

Dear Resident / Business / Organisation,

**Re: Soham Eastern Gateway project**

We are writing to introduce This Land Ltd. and the Soham Eastern Gateway project to you. As you may be aware, a planning application for Soham Eastern Gateway was previously submitted by the County Council in June 2017 and subsequently withdrawn in November 2017. This Land will be working on developing the Eastern Gateway scheme, with an aim to submit a planning application to East Cambridgeshire District Council by May 2018. We would like to take this opportunity to introduce ourselves to all residents, businesses and groups in the area, and invite you to take part in our dedicated consultation process that will inform the masterplan.

**About us**

This Land is a newly-created development company which will offer a fresh and innovative approach to the creation of desirable new homes and neighbourhoods. Each of the founders of This Land has over 30 years of experience in property development and placemaking. Our ambition is to work across the country, but our initial focus will be in Cambridgeshire. We will build at least 1,000 new homes in the County over the next five years, on developments varying in size from just one or two homes up to 600 homes. We will be developing every category of homes, from affordable and entry level starter homes through to the higher end of the market. Placemaking is central to our approach. We will engage with Soham residents, listening to your needs and aspirations in order to ensure that the new development complements the qualities of the town, and becomes an integral part of the future of the Soham community.

We would also like to introduce our partner, Soundings, who will be working with us to ensure a positive dialogue with the local community. Soundings are community engagement specialists with over 20 years of experience in the field. They have been appointed to act as a neutral voice, informing the project through inclusive and informative consultation.

**About Soham Eastern Gateway**

The Soham Eastern Gateway area is located to the east of Weatheralls Primary School, between the town and the A142 bypass, and between Qua Fen Common and East Fen Common. It covers approximately 33 hectares. The masterplan will be planned according to policy outlined in the 2015 East Cambridgeshire Local Plan, and it will provide around 550 dwellings, including affordable housing, as well as a local shop, a new GP surgery and open public space available for all Soham residents. You can see the exact location of the Soham Eastern Gateway site overleaf. The masterplan will be developed in detail over the coming months and will be informed and shaped by consultation with the Soham community.

**Works on site**

As part of the planning process, there are currently archaeological surveys being conducted onsite. This involves the excavation of trenches to allow investigation into the historical merits of the site. The methodology for the works has been approved by the County Archaeologists. The first phase of this survey work commenced on the 8th January 2018 and is now almost complete. Upcoming discussions about the findings of this work with the County Archaeologists will determine the extent of the next required phase of investigations.

## Working with the community

Our commitment is to work closely with the community on developing a masterplan that has local value.

To ensure that all issues of interest are discussed openly, we have asked Soundings to develop a plan for public engagement and consultation. Soundings will begin by meeting with local groups and residents and holding some informal street interviews in order to meet local people and hear your initial views. Soundings will also be setting up a Community Liaison Group, consisting of community representatives who will work closely with us throughout the consultation process. By the end of March, we hope to be in a position to publish early plans and designs, and we will share these with you at a public exhibition which will be well publicised.

If you represent a local group, a resident association or a business and are interested in hearing more about the Community Liaison Group, or if you are a local resident and would simply like to register your interest in being kept up to date on the consultation process, please contact Leonora or Janet at Soundings via the contact details below.

We would like to work especially closely with all our immediate neighbours, and would kindly ask you to contact Soundings to let them know if you are interested in being involved.

Soundings have set up a dedicated consultation website, where we will update all project and consultation information periodically. You can reach it at: [www.sohameasterngateway.com](http://www.sohameasterngateway.com).

I look forward to meeting you in the near future.

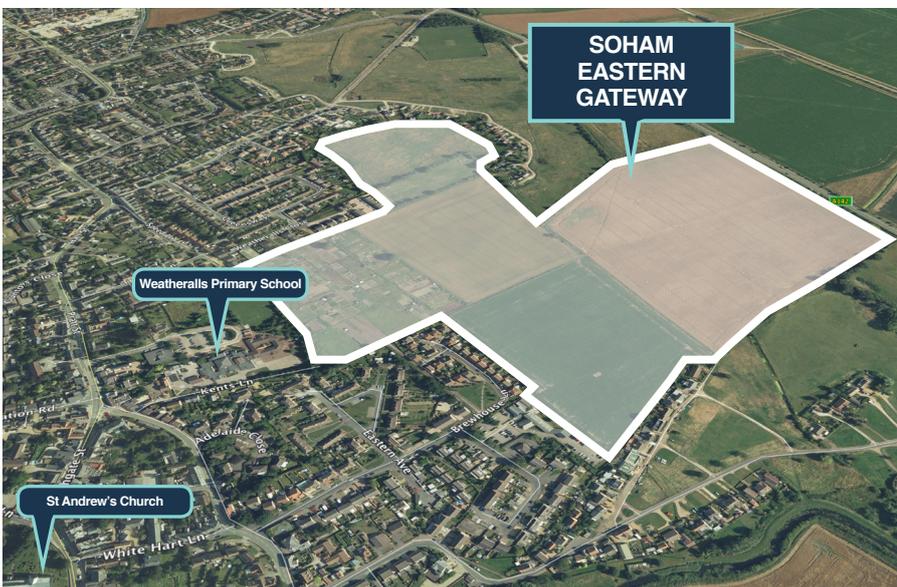
Yours sincerely,

**Rob Hasselder**

Development Director



A DEVELOPMENT  
BUSINESS



Site location according to the East Cambridgeshire Local Plan 2015

For any queries please contact Leonora or Janet at Soundings, using the contact details below:

Soundings  
148 Curtain Road  
EC2A 3AT London



e | [info@sohameasterngateway.com](mailto:info@sohameasterngateway.com)  
t | 020 7729 1705 (ask for Soham project)  
w | [www.sohameasterngateway.com](http://www.sohameasterngateway.com)