
TITLE: POTENTIAL MASTERPLAN GROWTH IMPLICATIONS

Committee: Burwell Masterplan Working Party

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[M30]

1.0 ISSUE

1.1 To receive further research to confirm the infrastructure requirements and implications of the 100 homes (5 per year) plus infill and 350 homes (17.5 per year) plus infill levels of growth for Burwell.

2.0 RECOMMENDATION

2.1 It is recommended that the Working Party agree recommendations and make decisions as listed in 4.1 below.

3.0 BACKGROUND

3.1 At the previous Burwell Masterplan Working Party meeting, held on 2nd April 2012, it was resolved that further research be carried out on the options of 100 homes plus infill and 350 homes plus infill over 20 years, to confirm the infrastructure requirements for these levels of growth as the preferred level of growth for the Burwell Masterplan.

3.2 It was also requested that further research to be carried out into the Ness Road, Newmarket Road sites and other sites identified as part of the consultation process, and the implications of development of each of these for Burwell and its infrastructure, in order for a decision on the preferred location of growth for Burwell to be made.

4.0 ARGUMENTS/CONCLUSIONS

4.1 Officers will present the findings of the research at the Working Party meeting. Based on the research conducted, the following decisions are required from the Working Party:

- Does the Working Party agree with the Green Infrastructure priorities identified?
- Does the Working Party agree with the employment sites and jobs target proposed?

- Does the Working Party agree that the preferred approach to providing additional primary school places is to expand the school on the current site?
- Does the Working Party agree that the focus for additional community facilities should be on outdoor sport?
- Does the Working Party agree that the Masterplan should promote public transport and ways to make it easier to walk and cycle around Burwell?
- Does the Working Party agree that Newmarket Road is the most suitable location for future housing development in Burwell?
- Does the Working Party agree with the suggested provisional housing mix?
- Does the Working Party agree with the inclusion of planning tools such as design codes in the Burwell Masterplan to ensure sympathetic design?
- Should the Burwell Masterplan include plans for 100 homes (5 per year) or 350 homes (17.5 per year) over the next 20 years?

5.0 FINANCIAL IMPLICATIONS/EQUALITY IMPACT ASSESSMENT

- 5.1 Much of the work will be carried out in-house, utilising the skills and experience officers have gained from producing previous Masterplans. Officers from Huntingdonshire District Council are providing professional technical advice under an existing Service Level Agreement. The cost of consultation and printing will be met from existing budgets.
- 5.2 An Equality Impact Assessment (INRA) will need to be carried out on the final Burwell Masterplan document.

6.0 APPENDICES

- 6.1 Draft Employment Report
- 6.2 Transport Report
- 6.3 Appendix 3 - Notes from Meeting with Burwell Parish Council held on 24th May 2012.

<u>Background Documents</u>	<u>Location</u>	<u>Contact Officer</u>
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APPENDIX 1

Draft Employment Report

The attractiveness of Burwell for Business

The following table provides an overview of the strengths and weaknesses of Burwell as a business location

Burwell strengths as a business location	Burwell weaknesses as a business location
Popular village with good links to Cambridge, Newmarket, Ely and the A14	Poor access roads to the industrial estates which may prove problematic for HGV's to access
Good range of local facilities within the village	Poor public transport links
Attractive village location	May struggle to compete with nearby Newmarket as values are quite similar
Limited transport congestion	
Established industrial estates with good occupancy levels	

The main estate in Burwell is the Meadow View Business Park on Reach Road which comprises a number of small to medium size light industrial units. The estate is not prominent and is largely tucked away at the back of the village but is relatively well maintained and benefits from a good occupancy rate. Some of the current occupiers include Cambridge Beers, Centurion PVC-U Services Ltd, Type 3 Detectives and VW Cars. Adjacent to the estate and the fire station on Reach Road is a derelict former industrial building that would provide an ideal site for expansion of the industrial estate following demolition of the existing building.

To the north of the village is Broads Road Business Park, which comprises 9 modern business units of between 1,000 sq ft (92.90 sq m) and 2,000 sq ft (185.80 sq m). The business park is relatively well maintained but the Broads Road is a poorly maintained, narrow one which does not lend itself well to use by large commercial vehicles. There are also a number of small units on Heath Road to the east of the village.

Burwell currently accommodates **5%** of total employment in East Cambridgeshire or approximately 1100 jobs¹. The current population of the village is 6,120 of which 3,800 people are between the ages of 15-64.

In the 2001 census of the 2979 employed residents only 28% (834) actually worked in Burwell giving the lowest containment ratio of the four market towns in the district.

¹ 1100/23,500; source ECDC Jobs growth strategy 2012 page x

Over the last 10 years the number of jobs within the village has remained static whilst the number of residents of working age has increased by over 800 people.

Rates of unemployment in Burwell (2.0%) are slightly lower than the district average (2.2%) (check latest stats). There are approximately x VAT registered businesses in the village (check latest stats.)

The main business sectors in the village are property and business (24%) and construction (20%) with significant proportions also present in agriculture (11%), public admin and other services (9%), motor trade (6.7%) and production (6.7%).

The local economy in Burwell as for the whole of East Cambridgeshire is dominated by micro-businesses with 83% of existing businesses have less than 4 employees; 14% of enterprises have between 5-19 employees; 2% of enterprises have 20+ employees 14.9% of the working age population are currently self-employed accounting for 566 people.

2. Future Employment in Burwell/ The types of premises/units to target

During the visioning and options stage consultation processes for the masterplan, there was significant support for further employment and jobs growth for the village. Nearly 60% of respondents for example agreed or strongly agreed that the masterplan should seek to encourage new businesses in Burwell. Nearly 51% of responses said that more jobs were needed in Burwell. There was widespread support for low rise, new small business units to accommodate light industrial/ service industries that do not contribute to noise and odour levels in the village. The business park development at Stow-cum-Quy was cited as a good example to follow. There was also strong support for high tech/bio-tech businesses and providing premises for technology companies as an overspill from the Cambridge Science Park. There are already a high number of technology/consultancy/professional businesses already in the village and Burwell has a locational cost advantage compared to the city centre.

A number of potential locations were cited for additional employment provision including Heath Road, Reach Road, Factory Road and Fordham Road with the former DS Smith site/ Reach Road area being the preferred locations. Burwell has seen an overall loss of business floor space over the last 10 years and there is a need to ensure that future employment land is available and developed to support employment growth within the village.

3. Jobs target related to population levels

The working age population in Burwell is actually set to decrease by approximately 400 people between 2012 and 2031 due to a combination of reduced population growth and an ageing of the existing population. As a result, an increase of 630 jobs between 2012 and 2031 within the village will result in a much higher

containment ratio of 51%²). This would equate to approximately 33 additional jobs being created per annum. A containment ratio of 51% would be a significant improvement on existing levels and would elevate Burwell amongst of the highest performing areas in the district. It is suggested that a figure of 630 is set as the long-term masterplan target for the village over the next 20 years in line with the Council's recently produced jobs growth strategy.

Given the current state of the national and global economy it is likely that the creation of such a significant increase in jobs is going to take time particularly given that Burwell will be competing specifically with nearby Newmarket in terms of commercial land and property values. Speculative development has always been difficult within East Cambridgeshire and even more so with bank lending being so constrained and developers will need assurance that schemes are viable through securing pre-let tenants. The business development team at East Cambridgeshire District Council is able to help promote any future employment sites in Burwell via its commercial premises/land register and can work with both the parish council and the landowners to help bring forward employment schemes.

4. Home working potential

Burwell similar to other towns and villages across East Cambridgeshire has the potential to create additional employment through home working. The District Council is currently working with Cambridgeshire County Council and neighbouring districts to ensure 90% coverage of superfast broadband across East Cambridgeshire. As a result of this intervention Burwell is likely to become a more attractive proposition for home workers in the future who are dependent upon fast and stable broadband connectivity.

There is also likely to be some potential in Burwell for work hub schemes. These offer office and meeting space to paid up members on a temporary as and when needed basis. They prioritise networking and collaboration, can offer training facilities, meeting rooms and other facilities and fit well with the concept of self-employment and homeworking. As travel costs increase particularly for people in rural areas we are likely to see increasing demand for this type of facility. Live/work businesses are the fastest growing part of the UK workforce increasing by 24% between 2001 and 2010. There may be opportunities for such a scheme at Burwell library and this option should be explored in more detail.

5. Sites and phasing linked to growth

The preferred employment sites 1) Reach Road, Burwell at 2.5 hectares and 2) the former DS Smith site 3.055 hectares are of a sufficient size to accommodate this increase in jobs growth over the next 20 years and it is suggested that a B2 light industrial scheme is brought forward on the latter and a mixed use scheme of B1 office, and B2 light industrial units on the Reach Road site with a ratio of 80% light industrial and 20% office. The Reach Road site has the potential to create

² 1730 jobs divided by 3400 people

approximately 337 jobs as a mixed use B1- 20% /B2-80% scheme whilst the DS Smith site could create approximately 293 jobs as a B2 light industrial business park.

However, in order to ensure delivery of both sites, the district council will need to be flexible to the economic benefits of non-traditional employment uses and capturing the value of mixed uses to help deliver the infrastructure and other improvements that facilitate delivery.

Both schemes could be brought forward without phasing over the next 20 years following the release of 1-1.5 hectare plots based on tenancies secured through pre-lets for the landowner. The recent East Cambridgeshire jobs growth strategy recognises the importance of these sites for jobs growth as part of achieving a wider target of approximately 460 jobs per annum across the entire district between 2012 and 2031.

APPENDIX 2

Transport Report

Trip Generation:

Following conversations with colleagues in the transport assessment team, below are some approximate numbers of trips which the scenarios may generate:

100 houses

100 houses = c.850 all mode daily (24hr) trips.

Using the modal share data for Ely as a very approximate guide (data taken from the 2010 traffic monitoring report), we would expect the following trips to be generated:

- 80% cars and taxis = c. 680 car/taxi trips per 24hrs
- 4% pedestrian trips = c.34 cycle trips per 24 hrs
- 2% cycle trips = c.17 cycle trips per 24 hrs
- 1% bus & coach trips = 9 bus/coach trips per 24 hrs

350 houses

350 houses = c.2975 all mode daily (24hr) trips.

Again, using the modal share data for Ely as a very approximate guide (data taken from the 2010 traffic monitoring report), we would expect the following trips to be generated:

- 80% cars and taxis = c. 2380 car/taxi trips per 24hrs
- 4% pedestrian trips = c.119 cycle trips per 24 hrs
- 2% cycle trips = c.60 cycle trips per 24 hrs
- 1% bus & coach trips = 30 bus/coach trips per 24 hrs

Junction capacity:

Colleagues in Development Control have advised that they are not aware of any junctions in Burwell that are likely to be over-capacity as a result of 100 - 300 more homes. Cambridgeshire County Council's Transport Assessment guidelines require a Transport Assessment for developments greater than 50 dwellings so junctions would need to be looked at whether 100 or 350 homes are proposed. The main impact of development anywhere in Burwell is likely to be felt in Stow-cum-Quy where congestion already occurs and in Bottisham which already suffers from traffic rat-running to avoid Stow-cum-Quy.

Provision for pedestrians, cyclists and public transport

Both scenarios will require adequate provision to be made for walking, cycling and public transport to and from the new developments.

Howlem Baulk:

Colleagues in Development Control have advised some approximate figures for upgrading Howlem Baulk. To build a residential estate road of this length then it would cost about £700,000. If ECDC envisage this as an industrial estate road, then

it would be advisable to allow £800,000. Please be advised that extra land may be required at the Ness Road end to achieve adequate junction geometry. (Nb Development Control colleagues flagged up that as a byway, there may be complications in terms of upgrading this route, however having checked with the Asset Management and Rights of Way teams, it is the case that although Howlem Baulk is a byway it is also recorded as a road with full vehicular rights on it.)

Modelling:

The Cambridgeshire Sub-Regional Model (CSRM) would not adequately show the impacts of the two different growth scenarios, for this a local model would be required. This would be very costly, and is not considered to be a viable option.

APPENDIX 3

Burwell Masterplan

Comments from Burwell Parish Council - May 2012

Housing:

Options were discussed and it was agreed that 100 homes over 20 years was not viable at present the development rate in the village is averaging around 27 houses per year. 350 homes over the period were much more acceptable. Whilst 50 infill plots had been identified it was felt that not all of these would come forward for development therefore this was another reason to opt for 350 homes. It was agreed that the most preferred site was the Newmarket Road site; there was little support for the split sites on Ness Road. We wish to see trigger points in any development proposals for the provision of open space, sports facilities etc. It is important that a liaison group is set up with ECDC once the Masterplan process is complete.

Employment:

It was felt that the most suitable area for employment was the Reach Road. Employment within the village needs proper promotion and was seen as a high priority. Was there any help available to allow the Parish Council to understand how to get employment within the village? Need a mix of commercial premises i.e. all sizes from small starter units upwards not just large units.

Primary School:

General feeling was that the current school was at maximum capacity but that the school should expand to cope with demand on the same site as the site was large enough rather than look at a second school. Expansion at the school should include a new hall of sufficient size to cater for the needs of the school and community as well as classrooms.

Traffic and Transport:

Whichever option was adopted for the Masterplan there would need to be traffic management measures to be included in any future development. Would need to look at introduction of roundabouts at main junctions i.e. Newmarket Road/Isaacson Road, Reach Road/High Street/Swaffham Road. Some discussion took place regarding the possible development at Exning and the impact that this would have on traffic and infrastructure in Burwell, this will also need to be taken into consideration when looking at traffic and transport issues. Possible improvement to public transport query whether more licences could be issued to smaller bus or coach companies etc. There should not be too much development on areas where the roads would be unable to cope.

Green Infrastructure and Tourism:

Spring Close could be promoted more as a tourist site possibly with closer links to the Museum. Query restriction on use because it is an English Heritage site. Possibility of looking at development of tourism along Factory Road if a suitable scheme was put forward i.e. a marina.

Footpath/Cycleways:

Exning Road bridge is a priority, especially if development takes place on Newmarket Road. There is potential for some circular walks around the perimeters of the village plus cycle routes.

Community Facilities:

Recognised need for improvement of sports facilities. Sports facilities need to be improved ideal would be to accommodate a number of sports on one site. Any new development would need to have green open space and a play area included in the design. Most needed facility is an outdoor play area for older (11 plus) children.