Serving and Supporting Our World Class Small City

Council plans and partnerships for Cambridge for 2019 and beyond

Briefing for businesses 31/10/18

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Overview

- Planning and housing update
- Greater Cambridge partnership – Getting Cambridge Moving
- Detail on Cambridge and delivery by the Council
- Our plans and finances for 2019 and beyond. Including our major capital investment
- Seeking your input and ambitions, plus feedback from business survey and interactive discussion
CAMBRIDGE - OUR CITY OF CONSIDERABLE MAGIC ... AND BUSINESS MAGIC TOO
GREATER CAMBRIDGE
BIOMEDICAL CAMPUS AND ASTRA ZENECA BUILDING
An Adopted Local Plan – at last!

Submitted
March 2014

Approved by
Council
Oct 2018
Local Plan Objectives

1. Plan-led site development and policies
2. Proactively drive and support economic growth
3. Encourage re-use of previously developed land

4. CONNECTIVITY – Well located development, connecting housing jobs and amenities
5. Actively manage growth for non car modes and focus development in sustainable locations

6. CLIMATE - Support low carbon futures
7. Conserve and enhance natural environment

8. CHARACTER - Seek to secure high quality design
9. Reflect characteristics of different areas
10. Promote mixed use development and recognise open land value for wildlife, flood risk, recreation etc
11. Conserve heritage assets

12. COMMUNITY - Take account of and support social and cultural wellbeing and health
Cambridge and South Cambridgeshire Housing Supply to 2031 (as at 1 April 2017)

Development strategy:
- City (brownfield & infill)
- Fringes
- Green belt
- New settlements
- Sustainable villages

Rest of South Cambridgeshire 9,861

Cambridge and South Cambridgeshire 2031

Cambourne 2,605
Bourn Airfield Total 1,360

North West Cambridge 5,476

Northstowe 3,216

Rest of Cambridge 6,767

Southern Fringe 3,938

East Cambridge 2,557

Waterbeach Total 2,300

Milton

A10

A14

Girton

Histon

A1307

M11

Barton
Greater Cambridge Partnership

- 44,000 new jobs
- 33,500 new homes
- 420 new apprenticeships
- £500m investment in transport & infrastructure over 15 years

Logos of Greater Cambridge Partnership, Cambridge City Council, South Cambridgeshire District Council, Cambridgeshire County Council, University of Cambridge, and Business.
CAMBRIDGE
CITY OF CYCLING
RURAL TRAVEL HUBS
Small and flexible transport interchanges at key locations in South Cambridgeshire, allowing more people to access sustainable transport.

HIGHWAYS IMPROVEMENTS
GCP supports investment by Highways England of a future 'all-movements' Girton interchange and a 'Smart Motorway'.

HISTON ROAD
Improving bus journeys, segregated cycling and walking provision.

CAMBOURNE TO CAMBRIDGE
Creating better public transport journeys along the A428 and A1190 routes to the west of Cambridge with improved walking and cycling links and extra Park & Ride capacity.

MILTON ROAD
Plans aim to provide faster and more reliable public transport routes into Cambridge, as well as safer and high-quality pavements and cycling facilities.

JUNCTION 11 PARK & RIDE
Additional Park & Ride capacity near the M11 junction 11.

CITY ACCESS
Improving travel within Cambridge by public transport, cycling and walking routes, along with increasing capacity and improving air quality and public spaces.

CYCLING
There are a number of schemes to enhance and extend the city's cycling network including:
- A10/cycleway: Plugging the gap in the A10 Cambridge to Saffron cycle route between Milton and Shapcott.
- Cross-city cycling: Enhancing and extending the city's cycling network.
- Cambridge Trail: New multi-modal cycle path connecting north and south Cambridge, including key employment centres and transport hubs.
- Greenways: Expanding the cycling network through provision of new segregated cycleways linking villages to the city.

CAMBRIDGE SOUTH STATION
Supporting a new railway station at Cambridge South for Cambridge Biomedical Campus and the surrounding area.

CAMBRIDGE TRANSPORT STUDIES
The Cambridge Transport Studies aim to provide better public transport, walking and cycling options to improve journey times and link communities to employment sites in the region.
- Study Area 1 (1)
  - North Cambridge (2)
  - Cambridge to Ely (3)
  - Cambridge to Newmarket (4)
Tackling congestion

206,000 vehicles travel in and out of Cambridge every day

If we carry on as we are by 2031:

- Traffic increase (Cambridge): +30%
- Traffic increase (South Cambridgeshire): +40%
- Time spent in congestion: +100%

*Projected increases based on 2011 statistics*
Tackling congestion

City Access

- Workplace Parking Levy
- Public Space & Air Quality
- Pedestrian & cycling infrastructure
- Travel Planning
- On-Street Parking Management
- Smart Technology
- Better Bus Services
- Traffic Management

Cambridge City Council

cambridge.gov.uk | facebook.com/camcitco | twitter.com/camcitco
An up-to-date and future-facing Digital Connectivity Infrastructure is essential to maintain our position as a leading digital county.

**Economy**
- UK digital economy is growing 2.5 times faster than any other sector
- Internet traffic is set to double every two years
- High demand for digital connectivity across the county

**Lifestyle**
- Households use multiple Internet devices at the same time
- 90% of adults go online for work, leisure, and services - 65% use smartphones
- Flexible working reduces travel time and congestion

**Health & Wellbeing**
- Local Digital Roadmap to share data and modernise healthcare
- Health apps and online tools give rapid, reliable information for patients
- Telehealth and remote monitoring helps people live independently

**Education and Skills**
- Being online helps children learn
- Next generation expect to be ‘always on’
- Jobs increasingly demand digital skills
A world class city – from strength to strength

- Cambridgeshire & Peterborough Independent Economic Review
- Local Industrial Strategy
- CaMkOx corridor – East West rail, East West Expressway
Cambridgeshire & Peterborough Independent Economic Review - worth a read

14 core recommendations - www.cpiер.org.uk/final-report

- Three complementary economies incl Greater Cambridge
- Unique needs, including “freedom of movement”,
- Needs extra transport and wider infrastructure
- Plus more homes in city, South Cambs and across Cambs
- Social investment vital, incl skills, education, early years learning, and regeneration in north of the county
Your views on the economy

- Business Survey - headlines
Which is why we need Strategic Planning for Cambridgeshire

- **Better connections across our county** – hard infrastructure like roads, rail, digital, energy, water

- **Better connections across our communities** – soft infrastructure, like community services

- **Better planned growth** – communities, environment and focusing on quality of life

- **More investment** – a way to better target the resources we have across the county into one plan, as well as being better placed to access external funding incl Government bids
Devolution

- £70m for social housing in Cambridge
- £100m for affordable housing in the wider devolution area
- £600m over next 30 years for infrastructure
New Combined Authority leading on CAM Metro plans
Anticipating growth in our asset plans too

Connects all key destinations and development sites to one another and to radial corridors
Leading a city where businesses thrive

- Importance of city centre which is under pressure
- Supporting sustainable economic growth through
  - Local Plan – providing space for new homes & businesses
  - Car parking for your customers + getting views on “Getting Cambridge Moving” congestion through GCP
  - Trade waste, environmental health, fleet maintenance
- Creating the quality of life & quality of place to help make it easier for you to recruit and retain top quality employees
What does the city council do?

The council spends £96m per year on services

- Council housing
- Building new homes
- Bin collection
- Recycling
- Environment / street cleaning
- Parks & open spaces
- Planning
- Inspecting food premises
- Car parks
- Council tax collection
- Elections
CAMBRIDGE
LARGE PARKS & SPACES – NATURE ON OUR DOORSTEP
What is the city council’s share of Council Tax?

£73.5m of Council Tax collected by Cambridge City Council each year.

£65.3m is collected on behalf of Cambridgeshire County Council, Cambridgeshire Fire and Rescue, Police and Crime Commissioner.

£8.2m is collected on behalf of the city council for services.
How much income does the council get from business rates?

£107m
Council collects per year in business rates

£90.8m
Paid to the MHCLG for government spending

£10.7m
Paid to Cambridgeshire County Council and Cambridgeshire Fire and Rescue

£5.5m
Retained by the council to spend on services in Cambridge
Capital programme focus 2019

- Rethinking car parks for the future, starting with Park Street
- Building mixed high quality developments
  - Mill Road depot
  - Cromwell Road (former Ridgeons site)
- Remodelling other council sites and offices
- Increased energy generation, and cut to our emissions and climate change impacts
Cambridge Northern Fringe East

- A 48 hectare site - 80% Anglia Water land and 20% City Council
- Proposals for quality development of 5400 homes, and more locally
- Area Action Plan starting, including consultation
- U+I appointed Master Developer
- Depends on Housing Infrastructure Fund bid of £193m - also supported by Combined Authority. Government decision early 2019
- Building on quality infrastructure of Cambridge North station and busway
Some of our priorities

- Fair shares for all
- Climate change
- Housing
- Safety and inclusiveness
- Essential services
- Unique quality of life
- Improving transport

The council’s priorities include:

- Equality and Anti-Poverty work
- Suggested slides on Living Wage from Helen Crowther
Budget funding gap for 2019

- No Government core grant for first time
- Growth costs us - new homes cost more than we earn in council tax
- Current 2019 gap estimate of unavoidable spend is an extra £1.2m, and similar challenges in next few years
- Plus need to fund modernisation and transformation of Council delivery
Transforming Council efficiency

- Shared services with adjacent councils
- Major digital investment including to improve service to customers and businesses
- Reviews of all departments including and win/wins and expansion of Council income earning
- Making the most of over £50m in cash assets to generate at least 5% = over £2.5m
Potential impact of Brexit in Cambridge

- Diverse population with many EU citizens
- EU educational funding for the two universities
- Diverse economy
- Home to a large number of migrant workers

**Cambridge**

- 12.8%
- National average: 6%

**EU student population**

- £16.4 million in tuition fees
- Majority of EU students study at the University of Cambridge

**Location**

- Large concentration of foreign owned firms
- EU nationals work in a broad range of occupations
Tackling Housing Affordability

Ratio of house prices to earnings reached 16:1 in both Cambridge and Oxford in 2015, matching London.

Growth rate of house prices as high in Cambridge and Oxford 2014-2016 as anywhere in Britain.

For comparison the mean house price in London in 2015 was £530k.
What is the council doing to address the housing crisis?

- Devolution deal - 500 new council homes
- Using council land
- Cambridge City Housing Company
- Housing Development Agency and Cambridge Investment Partnership
- Preventing homelessness
- Working with private sector landlords
- Planning policies aim for 40% affordable housing
Doesn’t every member of your staff deserve enough income to live on?

And be able to afford housing to rent in or near range of Cambridge?
Have you signed up to fair pay?

**HOW DO I BECOME A LIVING WAGE EMPLOYER?**

- **Pay the real living wage to all your directly employed staff**
- **Have a plan to pay your on-site contractors a living wage**
- **Complete the application form online**

www.livingwage.org.uk/become-a-living-wage-employer
Business benefits from Real Living Wage accreditation

- 86% say it has improved the reputation of the business
- 75% say it has increased motivation and retention rates for employees
- 64% say it has helped differentiate themselves from others in their industry
- 58% say it improved relations between managers and their staff
Disadvantage in Cambridge

- 13,700 people living in households claiming Housing Benefit
- One person in ten lives in a household claiming benefit
- The most unequal city in the UK for income
- 10.1 years life expectancy gap between the most and least deprived areas of Cambridge (men)
- 9.9 years life expectancy gap between the most and least deprived areas of Cambridge (women)
- Cambridge is in the lowest 20% of local authority areas for social mobility
How can your organisation be part of an inclusive Cambridge?

- Enhance your profile and organisational reputation in the business community and wider city.
- Use your time, resources & skills to develop / participate in community initiatives to help tackle & prevent poverty.
- The Council can help you identify local projects tackling disadvantage that you and your staff contribute to.
- Come along to our event on Thursday 8th Nov at Westminster College 5pm to 7:30pm to find out more.
Any Questions?

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