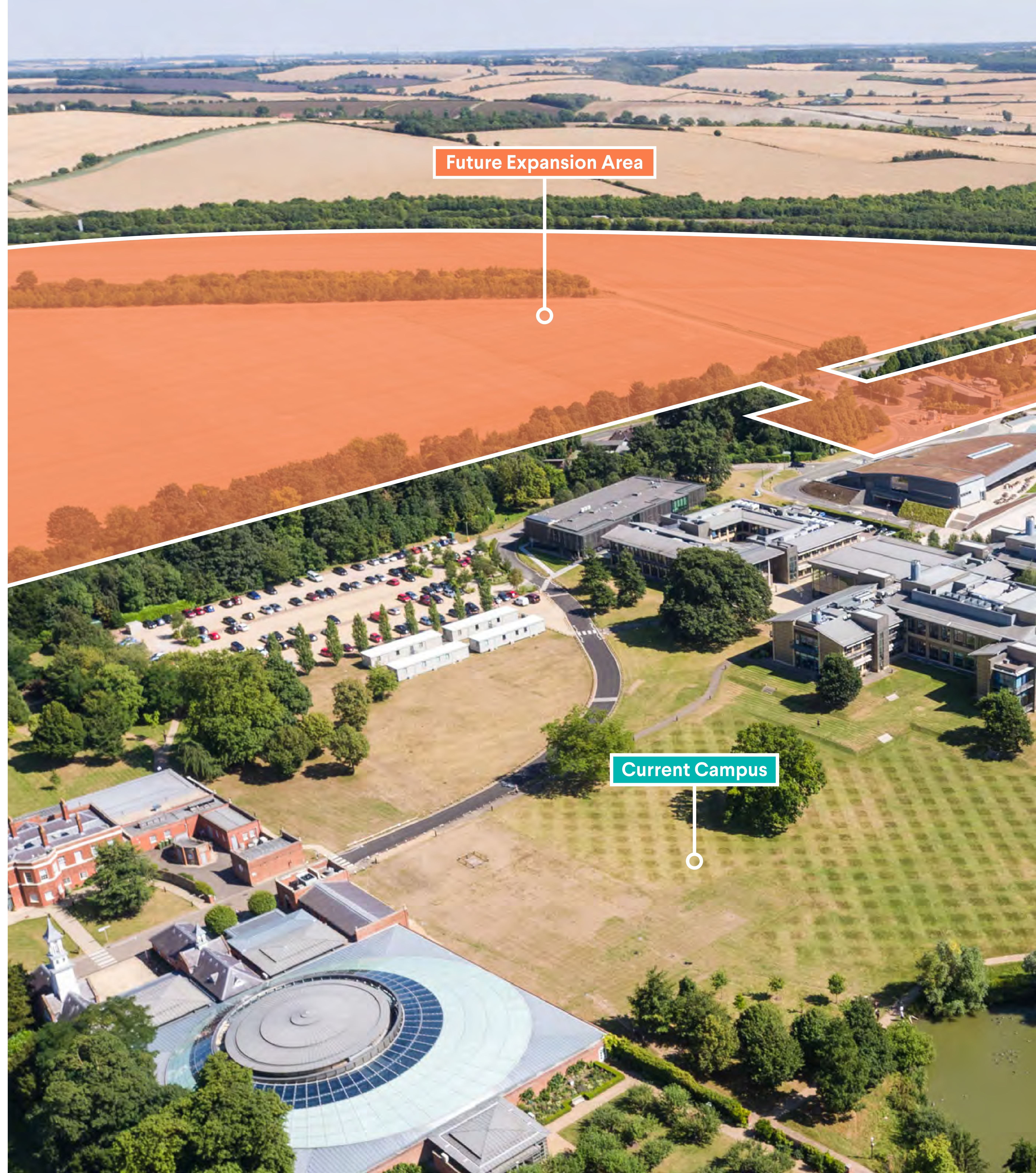


# Welcome to our exhibition about the future plans for the Wellcome Genome Campus.

Wellcome is working with a wide ranging technical team to develop ideas about how the Campus could expand over the next 25 years and deliver benefits for both our scientific community and the surrounding area.

This exhibition presents our approach to the expansion following two stages of engagement with Campus staff and the local community earlier in the year.

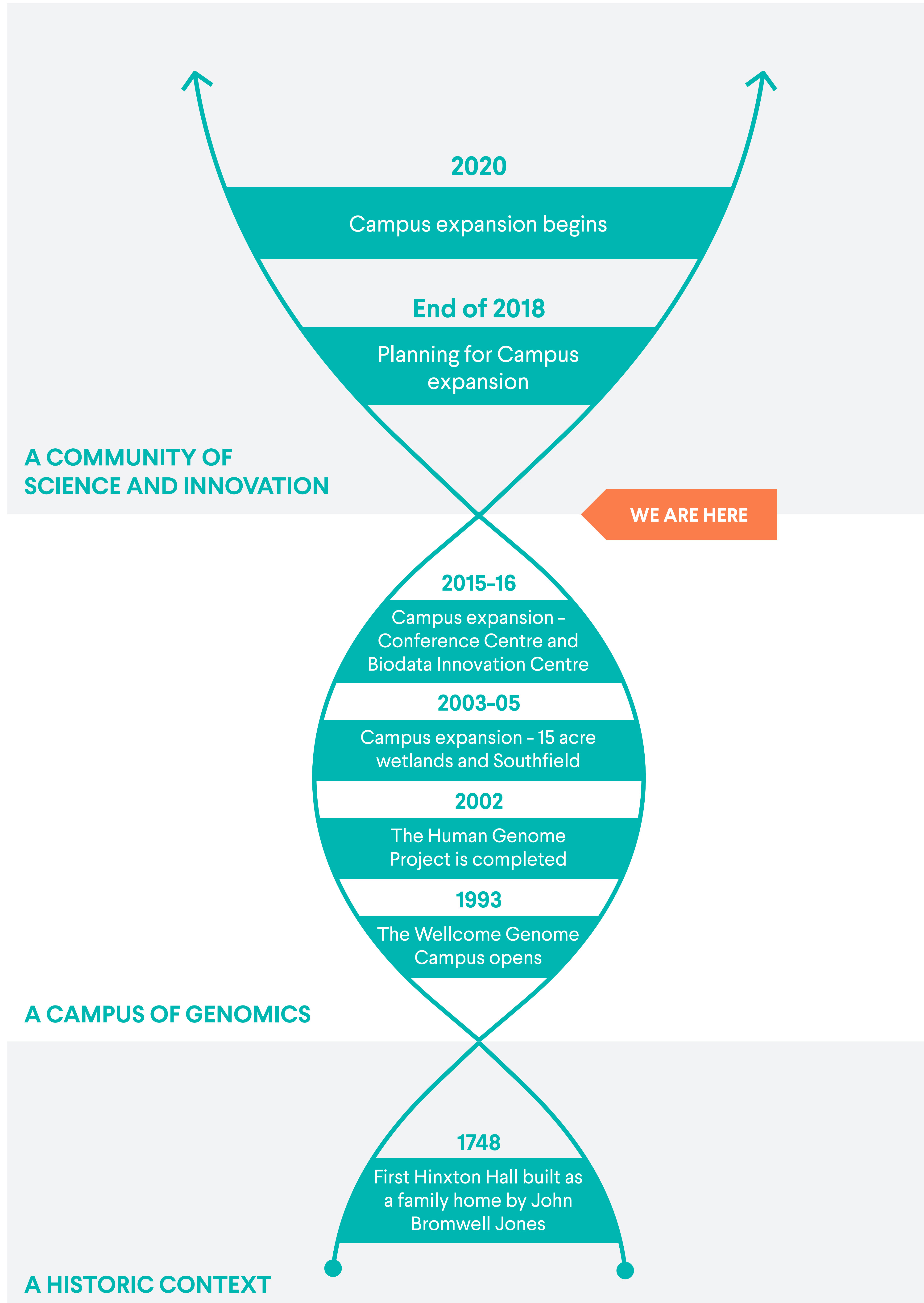


# THE GROWTH OF GENOMICS

The Wellcome Genome Campus is home to world leading research institutes: the Wellcome Sanger Institute (Sanger) and the European Bioinformatics Institute (EMBL-EBI) as well as spin-out and start-up companies, academic-industry partnerships and Genomics England; all dedicated to driving and leading life-changing genomics research and innovation for the benefit of the world.

The Campus has been at the forefront of developments in genomics and biodata for the last two decades, since the establishment of the Sanger Institute at Hinxton in 1993. The Campus has its roots in the Human Genome Project, a global collaboration to read and record the complete sequence of DNA in an individual for the first time, transforming the way we study life.

## TOWARDS A COMMUNITY OF SCIENCE AND INNOVATION



# TRANSLATION & INNOVATION

The genomics industry is perhaps the most fast moving and dynamic area of science and an area in which the UK is a genuine world leader in research. Historically, the UK has failed to secure the economic benefit that follows from the application of that research, with investment flowing to the competing centres of genomics in the US and China in particular.

The expansion of the Campus will provide the opportunity for scientific research to continue to be translated into real world health applications that genomic science is making possible. The Campus brings together the Government, NHS, researchers and businesses to work collaboratively, ensuring that the UK can compete in an internationally significant field.

There is continued pressing interest from the genomics and biodata sector to provide more space for research and development on the Campus. Our future plans for the Campus would provide additional space required to ensure that such investment can be captured in the UK. If expansion is not available at the Campus, it may continue to be lost to overseas locations.

To ensure space for the co-location of grow-on, mature and commercial enterprise is available over the next 20-25 years we are currently testing what the expansion would need to provide in order to support successful growth of the scientific environment, and attract new talent to support future scientific advances. Current testing for the scheme is based on the need to provide a mix of complementary uses that will provide for the wider community, including current Campus users, existing residents and businesses in the surrounding area as well as future users of the Campus.

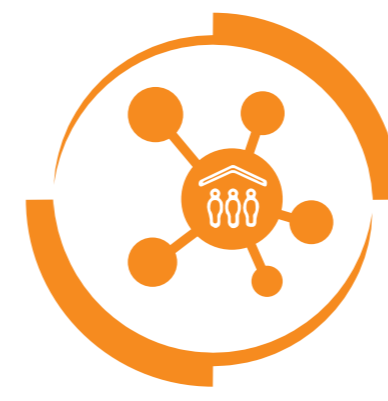
# CREATING A FRAMEWORK FOR GROWTH

Wellcome's aim is to provide a long-term plan which can accommodate the immediate need for growth combined with sufficient flexibility to respond to the inevitably changing scientific, institutional and commercial environment. This 'framework for growth' will set out a plan to secure successful and sustainable growth for the next 25 years.

In developing the proposals, the masterplanning team has been asked to consider the following:

- **Capacity for expansion of the current institutions and accommodation of future research or academic facilities**
- **Expansion of the 'Connecting Science' programme, including capacity for a new centre for learning and engagement with genomics for both professional and public audiences**
- **Further space for innovation to meet immediate demand and for grow-on space for successful start-ups**
- **New infrastructure to support the Campus growth, serve local communities and attract and retain global talent, including new homes, cultural, sport, recreation, social and education provision**
- **Opportunities for broader growth, including large scale inward investment**

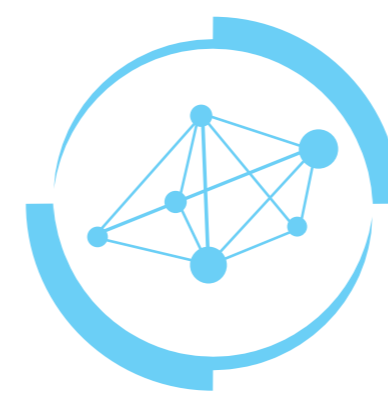
## PROJECT OBJECTIVES



Create a complementary community around the Genomics ecosystem to **attract and retain the best global talent.**



Provide resilient and sustainable infrastructure and amenities for the **benefit of Campus users and the wider community.**



**Engage widely** with industry and the general public – local and global – by creating an open Campus and promoting opportunities for debate and collaboration.



Develop a **flexible framework** for the Campus to evolve, setting a clear intent and inspiring investor confidence.



Strengthen the reputation of the Wellcome Genome Campus as a **centre of excellence in Genomics and Biodata.**



Focus on enhancing **health, well-being and restorative sustainability** of people and land.

# FEEDBACK FROM CAMPUS AND THE COMMUNITY

We have been speaking to local residents, businesses and people already working on the Campus to understand views and priorities for future development as part of our ongoing process.

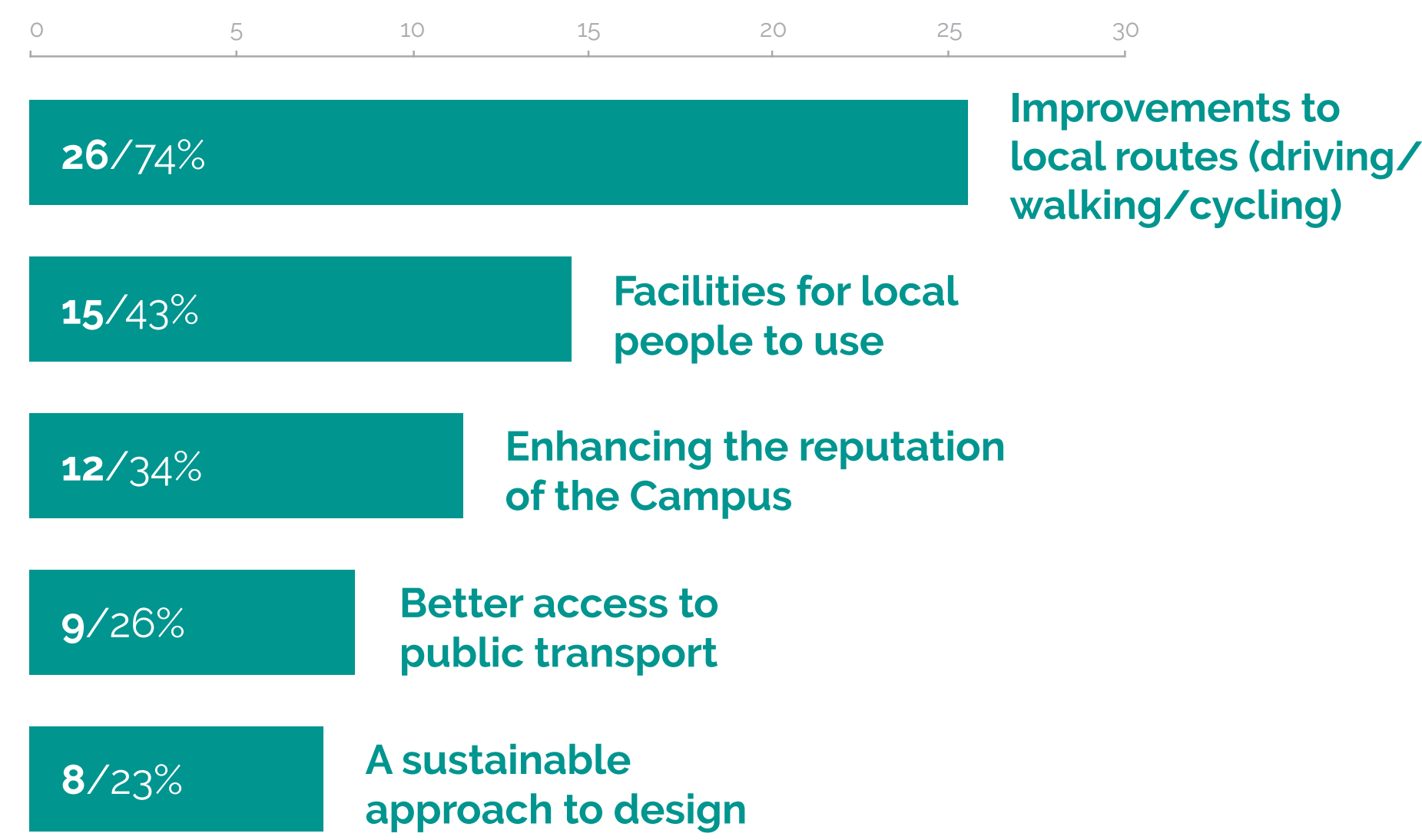
The technical team led a discussion at the consultation events in January and March this year to understand local priorities and start to develop and test ideas for the site.

Feedback from this exercise has included:

- The A505 and A1301 are susceptible to traffic congestion
- Suggestions to improve walking and cycling infrastructure, especially around the A505
- 'Rat-running' is particularly acute in the surrounding villages
- The protection of long views across the site is especially important to the local community
- Improved public transportation and the provision of amenities would be welcomed by the local community and the Campus as long as they are accessible
- Housing and development could be surrounded by green buffers to mask the development

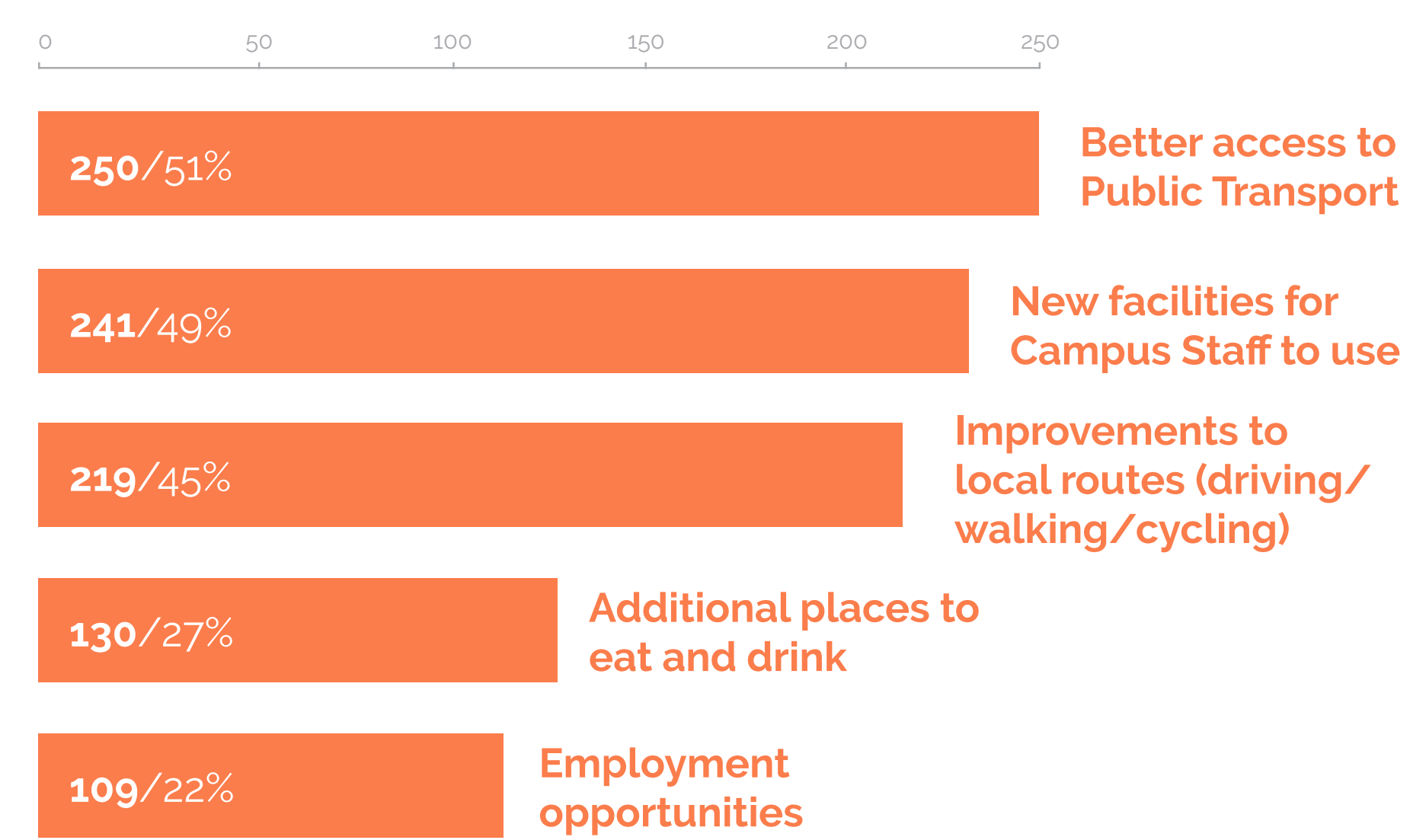
This feedback has helped to inform our design approach and considerations about how the future development relates to the local area and existing Campus.

## COMMUNITY PRIORITIES



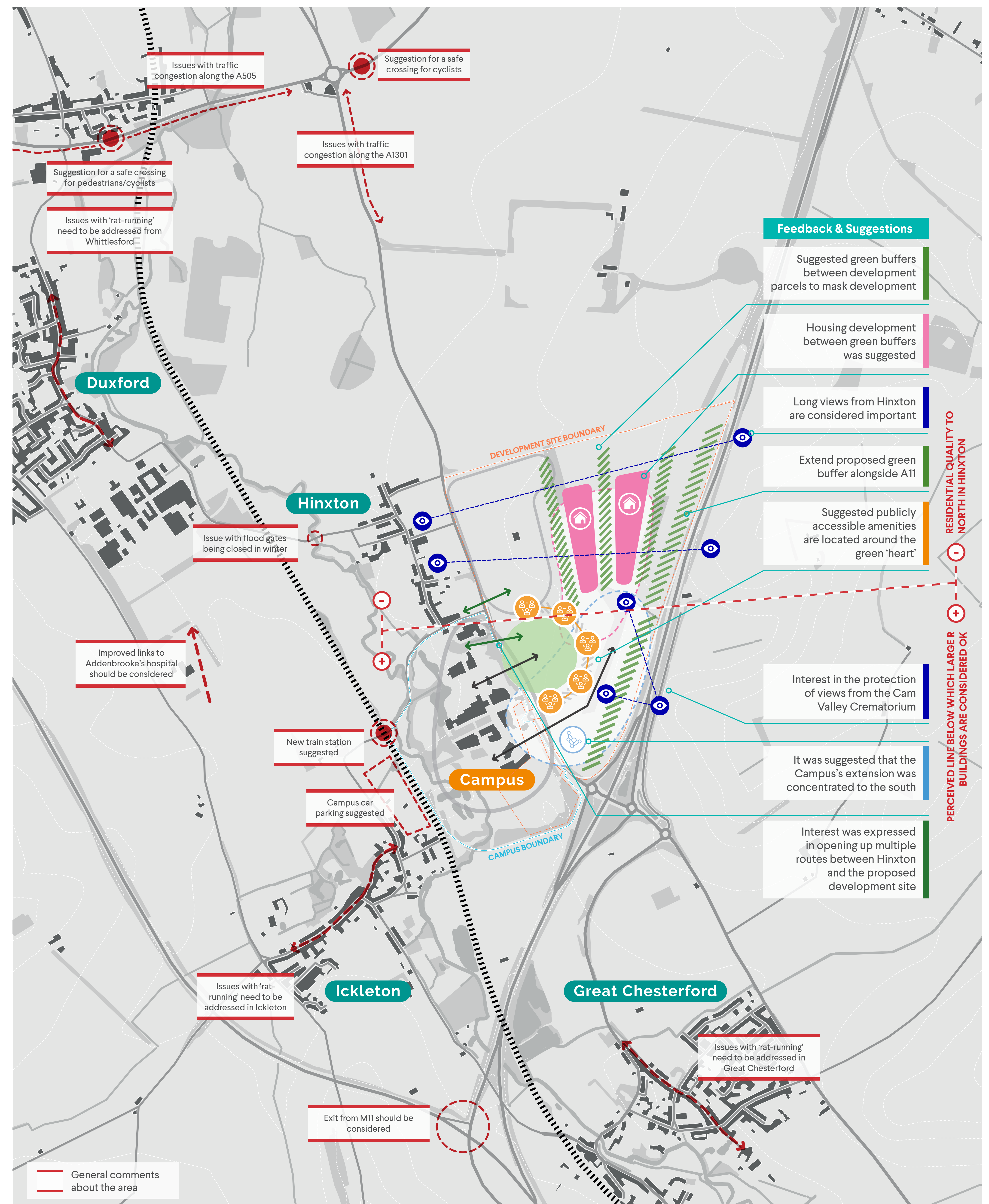
Feedback from the Q6 of the February 2018 Community Survey: **Which of the following would you like to see prioritised as part of any future growth of the Campus?** (Multiple choice). Showing the top 5 priorities out of 15 options, based on 36 survey responses.

## CAMPUS PRIORITIES



Feedback from the Q9 of the February 2018 Campus Survey: **Which of the following would you like to see prioritised as part of any future growth?** (Multiple choice). Showing the top 5 priorities out of 15 options, based on 489 survey responses.

## COMMUNITY FEEDBACK ON THE CONCEPT APPROACH



Output from the community events on the Concept Approach showing comments and ideas from the community. The comments are categorised as either comments about the local area or feedback and suggestions for the development.

# FROM CAMPUS TO COMMUNITY

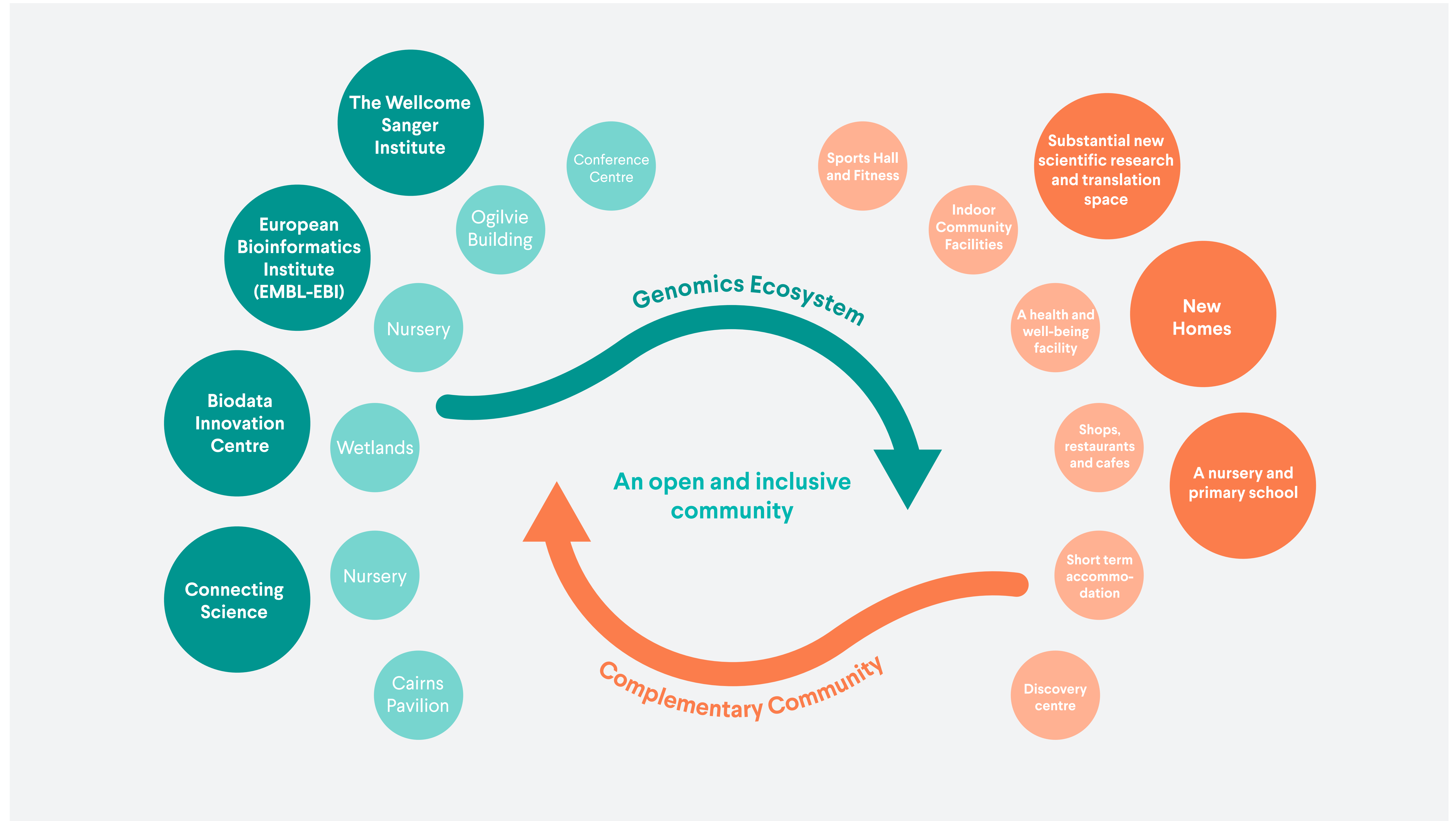
The creation of a successful environment for scientific research, innovation and translation will need to be supported by a range of complementary amenities if we are to retain and attract global talent to drive our research and translation. Our research suggests that a significant number of Campus users would consider living on-site if the right type of accommodation was provided, supported by new amenities and infrastructure.

Our framework will allow for the following uses and facilities to be provided including new infrastructure for use by the wider community:

- Substantial new scientific research and translation space
- Up to 1,500 new homes
- A nursery and primary school
- New sports facilities
- Indoor community facilities
- A health and well-being facility
- Shops, restaurants and cafés
- Short-term residential accommodation
- A discovery centre for scientific education and public engagement

We are in discussion with South Cambridgeshire District Council and Cambridgeshire County Council about what facilities would be suitable here and complementary to the current provision.

## GROWING THE COMMUNITY OF GENOMICS



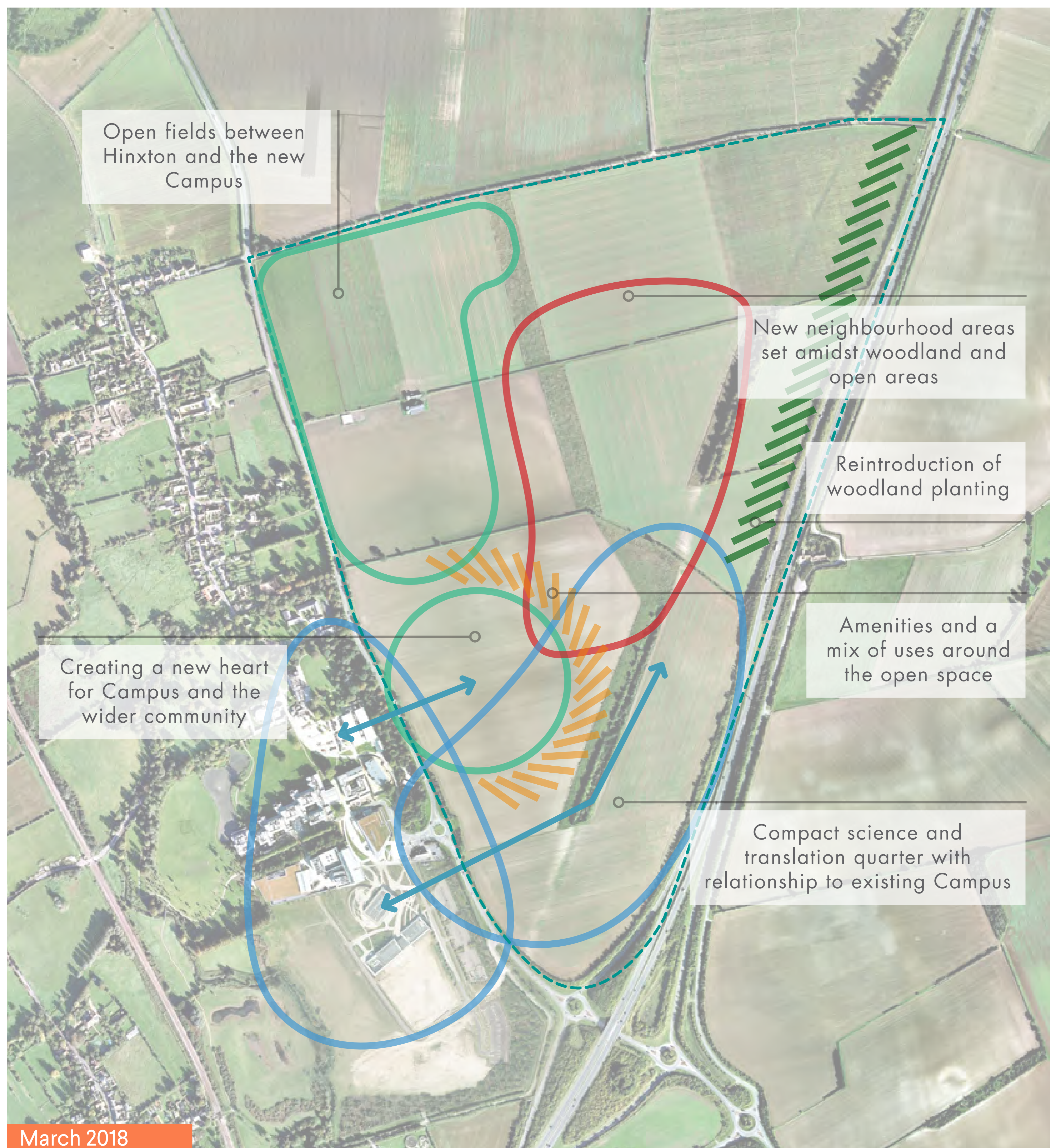
Existing Campus



Aerial view showing existing Campus in foreground and expansion area beyond

# CONCEPT APPROACH

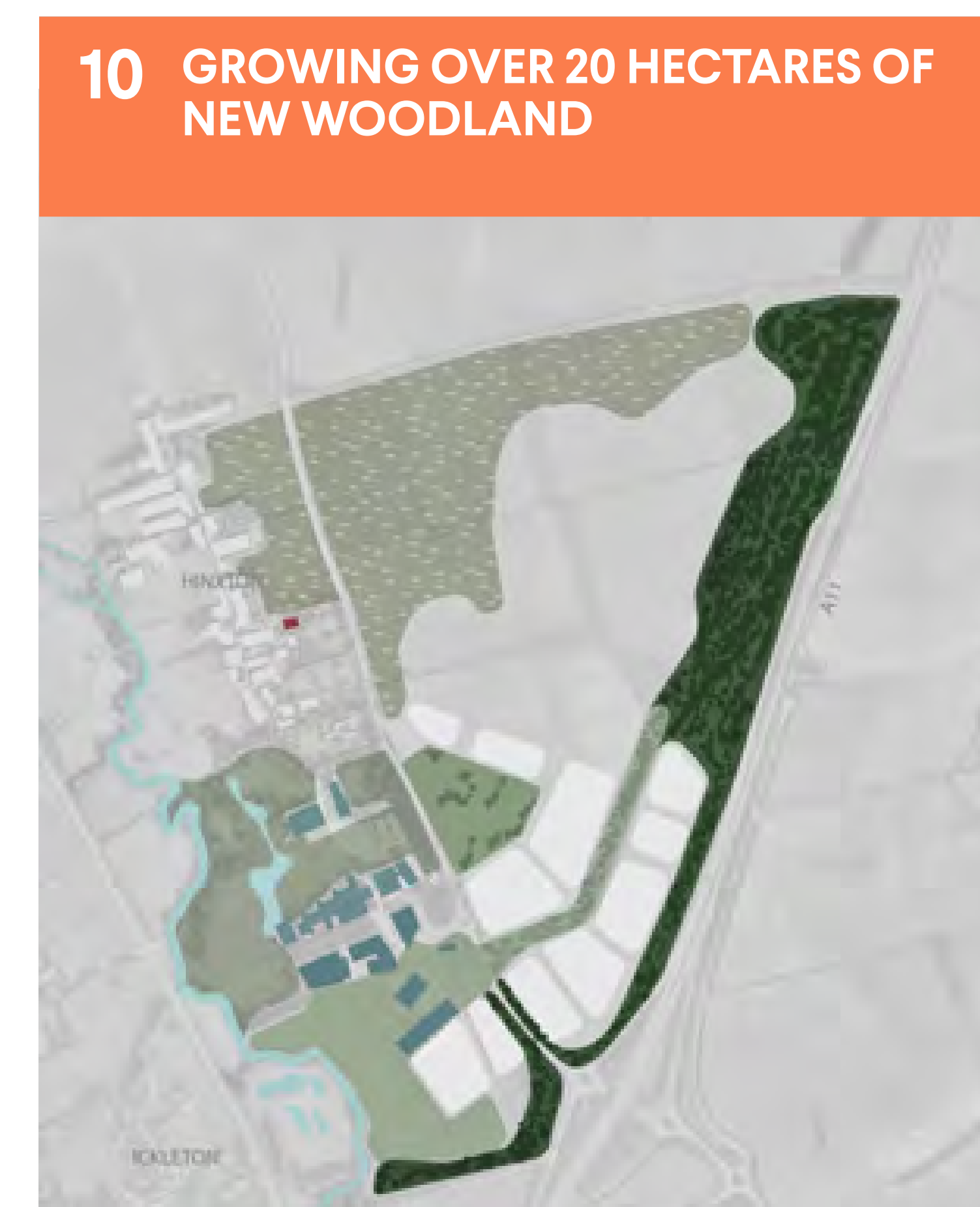
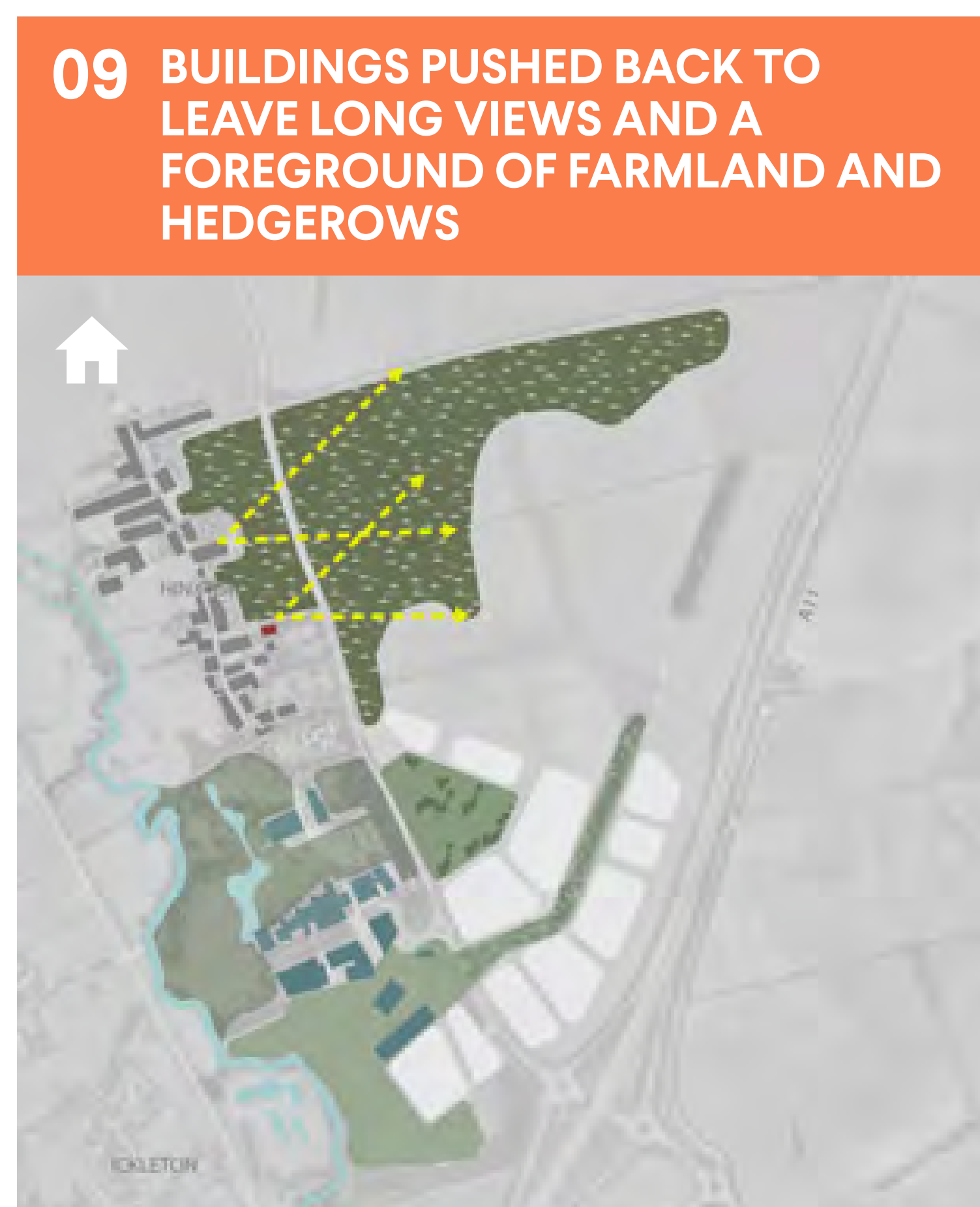
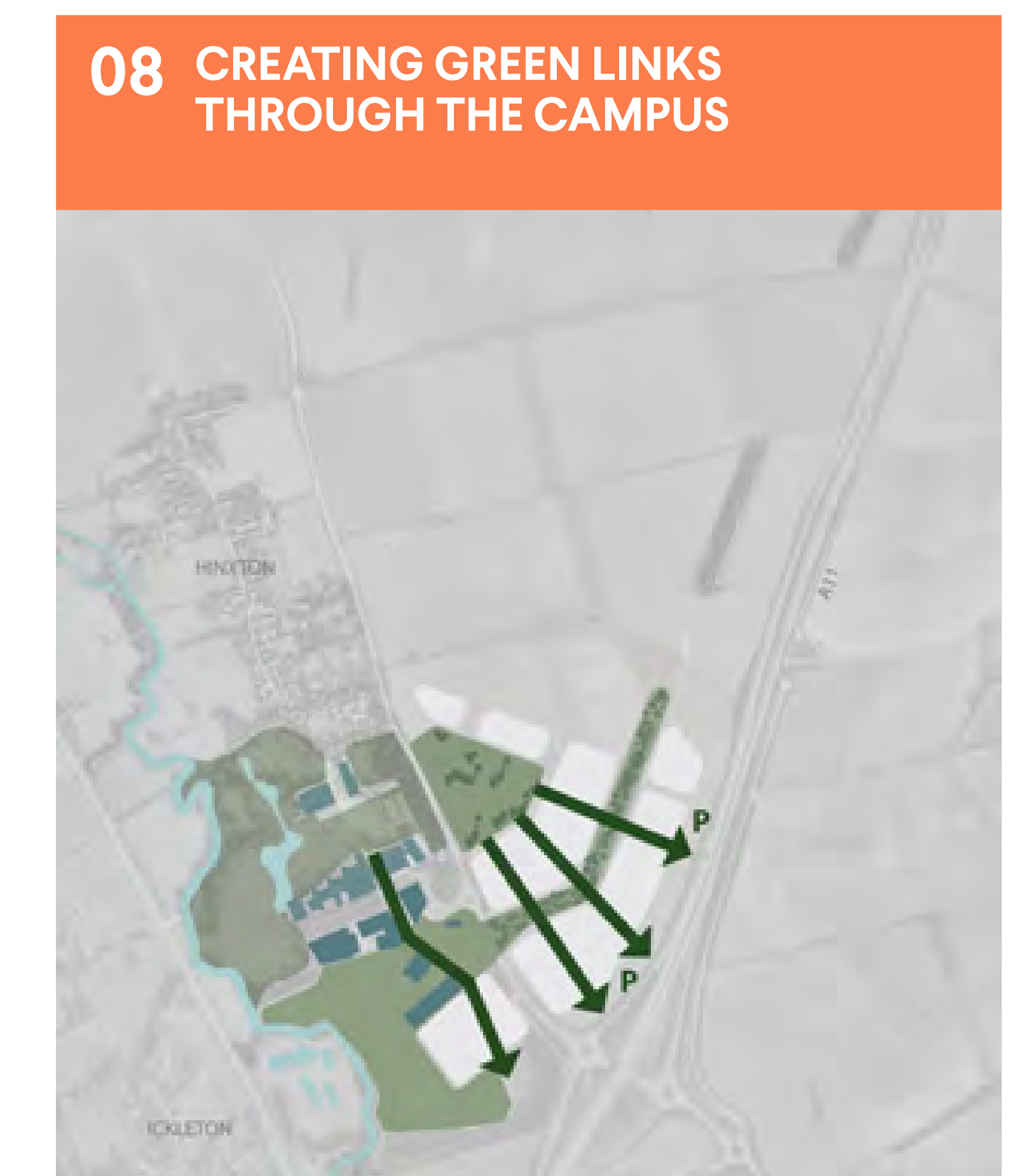
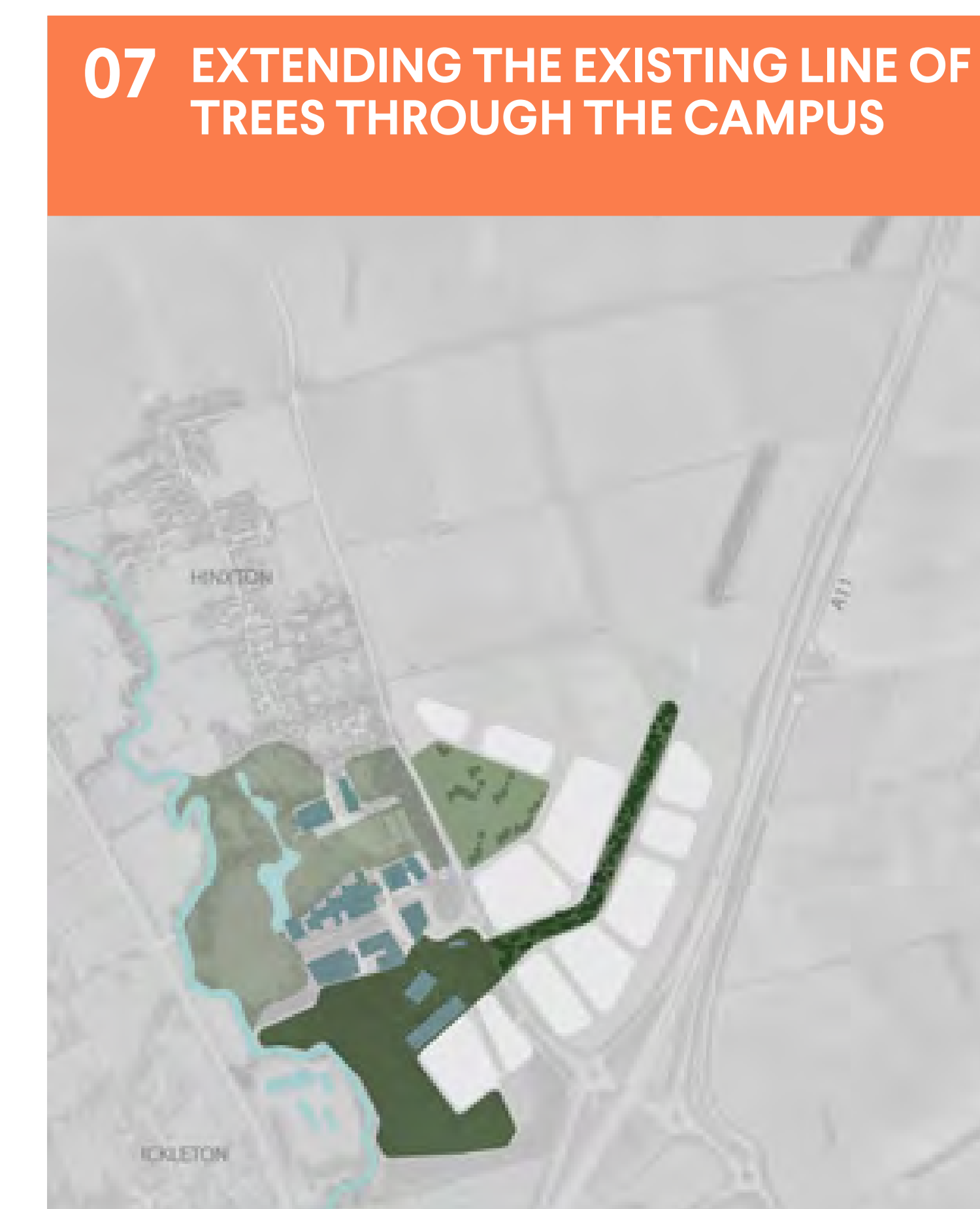
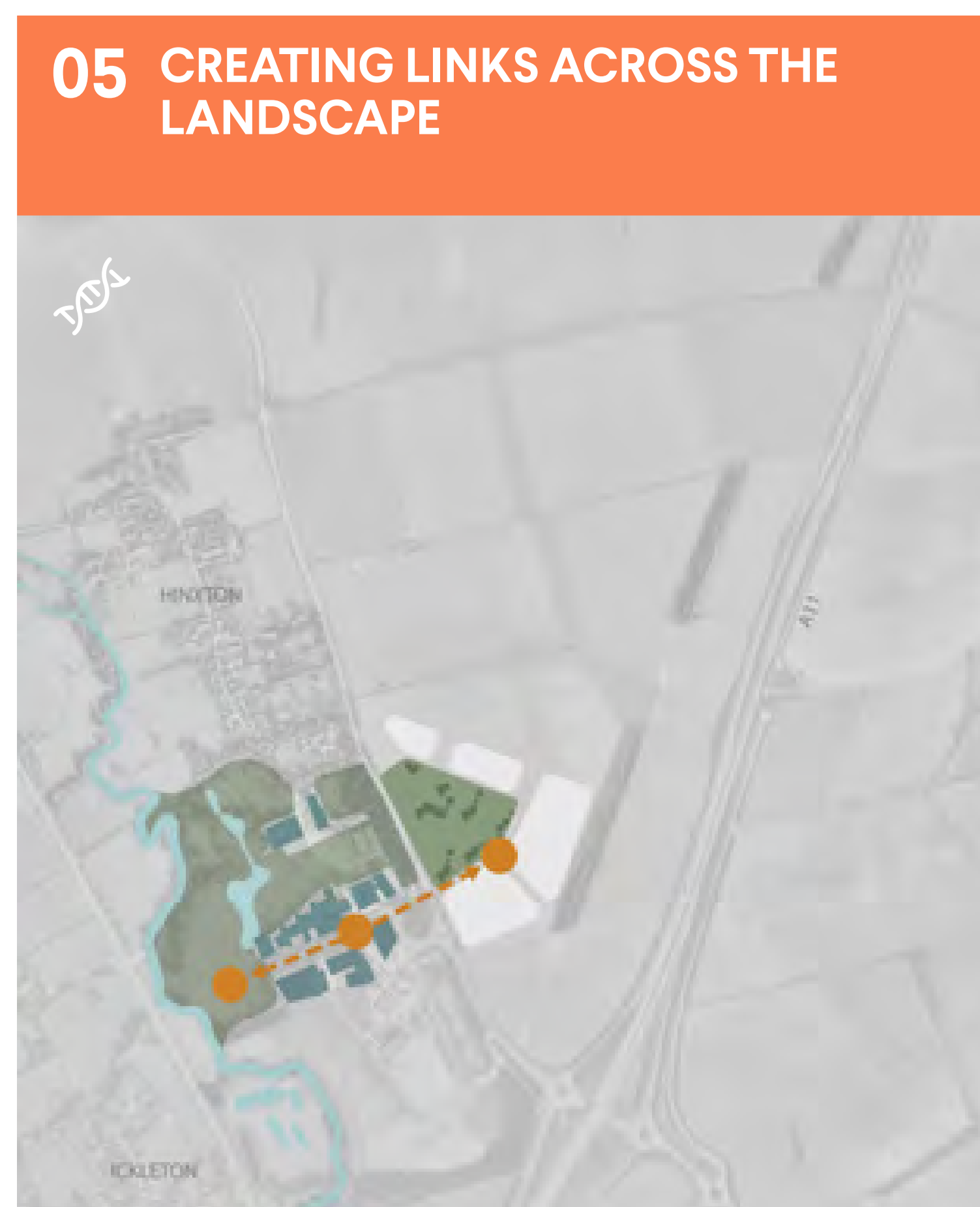
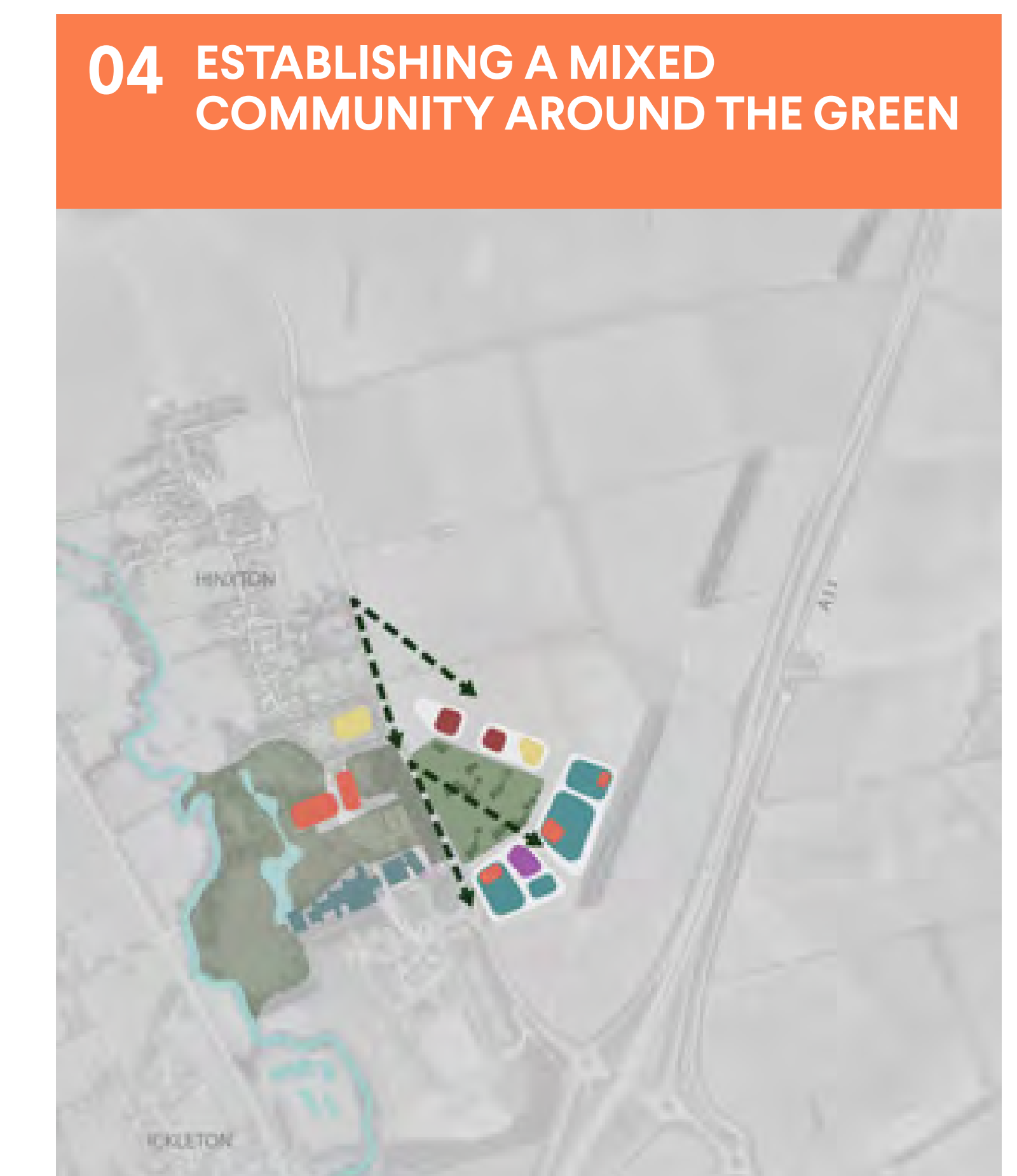
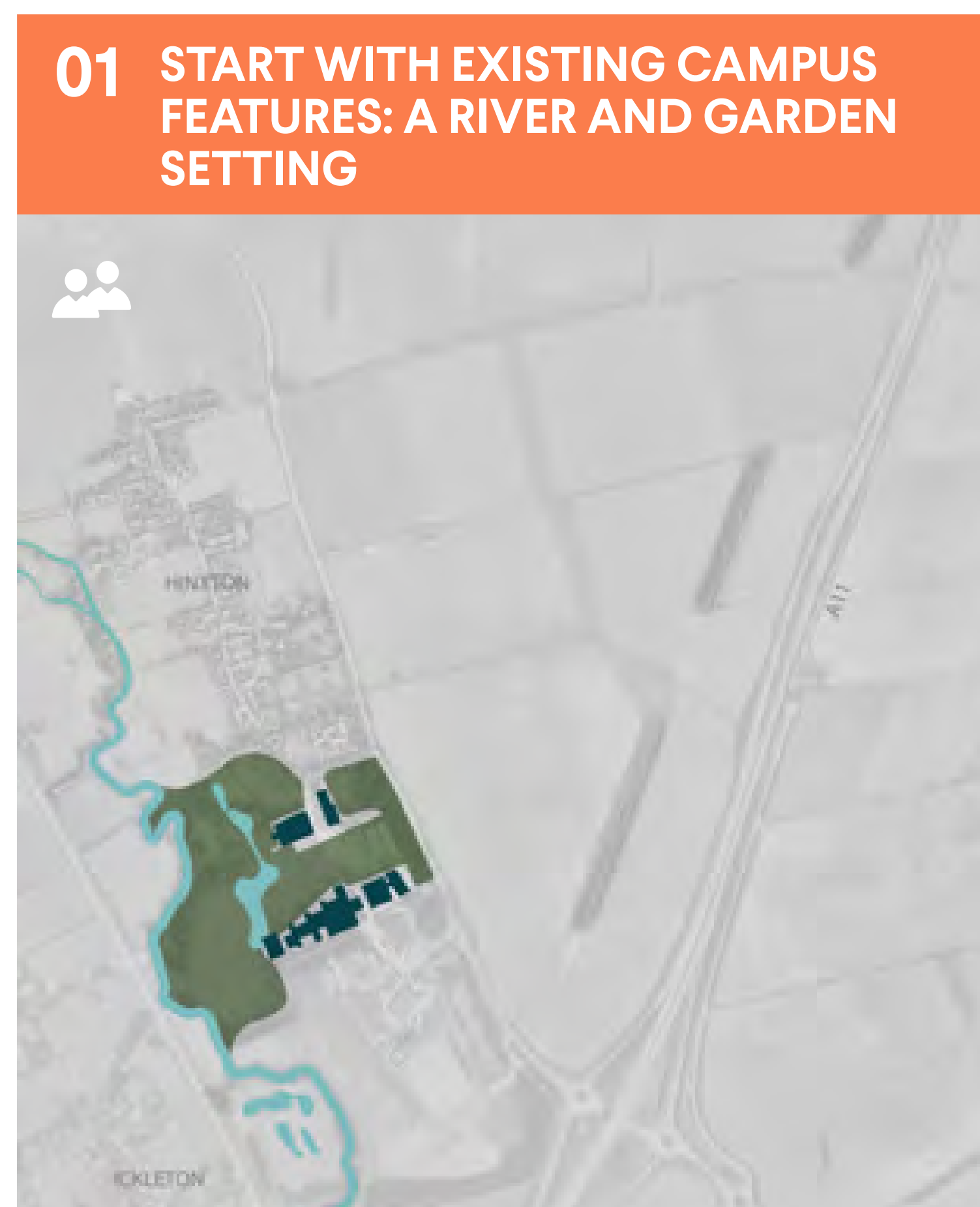
Earlier this year, we presented our concept for expanding the Campus following previous consultation and engagement with the Campus and the local community. This diagram sets out our overarching principles, which we have used to develop the design approach shown in this exhibition.



# DESIGN APPROACH

Through previous engagement we have made a series of key moves which respond to local priorities and views from the Campus community. These include:

- Leaving a large expanse of open fields between Hinxtan and the new homes on the northern part of the site
- Ensuring development in the northern part of the site is of a smaller scale to allow longer views across the site to be retained
- Locating larger Campus buildings on the southern part of the site opposite the existing Campus where views are less sensitive
- Seeking to retain the existing trees in the centre of the site
- Making the site more accessible by providing new walking and cycling routes which link into existing routes
- Making the public facilities outward facing so that they are accessible to the wider community
- Improving and extending the cycle link to Whittlesford Parkway Station and investigating the use of autonomous vehicles to offer alternative connections to the site



# A PLACE FOR GATHERING

**Our proposals include a more open Campus environment, with opportunities for gathering and engagement at its heart.**

The current Campus community have expressed a need for the emerging plans to include spaces for interaction, while the community have expressed an interest in accessing amenities on the Campus.

At the centre of our plans is the idea of creating a public common connecting the emerging Campus to the existing one across a traffic-calmed A1301 and on to the accessible wetlands and River Cam valley further west.

The Common would be framed by a diverse mix of public uses, including a range of cultural, sport, recreation, social and education amenities that will be available to staff, residents, visitors and the local community to use.



Scale of proposed common compared to Duxford Common

## DESIGN PRINCIPLES



Places for resting



Places for wandering



Places for growing

### Recognising the rural setting of the East Anglian Chalklands

The historic pattern of long views, open fields, and the enclosure offered by woodlands, marshes, Sustainable Urban Drainage Systems (SUDS), playgrounds, walking and cycling routes are prioritised over ornamental landscapes.

### Purposeful landscape not decorative

A new green common extends the heart of the new Campus to the gardens surrounding Hinxton Hall and the wetlands and River Cam valley further west.

### Connecting the new to the old

Mixed use buildings bring together the interconnected and diverse nature of the Wellcome Genome Campus working, living, and public uses to the green.

### A mix of uses around the common

Open spaces provide opportunities for a variety of uses from quiet enjoyment of the open space to organised events.

### Designed for active and passive use



Concept view of the public common



# A PLACE FOR WORKING

**Our proposals expand the Genomics and Biodata Ecosystem to provide a place for collaboration and exchange of ideas.**

We aim to build on the success of the existing Campus to create an integrated working environment. Our plans position the new Campus and research buildings in the southern part of the site, where they will have a relationship with the existing Campus and where views are less sensitive.

International research has indicated that clustering organisations within related fields can have significant benefits for innovation as ideas and information are exchanged through the informal interaction of people. The Campus has already established itself as a world leading centre for genomic and biodata science and its real-world application, bringing together the Government, NHS, researchers and businesses in a collaborative environment.

There is significant interest from the sector in the provision of more space for research and development on Campus. Additional floorspace will allow the current institutes to expand, create potential for new institutes to locate here, as well as provide the space for growth of the public engagement programme.

## DESIGN PRINCIPLES



Collaborative workspaces



Innovative and sustainable design



Social landscape

### Transparent, public ground floors

The use of and access to ground floors plays a critical role in the perception of an open Campus.

### Flexible buildings and plots

Blocks that allow a range of appropriate building types and sizes to support businesses, from start-ups to mature companies that contribute to a healthy and flexible Genomics ecosystem.

### Pedestrian-centric quality

Streetscapes designed to prioritise people's needs - legibility, safety, comfort and health - allow the public realm to contribute to Campus life.

### A diverse mix of uses

Opportunities for a mix of uses - retail, leisure, hotel, residential - in the predominantly working district add vitality and interest.

### Active streetlife

Public uses and safe, comfortable walking, cycling, and public transport (i.e. shuttle) amenities enhances people's interaction and promotes wellness.



Concept view of Campus environment

# A PLACE FOR LIVING

**Our proposals include a unique living environment with an emphasis on supporting the needs of the wider Campus.**

We know that the quality of the local environment is important to those who work on Campus and to those who live nearby. Wellcome's intention is to create an outstanding place that brings people together; integrating both the surrounding villages and the global scientific community into the rural setting of the East Anglian Chalklands.

Our proposals include the provision of up to 1,500 new homes, which would be delivered over a number of years, rather than all in one go. The homes would be focused on supporting the people who work on Campus and are likely to include a range of accommodation types to meet the varied needs of the people who currently work here and future staff.

Wellcome has the opportunity to create a unique community influenced by the success of the neighbouring Campus. We want to reflect the rural setting and distinctive landscape throughout the design process, using it to drive the quality and design of new neighbourhoods and how they connect with their surroundings.

## DESIGN PRINCIPLES



Creating a safe community

A unique pedestrian environment

High quality design

### Building neighbourhoods around a heart

We would like neighbourhoods to cluster around a central core of shared amenities, open spaces, shops, and co-working facilities.

### Setting amidst open fields and woodland

Using a pattern of wooded vales and linear settlements as the most appropriate response to the site and its wider context, our approach will acknowledge the importance of views from surrounding areas.

### Pedestrian-centric quality

There is a primary focus on the pedestrian environments with safe walking and cycling routes, minimal exposed parking areas, and habitable spaces overlooking the streets.

### Opportunities for work spaces

Design of neighbourhoods recognise the changing needs of individuals and families working in the knowledge sector - catering for workers and entrepreneurs in need of alternative and shared spaces.

### Oriented for optimal sun access

Block layouts will work with sun and wind patterns; optimising the orientation of blocks and buildings to promote morning and evening sun.



Concept view of a place for living

# CREATING A SUSTAINABLE COMMUNITY

To truly embed sustainability into the plans for growth, a sustainability framework is being developed to define Key Performance Indicators and associated targets.

As a measure of restorative sustainability, the project is striving to go beyond carbon neutral over the lifetime of the development. The initial focus will be on a resource efficient design to minimise the demand on non-renewable resources.



## HEALTH & WELL-BEING

Highest health and well-being building and community standards.

- Highest health and well-being standards for the new community
- Guidance from WELL Community principles



## PRODUCTIVE & HEALTHY LANDSCAPE

Nearly half the site as open fields, orchards, allotments.

- Open fields with retained hedgerows
- Seasonal grazing to support land management
- Allotments and orchards
- A model for co-existence of food, wildlife, people, and natural systems



## TOWARDS ZERO CARBON

Aspiration to be a carbon positive development.

- A range of innovative approaches are being explored to reduce carbon production as well as demand on utilities



## MOBILITY AS SERVICE

Exploring on-demand bus service via a mobile app; integrated travel option.

- On-demand bus service through a mobile app
- Integrated travel options with bike and car rental



## STORMWATER DRAINAGE

Retention of existing land form and use of sustainable urban drainage (SUDs).

- Working with existing site topography and land forms
- Use of SUDs and existing channels and valleys
- Retention of all stormwater on-site



## ECOLOGY & BIODIVERSITY

20+ hectares of new woodland planting; net gain in ecological habitat.

- Retention of existing vegetation to the extent possible
- Extensive new woodland planting
- Net gain in biodiversity



## WALKING & CYCLING

A living working community; improved cycling and walking routes within and around the site.

- A living community close to employment
- Improved cycling and walking in and around the site
- Direct link to Whittlesford Parkway Station



## RESOURCE EFFICIENCY

Reducing demand for energy and water; reducing dependence on non-renewable resources.

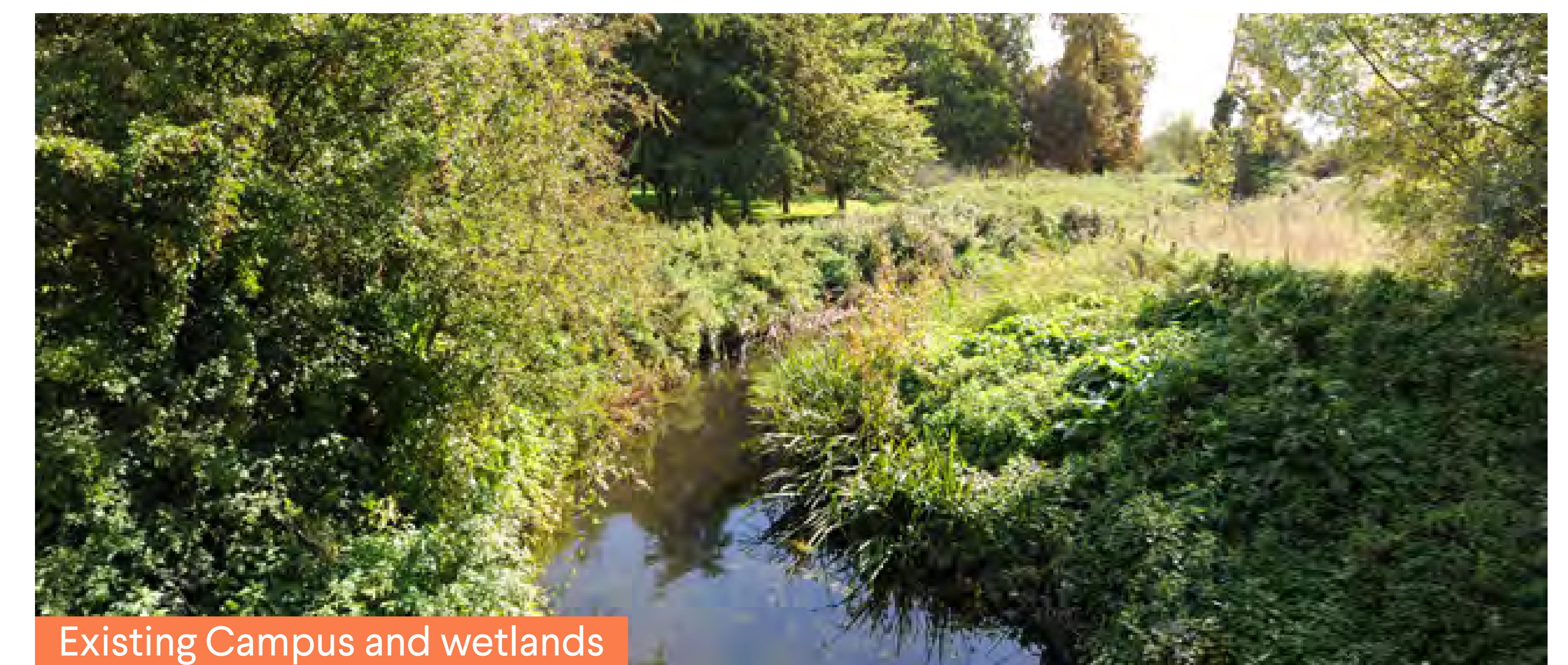
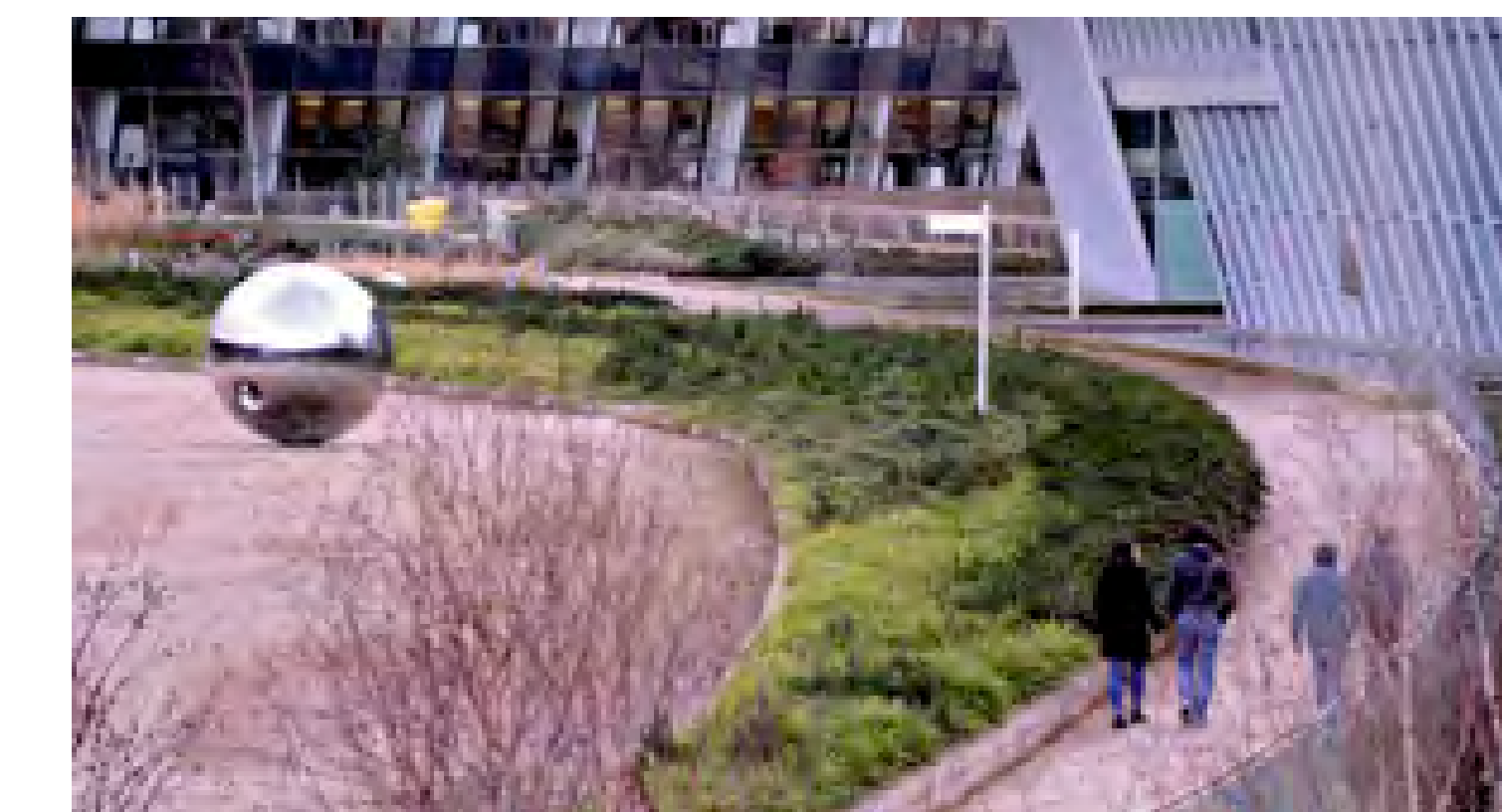
- Achieving reduced demand
- Reducing dependence on non-renewable sources

# STEWARDSHIP AND GOVERNANCE



Wellcome is committed to the long-term stewardship of the land and the expansion of the Campus into a broader community setting. Wellcome's long-term horizon enables the establishment of a governance structure for the expansion that will ensure its current stewardship principles of quality, innovation, sustainability, well-being and behavioural change can be a defining factor of the plans for growth.

Wellcome's long-term approach to development has already delivered environmental benefits to the Campus and community. In the future, Wellcome's ongoing presence and commitment will continue to deliver innovative solutions that are difficult to deliver under conventional business models.



Existing Campus and wetlands

# WORKING WITH THE LANDSCAPE

Our plans to expand the Campus include a significant focus on working with and enhancing the existing landscape.

Over the last 25 years Wellcome have invested in the surrounding landscape to promote a high-quality and diverse environment that is rich in native flora and fauna. The highlight of Wellcome's investment in the landscape is the Wetlands on the western boundary of the existing Campus, which provides a buffer to flooding of the River Cam and has become an important amenity for the Campus staff and the local community.

Our proposals for the new site will build on Wellcome's established relationship with the area, working with the existing characteristic topography of the site, enhancing the existing drainage and vegetation features throughout the site and ensuring a long term, productive and flexible landscape that benefits the countryside and the community.

The proposals aim to reduce visibility of the development from Hinxton by preserving fields between the village and development, incorporating additional hedgerows and trees for screening, retaining and reusing existing vegetation where possible.

**c.50%**

of the site remains open space

**c.7**

hectares of retained woodland

**20+**

hectares of new woodland

## LANDSCAPE PRINCIPLES



OPEN FIELDS



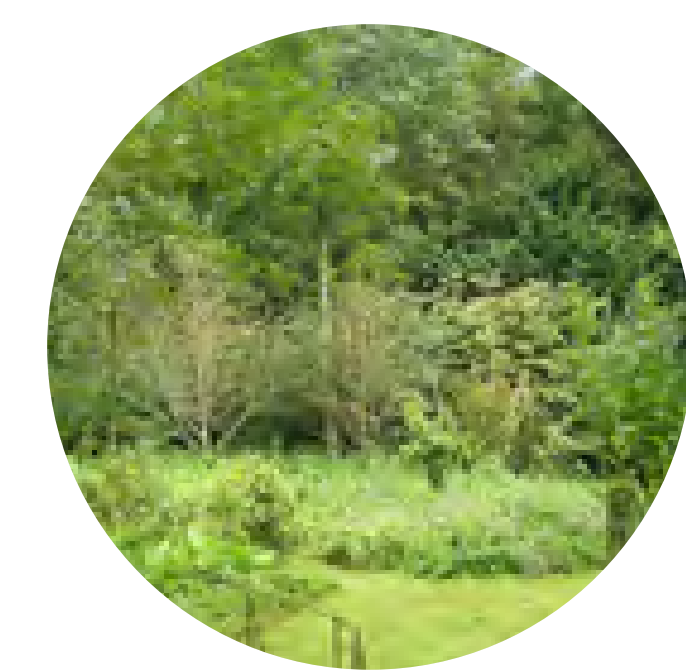
ARABLE PASTURES



RESIDENTIAL STREETS



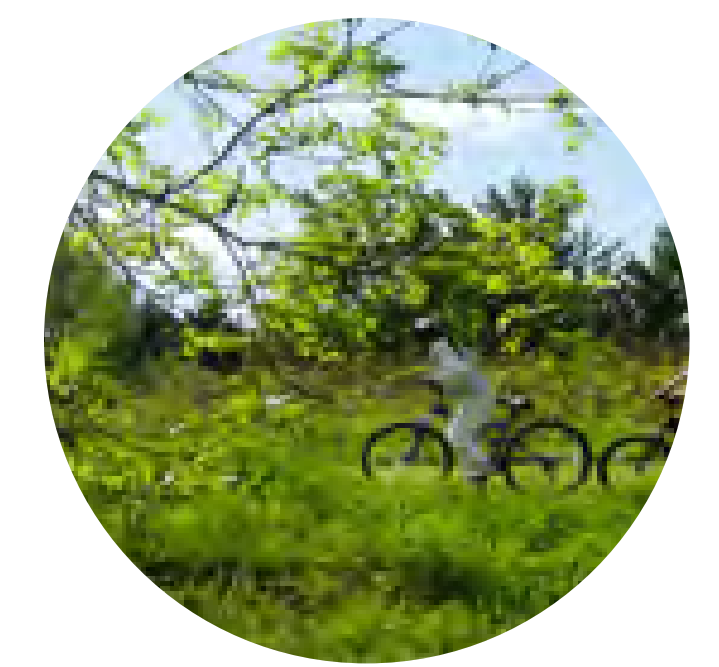
THE COMMON



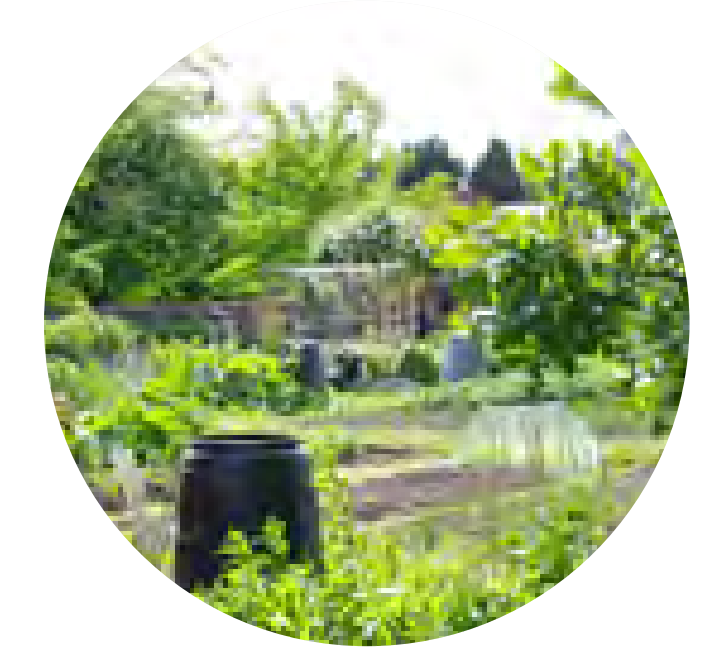
NATIVE PLANTING



TREE LINED AVENUE



NATURE TRAILS



AREAS FOR GROWING



AREAS FOR PLAYING



WOODED AREAS



ECOLOGICAL CORRIDORS



PUBLIC SQUARES

GATHERING LANDSCAPE

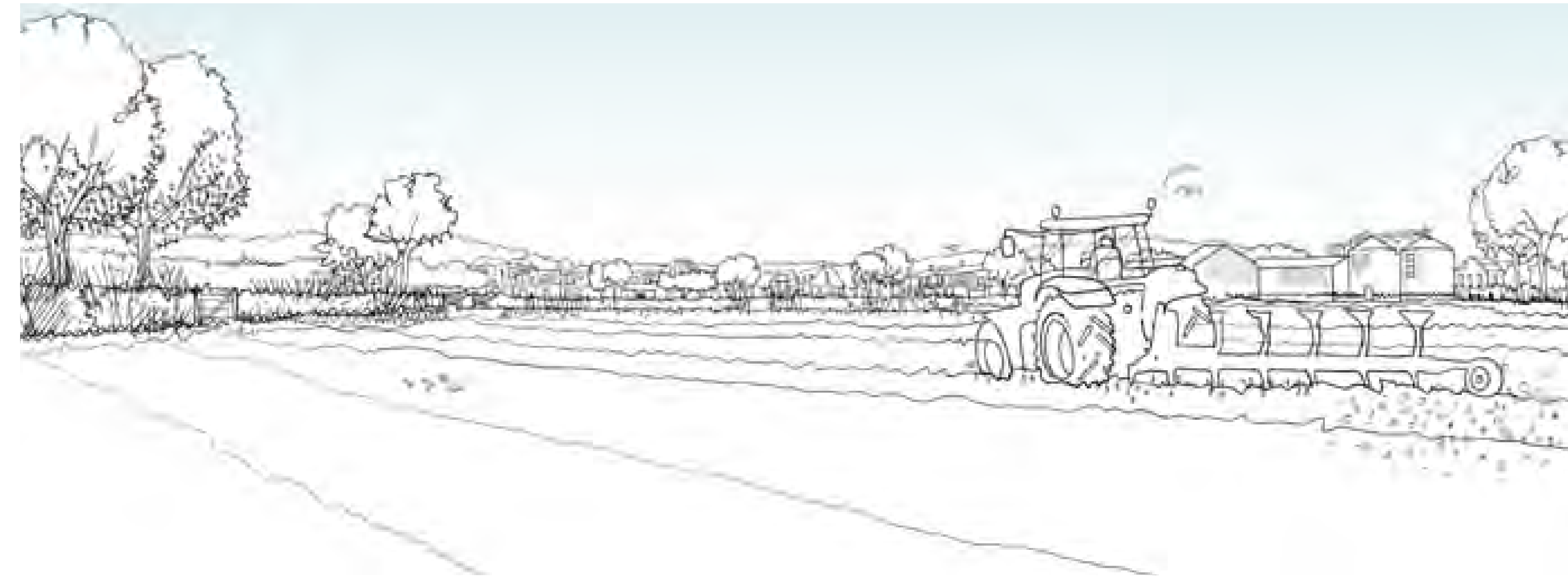
BUFFER LANDSCAPE

# LANDSCAPE APPROACH

Our landscape proposals are designed to respond to the local environment, ensuring we respond sensitively to the landscape character, views and historic and ecological context of the site. This includes:

- Preserving established broadleaved woodland habitats within the dismantled railway corridors, safeguarding valued mature trees and established badger setts
- Preserving the majority of existing hedgerows on site and infilling with new hedgerows and trees to improve landscape and ecological connectivity
- Preserving part of the 12 year old woodland plantation within the masterplan and transplanting the remaining trees within the new areas of woodland on site
- Preserving the setting of Hinxtion Hall whilst thinning some of the understorey along the A1301 to improve visual connectivity between the existing Campus and expansion site
- Establishing a wide variety of new habitats and green links on site including aquatic and calcareous grasslands, woodlands and hedgerows, all in keeping with the character of surrounding Cambridgeshire countryside
- Allowing for views towards the distinctive tower and spires of Hinxtion and Ickleton churches, Hinxtion Hall and chalk hills from within the masterplan
- Enhancing the health and well-being of Campus users and the wider community by providing an extensive network of footpaths and open spaces

## FOUR DIFFERENT LANDSCAPE CHARACTERS



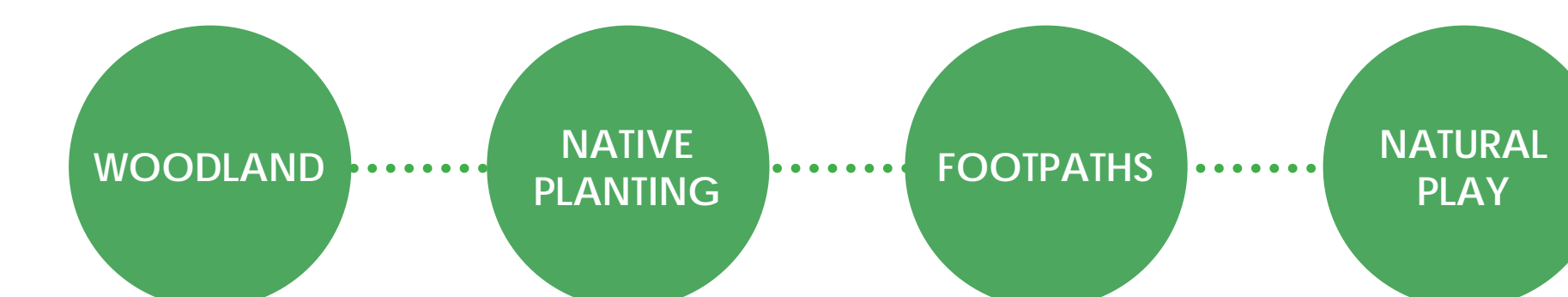
### Open Fields Landscape

The northern section of the land will be left open, with expansive fields opening up the rural vista interspersed with pockets of different habitats, including woodlands meadows, and ponds and ditches.



### Buffer Landscape

The new woodland on the eastern boundary will provide a rich mosaic of habitats to increase biodiversity and wildlife connectivity that will provide a buffer for noise, views and air quality. The buffer will also offer the opportunity to incorporate footpaths, bridleways and natural play areas.



### The Gathering Landscape

New spaces for gathering and socialising will anchor the centre of the expanded Campus and form part of a network of functional and amenity open spaces that enhance creative and collaborative working and promote wellness for the Campus as well as the wider community.



### Residential Landscape

A variety of outdoor spaces will be available for leisure activities, promoting wellness for staff and the wider community. Tree lined boulevards and small copses will integrate the residential areas into the surrounding landscape.



# ECOLOGY, BIODIVERSITY & WATER

Wellcome have demonstrated an ongoing commitment to restoring local habitat and improving biodiversity through the development of the Wetlands on the existing Campus in 2003 and the ongoing management and maintenance of this environment next to the River Cam.

As part of our landscape strategy we will continue to focus on preserving and creating new habitats and ensure there are plenty of foraging, commuting and roosting opportunities for native fauna. Ecology surveys have been ongoing since July 2017 to understand the existing environment and inform the masterplan design layout and landscape strategy. Working with the landscape and creating suitable habitats for native species, Wellcome's ambition is to deliver a net biodiversity gain over the next 25 years.

Our masterplan proposal not only caters for the flood risk on the site but also accommodates floodwater that may otherwise contribute to a problem downstream by the retention and enhancement of the east-west drainage swale incorporating it into a green corridor and making space for water. This proactive approach to flood risk should offer enhancements to the surrounding area.

We will take a sustainable approach to water management. No stormwater will be discharged from site and a strategy is being developed that replicates natural groundwater recharge whilst protecting the existing aquifer.

Sustainable drainage systems will include permeable paving, swales, green filter beds and soakaways sized to manage stormwater on site during a 1 in 100 year storm event plus climate change adjustment.

## MANAGEMENT AND MITIGATION MEASURES



### RESPECTING NATIVE SPECIES

- Protect and enhance native species of plants, including beech woodland, cherry, hazel, elder, silver birch, oak, ash and willow trees and hawthorn, blackthorn, elder, ash, bramble and dog rose
- Maintain the area's function as a 'stepping stone' for movement of animal and bird species across the landscape

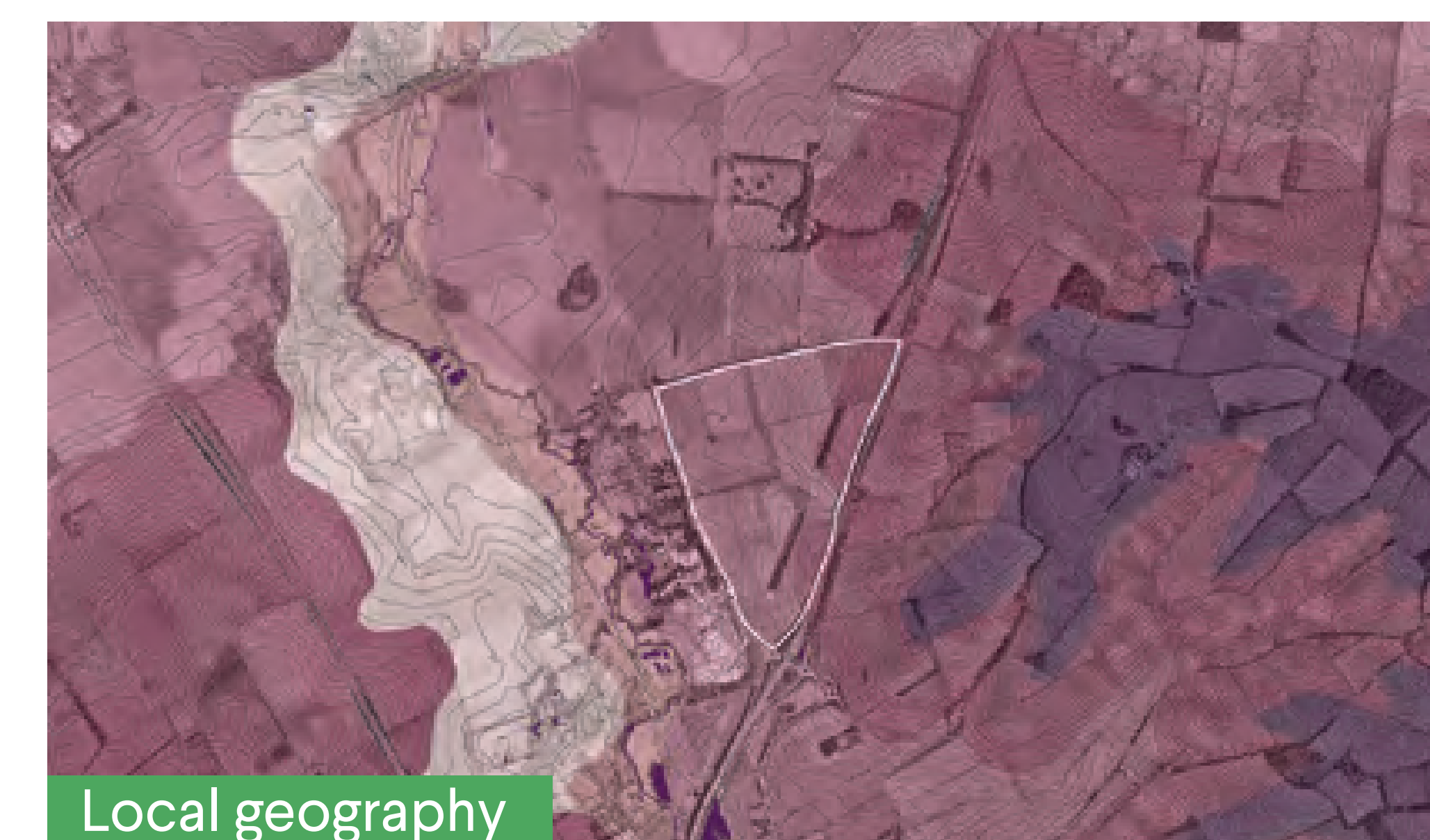


Wetland character



### WORKING WITH EXISTING LANDSCAPE

- Retaining and preserving most of the established woodland corridor along the disused railway embankment
- Preserving the majority of existing hedgerows on site and infilling with new hedgerows and trees to improve landscape and ecological connectivity.
- Areas safeguarded to allow green corridors and 'stepping stones' to be included in the design
- Provision of buffer and safeguarding areas from development around existing key habitats to allow habitats to remain



Local geography



### CREATING NEW HABITATS

- Allow space to introduce arable fodder crops or create small plots of wild bird cover to provide seed-rich habitat areas
- Allow for the creation of a mosaic of habitats and grass margins around fields to increase food availability close to the nesting habitat for certain bird species
- Provide space for potential flower-rich margins around the site to be established to boost numbers and a greater variety of insects



Rich habitats



### SUSTAINABLE WATER MANAGEMENT

- Flood plain meadows will be planted to provide natural filtration and visual amenity
- Swales and permeable surfacing will be used to slow down rain water run-off and encourage percolation of water to the aquifer
- Rainwater harvesting and grey-water recycling will reduce mains water demand



Valley landscapes

# EMERGING TRANSPORT STRATEGY

Transport and travel considerations are key to developing our plans for growth and a comprehensive transport and access strategy is currently being developed for the site as we undertake detailed traffic modelling to inform our approach.

The Campus already has a successful and effective transport strategy in place and has won awards for its Travel Plan, where approximately 45% of people working on Campus travel by bus, train, walking or cycling. The proportion of people who travel by car is significantly lower than other comparable employment centres.

In 2017, the Campus undertook a travel survey to understand how people working on Campus currently travel to work and how their journeys could be improved. 51% of people indicated that they would choose to travel by train if better connections were made to complete the journey to Campus.

A range of measures are being developed, including the enhanced cycle links and shuttle bus services between the Campus and Whittlesford Parkway, to encourage people to use alternative modes of transport.

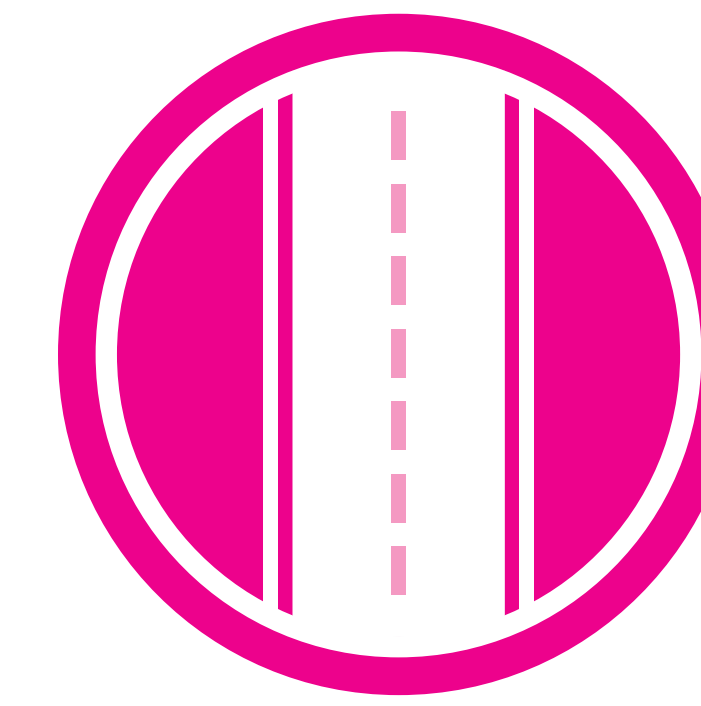
Detailed engagement is currently being undertaken with Cambridgeshire County Council, Highways England, Greater Cambridge Partnership and other stakeholders to inform our strategy.

## CURRENT TRANSPORT CONSIDERATIONS



### WALKING & CYCLING

- Improved cycle route to Whittlesford Parkway station to include crossing of the A505
- New crossing points along the A1301
- Additional and upgraded cycle parking at Whittlesford Parkway station (subject to agreement from Network Rail)
- New footways and cycleways alongside the A1301
- Opening new country walks for local residents



### HIGHWAYS

- New site access junctions from the A1301
- Improvements to the McDonalds Roundabout
- A detailed local traffic model is being developed to assess the likely impact of the development
- A505 corridor study to determine impact and propose improvements
- Desire to introduce measures to prevent staff routing through local villages
- Mitigating traffic movements by providing more amenities on site



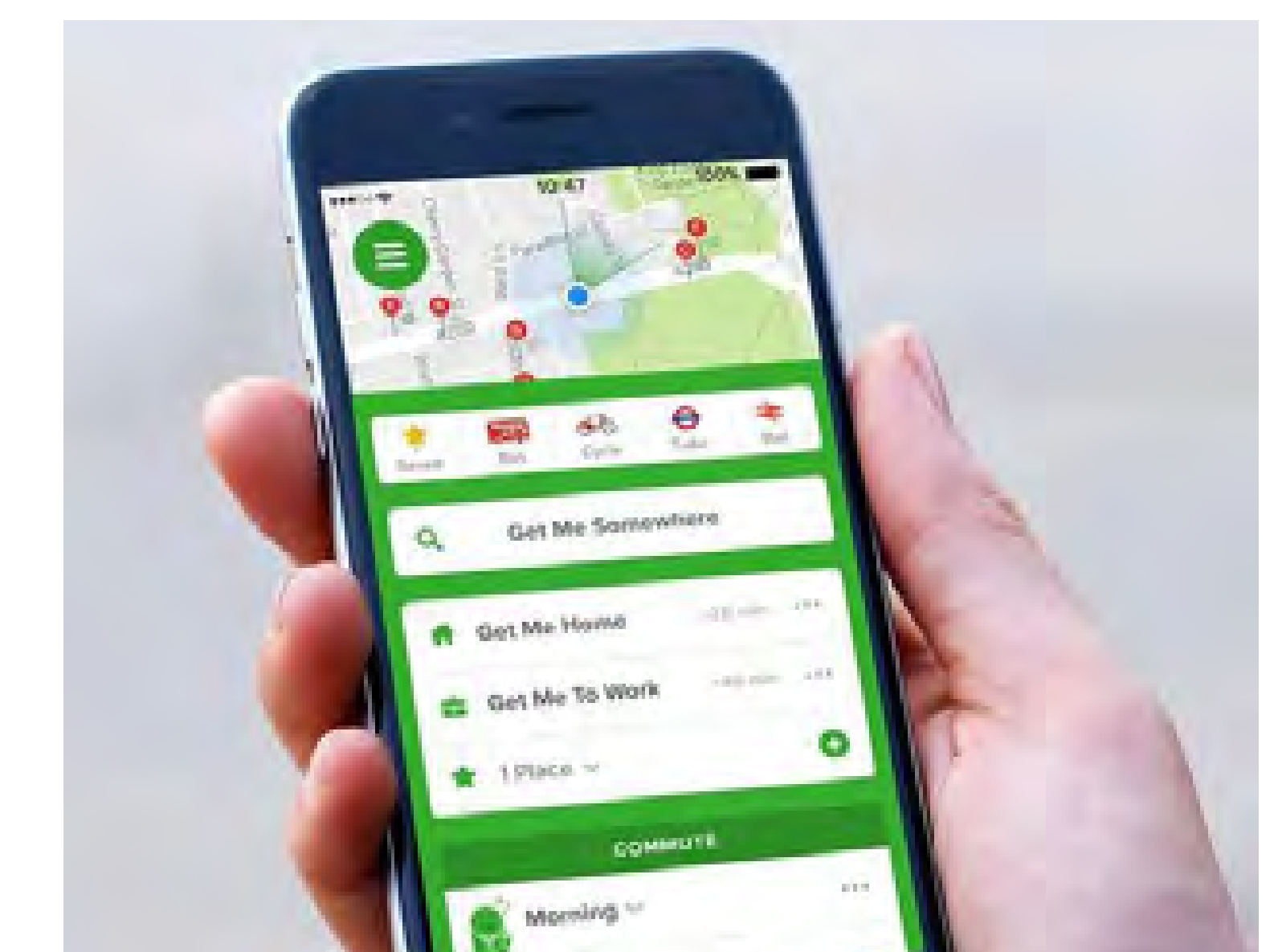
### PUBLIC TRANSPORT

- Regular shuttle services to and from Whittlesford Parkway station
- Extension of the Citi 7 bus route to the Campus
- Coordination of bus services serving other employment centres
- Proposals will link into the emerging Rural Transport Hub proposals at Whittlesford Parkway Station and ongoing study



### INNOVATIVE TRANSPORT SOLUTIONS

- Exploration of a potential future Autonomous Vehicle link between the Campus and Whittlesford Parkway station
- On site Community Concierge and Micro Consolidation Centre to reduce traffic
- Cycle docking and hire scheme at Whittlesford Parkway station
- Continuation of successful and award winning Travel Plan initiatives run by the Campus



# INTEGRATING THE A1301

Encouraging interaction amongst Campus staff and providing safe access to the new facilities for the local community is a core consideration of our plans to expand the Campus. Our ambition is to create an integrated Campus that encourages people to move freely between institutes, the new living environment, new facilities and open spaces.

To achieve this our proposal includes changing the character of the A1301 for a short stretch adjacent to the Campus to create a physical connection between the sites and improve safety for people travelling across the road.

To achieve this, we are considering the following interventions:

- Reduced speed limit
- Controlled pedestrian crossing points
- Thinning of vegetation and removal of fencing
- Active Frontage and Gateway features
- New access junctions to slow vehicle speeds
- Footway / cycleway on either side of the road

## EXISTING CONDITION



A1301 looking south



A1301 looking north

## CHARACTER REFERENCE



Controlled crossing



Pedestrian/cycle link

## HIGHWAY CHARACTERS

In the transition areas the principle purpose will be to move people and vehicles north-south.

Transition areas leading into the integrated section with gateway features, ensuring drivers are aware they are entering a different environment.

The integrated area will need to accommodate various requirements including moving people across the road.

- ◀ Existing access point
- ▶ Proposed access point
- Transition area
- ▤ Integrated area



## CROSSINGS AND CONNECTIONS



- ◀ Existing access point
- ▶ Proposed access point
- Community facilities
- Pedestrian crossing
- ⋯ Pedestrian routes
- ⋯ Primary link between places for gathering



# CONNECTIONS WITH THE WIDER AREA

The Campus is located within the intersection of the M11, A11 and A505 and both Great Chesterford and Whittlesford Parkway train stations are a short distance away, connecting the area to Cambridge and London. Our transport strategy will aim to improve links to the regional rail network and will provide improved public transport as well as making improvements to road infrastructure including the 'McDonalds roundabout' on the A505.

- Improved connections will link the site with Whittlesford Parkway railway station through a dedicated route
- Enhanced shuttle services will be operated to coordinate with rail services
- The masterplan includes high quality pedestrian and cycle connections that will link to the existing Campus and local cycle routes
- Where appropriate, off site highway improvements will be delivered including at the McDonalds roundabout
- Existing local bus routes will be extended to serve the site

## ACCESS POINTS



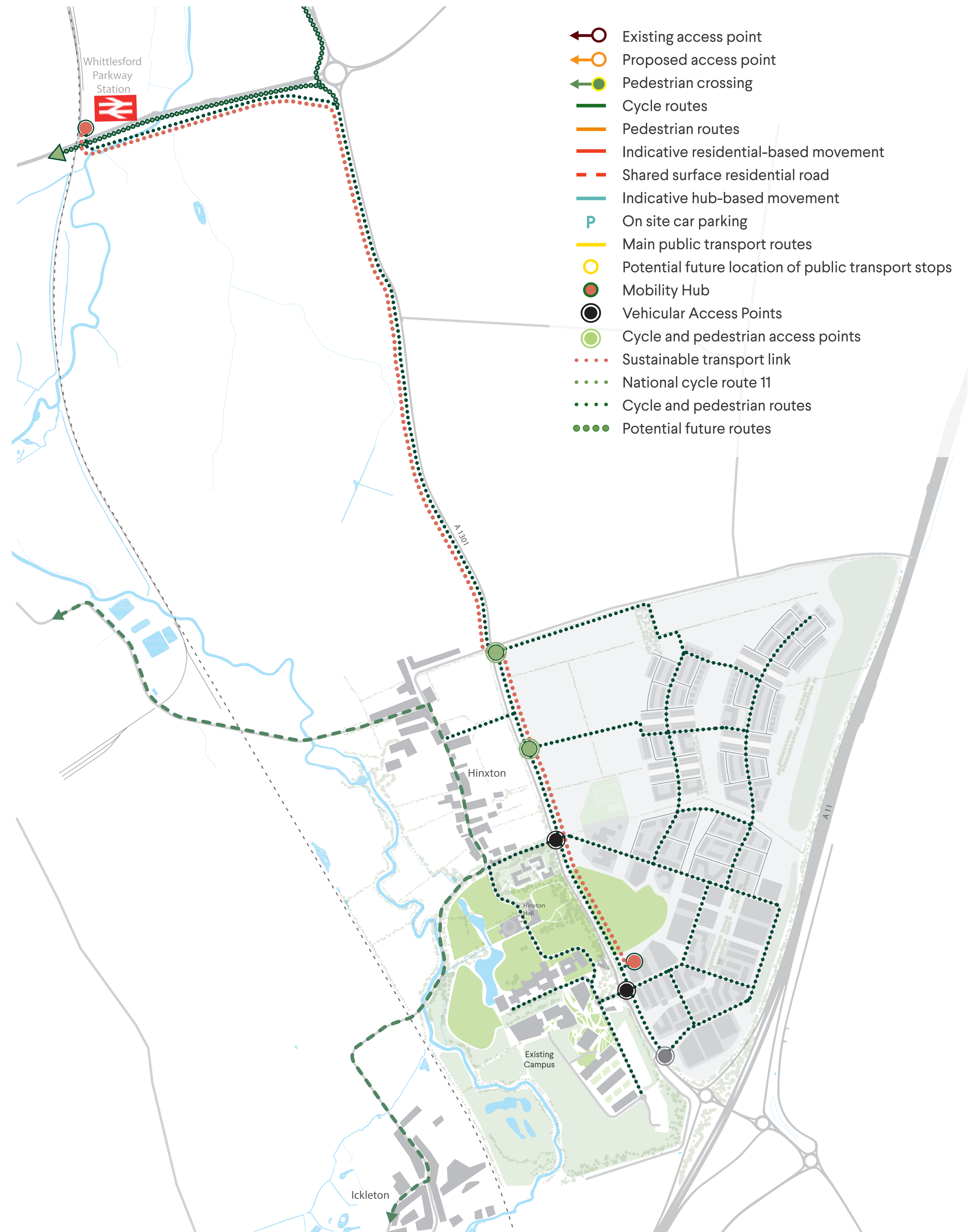
## PEDESTRIAN/CYCLE ROUTES



## VEHICULAR ACCESS



## CONNECTIONS TO THE WIDER AREA











- Existing access point
- Proposed access point
- Pedestrian crossing
- Cycle routes
- Pedestrian routes
- Indicative residential-based movement
- Shared surface residential road
- Indicative hub-based movement
- On site car parking
- Main public transport routes
- Potential future location of public transport stops
- Mobility Hub
- Vehicular Access Points
- Cycle and pedestrian access points
- Sustainable transport link
- National cycle route 11
- Cycle and pedestrian routes
- Potential future routes

# A STAGED APPROACH TO PLACEMAKING

Our proposals set out a vision for the growth of the Campus over the next 25 years through a flexible framework, which will allow the Campus to adapt and evolve in line with a set of principles which will need to be approved by South Cambridgeshire District Council.

This staged approach will ensure that the right facilities and uses are provided at the right time to support the Campus and the community needs.

We think the next phase of expansion could contain the following:

-  **Central Common**
-  **New 'Square'**
-  **New Research and Translation Space**
-  **Approximately 300 Homes**
-  **New Shops**
-  **Health, Well-Being and Leisure**
-  **Nursery and Education**
-  **On Site Parking**

## NEXT STAGE OF EXPANSION



## NEXT STAGE OF EXPANDING THE CAMPUS COMMUNITY

Subject to planning, the next stage of evolving the Campus community will focus on providing a mix of uses to ensure sustainable and managed growth. This would prioritise the creation of the public common and community infrastructure, as well as providing approximately 300 new homes and new research and translation space.

# VIRTUAL REALITY EXPERIENCE

Virtual reality is the use of computer technology to create a simulated environment, experienced at a human-like scale.

If you are interested in experiencing aspects of the proposed masterplan in virtual reality please speak to a member of staff who will be able to assist you.



## 1. Open Fields

360° view across the open fields at the north-east corner of the proposed expansion area

1

## 2. Main Residential Street

360° view of main residential street of the proposed expansion area

2

## 3. The Common

360° view of the Common at the centre of the proposed expansion area

3

## 4. Entrance

360° view of the A1301 and southern entrance into the proposed expansion area

4