

FEEDBACK

4.19 Attendees of the exhibition were given the opportunity to comment on certain elements of the proposals (e.g. options for the A505 / A1301 roundabout) by annotating plans and identifying if they liked or disliked specific suggestions.

4.20 A questionnaire (see appendix 4) was also provided either for completion on the day or to send back after the event via post

or email. Attendees were also directed to the project website which included a link to complete the questionnaire online.

4.21 Fifty completed questionnaires were received, the analysis of which is included within appendix 5. A summary of the key matters raised through the responses to the questionnaire and, where appropriate, how these have been incorporated / addressed through the application submission is set out in table 2 below.

Table 2: Key matters raised at the public exhibition and response

Comment	SSH response and how incorporated / addressed through the proposals / application submission (where relevant)
Q3 In the context of future development proposals for the site, please number the below in order of importance to you. (top 6 answers in order of priority)	
1 - Local and direct transport impact	SSH acknowledges this as the top concern for the area and continues to be proactive in looking for solutions and collaborating with key interest groups and stakeholders. A detailed Transport Assessment has been undertaken as part of this outline application (included as technical appendix J to the Environmental Statement). A comprehensive package of highway improvements are proposed to mitigate the impacts of the development on the local highway network and to provide an overall improvement in the context of background growth (i.e. traffic growth that will occur even without the development).
2- Amount/ quantum of development	Details of the scheme, including justification for the quantum of development proposed is included within the submitted Planning Statement.
3- Type of development	Given the history of the previous promotion of the site for development of a new settlement (Hanley Grange) significant concern was raised in relation to the potential for residential development as part of a scheme for the site. The scheme being promoted does not include any residential development. Details of the type and form of development proposed are set out within the Planning Statement and Design and Access Statement submitted in support of this outline planning application.
4- Scale/ density of development (lower height and greater coverage vs higher and lesser coverage)	In order to maximise the land available, while ensuring that development remains acceptable in landscape terms and set within a high quality parkland environment, the development will take a low density form comprising primarily two storey buildings with some three storey, as illustrated within the Design and Access Statement.

Comment	SSH response and how incorporated / addressed through the proposals / application submission (where relevant)
<p>5- Green travel measures</p>	<p>The proposal incorporates a series of physical improvements to the foot and cycle network in the local area including new foot / cycle bridges over the A1301 / A505 and River Cam and improved links to Hinxton and Sawston. A new bus / cycle / equestrian interchange is also proposed to enhance linkages to Whittlesford Parkway Station along with a shuttle bus service to the site from the interchange.</p> <p>As set out within the submitted Transport Assessment (technical appendix J to the Environmental Statement) a comprehensive package of green travel measures will be introduced through a Travel Plan for the development, which:</p> <ol style="list-style-type: none"> 1. Makes sustainable modes the most convenient way of getting to / from the park 2. Discourages driving to work (through limited on site car parking and maximised cycle parking) 3. Reduces the need to travel off site 4. Minimises traffic congestion and associated impacts <p>The development will also future proof for the increased use of electric vehicles through provision of up to 40% of parking spaces with charging points.</p>
<p>6- Sustainability of development/ green credentials</p>	<p>The outline planning application is accompanied by the following documents:</p> <ul style="list-style-type: none"> • Sustainability Statement • Energy and Carbon Reduction Statement • Water Conservation Statement • Waste and Resource Management Statement <p>These set out the high sustainability aspirations of SSH who wish to ensure that the proposed development leaves a positive legacy for the future.</p> <p>Specific measures include:</p> <ul style="list-style-type: none"> • Commitment to achieving BREEAM Very Good rating for each building with a view of seeking to achieve Excellent where viable to do so • Guaranteed minimum standard of BREEAM Excellent for energy, water and waste across the development • Improved sustainable transport links to serve the site and wider area • Adoption of green leases • Commitment to sustainability design guides to provide a framework for future reserved matters applications • SUDs site wide drainage as part of blue infrastructure design • Potential for onsite wastewater treatment including constructed wetlands to recover water for reuse within the site • Creation of extensive site wide green and blue infrastructure to increase value to wildlife • Up to 40% of car parking with electric charging stations to promote zero emission cars

Comment	SSH response and how incorporated / addressed through the proposals / application submission (where relevant)
<p>Q5 Are there any other local matters that are relevant to future development of the site and that you think need to be taken into account? (Top three answers listed)</p>	
<p>1- Traffic</p>	<p>Refer to comments in relation to Q3.</p>
<p>2- Increase in flooding in the Cambridge basin especially around Hinxton</p>	<p>As set out within the submitted Flood Risk Assessment (technical appendix E2 to the Environmental Statement) the development is located within flood zone 1 (area of least risk). Measures will be incorporated, including Sustainable Urban Design (SUDS) features to ensure the development does not give rise to flooding in the local area.</p> <p>Land for potential attenuation areas has also been identified in the north west and south west corners of the main site to help alleviate existing surface water flooding problems off site, which were highlighted during the consultation process, at the western end of the road along the southern boundary of the site (Tichbawk Road) and around the A505/A1301 'McDonalds' roundabout.</p>
<p>3- Impact on the environment/ ecology</p>	<p>A comprehensive Environmental Statement is submitted as part of the outline planning application including consideration of the following topics:</p> <ul style="list-style-type: none"> • Air quality • Community, social and economic effects • Cultural heritage • Ground conditions and the water environment • Land use and agriculture • Landscape and visual effects • Natural heritage • Noise and vibration • Traffic and transport • Waste <p>With regard specifically to natural heritage, detailed studies of the ecology of the land within the application site have been undertaken over the past three years, including with respect to:</p> <ul style="list-style-type: none"> • Badgers • Bats • Wintering birds • Otter and water voles • Reptiles • Dormice • Great crested newts

Comment	SSH response and how incorporated / addressed through the proposals / application submission (where relevant)
3- Impact on the environment/ ecology cont ...	<p>Little of significance was identified through these surveys. The proposals do however include a number of measures to enhance the biodiversity value of the site including:</p> <ul style="list-style-type: none"> • Protection of existing and creation of new habitats suitable for amphibians, bats and birds including provision of new water bodies, bat and bird boxes • Tree and shrub landscape planting will comprise native species of UK origin to provide substantial new habitat for birds and new roosting and foraging habitat for bats • New amenity grassland and potential for calcareous grassland areas
Q6 Are there any other measures that you think we should consider to increase sustainability? (Top three answers listed)	
1- Reduce scale/ density	<p>Details and associated justification for the proposed scale of the development is set out within the submitted Planning Statement.</p> <p>The proposed development is low density, as indicated through the submitted density parameter plan, which sets out proposed density ranges for individual development parcels within the site ranging from up to 20% built footprint per hectare to up to 25% built footprint per hectare, the remainder being for infrastructure, including parking and landscaping.</p>
2- Do not build here	<p>Justification for the proposed development, including the significant benefits of the proposed site are set out within the Planning Statement submitted in support of the outline planning application.</p>
= 3- Maximise use of existing land for agriculture	<p>While the development will lead to the loss of some agricultural land any reduction in agricultural production on site would be more than compensated for by even a very minor increase in agricultural production elsewhere due to the work conducted on site.</p>
= 3- Water management and conservation	<p>Refer to response to question 3 above and question 7 below.</p>
Q7 In the context of renewable energy, are there any specific technologies you would like us to consider? (Top three answers listed)	
1- Solar	<p>As set out within the submitted Energy and Carbon Reduction Statement it is envisaged that the incorporation of solar panels on the roofs of buildings will form a key part of the energy strategy for the site. Solar energy will also be central to the bioclimatic design of buildings to ensure they maximise the use of solar energy during the winter heating season whilst reducing overheating issues during the summer months.</p>
2- Grey water recycling	<p>Opportunities for grey water recycling and rainwater harvesting will be maximised wherever possible, as set out within the submitted Water Conservation Strategy.</p>
3- No wind turbines	<p>It is not intended to utilise wind turbines as part of the proposal or the energy strategy for the development.</p>

Comment	SSH response and how incorporated / addressed through the proposals / application submission (where relevant)
Other comments	
Preference for a bridge, rather than underpass over A505	A new foot / cycle / equestrian bridge over the A1301 and A505 is included as part of the proposal together with horse mounting / de-mounting blocks. Discussions with Cambridgeshire County Council Highway Officers prior to submission of this application also confirmed a preference for a bridge given potential safety concerns associated with an underpass.
Concern over visual impact of development - suggestion of comprehensive dense screening	Development has been concentrated on the lowest area of the site and will be surrounded by bunding with native planting on top. This will ensure the visual impact of the site is minimised.

AUGUST 2016 - FAQ

4.22 Following receipt of all of the feedback forms an FAQ document was published on the project website in response to some of the frequently asked questions raised during the public exhibition. The FAQ document is included within appendix 6.

9TH NOVEMBER 2016 - REAP CONFERENCE

4.23 SSH attended Agri-Tech East's REAP conference, part of Agri-Tech Week in November 2016. The event entitled "Innovation for an Agricultural Revolution" was attended by representatives of businesses and universities involved in the AgriTech and agriculture sector.

4.24 SSH undertook a survey of some of the representatives who attended the conference following the event to further understand the needs of their companies in the context of the workplace; the types of features they would look for in a technology park environment; whether or not they felt it would be beneficial to be located on a specialist park with other companies in the sector; anything else they would like to see within an AgriTech development; and what areas of the UK and which continents would be of interest if their company was to relocate. The results are summarised in table 3 opposite:

Table 3: Results of survey of REAP conference attendees

<p>Essential features for the workplace</p>	<ul style="list-style-type: none"> • Meeting rooms (89% of respondents) • Informal office space (all respondents) • Workshops (22% of respondents) • Clean rooms (11% of respondents) • Space for crop trials (33% of respondents) • Incubator units (22% of respondents) • Laboratories (44% of respondents) • Transport accessibility (44% of respondents) • Other - high speed internet / mobile connectivity
<p>Additional features sought in a technology park environment</p>	<ul style="list-style-type: none"> • Green and open spaces (66% of respondents) • Outdoor meeting spaces (77% of respondents) • On site café (89% of respondents) • Nursery (22% of respondents) • Shared allotments (22% of respondents) • Fitness and leisure facilities (33% of respondents) • Electric vehicle charging points (22% of respondents) • Bike racks • Recreation areas (44% of respondents)
<p>Benefit of being co-located with other AgriTech companies</p>	<ul style="list-style-type: none"> • Very beneficial (38% of respondents) • Beneficial (38% of respondents) • Somewhat beneficial (24% of respondents) • Not beneficial (none of respondents)
<p>Other important factors sought</p>	<ul style="list-style-type: none"> • For start-ups with no history in agriculture a network of farmers to provide the customers voice • A cross section of companies of different sizes and technology areas • Fewer larger organisations • Conference room
<p>Preferred location in the UK if company was to relocate</p>	<ul style="list-style-type: none"> • 100% of respondents identified the East of England • Three respondents also identified the Midlands • One respondent also identified the North East of England • One respondent also identified South East of England. • One respondent also identified London
<p>Continents of interest if company was to relocate outside the UK</p>	<ul style="list-style-type: none"> • 100% of respondents identified North America • 85% of respondents also identified Europe • 58% of respondents also identified South America • 58% of respondents also identified Africa • 71% of respondents also identified Australia • 58% of respondents also identified Asia

4.25 The following key conclusions were drawn from the survey with respect to the proposals:

- The benefits of developing a park in which different companies in the AgriTech sector could co-locate, and the associated opportunity for open innovation, the majority of respondents noting that this would be either beneficial or very beneficial and specific reference to the importance of any park including a cross section of companies of different sizes and technology areas
- The need for a mix of types of space and accommodation providing the flexibility for businesses to grow without having to relocate
- The importance of informal office space including outdoor meeting spaces
- The importance of provision of central facilities, in particular a café, where representatives of businesses could meet to share ideas
- The desire to be located in an environment with green and open space
- The preference to be located in the East of England
- That if their company was to relocate outside the UK North America would be the preferred destination of all respondents, with a strong preference also for elsewhere in Europe

19TH JANUARY 2017 – PARISH COUNCIL PRESENTATION

4.26 In January 2017 SSH and members of the project team from Terence O'Rourke (planning, master planning and EIA), Collison & Associates (AgriTech specialists) and Cofinitive (PR consultants) attended a public meeting with members of Hinxton Parish Council and village residents following a request. The meeting was advertised by the parish council, including through its newsletter, and representatives from the nearby parishes of Duxford, Ickleton, Great Chesterford and Whittlesford, with whom the parish have close working relationships, were also invited to attend by Prof William Brown, Chair of Hinxton Parish Council.

4.27 Emma Fletcher, Managing Director of SSH, gave a presentation including an overview of:

- What was proposed and the associated need for AgriTech
- The engagement undertaken to date particularly with respect to traffic
- The site investigations carried out and those progressing over the coming months, including archaeological trenching
- The initial sketch masterplan developed to illustrate the current thinking including the location of the development on the site following constraints analysis, and the extent of land take
- The types of buildings it was envisaged would be located on the site
- The type of facilities being investigated for provision on site a) to meet the daily needs of employees and b) for use by the local community

- Examples of the types of new technologies that could be developed on the site
- The next steps in advance of the submission of an outline planning application

4.28 Attendees, of which there were approximately 40, were invited to ask questions, both through submission in advance of the meeting and also in writing on the evening itself. The questions raised were channelled via Prof William Brown who chaired the meeting. Responses to the various questions posed were set out within an FAQ document, as referred to below.

4.29 A video of the presentation was also made available on the project website for those unable to attend.

OTHER PARISH COUNCIL MEETINGS

4.30 SSH has also attended / offered to attend meetings with the following parishes to discuss the proposals:

- Whittlesford Parish Council (a presentation was given to the parish council on 10th January 2017 and input was also provided to the parish's emerging neighbourhood plan)
- Great Shelford Parish Council
- Stapleford Parish Council
- Little Abington Parish Council
- Sawston Parish Council
- Great Chesterford Parish Council
- Hildersham Parish Council
- Pampisford Parish Council

- Duxford Parish Council
- Ickleton Parish Council

RESIDENTS UPDATE NOTE – JANUARY 2017

4.31 Mindful that not all local residents were able to attend the presentation to Hinxton Parish Council, and building on the prior communication during 2015 and 2016, SSH published a residents update document, based on the presentation. This was circulated to all of the parish councils and individual residents who provided their contact details, via a link to the project website.

4.32 A copy of the update note is included as appendix 7.

FEBRUARY 2017 – ENVIRONMENTAL IMPACT ASSESSMENT (EIA) SCOPING REPORT

4.33 While not a requirement, following on from the January update and in the interests of transparency, in parallel with submission of the EIA scoping report to South Cambridgeshire District Council (SCDC) it was also sent to the local parish councils via the project website.

MARCH 2017 – FAQ

4.34 As referred to above, at the January 2017 Hinxton Parish Council presentation, attendees were asked to write down any questions they had and these were channelled through the chair. Many of the questions were answered during the session but some were not. Additionally SSH was aware that there were some interested parties that could not attend the event. All the questions were therefore compiled into a single FAQ document

(see appendix 8), with copies subsequently circulated to the local parish councils via the project website.

20TH MARCH 2017 - CAMBRIDGE CYCLE CAMPAIGN

4.35 A meeting was held on site with Jim Chisholm, representing the Cambridge Cycle Campaign, to discuss the proposals with respect to incorporation of cycle routes and the proposed foot/cycle/equestrian bridge. The proposals were welcomed, further consideration was given to the potential for linkages to the existing cycleway on the A505, east of the A1301. Mr Chisholm also attended other consultation events.

THE LAND TRUST

4.36 SSH has been in discussion with the Land Trust with respect to the options for site management in the future. The Land Trust has experience of a number of different types of management models, which will help deliver high quality environments.

16TH & 17TH MAY 2017: PUBLIC EXHIBITION 2 (THE PROPOSALS)

EVENT

4.37 A second public exhibition was held at Hinxton Village Hall on Tuesday 16th May 2017 (11:30am – 9pm) and Wednesday 17th May 2017 (7:30am – 12:30pm and 2pm – 8pm). The purpose of this event was to share the proposals for the site, intended to progress via submission of an outline planning application to SCDC.

4.38 This exhibition gave an opportunity to show how previous comments and suggestions had been taken into account, and provide more detail on the form of the proposals, particularly with respect to highway improvement works and the illustrative masterplan. Additionally it was an opportunity to summarise the results of the many technical studies that have taken place across the site and how SSH intends to mitigate any potential adverse impacts. Further explanation was also provided as to what AgriTech is, the focus of the development on hosting companies that will contribute towards converting the UK's world class research into commercial agricultural technologies, and how important AgriTech is, not just locally but in a global context.

ADVERTISEMENT

4.39 As with the public exhibition in June / July 2016, approximately 1,500 postcards were sent to residents of the local area, advertising the exhibition.

4.40 As previously, numerous personal invitations were also sent via email to key local stakeholders, including the local science parks.

4.41 Advertisements were also placed in the local newspapers including:

- Cambridge News (1st May and 8th May)
- Cambridge Independent (3rd May and 10th May)
- Saffron Walden Report (4th May and 11th May)
- Business Weekly – (27th April 2017 and 11th May 2017)



Figure 6: Postcard inviting local residents to the 2017 exhibition



Figure 7: Example newspaper advertisement for the 2017 exhibition

4.42 A press release was issued, including details of the exhibition, which was published in:

- Business Weekly - (27th April 2017 and 11th May 2017)
- Cambridge Independent (27th April 2017)

4.43 Social media (Twitter and Facebook) was also used to advertise the event.

4.44 A copy of the advert utilised for the postcard and newspaper advert is included below.

ATTENDEES

4.45 Attendees were invited to complete a register on arrival, including basic details such as their name, postcode and email address. Over the two days 227 people formally signed in to the exhibition, although there were some who did not complete the register and some who did not provide postcode details.

4.46 As illustrated in figure 8, the attendees who provided postcode details originated from a wide area including representatives from a number of local villages and further afield including:

- Hinxton
- Duxford
- Whittlesford
- Ickleton
- Pampisford
- Sawston
- Great Chesterford
- Great Abington
- Little Abington
- Little Shelford
- Great Shelford
- Elmdon
- Saffron Walden
- Cambridge

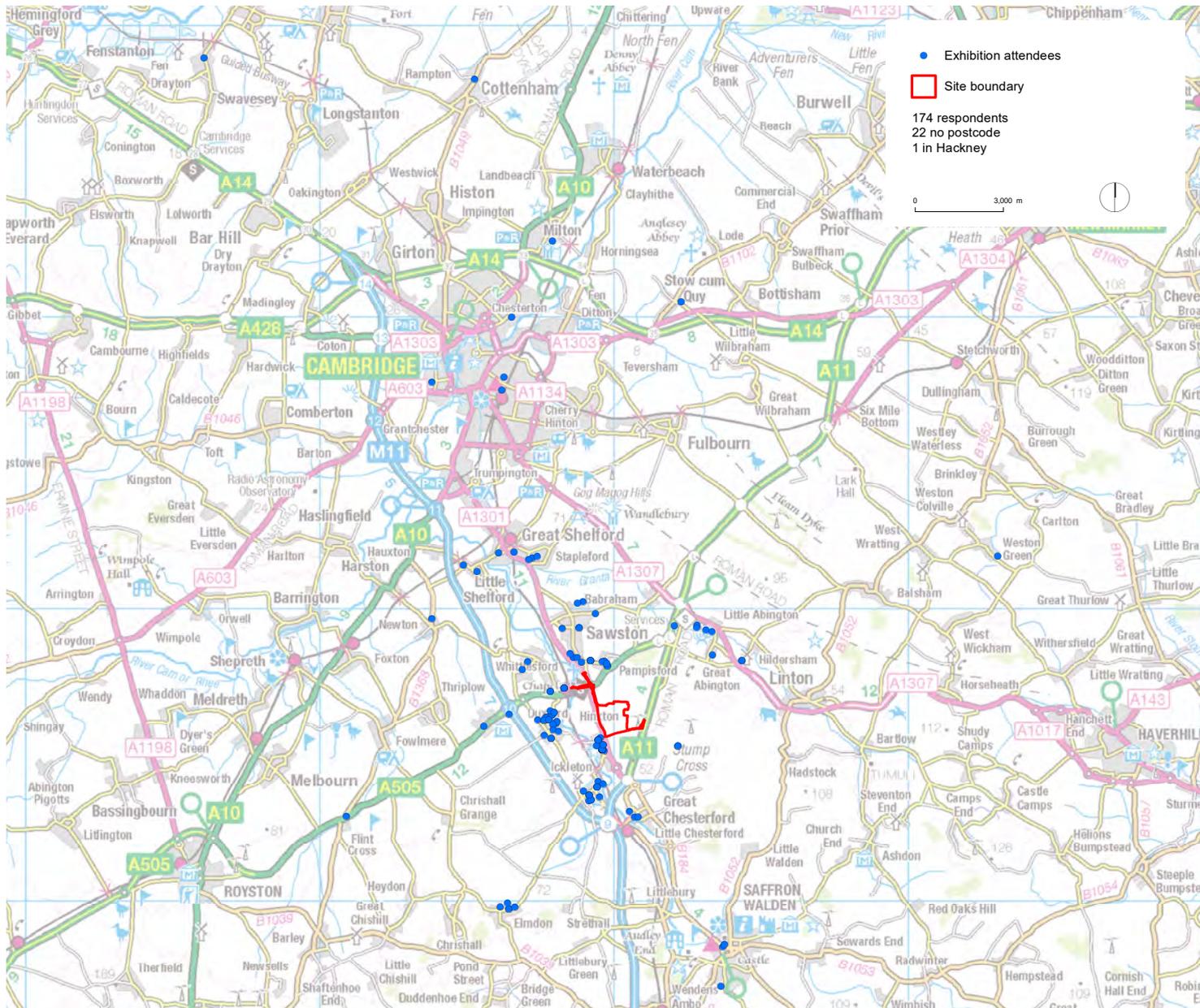


Figure 8: Origin of attendees to public exhibition 2 (the proposals)

4.47 Numerous key local stakeholders also attended, including representatives from:

- Cambridge Past Present and Future
- Cambridge Cycle Campaign
- The British Horse Society
- Duxford Imperial War Museum