WELCOME TO THE SECOND PUBLIC EXHIBITION OF THE SOHAM EASTERN GATEWAY DEVELOPMENT

INTRODUCTION
Since February 2018, This Land and the project team have been working on the proposals for the Soham Eastern Gateway development. This has included a series of consultation events with local residents throughout 2018. Our proposal plans are now almost ready to be submitted to the East Cambridgeshire Council.

In this exhibition, we are presenting the proposals that we intend to submit as part of the planning application, and we want to hear your thoughts on what matters most to you as we plan to take this development forward.

Our plans for Soham Eastern Gateway aim to provide 575 new homes, a new roundabout onto the A142, a brand new health centre, generous open and green spaces, a nursery, play areas, as well as retail and employment opportunities for the local community.
The Project Team

THE THIS LAND™ DEVELOPER

This Land™ is a development business established with the aim of offering a new, much more customer and community-focused approach to development than the traditional UK housebuilder model. The company's ethos is to work with communities and stakeholders to create high quality, attractive neighbourhoods that are designed to complement the local environment and bring tangible benefits to the existing communities that will host them.

PEGASUS ARCHITECT

Pegasus Group is a leading independent multidisciplinary consultancy specialising in planning, design, environment and economics, working on planning and architecture projects across the UK.

Pegasus are working alongside Soundings to ensure that local residents' feedback is integrated into the designs of Soham Eastern Gateway.

HENRY RILEY PROJECT MANAGER

Henry Riley are at the forefront of Project Management of residential developments across Cambridgeshire. Their experience extends from small rural exception sites up to new settlements. Henry Riley have over 75 years' experience delivering projects in Cambridgeshire. Local projects include the Cambridge Southern fringe sites and the proposed new development at Kennett Village.

CARTER JONAS PLANNING CONSULTANT

Carter Jonas is a multi-disciplinary national property consultancy, with a key hub office based in Cambridge. It is providing planning consultancy advice on the Soham Eastern Gateway project. Carter Jonas is bringing extensive experience in the preparation of complex major planning applications in Cambridgeshire.

WYG TRANSPORT CONSULTANT

WYG has extensive experience providing transport planning support in relation to large residential and mixed-use developments and has been involved in the Soham Eastern Gateway site since the start of 2018. WYG is currently involved with a range of projects throughout Cambridgeshire.

MLM GROUP DRAINAGE CONSULTANT

MLM are a multi-disciplinary engineering consultancy with offices throughout East Anglia and the South East. MLM are responsible for assessing flood risk to and from the proposed development and undertaking the foul and surface water drainage strategy for the development, ensuring that the relevant national and local policies and standards are met and setting the criteria for the detailed design of the site.

SOUNDINGS ENGAGEMENT CONSULTANT

Soundings are community engagement specialists with over 20 years’ experience in the field. They have been appointed to act as a neutral voice, informing the project designs through inclusive and informative consultation with Soham residents. Soundings are focusing on ensuring an open, transparent and positive dialogue with the local community.

STAPLOE MEDICAL CENTRE HEALTHCARE PROVIDER

This Land™ and the Staploe Medical Centre have made an agreement for the development to include a new purpose-built and bigger health centre. The centre will be designed with input from the local doctors and NHS England. Representatives from Staploe are here today to answer any questions.

GRAIN NETWORK PROVIDER

Grain Connect is a telecommunications full fibre network provider, and will be bringing their network to Soham. Grain is responsible for building the network and delivering broadband, entertainment and phone service. Soham would be the first development to get a gigabit speed in the region and would enable the roll out of full fibre networks to the wider community in the future.

ANGLIAN WATER DEVELOPMENT SERVICES, PRE-DEVELOPMENT TEAM WATER COMPANY

The Anglian Water pre-development team are present to demonstrate the collaborative approach to delivering a robust drainage strategy for the site to answer any questions.
Developing the Proposals with the Community

### PUBLIC CONSULTATION IN 2018

Throughout 2018, the team carried out a series of public consultation events and surveys that helped us shape the development proposals.

Below you can see a summary of the events held, and a snapshot of the key findings; full comprehensive reports can be seen on our website (www.sohameasterngateway.com) and at this exhibition.

#### STREET POP-UP EVENTS, FEBRUARY 2018
- Met around 100 people
- 105 responses
- 35 attendees

#### WALK AND TALK EVENTS, MARCH 2018
- 2 Open & Green spaces Workshops
- 81 attendees
- Over 50 attendees

#### OPEN & GREEN SPACES WORKSHOP, APRIL 2018
- First Public Exhibition
- Over 250 attendees

#### RESIDENTS’ FORUM, MAY 2018

#### FIRST PUBLIC EXHIBITION, JULY 2018

### HOW YOUR FEEDBACK HELPED SHAPE THE PLANS

Here are some highlights on how your feedback has informed and shaped our proposals.

#### SOCIAL INFRASTRUCTURE
- The social infrastructure in Soham isn’t sufficient to cope with the population increase (GP, schools etc.)

#### TRAFFIC & CONNECTIONS
- The majority of residents said the development shouldn’t be isolated from the town, and that there needs to be a vehicular connection to the Town through Brewhouse Lane.
- However, Brewhouse Lane residents were against a connection via their road, and had concerns about increased traffic from cars and HGVs.
- There will be a vehicular access road connecting Soham town centre to the development through Brewhouse Lane.
- Weight restrictions are being proposed to restrict HGV movement on Brewhouse Lane. The potential of other mitigation measures such as extending footpaths, provision of laybys, and parking restrictions are also being investigated.

#### WILDLIFE
- Maintain biodiversity / protect natural environment. Respect Soham’s fenland character.
- Protecting and enhancing existing hedges and trees, working with ecologists to plant local species and increase biodiversity, designing natural informal green, water and play areas.

#### COMMONS
- The commons should be protected
- Natural buffers towards the commons, fenland link connecting commons.

#### SEWAGE
- The sewage infrastructure needs to cope with new development
- Close liaison with Anglian Water to guard against any detrimental effect on Soham.
The Masterplan

The masterplan for Soham Eastern Gateway will include new homes, a new purpose-built GP, a nursery, commercial space and generous public realm for the local community. It will also provide a new roundabout onto the A142.

The masterplan will aim to deliver 575 new homes, in accordance with the Local Plan 2015.

No development is proposed for the existing allotment land, and therefore the allotments will not be relocated.

As County Highways did not support a route past the Weatheralls School to Pratt Street as previously planned, an alternative access through Brewhouse Lane has now been proposed to properly link the Town and the Development together.

![Diagram of Masterplan]

**KEY FEATURES**

1. Mixed-use Hub & Central Square
   - Including cafe space, office space, a convenience store, public square and water-side space
2. New, Purpose-Built Health Centre
3. Apartments and Town Houses
4. Proposed Nursery
5. Fenland Link (Wildlife Corridor)
6. Destination Park (Play Area)
7. Wetland Gateway (Water Features)
8. New Roundabout (A142)

**Legend**

- **New Roundabout**
- **Water Features**
- **Mixed-use Hub**
- **Public Open Space**
- **Fenland Link**
- **Potential Pedestrian Link**
- **Potential Link (subject to agreement)**
- **Existing Footpath**
- **Water Features**
- **Proposed Soil Bund**
- **Pedestrian/Potential Cycle Link**

**Changes since last exhibition**

- Holmfield and public realm connection and increased green buffer, as proposed by site neighbours.
SOHAM EASTERN GATEWAY ROUTES/CONNECTIONS

Vehicle access will be proposed from a new roundabout onto the A142 and a second access via an extension of Brewhouse Lane. The Brewhouse Lane access provides a vehicle link in to Soham and along the A142. Vehicle access will be proposed from a new roundabout onto the A142 and a second access via an extension of Brewhouse Lane. The Brewhouse Lane access provides a vehicle link in to Soham and is proposed in response to feedback received at the 2018 public exhibition, and feedback from Soham Town Council and East Cambridgeshire District Council. The site has excellent potential for undertaking local journeys by sustainable transport. Walking/cycling connections will be provided, including making use of existing Public Rights of Way and informal routes as well as providing footways/cycleways adjacent to new roads.

TRAFFIC INCREASE AND IMPACT ON LOCAL RESIDENTS

The transport assessment focuses on the weekday peak hours when traffic flows are highest and uses traffic data collected at key locations in Soham and along the A142. Weekday traffic flows in Soham were recorded during school term time.

The predicted additional traffic (for the full development) is calculated based on similar developments surveys, existing travel patterns for journeys to work (obtained from the 2011 Census) and the likely catchment area of the local centre.

The predicted additional traffic presumes a fully completed development.

WEIGHT RESTRICTIONS (NO HGVs)

As suggested by residents, we will be proposing the implementation of weight restrictions, forbidding access to HGVs through Brewhouse Lane.

UNINVITING ROUTE

The new road will be designed to discourage through traffic between the A142 and Soham. This is reflected in the site layout.

ACCESS THROUGH BREWHOUSE LANE

We estimate that only around 20-25% of new residents will use Brewhouse Lane. The Local Highway Authority has advised that access to the site from Brewhouse Lane should be designed to discourage through traffic between the A142 and Soham. This is reflected in the site layout. In addition, they have advised against highway improvements so as to not encourage additional traffic.

NEW ACCESS TO THE RELOCATED GP

While currently Brewhouse Lane is the only access point to the GP, once the GP is relocated as part of the new development, the GP will be accessed from A142 as well.

CURRENT ACCESS TO GP

FUTURE ACCESS TO GP

You said parking spaces are already a concern in Soham. According to the Census, average car ownership in Soham is 1.5 per household.

The development will plan for a minimum of 2 parking spaces per household with additional spaces for visitors, the health centre and central hub.

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**Landscape Design: Water**

**OPEN, GREEN & PLAY SPACES STRATEGY**

The landscape design aims to build on the local natural heritage to create open and green spaces that reflect the Soham fenland character and that protect and enhance local biodiversity.

The landscape design strategy was informed by residents’ feedback during the two open and green spaces workshops.

**WATER FEATURES AND DRAINAGE**

Water features have been designed to mitigate against flooding and create new water-side public spaces.

Sustainable Drainage Systems (SuDS) will be employed throughout the site to deal with surface water drainage, mimicking the natural flow of water through the site. The SuDS features proposed will not only help deal with the surface water within the site, they will also form a key part of the landscape and bring with them a number of amenity and biodiversity benefits.

Given the open and exposed nature of the SuDS features proposed, they will be simple to maintain as part of a well-considered landscape management regime through partnerships between This Land, the residents and the extended community.

**YOU SAID** You said that there is a spring on site in this area - our drainage consultants investigated and concluded there is no spring, but a low point with clay soil that retains water. By actively designing new water features and run-off capacity, any future water build-up in this location will be channelled towards the new water features.

**WE ARE PROPOSING** As part of the design, a number of wildlife corridors will be created to promote biodiversity within the site. This will provide a habitat that encourages wildlife through the considered planting of species.

**WETLAND GATEWAY**

A large lake will be positioned at the main entrance to the site, creating a gateway to the development and helping define its wetland character.

**YOU SAID** You would like to see the green and water-side spaces have an informal character.

**WE ARE PROPOSING** In addition to the wetland gateway to the site, a series of wetlands and waterside spaces will be created to provide a mixture of both amenity and biodiversity benefits as well as creating a unique sense of place within the site.
Landscape Design: Open, Green & Play Areas

PROTECTING AND IMPROVING LOCAL BIODIVERSITY

YOU SAID
The fenland link is a priority to make sure local animals can continue to move between the Commons.
Ancient hedgerows surrounding the site should be protected.
You would like to see a community orchard, as there used to be orchards in Soham.

WE ARE PROPOSING
Our landscape architects are developing a design for the scheme that creates a locally distinctive environment, providing a number of biodiversity enhancements.
The landscape design will seek to encourage wildlife within the site and utilise native species to enhance it. This will provide a strong connection with the fenland style features, both benefiting wildlife and creating a desirable place to live. Priority will be given to the use of native flora that complements the adjacent Commons.

STREETS, FOOTPATHS AND ACCESSIBILITY

YOU SAID
Accessibility is important - paths from materials that are wheelchair accessible, with frequent rests.

WE ARE PROPOSING
A mixture of robust macadam surfaces, compacted gravel surfaces and decked walkways will provide a variety of pedestrian and cycle routes through the site with a mixture of formal and informal seating areas.

DESTINATION PARK: PLAY AREAS AND GREEN SPACES

YOU SAID
You would like to see more informal, nature-based playgrounds, complementing the existing playgrounds

WE ARE PROPOSING
A destination park will be created within the centre of the site close to the community hub.
This will provide both an equipped area of play, as well as informal/naturalised play elements to encourage adventure and outdoor learning.

SEATING AND RELAXING AREAS

YOU SAID

WE ARE PROPOSING
In addition to outdoor play areas, both formal and informal areas will be provided as part of the community hub and the wider area to allow space for informal recreation, relaxation and interaction with nature.
Central Mixed-use Hub & New Health Centre

**NEW, PURPOSE-BUILT HEALTH CENTRE**

This Land™ and the Staploe Medical Centre have made an agreement and a forward plan around the relocation and the new facilities. The Medical Centre will remain in the same location until the new purpose-built centre is completed for relocation. This Land™ will be building the centre as a long term investment in the project and Soham, and it will be designed with the input from NHS England the current GPs.

The new health centre will be 60% bigger than the current one. It will provide additional facilities and patient capacity for Soham. We are hoping to bring forward the health centre as quickly as possible and intend to commence construction in late 2020. The new health centre is expected to open in early 2022 and it will be accessed through A142 and through Brewhouse Lane.

**CENTRAL MIXED-USE HUB**

The central mixed-use hub will be the public centre of the development, bringing together current Soham residents with future residents. It will include the new purpose-built GP surgery, pharmacy, a convenience store, cafe, office space, a nursery, water-side public space, play space, as well as new homes and potential space for a dental practice.

The new convenience store will provide similar floor space to the Marks & Spencer (Soham Connect BPI) on The Shade, while the 800 sq m (8,611 sq ft) office space will support 2 to 3 large businesses or multiple small businesses.

Detailed design for the area has now begun with specialist architects engaged to deal with the new surgery, commercial buildings, public areas and landscaping.
### Economic Benefits

#### 575 Residential Dwellings and a Local Centre

**Construction Benefits**

- **163**
  - Direct construction roles and indirect/induced jobs supported per annum during the circa 10-year build phase.

- **£10.3 million**
  - Annual contribution to economic output during build phase.

**Operational Benefits**

- **82**
  - Full-time equivalent jobs supported on-site.

- **£2.0 million**
  - Annual household spend in East Cambridgeshire on food & drink, households goods, etc.

- **£2.9 million\(^1\)**
  - Estimated first occupation expenditure.

- **£1.9 million**
  - Estimated annual salaries associated with on-site jobs.

- **£2.9 million**
  - Estimated annual increase in Council Tax revenue for East Cambridgeshire District Council.

**Multi-Million-Pound Developer Contributions (via S106/CIL)**

Financial contributions that will be used to invest in local education, sport provision, etc.

\(^1\) Research indicates that an average of £5,000 per household is spent on goods and services to make a house ‘feel like a home’.
PHASE 1 OF THE DEVELOPMENT

The first area of the development to be built (Phase 1), will consist of the major site infrastructure, including a new roundabout to the A142 and the main link road around the site.

Major landscaping features such as the lakes and a large section of the fenland link (green corridor) are planned for Phase 1 as well, with many new green and water-side public spaces and seating areas, along with the delivery of 116 new homes and the access road for the potential new school.
Architectural Design & Area Character
Looking at the wider context: other projects this Land™ are involved with

We are aware that residents have expressed concerns about the town having insufficient road infrastructure, social infrastructure (such as GPs, schools) and job opportunities for the population increase associated with the development identified in the Local Plan.

We have been planning the Eastern Gateway as part of a bigger ambition for Soham, that has included:

- Improving road infrastructure by building a new A142 roundabout
- Another development project, the employment-led Northern Gateway that will be taken forward by This Land™
- A new secondary school being proposed next to our site, that we have helped facilitate.

New secondary school

The Department of Education has exchanged contracts for the land adjacent to the Eastern Gateway, with the intention of opening a new secondary school for Soham and the surrounding communities.

St Bede’s Inter Church Academy Trust has been approved by the DfE to run this free school. The trust currently runs a secondary school in Cambridge (rated Outstanding by Ofsted).

The proposed free school would have a Christian faith designation and provide 600 co-educational places for 11-16 year olds.

St Bede’s Inter Church Academy Trust are aiming to hold consultation for the school plans in Autumn 2019.

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HYBRID PLANNING APPLICATION

As the project will be delivered in separate phases, we will be submitting a ‘hybrid’ planning application which will be made up of ‘outline’ elements for the entire site and ‘detailed’ elements for Phase 1. The outline elements will include principles of how the site can be developed, such as access points and land use. The detailed elements will provide further details of the design, such as appearance and landscaping. Detailed designs for Phases 2 to 5 will be submitted as ‘reserved matters applications’, therefore ‘reserved’ for later determination.

CONSTRUCTION MANAGEMENT

Hours of work will be restricted on site, and traffic management plans implemented. All construction traffic will be directed via the new roundabout on the A142, and no construction traffic will be allowed through the Brewhouse Lane link road.

KEEPING YOU INFORMED

This Land™ will continue to inform Soham residents on any updates to the Eastern Gateway development and any construction works that might affect the local area.