A world-class, well-connected, research & development site, that benefits Cambridge, the Region and UK

High quality environment

High standards in social & environmental sustainability
West Cambridge Vision: 2030+ with NWC
1: To optimise the amount of development on the site, to help enhance the position of the City and Region as a world leader in Research and Development.

2: To support the commercialisation of knowledge through entrepreneurship and collaborations with industry.

3: To create and sustain a high quality place by transforming the physical and social environment for site users and neighbours.

4: To create flexible and efficient space to support viability and long-term value creation.

5: To deliver sustainable development by proactively investing in the quality of the estate and its integration within the City.
Academic and commercial research clusters
Enhance connectivity
Optimise development potential and long term value for the City and the University
Transforming place – responding to context, critical mass and sorting out the parking
Phased evolution – Connectivity, Community, Character & Climate
Existing 2015
Existing Site (2015)
1999 Planning Consent
Phase 1: Priority Projects – Connectivity and transforming access
Phase 2: Interim Condition – building capacity
Phase 3: Transformation at full capacity
<table>
<thead>
<tr>
<th></th>
<th>Academic [m²]</th>
<th>Commercial [m²]</th>
<th>TOTAL GEA [m²]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing (2015)</td>
<td>102,909</td>
<td>40,386</td>
<td>164,550</td>
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<tr>
<td>Proposed Phase 1 Priority Projects</td>
<td>91,250</td>
<td>52,000</td>
<td>149,300</td>
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<tr>
<td>TOTAL (2021)</td>
<td>167,159</td>
<td>92,386</td>
<td>284,310</td>
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<tr>
<td>Proposed total</td>
<td>202,500 to 320,500</td>
<td>52,000 to 170,000</td>
<td>383,300</td>
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<tr>
<td>Existing retained and proposed total</td>
<td>261,059 to 379,059</td>
<td>92,386 to 210,386</td>
<td>500,280</td>
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</tbody>
</table>
Climate & Connectivity: Phased transport improvements

- **Bus Service Enhancement:**
  - University mini bus system
  - Get onto guided bus route
  - Widen Coton Footpath and take

- **Private Vehicle (Non-Car) Enhancement:**
  - Taxi company contract
  - Innovative vehicle use
  - University owned cars with drivers

- **Bicycle Use Enhancement:**
  - University Boris Bike Scheme

- **Incentive Programmes:**
  - Sticks for academics
  - Carrots for academics
  - Employee sticks
  - Employee carrots

- **Added Value Location:**
  - Access to facilities
  - Social capital building
  - Amenity
  - Innovative, entrepreneurial culture
  - Collaboration opportunity

- **Commercial Tenant Type Understanding and Management**

Reduced use of cars
Aspirations for West Cambridge’s transport strategy:

- reduce reliance on the private car
- provide lower levels of parking and offer local management
- promote extensive travel planning
- encourage involvement in travel behaviour change initiatives
- mitigate local highway impacts
- promote walking and cycling
- deliver enhanced Public Transport provision and lead on area-wide improvements
West Cambridge being brought forward with:

• A14 Huntingdon – Cambridge – reported in May
• HE’s need to review the M11 capacity – unlikely to report in 2016
• City Deal – details emerging
• HE’s proposals for the East - West

Whilst City Deal will enhance connectivity to West Cambridge, West Cambridge is not dependent upon its delivery.
“An incremental approach to technical assessment of development and transport mitigation”:
• assess an initial first phase and identify mitigation;
• use planning conditions so that later phases will be the subject of further assessments;
• Full Development mitigation to be defined later;
• assess the environmental impact for the full scheme.

This enables a consent for the whole scheme.
Emerging Public Transport Strategy

Aspirations are:

• to provide a good non-car alternative for mid- and long-distance movements based on where people live

• service to reflect demand and journey purpose

• to provide good links to popular destinations both within the City and outside

• to provide a service to reflect the respective delivery of West Cambridge
Emerging Public Transport Strategy

- Increase frequency of Uni4 service, to/from Cambridge Rail Station
- Review frequency of Orbital service between WC/Chesterton Station, extend to CBC
- Services to/from Guided Busway
2030 Vision - West & North West Cambridge
Transforming place - West & North West Cambridge 2030+