate	11 May 2023	In-person
Innovate Cambridge	24 May 2023	Virtual
Cambridge&	25 May 2023	Virtual
Indie Cambridge	25 May 2023	
CamCycle workshop	30 May 2023	In-person
Cambridge Science Centre	31 May 2023	Virtual
Red2Green workshop	6 Jun 2023	In-person

Cambridge&	8 Jun 2023	In-person
Innovate Cambridge	8 Jun 2023	In-person
Petersfield Ward Members	29 Jun 2023	In-person
Focus on Abbey workshop	19 Jul 2023	In-person
Marshall's Skills Academy Consortium	29 Jul 2023	In-person

- 6.5 The overall response to the development proposals from stakeholders has been positive. Most stakeholders welcome the principle of development. That being said, there have been concerns raised through the consultation, which the Applicant has sought to proactively address and where possible, fed into the final proposals. Key themes emerging from the consultation stakeholder engagement process were:

AN OPPORTUNITY SITE. Everyone recognises that this is a key opportunity site + support for science technology & innovation.

GREEN SPACES. Strong support and interest in **new green spaces** –need to be intentional and really social.

SUSTAINABILITY. Importance of sustainability in its broadest sense.

PARKING. Tension between reducing car use vs. realistic worker needs and impact on parking pressure.

COMMUNITY SPACE. Need for a new community space or equivalent functionality in this part of Abbey Ward.

YOUTH FACILITIES. Requirement for 7-18 yrs amenities.

GROUND FLOOR. Support for active ground floor –needs to work into the evenings and at weekends.

SAFETY. Safer, more attractive access points and routes through the site.

HIGH STANDARDS. There was appreciation that the development would be of a high standard architecturally and in terms of landscaping.

APPROACH TO HEIGHT. Some are concerned around building heights and impacts on immediate neighbours and the wider skyline.

THEM VS US. There was concern about how well it will knit in with the surrounding area and whether it would cater for residents or solely for the workers on site.

7. PRE-SUBMISSION PUBLIC CONSULTATION – PHASE 1

- 7.1 A range of different communication materials were shared to increase the reach of the consultation and therefore the number of people who were fully informed of the proposals and had the opportunity to contribute to the consultation.

These included:

Activity	Detail
Stakeholder correspondence	Stakeholders were corresponded with at various points in the consultation process. They were invited to consultation events and specific briefings.
Tenant communications	Tenants were written to by the managing agent of The Beehive Centre JLL.
Direct mail to residents	A newsletter was distributed to 6,500 residential and business addresses around the site. This informed local people about the development, the website and of consultation events. A copy of the newsletter is included in Appendix 1b.
Newspaper advert	Newspaper adverts were placed in the Cambridge Times & Cambridge Independent and appeared in the 'In your area' page of their website. This informed readers about consultation events. A copy of the advert is included at Appendix 1c.

- 7.2 Stakeholders and residents took part in consultation events, engaged with the project website and submitted their feedback via the contact centre. These included:

Consultation Webinar – 21 & 23 June 2022

Two webinars were hosted by the project team on Zoom with 68 attendees in total:

- **Tuesday 21 June 2pm to 3pm = 32 attendees**
- **Thursday 23 June, 6pm to 7pm = 36 attendees**

The webinars ran for c.1.5hrs each and included a presentation from the team with an opportunity for attendees to ask questions.

Public Exhibition – 16 & 18 June 2022

As part of the consultation phase the Applicant hosted a public exhibition on the proposals for the Beehive development. The exhibition took place across two dates at St Barnabas Church, Mill Road.

- **Thursday 16 June, 1:30pm to 5:30pm**
- **Saturday 18 June, 11:00am to 4:30pm**

This included a preview event for councillors and tenants of The Beehive Centre on the Thursday 16 June. 225 people attended the event across the two days. The outline of the public exhibition is summarised in the table below:

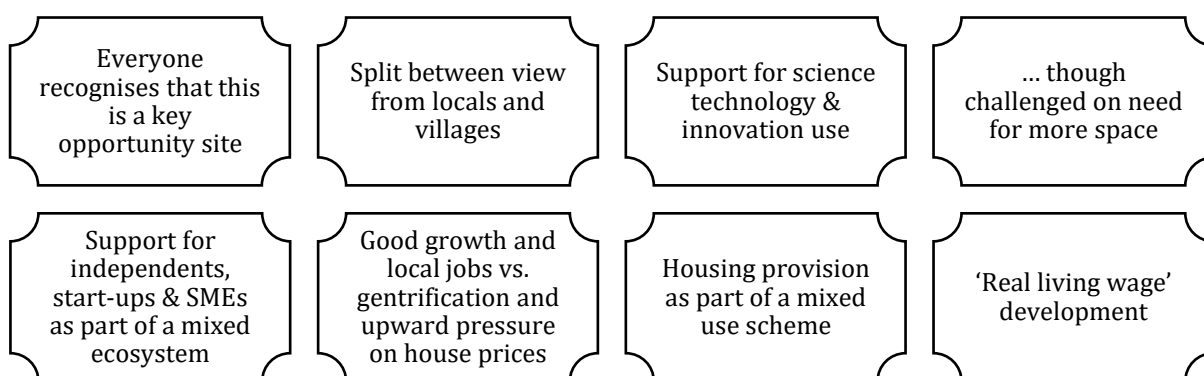
	Detail
Public Exhibition	Where St Barnabas Church, Mill Road, Cambridge, CB1 2BD When The exhibition was held over two days: • Thursday 16 June, 1:30pm to 5:30pm • Saturday 18 June, 11:00am to 4:30pm
Purpose	• Set out principles that will guide development and seek feedback on them. • Understand what the local community values about The Beehive Centre today. • Gather ideas for what people would like to see in any future development.
Format	The exhibition included boards around the perimeter of the church hall for attendees to learn more of the proposals. Members of the project team were on hand to answer questions. Attendees were invited to feedback to the project team in a range of ways: • Postcards for open feedback on the proposals. • Ranking principles of development by importance. • A0 plan of indicative ground floor layout. • A0 plan of indicative landscape. • Conversations with the project team.
Attendance	225 people attended the exhibition days, including: • Cllr Richard Robertson (Petersfield) • Cllr Neil Shailer (Romsey, County Cllr) • Cllr Dinah Pounds (Romsey) • Cllr Dave Baigent (Romsey) • Cllr Naomi Bennett (Abbey, Leader, Green & Independent Group) • Cllr Mairead Healey (Romsey) • Cllr Hannah Copley (Abbey)

7.3 **Public Exhibition Feedback**

The following five pages summarise the feedback received. This covers comments on postcards, on post-it notes on the A0 boards and through conversations with the project team. The feedback has been grouped into comments under four themes:

1. General comments & commercial use
2. Retail & amenities
3. Green space & design
4. Transport

General comments & Commercial Use



1. Everyone recognises that this is a key opportunity site. Most people said that this was a really important site for Cambridge and a real opportunity. They agreed that the site was underused at the moment and could do a lot more. They said that the area needs to change, and the right kind of redevelopment would be welcomed.

2. Split between view from locals and villages. Anecdotally from media and social media coverage there feels like there is a split in views between people who live nearby and are more likely to support change, and those further away for whom the benefits are minimal compared to the loss of convenience retail.

3. Support for science technology & innovation use. Visitors to the exhibition agreed that commercial space for science, technology and innovation businesses would fit in well with Cambridge's strengths.

4. ... though challenged on the need for more space. Vacancies in other retail parks were noted by a few attendees.

5. Support for start-ups and SMEs as part of a mixed ecosystem. The idea that redevelopment of the scheme could provide space for small, medium and independent businesses, as well as bigger businesses was strongly welcomed. People understood that the site was allocated by the City Council for employment rather than new homes and were interested to hear that the City currently only has about three months' supply of commercial space.

6. Good growth and local jobs vs. gentrification and upward pressure on house prices. People wanted the benefits of growth to be properly shared, so ideas about creating apprenticeships, job placements and school outreach programmes went down well. Visitors were also reassured that the kinds of new jobs being created would be at all skill levels, ensuring that local people could benefit.

7. Housing provision as part of a mixed-use scheme. A number of people suggested that a truly mixed-use development required housing and were keen to understand why this could not be provided on site.

8. 'Real living wage' development. This was suggested as a commitment for the team.

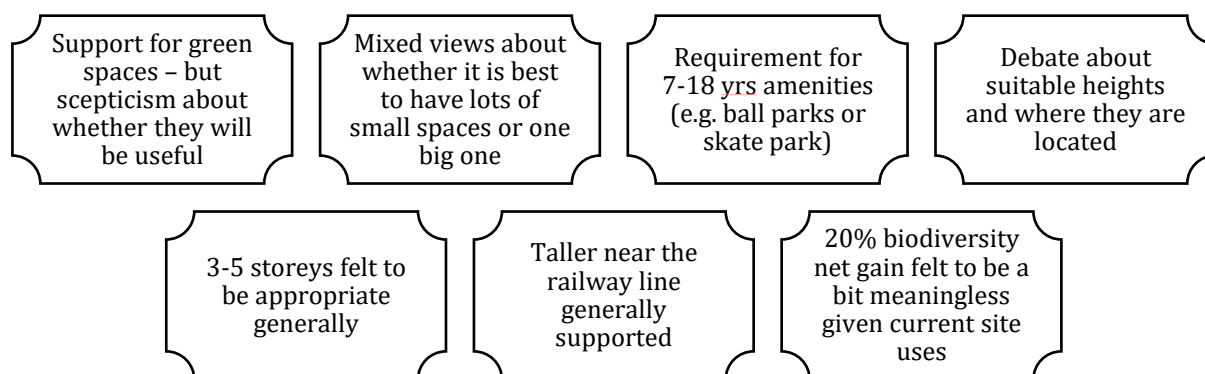
Retail and Amenities



- 9. Retain ASDA, M&S & affordable food retail.** Access to affordable food was a theme that came up a lot and people talked about the importance of ASDA as a local amenity. The possibility that this could be moved over to Cambridge Retail Park was welcomed. Other shops like Pets at Home and the gym are also seen as really useful by local people and they liked the idea that these could come back as part of a future scheme. There are also other amenities, like NHS dentistry, which are missing from the area, which people would like to see provided.
- 10. Support for active ground floor.** People liked the idea of a really active ground floor with cafes, shops and community space that keep it busy throughout the week and weekends, including into the early evening.
- 11. Strong need for flexible community space.** There was strong support for flexible and “curate-able” community space, which is seen as really lacking in the local area and the idea that this could be provided as part of the scheme was welcomed.
- 12. Requirement for 7-18 yrs amenities.** Whilst we were told that there are good facilities and play areas for younger children, it was felt that there is a gap for younger people between 7-18 years. People asked if we could provide more amenities, such as ball parks or skateboarding facilities as part of the scheme.

- 13. Retention of Everlast gym, Gymfinity & pool.** These were valued as local amenities; there is a perceived lack of alternative gym provision nearby.
- 14. Artists studio space / workshops desired by some.** A couple of people suggested this as an appropriate ground floor use.
- 15. Complement / don't detract from the Mill Road business community.** There was support for existing local traders. This scheme was not seen as a threat to them, but there was still a desire to ensure compatibility.
- 16. Promoting evening activity vs. managing noise issues.** There were several comments from people who wanted to see activities into the early evening and across the weekend, balanced by a desire for reassurance from other consultees about noise and nuisance. For example, residents in Silverwood Close were interested in boundary conditions to their homes and how their amenity could be protected. There were concerns about having open spaces next to party walls for security.
- 17. Dentist provision much needed.** The lack of NHS dentistry provision was raised by one ward councillor and by a small number of visitors.
- 18. Is there scope to support local schools with facilities / space?** The lack of amenity space in local school sites was noted and it was suggested by a couple of respondents that we might explore provision on The Beehive Centre site, for example by way of a land swap.

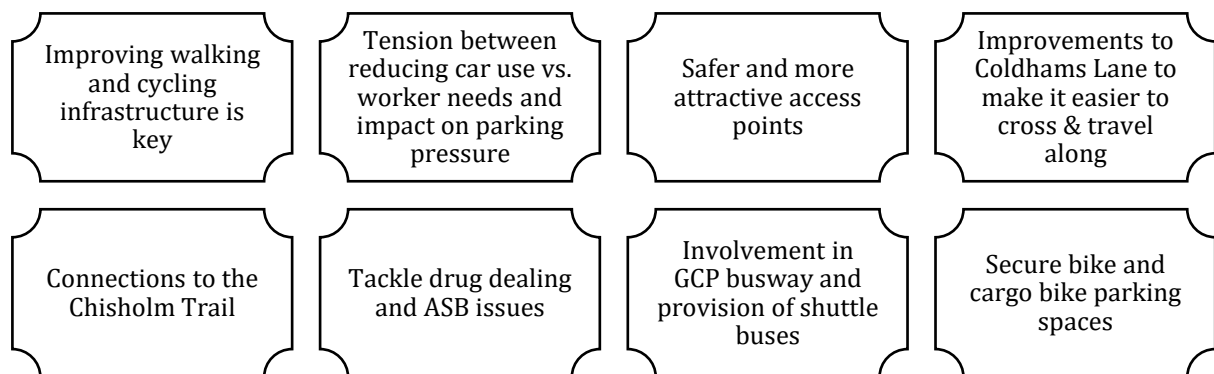
Green Space & Design



- 19. Support for green spaces – but scepticism about whether they will be useful.** The new green spaces and landscape ideas shared were welcomed. There were concerns about how large the spaces proposed looked, compared to built form. Visitors said that the area had a real lack of useable green spaces, though there were differing views over whether the best option was to have big spaces or a series of smaller ones. A common theme was that whatever is designed needs to be really useable; a place where people can actually sit and meet, or a community garden were seen as good ideas.
- 20. Mixed views about whether it is best to have lots of small spaces or one big one.** There was discussion with different groups of residents about whether several smaller spaces or one larger space were preferred. The general view was that they needed to be intentional spaces.

- 21. Requirement for 7-18 yrs amenities.** Whilst people told us that there are good facilities and play areas for younger children, it was felt that there is a gap for younger people between 7-18 years. People asked if we could provide more amenities like ball parks or skateboarding facilities as part of the scheme.
- 22. Debate about suitable heights and where they are located.** There was a really rich discussion about the relationship between any future development, residential neighbours and the railway line. People generally agreed that if there were taller buildings then these would work best next to the railway, whilst development near homes should be on a smaller scale or well screened with trees and landscape.
- 23. 3-5 storeys felt to be appropriate generally.** There were a range of views on height: whilst there was some tolerance for 8-10 storeys, this was generally felt to be tall and 3-5 storeys was felt to be more comfortable. To some extent, people have been sensitised by recent commercial and other developments (e.g. the station's recent development was cited).
- 24. Taller near the railway line generally supported.** There was a general consensus that this was the right analysis, and perhaps the sense that local views mattered more than long-views of the site and the Cambridge skyline.
- 25. 20% biodiversity net gain felt to be a bit meaningless given current site uses,** i.e. the baseline presented by the current site is very low.

Transport



- 26. Improving walking and cycling infrastructure is key.** Improving cycling and walking infrastructure was really important to a lot of people, in particular creating new cycle routes through the site. It was clear that Coldham's Lane is in need of improvements, both for cycling and to make it easier for people to get across to Cambridge Retail Park in a safe and accessible way.
- 27. Tension between reducing car use vs. realistic worker needs and impact on parking pressure.** Reducing car use and traffic was a real priority for a lot of people and ideas presented for promoting sustainable travel options, walking, cycling and servicing consolidation were welcomed. There were concerns about parking pressure on nearby streets as a result of the scheme and it was important to a number of people that adequate car parking was provided on site for workers, which was explained would be done.
- 28. Safer and more attractive access points.** Current walking and car access points to the site are poor and can feel really unsafe, particularly in the evenings and in the winter. Some of the

pedestrian routes have become a focus for anti-social behaviour and people welcomed the presented ideas to improve these areas as part of any future scheme.

- 29. Improvements to Coldham's Lane to make it easier to cross & travel along.** This is currently a barrier for many people to get across to the Cambridge Retail Park and in itself is often very congested, offering a poor-quality route for cyclists. Improvements here would be welcomed.
- 30. Connections to the Chisholm Trail.** People were keen for these cycling connections to be made, including Jim Chisholm.
- 31. Tackle drug dealing and ASB issues.** A number of residents talked about drug dealing happening at certain entrances to the site, contributing to the safety concerns.
- 32. Involvement in GCP busway and provision of shuttle buses.** Respondents raised questions including:
 - Was the Railpen team talking to the Greater Cambridge Partnership about their proposed busway?
 - Would Railpen be involved in this or in providing shuttle buses for workers?
- 26. Secure bike and cargo bike parking spaces.** Attendees wanted to see a good amount of secure parking, especially for cargo bikes and electric bikes.

7.4 **Additional Webinars**

During the first round of consultation, local groups got in touch suggesting that we work with them on further local outreach. We ran tailored re-runs of the webinar presentation with the following groups:

- **Abbey People** – An additional webinar was held for and hosted by Abbey People on 20th July 2022.
- **Coldham's Lane residents' Association** - They are keen to see traffic reductions and improvements along Coldham's Lane. We organised a follow-up meeting with them with a specific focus on this topic. This was held on 3rd August 2022.

8. SUMMER WORKSHOP SERIES

- 8.1 Following the first round of exhibitions and webinars, the Applicant identified three areas where it could work closely with the local community to develop ideas. The Applicant created a series of summer workshops, whose summary reports are included in Appendix 1r. All local groups identified in the stakeholder mapping exercise were invited to attend these sessions.

Green Space & Landscape (delivered by LDA Design)

Key discussion points:

- What are our inspiring ideas for the landscape?
- What kinds of green spaces and landscape do people want to see created?
- How do we make these spaces social and attractive to all, inc. families?

Youth Facilities (developed with Cambridge City Council)

Key discussion points:

- What amenities do young people in the area need and want?
- What activities would parents support?

Community Space & Ownership (delivered by Social Life)

Key discussion points:

- What community spaces and places are needed?
- What formats should they take?
- How do we give ownership of parts of the site to the local community?
- What should be our approach to programming events, culture, art etc. into the spaces we create?
- How will this programme be managed, with community input?

- 8.2 These workshops were well attended by over 50 local groups and residents. These included:

- Petersfield Area Community Trust
- On the Verge Cambridge
- Cambridge Ahead
- Cam-Skate
- CamCycle
- Abbey People
- Friends of St Matthews Piece
- Cambridge University Students Union
- Living Streets
- Cambridge City Council
- Cambridge County Council
- Cambridge Museum of Technology

- 8.3 These workshops provided useful feedback to the design process and have been reported separately by the organisations that facilitated them.

9. PRE-SUBMISSION PUBLIC CONSULTATION – PHASE 2

- 9.1 A range of different communication materials was shared to increase the reach of the consultation and therefore the number of people who were fully informed of the proposals and had the opportunity to contribute to the consultation.

These included:

Activity	Detail
Stakeholder correspondence	Stakeholders were corresponded with at various points in the consultation process. They were invited to consultation events and specific briefings.
Tenant communications	Tenants were written to by the managing agent of The Beehive Centre JLL.
Direct mail to residents	A newsletter was distributed to 6500 residential and business addresses around the site. This informed local people about the development, the website and of consultation events. A copy of the newsletter is included in Appendix 1f.
Newspaper advert	Newspaper adverts were placed in the Cambridge Times & Cambridge Independent and appeared in the 'In your area' page of their website. This informed readers about consultation events. A copy of the advert is included at Appendix 1g.
Press release	A press release was issued and is included in Appendix 1h.

- 9.2 Stakeholders and residents took part in consultation events, engaged with the project website and submitted their feedback via the contact centre. These included:

- CamSkate
- Friends of St Matthew's Piece
- Cambridge Past Present and Future
- Cambridgeshire Chambers of Commerce and Industry
- Greater Cambridge Partnership
- Cambridge Green Party

9.3 Consultation Webinar – 23 November 2022

A webinar was hosted by the project team on Zoom with 21 attendees in total. The webinar ran for c.1hr and included a presentation from the team with an opportunity for attendees to ask questions.

9.4 **Public Exhibition – 24 & 25 November 2022**

As part of the consultation phase, the Applicant hosted a public exhibition on the proposals for the Beehive development. The exhibition took place across two dates at St Barnabas Church, Mill Road.

- **Thursday 24 November, 2:30pm to 6:30pm**
- **Friday 25 November, 2.30pm to 7:30pm**

61 people attended the event across the two days. The outline of the public exhibition is summarised in the table below:

	Detail
Public Exhibition	Where St Barnabas Church, Mill Road, Cambridge, CB1 2BD When The exhibition was held over two days: • Thursday 24 November, 2:30pm to 6:30pm • Friday 25 November, 2.30pm to 7:30pm
Purpose	• Share the details of the emerging masterplan with the community. • Understand how people feel about the proposed scheme. • Gather ideas for what community facilities and useful local amenities people would like to see in any future development.
Format	The exhibition included boards around the perimeter of the church hall for attendees to learn more of the proposals. Members of the project team were on hand to answer questions. There was an interactive tour of the site. Attendees were invited to feedback to the project team in a range of ways: • Postcards for open feedback on the proposals • A0 plan of indicative ground floor layout • A0 plan of indicative landscape • Conversations with the project team
Attendance	61 people attended the exhibition days including: • Cambridgeshire Chamber of Commerce and Industry • Greater Cambridge Partnership • Cambridge Green Party • CamSkate • Friends of St Matthew's Piece • Cambridge Past Present and Future

9.5 **Public Exhibition Feedback**

The comments on postcards, on post-it notes on the A0 boards and through conversations with the project team is summarised below:

CONVENIENCE RETAIL. There is still concern about the loss of affordable retail – it will be important to develop the narrative around this as soon as possible. In particular there was concern around how changes would impact the elderly population in the area. Overall, people yearn for clarity about what will be offered in the final scheme – in terms of shops, community facilities and in terms of tenants.

SEEING THE FUTURE. Some attendees struggled to see the benefits that the scheme would deliver, amongst the change that would be created by the development. They preferred the status quo, rather than the positive potential future offer.

NO CONSENSUS. Various suggestions came in around the community facilities that could be provided, could arts and crafts be incorporated, could a lido work and could a floor of the car park be used for a pop-up skate area, for example. However, there was no discernible consensus amongst them.

HIGH STANDARDS. There was appreciation that the development would be of a high standard architecturally and in terms of landscaping.

THEM VS US. There was concern about how well it will knit in with the surrounding area and whether it would cater for residents or solely for the workers on site.

CUMULATIVE IMPACT. A number of people referenced the multiple developments in the local area (Grafton Centre etc.). There was concern around the cumulative impacts these would have and also in terms of consultation fatigue.

GENERATIONAL DIVIDE. Younger people are more positive about the scheme, the opportunities and amenities that it can provide than older people.

HEIGHT. Some nearby residents to the site are concerned around building heights and impacts on their properties and gardens.

RESIDENT SENTIMENT. Much of the heat has been taken out of the conversation – people are less angry than they were in the first round of consultation.

10. PRE-SUBMISSION PUBLIC CONSULTATION – PHASE 3

- 10.1 A range of different communication materials were shared to increase the reach of the consultation and therefore the number of people who were fully informed of the proposals and had the opportunity to contribute to the consultation.

These included:

Activity	Detail
Stakeholder correspondence	Stakeholders were corresponded with at various points in the consultation process. They were invited to consultation events and specific briefings.
Tenant communications	Tenants were written to by the managing agent of The Beehive Centre JLL.
Direct mail to residents	A newsletter was distributed to 6,500 residential and business addresses around the site. This informed local people about the development, the website and of consultation events. A copy of the newsletter is included in Appendix 1k.
Social media advertising	Extensive social media advertising to promote the third public consultation, with the adverts seen by 36,279 people and 1,049 people clicking through to the project website. See Appendix 1l for a sample advert and breakdown of advertising statistic by age.
Press release	A press release was issued. See news articles in Appendix 1m.
Third-party communication	E-newsletter and social media advertising from Abbey People and Indie Cambridge. See Appendix 1n and 1o.

- 10.2 Stakeholders and residents took part in consultation events, engaged with the project website and submitted their feedback via the contact centre. These included:

- Cllr Naomi Bennett (Abbey Ward)
- Cllr Elliott Tong (Abbey Ward)
- Cllr Robert Dryden (Cherry Hinton Ward)
- Cllr Alex Bulat (Abbey Division)
- Sarah Nicmanis (Green Party Parliamentary Candidate for Cambridge)
- Abbey People
- CamSkate
- Friends of St Matthew's Piece
- Cambridge News
- Living Streets
- Cambridge Past Present and Future
- Cambs Youth Panel
- Indie Cambridge

- Cambridge Science Centre
- Greater Cambridge Shared Planning Service

10.3 **Public consultation events**

Third phase public consultation events took place during July 2023.

10.4 **Public Exhibition –14 & 15 July 2023**

As part of the consultation phase the Applicant hosted a public exhibition on the proposals for the Beehive development. The exhibition took place across two dates at:

- **Friday 14 July 2023, 4pm – 7.30pm at St Barnabas Church, Mill Road, Cambridge, CB1 2BD**
- **Saturday 15 July 2023, 10am – 2.00pm at East Barnwell Community Centre, Newmarket Road, Cambridge, CB5 8RS**

130 people attended the event across the two days. The outline of the public exhibition is summarised in the table below:

	Detail
Public Exhibition	Where • St Barnabas Church, Mill Road, Cambridge, CB1 2BD • East Barnwell Community Centre, Newmarket Road, Cambridge, CB5 8RS When The exhibition was held over two days: • Friday 14 July 2023, 4pm – 7.30pm • Saturday 15 July 2023, 10am – 2pm
Purpose	• Share the details of the final masterplan with the community. • Understand how people feel about the proposed scheme. • Gather ideas for what people would like to see in any future development.
Format	The exhibition included boards around the perimeter of the exhibition venue for attendees to learn more of the proposals. Members of the project team were on hand to answer questions. There was an interactive tour of the site. Attendees were invited to feedback to the project team in a range of ways: • A4 feedback forms with a selection of open and closed feedback on the proposals. • Conversations with the project team A 360-degree virtual tour was also displayed to help attendees to gain an understanding of the place that the Applicant is looking to create.

Attendance	130 people attended the exhibition days, including the stakeholders listed above.
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10.5 **Consultation Webinar – 17 & 20 July 2023**

Two webinars were hosted by the project team on Livestorm.

- **Tuesday 17 July 2023 – 28 attendees**
- **Thursday 20 July 2023 – 23 attendees**

The webinars ran for c.1hr and included a presentation from the team with an opportunity for attendees to ask questions. A copy of the presentation can be found in Appendix 1t. and the recordings of each webinar can be viewed here:

- **Tuesday 17 July 2023 at 6pm –**
https://www.youtube.com/watch?v=GrIDQOE_geY&feature=youtu.be
- **Thursday 20 July 2023 at 12pm –**
<https://www.youtube.com/watch?v=CdZcoxzomss&feature=youtu.be>

10.6 **Public Exhibition Feedback**

Stakeholders, residents and members of the wider community who took part in the third phase public consultation events were encouraged to complete a feedback form, to record their views on key aspects of the proposals, in order to obtain structured feedback.

The form contained a demographic question, a question about involvement in earlier rounds of consultation, and ten questions on the latest proposals. These ten questions included a mix of 'closed response' and open response opportunities, to allow for individual comments and feedback (see Appendix 1q for a copy of the feedback form, 2a & 2b for copies of the completed forms).

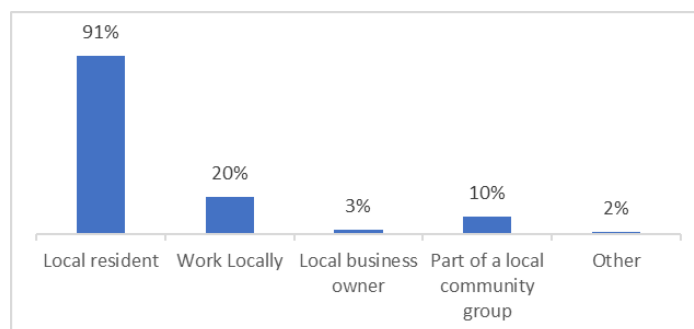
The feedback set out in this section is drawn from 223 sets of feedback collected during the public consultation period, through all feedback mechanisms:

- 20 responses received through feedback forms completed at the in-person public exhibitions.
- 16 responses received through postal submission of completed feedback form.
- 56 responses received through feedback form submission via the project website.
- 24 emailed comments and questions on the proposals received through the project email address: info@beehivecentreconsultation.co.uk.
- 85 questions received during the webinars (see webinar questions Appendix 1u).
- 22 webinar poll responses.

10.7 **Feedback Form responses**

Data presented below in the graphs below is from responses to the questions on the feedback form (all formats), unless otherwise indicated.

Q1. What is your connection to the local area?



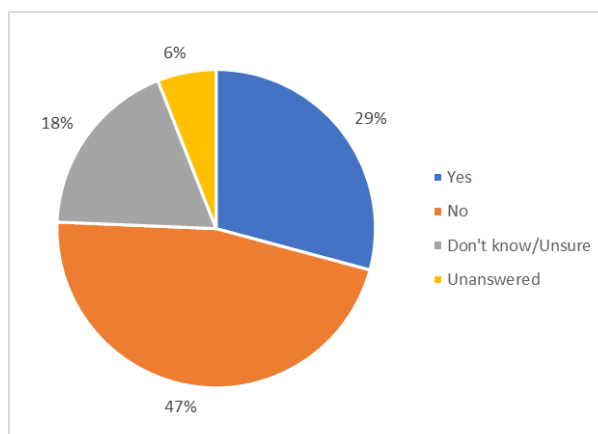
Several respondents selected multiple options to indicate the different connections they had to the local area. 'Other' included religious organisations, local charities, local property ownership and having family in the area.

Q2. If you are part of a local community group, please tell us which group you belong to?

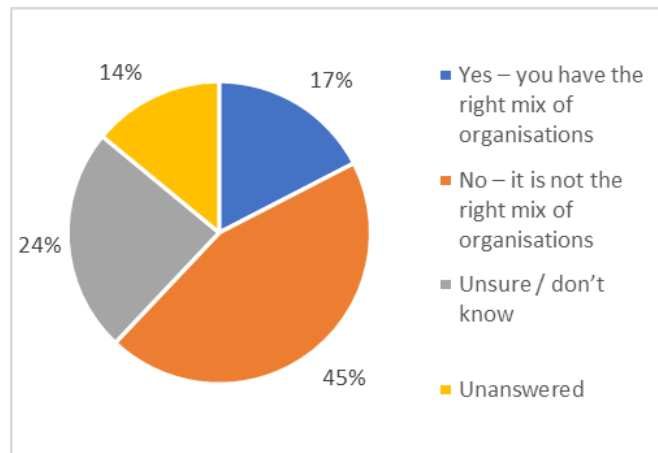
The groups below were identified by respondents to this question:

- Cam Skate
- Cambridge Philharmonic
- AFRINSPIRE (charity)
- Petersfield Area Community Trust
- Mill Road 4 People. Labour Party
- Local nature reserve conservation
- Cambridge Carbon Footprint (charity)
- Transition Cambridge (environmental group)
- Friends of St Matthew's Piece (2)
- St Matthew's Church, Cambridge (2)
- Cambridge Cyrenians, Religious Society of Friends

Q3. Have you contributed to our previous consultations?



Q4. We know how important it is for us to play an active role in the local community, but do you support our decision to work with Cambridge Science Centre, Cambs Youth Panel, Make Space for Girls, Indie Cambridge, Red 2 Green, Form the Future and Cam Skate?

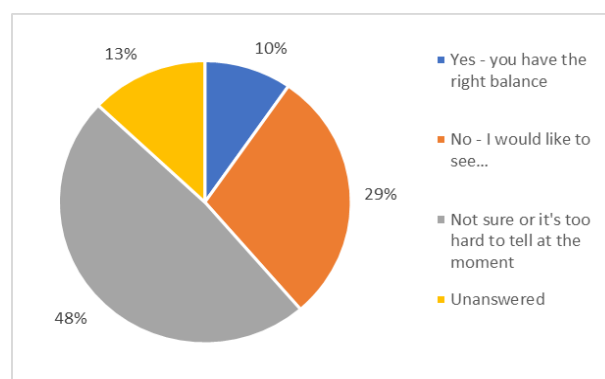


Q5. Are there any other local groups or community groups you think we should be engaging with about the future of the area? If so, please provide details.

Some responses were positive about the current mix, but many felt there was a leaning towards the young. The most frequent suggestions related to involving groups that represented local residents, older people and those with vulnerabilities. Specific groups mentioned included:

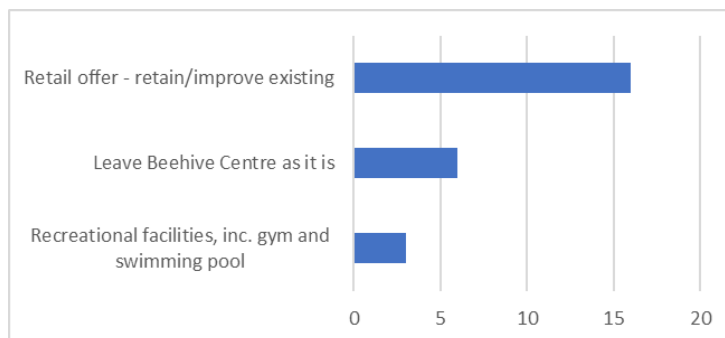
- Local people/residents
- Local streets residents' associations
- Age Concern
- Age UK
- Allia/Future Business
- University of the Third Age
- COPE - Cambridgeshire Older People's Enterprise
- PACT – Petersfield Area Community Trusts
- Streets for People
- Cambridge Cycling
- Friends of the Earth
- Cambridge United Foundation
- Lighthouse Fellowship Church
- St Matthew's Church
- Cambridge Cyrenians
- Computinghistory.org.uk (very local)
- Cambridge Carbon Footprint
- Wildlife Trust
- Friends of the Cam
- Cam Valley Forum
- Cambridge Food Hub
- Cambridge Sustainable Food
- Cambridge Garden of Resilience
- Cambridge Community Arts

Q6. At street level, we have been trying hard to create the right balance between the mix of shops, leisure facilities and community space to create an active, safe and vibrant place - do you think we are getting the balance right?



The responses provided in the text box which followed the ‘No, I would like to see...’ option showed several key themes, with retail being the most commented on. There was a strong desire to retain local stores for local residents, with mentions of convenience stores, larger food stores/supermarkets and a range of affordability options.

Most mentioned



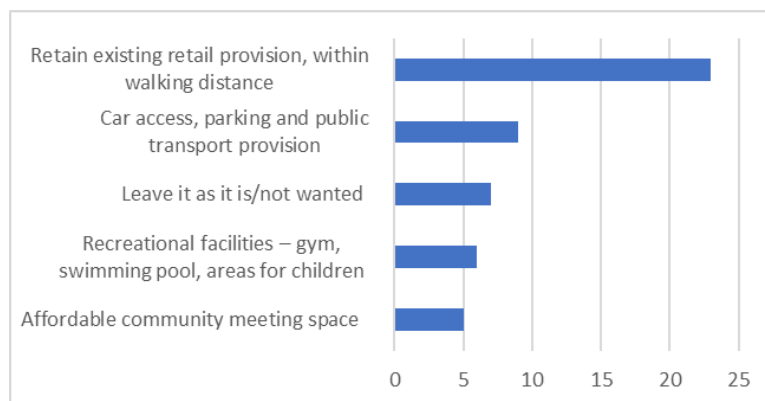
Fewer than 3 mentions

- Homes, including affordable
- Consideration for car users/car parking
- Balance of dining/bars and recreational
- No office/labs
- Provision for older people, people with mobility difficulties
- Provision of vets on site
- Provision of NHS dentist on site
- Provision of station/halt for especially lower paid arriving at the site
- Improved zoning
- Green infrastructure
- Provision of community space

Q7. It is really important to us that existing residents in the area feel this is a place that belongs to them – is there anything we haven’t already included that would make this development feel like it belongs to you?

There were 61 responses to this question. There were 23 mentions relating to the retention of the existing retail provision, seen as affordable and easily accessible to the local community, and associated parking.

Most mentioned



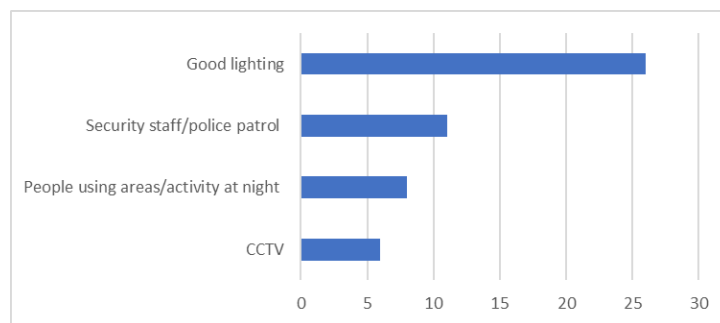
Mentioned three times or fewer

- Provision of more green/open space and outdoor seating/ covered walkway
- Consideration of pedestrian/cycle access
- Height/scale concerns
- Provision of GP surgery, vets, outdoor market
- Provision for people with vulnerabilities
- Provision of homes
- Tree planting scheme
- Traffic and noise concerns

Q8. Creating a safe and secure environment is very important to us, and we will continue to work on this. What would help you to feel safe here, especially at night-time?

The most frequent aspect mentioned was the use of good lighting, with 26 mentions out of 61 responses; this included providing downlit lighting to all public spaces, at street and at path/cycle level, and ensuring no dark areas, to help discourage drug dealing.

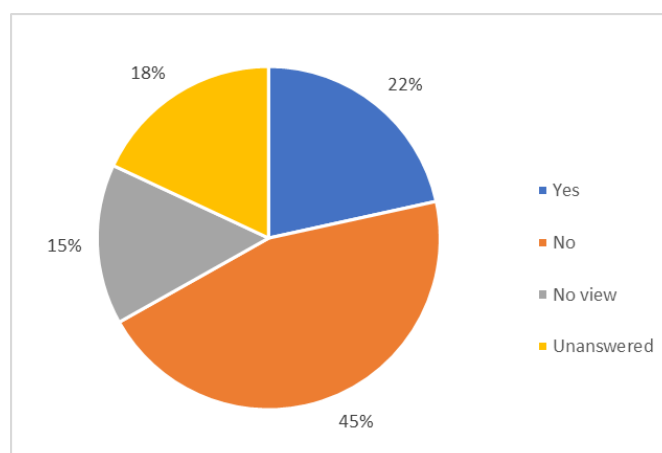
Most mentioned



Mentioned three times or fewer

- Sight lines/openness on paths
- Wide paths and open entry/exit points
- Consideration of pedestrian/cyclist – routes/segregation
- Secure cycle storage/parking
- Accessibility – improve surfaces, consider needs of disabled/visually impaired
- Height of buildings
- Anti-graffiti measures
- Secure fence
- Public transport/nightclub considerations
- Open car parking at ground level
- No pubs/restaurants open at night
- 'Quieten down time' for nighttime venues

Q9. Throughout our consultation so far, we've heard how important open and green spaces are to the local community. We have thought carefully about how we can create new green space with access to nature, flowers and animals to increase biodiversity. Do you think we have been successful in this? Why?



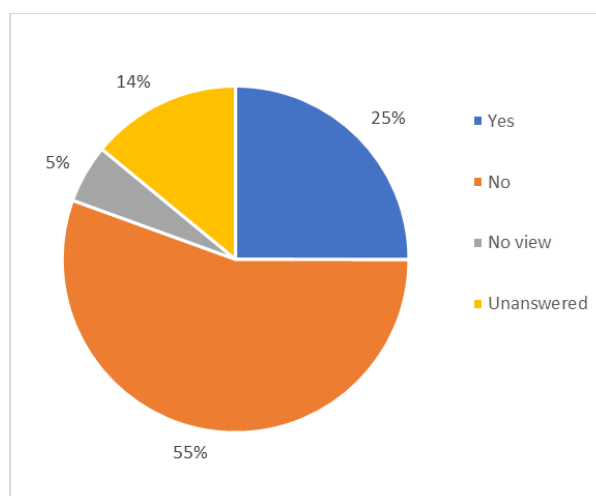
'Yes' responses: The plans for green space were welcomed, with **9 mentions** (out of the 14 'yes' comments) noting this as a positive. Aspects included:

- Improvement on current space
- Increase in green open space – attractive, good proportions, encouraging biodiversity
- Wetlands and Vera's Garden
- Planned inclusion of trees and grass
- Public food garden, with suggestion of heritage fruit trees for pollinators
- Concern that trees, border plants/perennials and water features will be maintained

'No' responses: A desire to see more green/open space to balance the proposed increase in built space was the aspect most frequently commented on - **15 mentions** (out of 33 'no' comments). Aspects included:

- Plans don't include enough /need to include more green space and more open space
- There are plenty of existing green open spaces within Cambridge already
- Buildings will replace existing open space, won't be balanced out by proposed planting, and will overshadow proposed green spaces
- Spaces proposed will not be useable as outlined
- Disconnected nature of spaces will not support wildlife finding its way (e.g. hedgehogs)
- Large number of trees – maintenance programme needed to manage them
- Suggestion of woodland walk to be established as buffer to neighbours/connectivity
- Questioning actual biodiversity net gain and sustainability assessments

Q.10 Do you think that the Beehive Centre redevelopment will be a positive addition to the area?



‘Yes’ responses: Of those who answered ‘yes’ and provided a comment, almost half of comments, **9 mentions** out of 19, saw the proposals as bringing improvement/regeneration to the existing area. There was support for the provision of community spaces, leisure and recreational facilities, jobs and proposed bus services. There were some concerns about height/scale, traffic, water use and loss of supermarkets.

‘No’ responses: Of those who answered ‘no’ and provided a comment, the retention/provision of local retail and amenities for local residents was the overwhelming concern, with **28 mentions** from the 48 comments being about this aspect. Aspects mentioned:

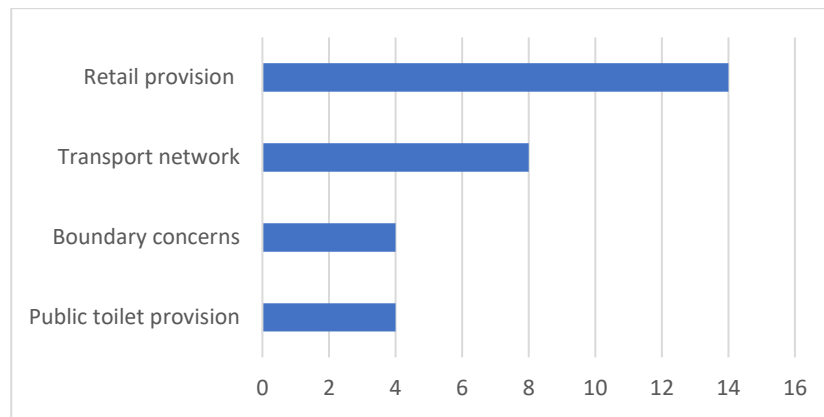
- retention/provision of local retail (affordable/accessible)
- not needed/wanted
- current and future infrastructure: traffic, transport and parking – and impact of Congestion charge
- scale and density of proposed buildings
- office /lab provision not wanted here
- jobs of low level for locals
- immediate neighbour impact – light loss/overshadowing, privacy, noise/disruption
- Urban heat, carbon and sustainability
- Provision for vulnerable/protected groups, including people with disabilities

Q.11 Do you feel anything is missing from this latest masterplan? Please let us know your thoughts.

As with some of the responses to earlier questions, whilst there were some who expressed satisfaction with the masterplan as is, the most frequent comments (14) were about plans for retailers and retail opportunities for local people. This included wishing to see affordable/essential retailers (including supermarkets) retained and prioritised over other types of store, and parking provided to enable car access.

Better information about impact on the transport network, including car traffic management, public transport, pedestrian and cycle networks, and parking was mentioned in 8 responses. Boundary concerns for close neighbours, such as potential loss of light, overshadowing, privacy, placement of the service road, and a request for meetings with the Applicant, were the next most mentioned aspects.

Most mentioned



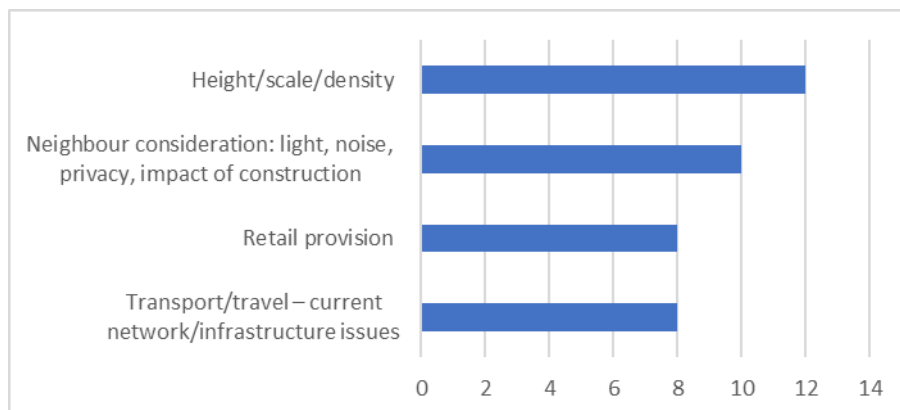
Mentioned three times or fewer

- Height/scale of buildings
- Homes, including provision for homeless young
- Sustainability/Environmental impact of buildings – Urban Heat
- GP
- infrastructure - sewage
- Imaginative design needed
- Local community
- More green space
- More leisure for activity early/late
- Overdevelopment
- Parking on site for workers
- Fresh produce stalls
- Seating
- Recreation/leisure – sports courts, swimming pool
- Community space
- skate area - size/design
- Start-up space for local business
- Parking for visitors
- Trees/planting to screen/improve bio-diversity – Rope Walk
- More cycle parking - street level
- Working class support
- Community provision for minority/protected groups/vulnerable

Q12. Is there anything else you would like to say about the latest masterplan?

There were several supportive comments from respondents who saw how the scheme plan has evolved and who supported biodiversity measures and reduction in car use. There were more comments voicing opposition or raising concerns, echoing comments made in response to previous questions.

Most mentioned



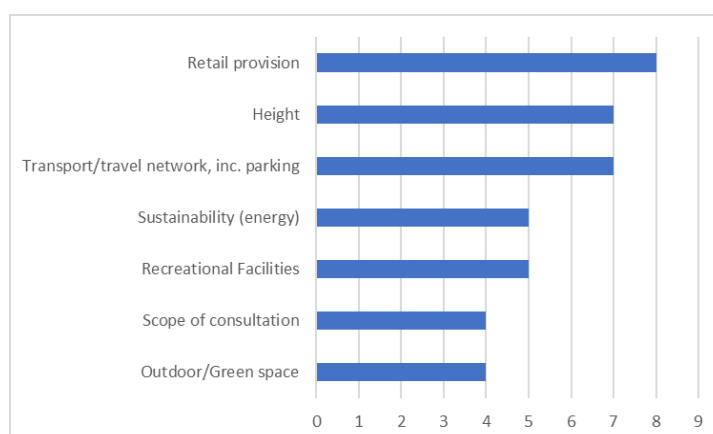
Other mentioned aspects

- Not wanted
- urban heat island
- Health/environmental/inequality impact?
- More green infrastructure needed
- More for wildlife
- More for less advantaged
- Housing provision?
- Offices/labs not wanted
- Gp provision
- Community provision
- Include local views
- Include local groups
- Jobs/housing for local people
- Affordable charity space
- City zoning
- Park & Ride provision

10.8 Email feedback

24 emails were received through the project email address during the period of public consultation. These contained a mixture of questions, concerns and requests for further information. Points raised echoed those made through feedback form responses, and included:

Most mentioned



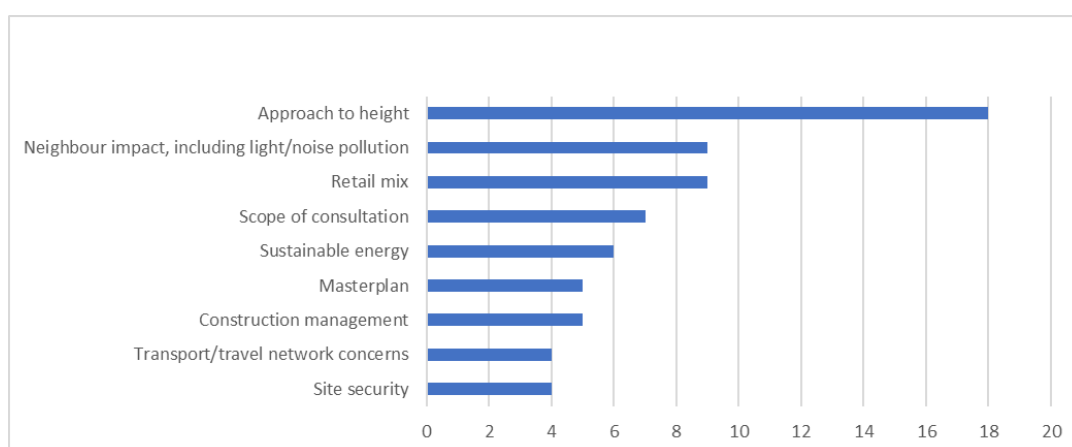
Other mentioned aspects

- Homes provision
- Neighbour concerns
- Jobs
- Community considerations
- Deliveries
- Security
- Office/lab space
- Cycle parking
- Design

10.9 Webinar Feedback

During the course of the two webinars held in July 2023, 85 questions/comments were put to the team, across a range of themes. Comments reflected those received via feedback forms, though with a weighting towards the approach to height and boundary concerns. The most mentioned aspects are shown below – see Appendix 1u for a full list of questions/comments.

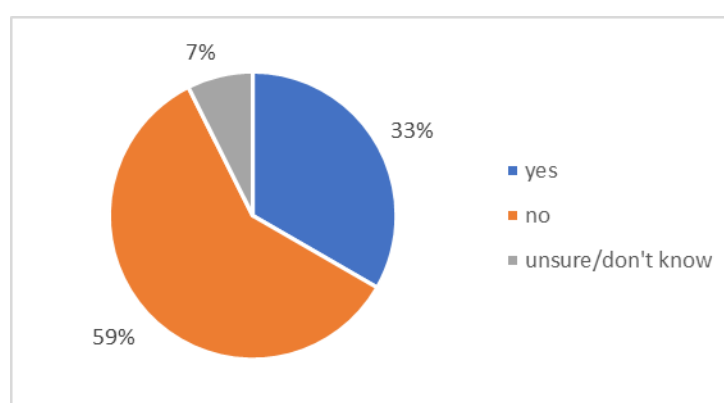
Most mentioned aspects



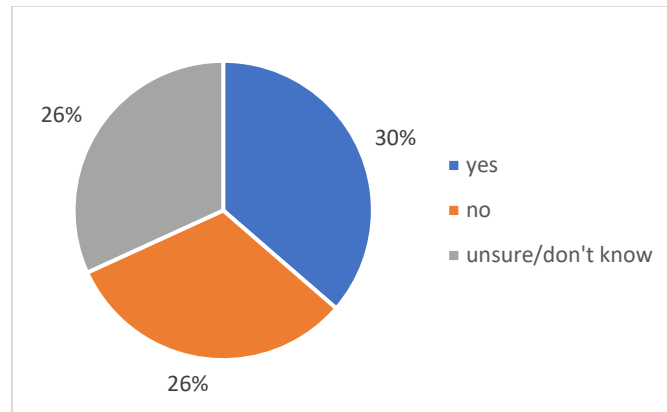
10.10 **Webinar poll**

In addition to being able to put questions and comments to the project team during the webinar, attendees were also invited to complete an online poll on two questions that were also contained in the feedback form. 27 out of the 50 attendees (54%) completed the poll - the responses are shown below.

Poll Q1. Have you contributed to our previous consultations?
(Q3. on the feedback form)



Poll Q2. Do you think that the Beehive Centre redevelopment will be a positive addition to the area? (Q10. on the feedback form)



11. CONCLUSION AND NEXT STEPS

- 11.1 As outlined through this document, the Applicant has carried out a programme of pre-application engagement and consultation. This programme has increased awareness of the plans and offered residents and stakeholders a chance to comment on the proposals before the application is submitted.
- 11.2 The Applicant has sought to include a range of stakeholders and individuals, to fully represent the local community in this consultation. However, whilst making substantial efforts to do so through a wide variety of methods, it is not always possible to engage with all interested parties.
- 11.3 This consultation has both met and exceeded the requirements laid out as part of the NPPF, the Localism Act and Greater Cambridge Shared Planning Service's Statement of Community Involvement.
- 11.4 The Applicant has been prepared to listen to points raised in the consultation and amend plans accordingly wherever possible – some elements of the proposals still generate a range of different responses, but many areas of feedback have become more positive over time.
- 11.5 Throughout the consultation process, The Applicant has been clear of its intention to create genuine dialogue and relationships with the local community.
- 11.6 The Applicant will ensure the submission of the application does not mark the end of community engagement and will continue to discuss the proposals with the local community throughout the planning process.
- 11.7 The Applicant will also maintain engagement with community partners and will look to build further relationships throughout the planning process and beyond.