AGENDA ITEM 11 - To accompany recommendation no.3

Draft Ely Masterplan

Report on Consultation Results
January 2010
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1.0 The Ely Masterplan

The purpose of the Ely Masterplan is to suggest a strategic framework for managing the future development of Ely over the next 20 years or so, for discussion by the local community and key agencies. It outlines a comprehensive plan to enhance the City, showing how further growth can be accommodated and identifying the scope to improve the City’s infrastructure and services.

It is a non statutory document, but the District Council aims to integrate the long term vision of the Ely Masterplan into the Local Development Framework through the forthcoming Ely Area Action Plan Development Plan Document and through a future review of the Core Strategy.

2.0 Consultation in the Plan Development Stages

Developmental work on the Ely Masterplan started in Autumn 2007 with the production of an initial plan by consultants URBED. In July 2008 a formal working party was set up by the District Council and this examined the issues raised in the draft report that had been presented to the Council earlier that year.

During Autumn 2008 a range of public and stakeholder consultation activities were carried out including a telephone survey of 629 local residents and 111 businesses; a series of ‘stakeholder consultation sessions’ where expert speakers and local stakeholders provided evidence to the working party; a series of school assemblies to canvass the views of 880 school students; production of a film obtaining the views of some 60 young people aged 16-24 years on their aspirations for the future of Ely; and a three day public exhibition of potential development options attended by 446 people.

The working party also undertook a study tour to Cirencester and Witney to investigate the approach taken there to manage growth, and various research reports were commissioned to obtain further evidence on specific topics, including the development of a transport model for Ely.

The feedback from these activities and the desk research were considered by the working party as they developed the draft Masterplan. In addition a Sustainability Appraisal and Habitats Regulations Appropriate Assessment Screening Report were prepared; whilst these were not necessary for a non statutory document the Council considered that these would be good practice approaches. The draft documents were approved for public consultation by the District Council’s Strategic Development Committee on 13th August 2009.

Details of the above work can be viewed on the District Council’s website www.eastcambs.gov.uk.

3.0 Consultation Methodology for the Draft Ely Masterplan.

Consultation on the Draft Ely Masterplan took place over a seven week period from 28th September 2009 - 16th November 2009. This involved the following:-
- Leaflet drop via local newspapers (5,000 copies)
- Email plus flyer to Ely Masterplan database contacts (400 plus)
- Mailing out of flyer, a CD containing copies of all document and a covering letter to statutory consultees (100 plus)
- Four advertisements in the Ely Standard and Cambridge Evening News, timed to coincide with the beginning and end of the consultation period
- Two press releases were issued during the consultation period.
- A three day professionally designed public exhibition at the Lamb Hotel on 1st, 3rd and 4th October (a weekday, Saturday and Sunday) and a further day on 11th November (weekday). These included an early evening session until 7.30pm.
- A permanent display at Ely library and in the Council offices throughout the consultation period.
- A roving display around 5 of the main villages in Ely’s hinterland.
- Copies of the draft consultation document and appendices held for inspection at the District Council offices, and all East Cambridgeshire Parish Council offices and libraries.
- Copies of all the documents and an online version of the consultation questionnaire available on the District Council’s website.
- Copies of the documents mailed out on request either as a printed copy or as a CD.
- Presentations were made to 12 local organisations, including each of the District’s neighbourhood panel meetings, the local Youth Council, and local Chamber of Trade and Commerce.

It was not possible to arrange for a presentation within local schools during the consultation period, but a presentation is being arranged with the City of Ely College for a class of their geography students in January 2010.

Advice was sought from the Council’s Press and PR department and all documentation was prepared in accordance with their guidelines. No requests were received for translation of the consultation documents into alternative languages or formats.

4.0 Consultation Results and Analysis

Full breakdowns of the consultation comments and questionnaire responses are contained in the Appendices to this report.

Number of Responses

A total of 207 responses were received as a result of the consultation, comprising 129 completed questionnaires, and 78 letters and/or emails. 44 questionnaires were received on line, and 85 as paper copies.

This compares with 139 questionnaire responses received to the public consultation on the Council’s District wide Core Strategy. Similar masterplan consultations elsewhere have received similar levels of responses, for example a May 2009 masterplan consultation for Hackbridge, London Borough of Sutton received 211
responses, (176 questionnaire and 35 email/letter), and Ayesbury Vision consultation in April 2009 received 100 questionnaire responses and 84 written comments.

A total of 214 people attended the public exhibitions, 163 over the first 3 days and 51 on the last day.

An estimated 250 people were present at the presentations made to local groups and organisations.

**Monitoring Information**

Not all respondents provided monitoring information (approx 50%). Of those who did:-

- Male – 55%
- Female – 45%
- Employed – 48%
- Self employed – 6%
- Unemployed – 4%
- Homeworker – 6%
- Student – 5%
- Retired – 31%

Age group under 20 years - 5%
21 – 34 years - 10%
35 – 49 years - 19%
50 – 64 years - 36%
65 years plus - 33%

91% were British, 1% Irish, 8% other white background. There were no respondents from ethnic groups and 1 person indicated that they had a disability.

This result is in line with the ethnic make up of the local population. The response from younger age groups was low, reflecting the need to go out to these groups rather than expect them to attend exhibitions etc and the presentation to the youth council (and anticipated school visit in January) help to redress this.

**Analysis of Questionnaire Responses**

**Section 1 - Nature of Interest in Ely**

The consultation questionnaire asked respondents to indicate the nature of their interest in Ely. The results from this indicated a wide range of stakeholders provided responses to the consultation. There was a good representation by both local Ely residents and also from the surrounding rural communities. Whilst most were individual views some represented larger organisations and local groups. Responses were also received from Government bodies and agencies. There were no representations indicated from independent retailers although written representations
were received from the agents of Waitrose and Sainsburys, and business representations were also more limited.

Section 2 – Development Principles

78% of respondents agreed or strongly agreed with the development principles set out in the plan. 12% disagreed or strongly disagreed. 10% had no view.

The most frequent additional comments made in response to this question were:

- The need to give priority to climate change measures and energy efficiency
- The importance of protecting Ely’s distinctiveness and character
- Concern about the high levels of housing growth proposed
- Agreement with the principles but do not believe that they are reflected in the plan proposals
- Strong concern about current traffic congestion levels and the need to prioritise transport solutions
- Support for the Southern Link Road proposal

Section 3 – Development Framework

Respondents were asked to list the three development framework proposals which they felt would make the greatest contribution towards Ely’s future and which they would most like to see taken forward.

By far the most popular development framework proposal was that for Ely on the Move, which recorded the most votes in all of the first, second and third choice categories. Historic Ely was the second most popular, and Green Ely and Ely at Leisure also featured strongly. Ely at Home was the least popular development framework proposal.

Development Frameworks – most popular

<table>
<thead>
<tr>
<th>Development Framework</th>
<th>1st Choice</th>
<th>2nd choice</th>
<th>3rd Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ely on the Move</td>
<td>30% (1)</td>
<td>28% (1)</td>
<td>35% (1)</td>
</tr>
<tr>
<td>Historic Ely</td>
<td>23% (2)</td>
<td>19% (3)</td>
<td></td>
</tr>
<tr>
<td>Green Ely</td>
<td>14% (3)</td>
<td></td>
<td>17% (3)</td>
</tr>
<tr>
<td>Ely at Leisure</td>
<td>14% (3)</td>
<td>23% (2)</td>
<td>23% (2)</td>
</tr>
</tbody>
</table>

Typical comments about each of the top categories were as follows:

1) Ely on the Move - Strong support for the Southern Link Road, and several comments that this should be implemented sooner rather than later. There were also a range of comments on the need for transport integration, pedestrianisation, car parking (mixed views on charging), improved local bus services and cycling improvements.

2) Historic Ely – in particular improvements to Steeplegate, Cathedral Precincts and replacement of the 1960’s building on the Market Place.
3) Green Ely – for eco developments, climate change measures, green infrastructure but with an emphasis on natural green space, unstructured rather than formal spaces.

4) Ely at Leisure – the need for youth facilities, and to upgrade the sports facilities

Respondents were also asked to list the three development frameworks they would least like to see progressed. The least popular was Ely at Home, the second least popular was Ely at Leisure, and the third Ely on the Move.

**Development Frameworks – least popular**

<table>
<thead>
<tr>
<th>Development Framework</th>
<th>1st Choice</th>
<th>2nd choice</th>
<th>3nd Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ely at Home</td>
<td>28% (1)</td>
<td>19% (2)</td>
<td>28% (1)</td>
</tr>
<tr>
<td>Ely at Leisure</td>
<td>22% (2)</td>
<td>18% (3)</td>
<td>25% (2)</td>
</tr>
<tr>
<td>Ely on the Move</td>
<td>19% (3)</td>
<td>28% (1)</td>
<td>19% (3)</td>
</tr>
<tr>
<td>Ely at Work</td>
<td>18% (3)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Typical comments about each of the least popular categories were as follows:

Ely at Home – primarily concern about the high level of housing growth, and the impact this would have on Ely. Also concern about the mixing of social housing with market housing (pepper potting). The need to put infrastructure in before further housing development was also raised several times.

Ely at Leisure – significant concern about the proposed location of the Paradise Pool on Downham Road due to lack of accessibility and traffic generation. Majority of respondents on this point wished to see the facilities retained in the city centre.

Ely on the Move – Concern about impact of Southern Bypass on the environment and Cathedral views. Strong concern about proposals for multi storey car parks, with preference expressed for park and ride.

Ely at Work – Several concerns about the proposed Angel Drove Commercial & Business Park.

The questionnaire provided space for respondents to make additional comments on the framework proposals and a range of constructive suggestions were made, including the need to build houses with gardens, provision of market housing for the elderly/sheltered housing to buy, provision of facilities for those with electric scooters, provision of direct cycle routes from housing estates to the station for commuters, traffic calming measures, and to consider a tunnel as an alternative option to a bypass to the station.
Section 4 – Opportunity Sites

Comments received were evenly balanced between the three opportunity sites of North Ely, City Centre and Station Gateway. There were few suggestions for other alternative opportunity sites, suggesting that the draft Ely Masterplan has selected the appropriate sites.

North Ely – There were a number of concerns about the size of the housing growth proposed for North Ely, with comments that it is too large a scale of development, would create a separate self contained community, and 1000 houses is sufficient. Others considered it acceptable, provided that infrastructure is in place before development, noting that new employment and retail facilities would help to relieve pressure in central Ely. Comment was made that a supermarket should locate in North Ely. There were also comments that people did not want small houses with no gardens, and family housing should be provided. Bus and cycle routes were considered important and the link road from Thistle Corner considered essential.

City Centre – Over half of the comments related to concerns about relocating the leisure facilities away from Paradise, wishing to see the facilities retained in the City Centre. There were also concerns about multi storey car parks. There was support for intensification of retail uses in the alleyways between Market Street and High Street, but several respondents could see no need for major changes in the City Centre. Comment was made on the need for provision of facilities for those with disabilities.

Riverside and Station Gateway – comments were generally supportive about the proposals in this area, although there were concerns that funding would not be available to fund the Southern Link Road. There was support for employment uses in this area, but concerns that riverside might be overdeveloped. Apartments were not wanted on Lisle Lane.

Other comments – related to hotel/housing on the ‘golden triangle’, and for development of the area north of Cam Drive to form a second phase of development in North Ely.

Section 5 - A balanced approach towards controlled growth.

This section asked for people’s views on two statements.

The first question asked whether respondents agreed that the draft Ely Masterplan proposes a balanced approach towards future growth. There were 110 responses to this question. 57% either agreed or strongly agreed with this statement. 36% either disagreed or strongly disagreed with this statement. 7% had no view.

The second question asked whether overall respondents broadly agreed with a majority of the proposals that have been put forward in the draft Ely Masterplan. There were 111 responses to this question. 61% either agreed or strongly agreed with this statement. 30% either disagreed or strongly disagreed with this statement. 9% had no view.
Additional comments were invited on these statements. A number of comments related to concerns about traffic congestion and the need to solve these issues before undertaking further housing development. Similar concerns were expressed that funding would not be available to provide the infrastructure, and that the employment projections would not be achievable. Further comments were made about the scale of housing growth being too large. Further homes/bungalows for those with disabilities were requested. It was also suggested that too many of the proposals were car orientated, would be likely to increase traffic congestion, and more emphasis needed on needs of pedestrians and cyclists.

Section 5a – General Comments

The final section of the questionnaire provided for respondents to make any comments they wished on the draft Ely Masterplan. A wide range of comments were given, many repeating comments made in response to earlier sections and many offering constructive suggestions. A common theme was concern that there will not be sufficient funding to implement many of the plan’s proposals. Whilst there was support for the ideas in the plan – “Masterplan is good” - there were also comments that plans seem ambitious and “just hope that it all happens”. Comment was also made that there are a number of high risks identified in the risk assessment that have no clear solutions. The Southern Link Road and resolving traffic congestions was identified as a priority. There were also several suggestions that Ely should focus on developing its current assets rather than major new schemes, and that it needs to build in resilience in preparation for reduced energy supplies in the future.

Section 6 – Publicity

This section sought respondents views on the publicity for the masterplan consultation in order to guide the organisation of future consultation work.

Local newspapers, the consultation flyer, the internet and the Council’s Ely Masterplan newsletter all seem to have been important in informing people about the consultation. Consultation advertisements were displayed in the local newspapers, so there may be some overlap in the responses to these two sources. Little coverage of the consultation events was achieved on the local radios, despite press releases to them, which explains the low score for this media.

63% felt that the draft Ely Masterplan had been well publicized, 61% felt that there had been sufficient access to information about the plan, and 90% had been able to view a copy of the plan.

However, only 47% felt that the community has had sufficient opportunities to express their views. Review of the comments submitted for suggestions for future publicity activities suggest that many would have liked to see more public debates and public meetings about the Masterplan proposals. Two respondents noted that without further expenditure they saw little to improve the present level of exposure. The comments submitted reflected a strong interest in the plan and a desire to be involved in future plan developments.
Individual letter and e-mail comments

The majority of comments submitted by letter and e-mail were from statutory organisations and agents, and have been summarised in the Appendices, together with officer responses on the specific points which they raise.

Key issues were:

Leisure
- Concern about lack of emphasis on health and wellbeing in the Masterplan
- Both concern about and support for relocation of sports facilities to Downham Road
- Lack of specific facilities eg netball facilities, football facilities, athletics

Transport
- Improvements needed to Ely North Junction on the rail network if rail capacities are to be increased
- Traffic congestion as a result of new growth – not convinced that people can be persuaded out of their cars
- Increased congestion on the A10 as a result of growth
- Concerns about the accuracy of the base information for the transport modelling work
- Southern Link Road – views both for and against the proposal, and suggesting alternative approaches such as a tunnel, road charging
- Station Travel Plan needed
- The need for a greater emphasis on pedestrian and cycling improvements – including a route from Prickwillow to Ely via Roswell Pits
- The need for demand management and more proactive public transport policies.
- Comment that improvements to the A10/142 road may undermine improvements to public transport and encourage further out commuting.

Historic
- The need for more recognition of the role which the existing historic building stock can make in meeting the Masterplan objectives.
- Support for development principles 1 & 3 – retaining Ely’s distinctiveness and reinforcing the historic heart of Ely
- The need for high quality design solutions for key areas eg city centre, market square, cathedral precincts, Angel Drove gateway.

Employment
- Concerns about over optimistic prediction of employment prospects
- The need to ensure viability of new employment development is not threatened by over onerous developer contribution expectations
- Concern about the requirement for development briefs on the basis that they can introduce another layer of bureaucracy and delay
Retail
- Concern about Angel Drove Commercial Park proposal and whether this meets the sequential test
- A wish to see Ely Chemical site identified for retail uses/objection to housing use on this site

Cultural and Leisure Facilities
- Cultural and Leisure facilities are not given sufficient emphasis within the Masterplan document
- The cultural quarter should be focused on the Riverside, strengthening the existing Babylon Gallery and The Maltings.

Green Infrastructure
- Recognise multi benefits which green space brings – health, wellbeing, climate change adaptation, recreation, quality of life
- Country Park boundary inconsistencies?
- The need for a full Habitats Appropriate Assessment Study to be carried out for the Masterplan

Housing
- Concerns about the impact of significant housing growth on the character of the city
- The potential to identify the land North of Cam Drive as a second phase of development
- The need to ensure viability of new housing development is not threatened by over onerous developer contribution expectations
- The need for private housing developments for the elderly

Deliverability
- Concerns about lack of funding to take infrastructure developments forward – easier for Councils to facilitate housing rather than directly deliver infrastructure.

Other
- Requests for further clarity on the status of the Masterplan
- Text needs to be updated to reflect the recent approval of the East Cambridgeshire Core Strategy
- Terminology re names of sewage treatment plants
- Text should clarify that no decision has yet been made to relocate the Cresswell Lane sewage treatment works, this is only one possibility which AW are working with the Council to explore
- Development principles and framework need to be based on an alternative scenario of a future less dependent on energy and more resilient to climate change – this requires some very different thinking on the key issues
- Re-introduction of eels en masse to the River Ouse would contribute to both ecology and tourism
- Flood risk in the Station Gateway area needs more modelling work to understand the level of risk
Section 1 – Respondents Interest in Ely

<table>
<thead>
<tr>
<th>What is your interest in Ely</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>A resident of Ely</td>
<td>108</td>
</tr>
<tr>
<td>An employee in Ely</td>
<td>15</td>
</tr>
<tr>
<td>A resident of a local town/village/rural community within 10 miles of Ely</td>
<td>31</td>
</tr>
<tr>
<td>An employee of a local town /village/rural community within 10 miles of Ely</td>
<td>3</td>
</tr>
<tr>
<td>A visitor to Ely</td>
<td>1</td>
</tr>
<tr>
<td>A local business</td>
<td>4</td>
</tr>
<tr>
<td>A retailer</td>
<td>0</td>
</tr>
<tr>
<td>A developer or agent of a landowner</td>
<td>12</td>
</tr>
<tr>
<td>An investor</td>
<td>3</td>
</tr>
<tr>
<td>A representative of an organisation</td>
<td>28</td>
</tr>
<tr>
<td>Other</td>
<td>7</td>
</tr>
</tbody>
</table>

NB – respondents could answer with as many categories as appropriate. Not all respondents answered this question.
Section 2 – Development Principles

What are your views on the broad approaches suggested by the ten development principles?

<table>
<thead>
<tr>
<th>Dev Principles Field</th>
<th>Number of Responses</th>
<th>% of responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>24</td>
<td>21%</td>
</tr>
<tr>
<td>Agree</td>
<td>67</td>
<td>57%</td>
</tr>
<tr>
<td>No view</td>
<td>12</td>
<td>10%</td>
</tr>
<tr>
<td>Disagree</td>
<td>9</td>
<td>8%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>5</td>
<td>4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Dev Principles Field - summary</th>
<th>Number of Responses</th>
<th>% of responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree or strongly agree</td>
<td>91</td>
<td>78%</td>
</tr>
<tr>
<td>Disagree or strongly disagree</td>
<td>14</td>
<td>12%</td>
</tr>
<tr>
<td>No View</td>
<td>12</td>
<td>10%</td>
</tr>
</tbody>
</table>

117 responses in total to this question

Comments

Need even more emphasis on climate change & mitigation

With regard to responding to climate change - we need to focus on the possible consequences, particularly as we are surrounded by flood plain

Too much housing, southern link road needed but not likely to happen. Very worried the character of Ely will be lost if the new shops all come about

Ensuring proper infrastructure is in place when and where new housing considered. To improve the area by the station upon approaching Ely by A142. Present
appearance is not appealing to residents and visitors alike

Ely North Station should be looked into, perhaps in more depth

Recycling points must not be in housing developments and lay-bys in these areas are not for overnight lorry parking, which does happen at the moment

They are not all clearly distinct and some (climate change) are not actually discussed in the plan

Under no 4, when Council workers cut grass, stray pieces of paper should be picked up and removed rather than cut with grass. Under no 8, a) pavements kept clean in centre of Ely, b) no recycling sites in middle of housing devts

Principles do not seem to be reflected in the plan!

Totally disagree with the need to use good farmers land for housing right down to Chettisham. Feel that all this development will totally change character of area

It is not particularly different from what there already is in Ely

Large Masterplanning of areas within/surrounding Ely must not be developed in detriment to the traditional growth of historic towns that has generated the characters that we love about Ely today. Some might argue that there are times and place for masterplanning and less general (more specific).

Not only do we need to retain ‘Ely’s Distinctiveness. We need to enhance it also.

With the correct location and provision of car parking the congestion problem will partially solve itself. Anything done in Ely to respond to climate change will be useless unless it is part of a wider national/international initiative.

I am concerned about what you think is sustainable growth. If Ely gets too long it will end up with more crime and less community. I will have to leave. I used to live in a place that expanded too quickly- I speak from experience.

Does need to be more specific

If Ely is too large we shall leave. Jobs have to be high quality rather than retail/public sector non jobs.

Varied housing requires housing with large rooms unlike recent developments. Mixing affordable housing with other developments puts the better off

Where are the council houses going to go. I hope not with private housing

I would rate all of these as important, but I think 6 is less important than the others. To some extent, congestion is inevitable and in itself it may serve to discourage people from using cars in the city centre.
Retaining Ely Distinctiveness. Really stress local cultural and community networks which are very important for community cohesion

Transport is key as identified in the draft plan. There is a high risk that the southern bypass cannot be delivered. Ely could not cope with the levels of growth proposed without this. Also, there needs to be the right kinds of jobs, if not people will continue to out-commute and Ely will remain an unsustainable settlement when choosing where to locate businesses, decide between Cambridge, Paris, Madrid etc, not Cambridge or Ely

Main interest is sport for the community. Delighted to see press release regarding initiative from ECDC to encourage participation in sport. Masterplan seems to contrast - sport is ‘an athletic activity …..’ seems to be included with shopping, under leisure activities. As a trustee for Ely Outdoor Sports Assoc, and Ely Rugby Club, concerned regarding opportunities to give views. Desperately short of space for outdoor sport. Active in supporting disability sport. Feel they deserve better than the interaction with strategic leisure

All fine expect need to consider sorting out the finishing of CB6 3WU estates, eg Brooke Grove before taking on new areas

Principles are realistic other than - no matter how laudable - have been taken over by events. Future plans have to be realistic but funding is unlikely to be other than negative. No matter how desirable, the plan can only be seen as a wish list unless financial and related conditions are more favourable to the level of funding necessary

We have confined comments to principles related to the environment and biodiversity.

Too much to assess. Pleased there is a plan to re-develop. Should not be allowed to happen haphazardly

I do not believe that all the development principles are of equal importance. I regard principles 1, 2, 3, 4 and 9 as being of significantly more importance than others

You want to tackle congestion but build multi store car parks close to city centre - a move to car travel not a shift away. You want to enable easy and safe access but increase city car traffic to new devts such as Paradise centre, and multi storey car parks. Contradiction! Answer is not multi storey car parks! Improved public transport, park and ride or car parks away from centre much better

All considerations are effectively subordinated to the apparent (overt or covert) principle of maximising housing growth. This seriously devalues the principle of the masterplan. Everything is distorted by the presumption of maximum housing growth

There has been mention of an auction on the market place - good idea

All new housing should be of highest standard and design - should have energy
producing components ie photovoltaic roof tiles, solar panels. Cycle paths compulsory beside any new road. Move council offices - good for hotel. Also move police and ambulance to easier access to A10.

Transport link roads and rail plus infrastructure must come before housing development.

Generally agree with all principles. Encouraging and walking is good but good access by car also needed for the prosperity of the city. Ely already has a lot of 3/4 semi detached new build houses and smaller older terrace and semis have been neglected. Yet are needed to house the younger section of the community.

Principles fine, but many of the proposals in the plan do not take heed of them.

Principle 6 would seem to be the key point before anything can happen with regard to implementing masterplan 'minimise traffic congestion' means that the southern link road is needed before anything else is put into effect. With increased rail movement the level crossing at the station is going to be closed for even longer. Road haulage is increasing and both these facts mean delays will be very much longer.

Now that ambulances are bigger and can’t go under the road bridge this becomes a health and safety and probably a life or death issue, if ambulances are held up at the level crossing. The funding may not allow for a by pass over river and rail but if it is only over the railway that will provide relief for all transport and would then encourage businesses to set up in Ely knowing that they can move whatever they produce and receive the raw materials needed without major delays which if the by-pass isn’t built will only escalate.

All these houses will require water. Where will it come from? The tower at the hospital will not be up

Should be striving to enhance not retain Ely’s distinctiveness. Cathedral and riverside are distinctive but the area between in non-descript. Visitors often visit one and not the other because they don’t know it exists.

I agree but do not believe ECDC will be able to consistently achieve them. Too much expansion relying on the current infrastructure, resulting reduced quality of life.

I agree with some of the vision but feel the unsubstantiated need for development is out of line with many of the other visions.

Agree generally, but my agreement does not extend to maximising population growth in an attempt to achieve, for example, the provision of large department stores and multiplex cinemas or equivalent. The proposed huge population and over-provision of shopping and leisure facilities will destroy Ely’s distinctive character and lead to unacceptable levels of traffic congestion and a commensurate lowering of the quality
of life.

Anyone who strongly disagrees must be displaying an arrogance that makes them suspect

Whilst agreeing that the 10 principles identified make a good basis for a 20-25 year development plan. I feel considerable thought should be given to the major problems currently thwarting Ely's development at present. These being transport, traffic congestion both affecting access, conserving the historic distinctiveness of the city and green areas within the city which if resolved as high priority would then lead to attracting business, tourists and help accommodate the proposed growth in local population. With sadness I note the significant infrastructure developments- Southern Link/ Northern Link for e.g-to be in the long term plans. These developments are needed urgently to help the city cope with its already existing issues of traffic congestion, speed of number and vehicles passing in or around the centre etc.

Broadly agree but not without reservations. Do not believe that principles are being addressed within the plan. The retention of Ely's distinctiveness is being paid lip service only. Masterplan seems intent on turning Ely into a mini Cambridge, rather than retaining its small market town community

These are so broad, that it’s impossible to find fault. Who could disagree with sustainability or strengthening Ely or responding to climate change?

Paradise Quarter used a great deal by local football teams etc. When Paradise taken and green space turned into urban park there will be no changing facilities. New Leisure complex on the outskirts of town, surely local and central green space use should be encouraged. Also parents will have to drive children to outskirts of town.

Station Gateway/Angel Drove development cannot go ahead before the Southern Link Road. Congestion would be indescribable. Further congestion will be caused especially on the A10 by building 3000 homes. There must be a southern bypass to ease congestion. Building houses adds to climate change and flooding.

Shopping patterns of the wider community are not taken into consideration

No further development to take place until the existing infrastructure is brought up to scratch to adequately deal with previous population increase.

Let’s have a cinema and theatre. Forget the ring road.

Tackling congestion is important but would like to see much more improvement to cycling paths/lanes.

When major devts are done to A10, A142 etc, cycle paths should be compulsory, and there is ample space along Witchford bypass to add lanes, at least as far as Sutton to encourage more cycle users. Not convinced that Fen people use public
transport willingly, especially buses, so may prefer to cycle

Any devt at Rugby Club and Hockey Club must take into account the impact on the surroundings. Current system of floodlights causes significant light pollution over a wide area

Council should identify a site for a dedicated wind farm for local power

Need to resolve existing infrastructure and services deficit. Challenge will be to obtain support for change and consensus on proposals

I agree with 9 of the principles but I do not think that the proposals as expressed will be sustainable and I do not accept the need for growth at a time when our society must learn to live with less consumption and less resources due to the short and medium economic climate and the long term impacts of global warming and shortage of natural resources. I therefore think that principle 2 should be 2. Achieving sustainability in the short, medium and long term, and the word growth should be deleted.

Council should identify a site for a dedicated wind farm for local power into which developers, businesses can invest

I believe that central Ely is already approaching gridlock at peak hours and unless the transport issues can be resolved acceptably and affordably, the remaining principles will not be achievable in varying degrees

There is nothing wrong in principle with all the stated goals. The problem is that the devt proposals do not seem to me to be possible if we stick to our principles, which we should

Growth will affect Ely's distinctiveness and needs to be done v carefully. Opposes multi storey car parks

Board 10, implementation is more than just risk management; Delivery in a forward way is the key.

More needs to be done to improve cycling paths/lanes. Fen people will not use public transport

Green spaces should not just be pretty places, but productive with fruit and nut trees. Opposed to road building. More cycle ways needed

Sound reasonable principles. It is therefore extremely unfortunate that the masterplan then proceeds to completely ignore them

I agree on the broad approaches, however it is in the detail that problems arise. Hopefully will consult with public when had time to address the issues raised at this stage
Plan concentrates too much on forcing growth beyond what the Government has demanded. Level of services already good in Ely, and have improved even in the economic downturn. Proposed medium/high growth does not produce significant benefits. Ely is already a desirable place to live.

All the principles sound fine but are so general that they mean nothing till you apply them. They may also be mutually conflicting.

Principles sound laudable. Approaches suggested mainly rhetoric and lacking in substance.

Don't believe need wider housing choice in Ely.

Suspicious of the assumption housing must increase. Much is government assumed increases in immigration populations in the country. No local needs that sustains these huge increases.

On the face of it these principles look sound and admirable - I suspect that the reality of the Masterplan implementation may stray from these principles. I hope I'm wrong.

Requirements - strong leadership, political will, resident support, finance.

Principles 1 and 2 are incompatible in terms of quality of life. Ely's distinctiveness comes from its small scale. Needs of elderly have not been considered.

I agree with everything except the housing principle.
Section 3 – Development Framework Proposals

Please list the three proposals which you think would make the greatest contribution towards Ely’s future and would most like to see taken forward.

Number of responses which put the following category **first** as the **most liked** development framework proposals

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108 responses were made to this question

**Comments**

Historic Ely - museum should have opportunity for expansion of present site, Cathedral and Cromwell house important

Ely on the Move - Southern link road, along with station & riverside regeneration.

Ely on the Move - Stop people cycling on the pavement. Provide owner-occupied sheltered housing

Ely at Leisure
Green Ely - Detailed design guide with far more emphasis on CO2 reduction rather than just some houses being build as examples of eco build

Station Ely on the Move - gateway is quite the worst area of the whole city. Southern link road is essential

Ely on the Move - road/rail infrastructure

Historic Ely

Ely on the Move - riverside and station gateway with southern link road

Ely at Leisure - encouraging a couple of big firms into Ely, eg M&S, and one of the DIY stores

Ely at Work

Green Ely - enhancing the green infrastructure

Green Ely - green links

Pedestrianise city centre

None

Ely at Leisure - there is no mention of how the role of a public art gallery will be continued (improved) - in what would be a larger population. Important to have a contemporary gallery as a contrast and to complement Historic Ely

Country Park

Southern link road

Ely on the Move - esp Southern Link Road

Enhancement of Steeplegate and 3 Cups Walk

Ely at Work

Ely at Leisure

Green Parks

Cathedral precincts - The Steeple Row area is particularly scruffy and is next to one of Ely's main tourist attractions

None

Northern Link Road

Southern link road
Eco developments- If new housing must be built it needs to be achieved sustainably-socially/ aesthetically/ environmentally

Leisure village. A wide ranging provision accessible to all with good access

Serving the wider rural community

Promoting green living/landscape

Retaining Ely's distinctiveness

Riverside transformation

Southern Link road has to have greater priority. Not just long term

Retention of green spaces esp Paradise field

By-pass near railway station

Enhanced rail services

Riverside/station gateway-Keep Babylon Gallery and add more arts and culture to the riverside

Southern link

More sustainable transport options including park and rid, cycle routes and public transport

Ely at work - more industry providing jobs like packing and unskilled at least until there are adequate skills training centres in area

Ely on the move

Historic Ely - the base block to build on. More advantage should be taken to match Cathedral profile, ie York

Ely’s Distinctiveness - unique green spaces must be protected. Any projects must have a light touch and provide opportunities for unstructured leisure.

Ely On the Move - more car parking, bus routes. We note that the multi-storey car park will be sensitively designed

Country Park phase 1

Market place - removal of ugly building on west side can only be a good idea as long as replacement is sympathetic

Southern Link Road

City centre shopping and possibly new hotels (but not more pedestrianisation)
Leave as much of the country park in a natural state

Historic Ely - conservation, market place

Expansion of the business park and an increase in local employment opportunities

Ely at Leisure - Benefit are large number of people

Ely at Leisure - Young people would benefit

A new indoor skate park

A10 improvement dualling

Historic Ely

Sort out transport, bridge for railway crossing, Thistle corner opened

Conserving the historic areas of Ely

Transport issues / bridge over railway crossing

Historic Ely

Pedestrian and cycling improvements

Male clothes shop for all ages.

Quality Bus Corridor- Improving access into and within Ely is fundamental

World Heritage Area status. This would allow considerable funding to become available to make project viable.

The station area improved with easier access. Traffic light might help with the movement of lorries across the crossing gates.

Work - attract them and keep them here.

Education facilities

Cycling improvements

Green Ely

Historic Ely - Ely's history is the basis of its existence and the maintenance and enhancement of Ely's historic character and distinctiveness have to take priority

Developing (not retaining in a precious-bijou state) ELY'S DISTINCTIVENESS

Ely on the Move- with greater priority given to those infrastructure developments mentioned. Transport integration a priority.
Southern link road
No more housing without increase of infrastructure.
Relocation of sewage treatment works.
Green Ely important as it ensures Ely will maintain a balance between buildings and open spaces, keeping a healthier environment for future generations safe.
Ely at Leisure - leisure village, paradise quarter
Historic Ely
There is a strong case for a focus on local bus services as a high priority in the short term
Supports World Heritage status, enhanced rail services, Angel Drove Business park, historic Ely proposals, relocate Tesco. Opposed to North Ely extension, the Southern link road which is too expensive and will have negative impact on environment, and the leisure village which is wrong
Historic Ely
Enabling easy access
Secure as much green space as possible
Infrastructure before growth
Ely at Leisure
Country Park 1 & 2
Ely on the move-car parking improvements & cycling, pedestrian improvements
Green Ely
Improve the area around cathedral
Sustainable growth
Support retaining Ely's Distinctiveness
Cathedral precinct
Ely on the Move - Ely needs alternative plans to the southern bypass urgently. Whole Masterplan depends on resolving this issue.
Historic Ely
Development of recreational and biodiversity linkages from Ely into the wider rural area
Education Facility
Support retaining Ely's Distinctiveness

North Ely
Promoting a green living landscape country park phase 2. Protection of Paradise
Green space

Green Ely
Education facilities already stretched

Historic Ely
Historic Ely - Iconic city and must be maintained at least, if not enhanced

Happy in broad with the proposals. I would underline that it is vital that infrastructure
improvement takes place before suggested increase in size of the settlement.

Historic Ely, Market Place. Landscaping and upgrading of awful 1960s block at heart
of market - a great way forward

Make the Southern Link Road off the A142 onto The A10 South of Ely to join the
A10.

Sustainable development to include targeted retail

Southern link road

North Ely urban extension

Historic Ely

Southern link road
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105 responses to this question

Comments

Ely on the move - Supports Southern Link Road to ease congestion, plus more car parking needed

Country park

Ely at Home

Green Ely - Sewage treatment plant

1960s building should never have been built on the market

Green Ely - green spaces etc

Ely at Leisure - please remember all age groups

Historic Ely
Ely at Leisure - expanding the market into High Street and the alleys, and closing High Street from 8.00 am on market days

Historic Ely

Riverside and station - gateway regeneration

Ely at work - encouraging small business

Development of station

Historic Ely - 60s building in market square

Northern Link Road

Country park

Ely Leisure - much need

Southern link road

Green Ely

Ely on the Move

Market Place - the 1960s building is ugly and detracts from the historic feel of Ely. The market square is underused and bleak, especially in winter

Southern link road

New sewage treatment works out of town

Enhanced rail services to provide easier use of public transport-encourage it.

Station Gateway- Very important to provide joined up transport and infrastructure facilities.

Retaining Distinctiveness- don't let Ely become an identikit town full of chain shops.

Tackling congestion

Reinforcing the historic heart

Town centre- small streets- revitalise, more shops

Riverside and station gateway-surely reliant on Southern Link Road

Improved cycle ways inclu to relocated leisure

New supermarket. Possibly built with housing near Chettisham

Quality bus network
Market Place

Station gateway

More shops

Ely at Leisure - newer West side estates need a community hall, maybe behind Alexander Chase?

Ely at Leisure

Green Ely is positive and can be achieved at sensible cost

Green, living landscape - existing much be given priority. ECDC must work with Natural England, Wildlife Trust, Environment agency and RSPB to ensure existing habitats etc are managed

North Ely - planned urban extension to the north of

Country Park phase 1 - improved green space can only benefit an already increasing population

A10 public transport

Careful management of Ely conservation area and cathedral precinct

Southern bypass vital

Improve quality of retail premises

Ely on the Move - Create safer ways to enter Ely

Green Ely - save our planet

Better known retailers

Ely Gateway blockade removed

Ely at Home

Preserve what we have

Green links and country park paradise should be a town centre park.

Historic Ely - to remain in keeping with all the other buildings in the centre

Ely of the Move

Cathedral

Well known fast food takeaway
Paradise Urban Park- Under used at present. Better links to sporting & leisure activities needed.

Paradise urban park- This vital green space in the centre of Ely must stay for the benefit of all. Not everyone is able or wants to travel to a leisure centre on outskirts of city.

More allotments in the North of Ely

Leisure - "more to do" equates to more feeling of community, ownership and involvement.

Leisure Village

Market expansion

Ely at Leisure

Ely on the move - Without adequate provisions and measures for transport, the traffic in Ely will become intolerable.

Sustainable Growth through realistic planning and sensible economic preparation and positive action- once you have honest commitment then fearless

Historic Ely/Ely at work we need sensitive development of the city centre and its surroundings. Please do something about the market place 60's monstrosity which blights our beautiful city! Businesses, retail and other need to be encouraged into the centre as well as the outer hubs with which I also agree and would support.

A10 Ely - Cambridge Road capacity

More Schools

Development of Lisle Lane

Ely at Leisure is crucial. Ely and surrounding villages poorly treated, with second rate leisure facilities, if any. New facilities long overdue. Not in favour of siting complex north of Ely because people have to travel by car (not eco friendly), and children would have to cross a very busy bypass. Nor is it an attractive site. Better to improve/replace within Ely

Ely at Work - station gateway business hub, north Ely employment areas

Ely on the Move

Lack of coherent parking strategy has led to an intolerable situation - parking charges and pedestrianisation are the way forward

Supports concept of green lungs for the City but opposed to urbanising the countryside with green infrastructure
Ely on the move
Tackling congestion
Clean up Steeple Row
Market Square improvement
Historic Ely
Cathedral Quarter
Ely at work - development of business park on Angel Drove
Ely at leisure
Improve station access and bus link to centre.
Provide proper park and ride scheme
Reinforcing the historic heart of Ely
Support emphasis on improvements to the river and cathedral environment
A10 public transport improvements

Historic Ely - Plans for station gateway are not satisfactory and probably not achievable. World Heritage status v unlikely. The other points listed you should be doing anyway

Ely at work
Northern link road
Leisure Village
Support emphasis on improvements to the river and cathedral environment
City centre shops
Pedestrian and cycling improvements especially at station area and around schools
Historic Ely

Improvement of transport links. Don't understand how this area thinks it can reduce car usage when nowhere else has succeeded

Green Ely
Leisure - Current facilities are very small. Improvements would encourage visitors and locals.
Historic Ely - careful management, controls and provision of historic building grant.

Maintain integrity, low rise

Stop the new Tesco.

Sustainable infrastructure, within the city

North Ely neighbourhood centres

North Ely employment

Ely on the move - a contingency plan in case the southern link road is rejected, which if you continue to want a bridge it will be. Traffic and public transport needs to be looked at urgently. Pedestrian safety should be taken into consideration. Cyclists and care repairs seem to be more important

Parking problems
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95 responses to this question

Comments

Green Ely - Keep Paradise Field

Ely at Leisure - Leisure village

Green Ely

Ely on the move - all transport and infrastructure improvements listed - concerned about southern bypass and impact on view of cathedral

Ely at work - Creation of new industrial areas attracting further employment

Green Ely

Ely on the move - strategic

Ely on the move - retain free car parking, if only for residents
Ely on the Move
City centre expansion
Ely at Leisure - leisure park
Park and ride
Expansion of Ely markets - needs to happen now to help retailers
Southern link road
Centre expansion, ref paradise site
Ely at work - too many commute out
Swimming pool in the right place (not actually proposed yet)
Ely on the Move
Ely at work
Southern link road - the bottle neck will only get worse in future City Centre shopping
Rail gateway - a. Paradise quarter, b. City centre shopping, c. Angel Drove
Commercial park
Enhancement of green areas and links to wider rural area
Education facilities
Promoting green living
Re-inforcing historic heart of Ely
Serving the wider rural community
Cathedral Precinct
Southern by pass
Preserve Ely and its character
City Centre Apartments
A10 capacity
Leisure Village
Country park
Ely on the move - bus inlet on edge of West estates please, with bus to Cambridge
Historic Ely

Ely on the move is questionable until such times as the economy is more normal.

Climate change - impact of all proposals within the Masterplan must be assessed and carbon neutral solutions put in place wherever possible. New devts and transport are of great concern - proposals much be subject to climate change measures.

Leisure village - the development of a new leisure centre including a swimming pool on Downham

Pedestrian and cycling improvements along with quality bus network - they work hand in hand

City Centre pedestrianisation and car park

Angel Drove business park

Encourage someone of the quality of M&S to have a store in the city

Southern Link road

Green Ely - create a cleaner eco Ely

Ely at Leisure

Support ADEC, Encourage evening economy

Leisure should be linked to Paradise town park

Ely at Home

Ely at Leisure

Sewage treatment plant

Fill empty buildings in town.

Northern Link Road- Before any significant expansion to the north is considered, much better transport planning is vital

Southern Link Road- This is vital before anything else is done.

More firms being attracted to Ely

Move - traffic situation around the station must be sorted

Southern Link Road

World Heritage Application
Historic Ely

Green Ely - Support for the Roswell Pits SSSI and the phased devt of the Country park

Good communications by road and rail to Ely,

Physically fair and functional movement within the commercial and social centre.

Homes- Broadly agree with proposals but again school, medical provision, shops etc need to be along with sensitive development. Can we avoid the toy town accusations leveld at some towns

Angel Drove Commercial Park

Retain leisure facilities on Paradise

Development of Riverside and Station Gateway.

Ely on the move - support because A10 is a nightmare, as is the railway bridge area. Has anyone considered building a tunnel beneath the railway line? Cheaper than a bypass, I imagine

Ely on the move - quality bus network

Ely at Leisure

Riverside and station gateway regeneration

Transport proposals should focus on improving bus, train and cycling and drop ideas for new roads and multi storey car parks

Ely at leisure

Strengthening Ely

Ban cars from High Street

City Centre shops

Green Ely

Station gateway/business hub

Green Ely- Country Park- But no to 'theme park' style- leave it natural

Ely on the move

Pedestrianise city centre

Easy Access
Support the improvement to Ely market and the use of the little roads around Market Street

Pedestrianise city centre

Green Ely

Ely on the move

Redevelopment of sites - station

Southern Link Road

Support the improvement to Ely market and the use of the little roads around Paradise redevelopment

Ely at Work

Ely at Work

Green Ely - Improvements would encourage visitors and locals.

Ely on the Move - enhanced rail services a welcome development

Stop enlarging Ely, the roads are too small and narrow for bigger traffic volume.

Green space so that growing community can breathe

Cathedral precincts

North Ely neighbourhood centres

Green Ely

Get on with country park
Please list the three proposals which you would least like to see progressed.

Number of responses which put the following category first as the least liked development framework proposals

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90 responses to this question

Comments

Ely at Home Not too much housing, Lisle Lane sewage site should have small affordable housing

Historic Ely - World Heritage area status

More cycling without safeguards

Leisure centre

Can't think of 3 - all sounds good except for bypass concerns

Ely at Work

There is nothing which we do not like - happy with everything

Ely at home
Ely on the move - Multistorey car park
Ely at home - any development at Chettisham
Sewage works
Sports/leisure centre needs to be improved but would be better on present site so people can walk or cycle
Multi storey car park
Swimming pool in the wrong place
Historic Ely
Angel Drove Boulevard!
Intense housing. Homes are not selling - we already have loads - why build more
Affordable housing - housing association houses in developments can put people off buying property on that devt.
Devt of farming land out to Chettisham
Sports Village on Downham road junction with
No fixed views
Country park phase 2
Angel Drove Business Park
World Heritage Area Status
Responding to climate change
Widening housing choice
Responding to climate change
Few developers. Nice ideas but how necessary?
Social housing
Southern Link Road
This is not necessary it will encourage more traffic to use A142 as an A14 bypass
Pedestrians and cyclists should be given priority at the station within the existing framework
Paradise urban links
Multi storey car park

Historic Ely

Green Ely

Building proposal envisaged for the north unlikely to be attained as employment does not exist

Station gateway business hub - this area of land should be landscaped and pedestrianised - not built

Car park management strategies

Angel Drove commercial park

Tackling congestion and shift away from car travel - this is a bad obsession. Pl do not discourage car access to Ely

No new housing until infrastructure there

Ely at Home - lovely as it is more housing estates would spoil it.

Ely on the Move - Harder to move around Ely on a bike.

More houses

Housing

Green Ely

All proposals should be progressed.

Multi-Storey car parks - unattractive. Re-consider to underground car park and retail/café at ground level

They should all be progressed.

North Ely Expansion

Bad shops in Ely, we don’t want M&Co.

North Ely Expansion- Too much hurry to expand. Infrastructure first

Willow walk riverside quarter. If sewage works go the whole area could be redeveloped and incorporated into proposed country park

Big changes being made in Ely centre without making sure it keeps the small useful shops.

History - The history is here. Sort out remaining hotch-potch and make the rest of Ely interesting and give it character. (Even if it is modern).
Paradise Quarter

North Ely

Ely at Home

Ely at leisure. The leisure facility at Little Downham is admitted to be for the whole district. Ely will therefore lose many of it's leisure facilities.

Car park management strategies

More house/population increase

World Heritage Area status

Ely at work - should progress naturally without forcing growth that may not be sustainable over the long term

Ely at leisure - city centre shopping

Green Ely

Leisure village is in the wrong location.

Ely at work - unimaginative - potential identified to reverse decline in agricultural employment as transport costs rise and become a specialist agricultural centre

Green Ely

In the years we have lived here none of the many new housing devts have in any way retained Ely’s distinctiveness

The Paradise Pool should not be moved

Relocating sports facilities

Ely on the move

Additional Road network upgrade

Ely at Work- High density housing and urban sprawl to north

Ely at work

Southern bypass

Strongly oppose the proposal to add 3000 homes to the 1115 already planned for by Regional and Central Government requirements.

Country park

Ely at Home
Ely at Leisure

Moving the leisure centre to Downham Road

Paradise Quarter

Strongly oppose the proposal to add 3000 homes to the 1115 already planned for by Regional and Central Country Park

Paradise cultural quarter

Ely at Leisure

Moving of sports centre would necessitate use of car

Ely at Home

Move - much has been made to improve transport, however road widening on the A10 for instance requires some outside finance and input - I don’t see this happening.

Ely at Home - North Ely. Not in favour of this urban devt on a large greenfield site - greed wedges or no green wedges

New Tesco Site

Excessive and unsustainable housing devt destroying the fabric of Ely

World Heritage status - no guarantee of prosperity

Development around Chettisham should be avoided

Ely at home
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<td>3 - Ely on the Move – Southern Link Rd, A10, car parking</td>
<td>22</td>
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<tr>
<td>4 – Ely at Home</td>
<td>15</td>
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<tr>
<td>5 – Ely at Work – employment, jobs, tourism</td>
<td>13</td>
<td>18%</td>
</tr>
<tr>
<td>6 – Ely at Leisure – retail, sport, arts</td>
<td>14</td>
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</tr>
<tr>
<td>9 – Other comments not in above categories</td>
<td>3</td>
<td>4%</td>
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</table>

78 responses to this question

Comments

Ely at Leisure - not a swimming pool far from the centre, crazy idea, young and old people need to access

City centre apartments

Cinema

Ely on the move

Ely at Leisure

Existing country park proposals

Ely Markets

Neighbourhood centre

Employment focus at the far end of town from new housing thus forcing car usage
I think developing Lisle Lane as retail is wrong. Use this for housing on brownfield.

Car park management strategies - see comments.

Moving sports facilities to other side of A10.

Exemplar eco devt.

City Centre Shopping.

Exemplar eco development.

Tackling congestion.

Serving rural community.

Tackling congestion.

Multi Storey car park.

Too many large 5/6 bed houses with more character and in keeping with old style houses.

Willow walk-riverside quarter - not an appropriate location for new residential - impacting on views of the city to the east.

Angel Drove.

High levels of growth et 3-500 homes, as these are not required as pt of RSS and cannot be catered for in transport terms.

Green Ely - there are already lovely new maturing planted area - need nature board describing plants - saw weasel last week.

Ely at Home.

Proposed leisure site is flawed by need to cross major road.

Angel Drove Business park - this area should be limited to office accomm (high amenity) and limited to single storey.

Paradise quarter.

Angel Drove business park.

Enabling easy access - this option is really another anti-car aspiration dressed up as a positive principle.

Estates to provide work.
Historic Ely - its boring

Ely at Work

Current Leisure Village site out of reach to all. Everyone would need to arrive by car.

Southern Link Road

Building more houses will encourage more traffic and make Ely to busy.

North Ely Employment

Angel Drove Boulevard- People in cars will still need to access supermarket and any other development on angel drove site so boulevard would be a waste of money

Would moving the sewage works nearer to new houses be a good idea - especially if the wind is blowing in the wrong direction

Home - national economy will drive this regardless.

World Heritage Area Status

Southern Link Road

Ely at Work

Ely at home - Proposed massive housing growth will result in intolerable levels of traffic growth and accompanying congestion, noise and air pollution.

North Ely

Southern Bypass

City Centre Apartments

Historic Ely will again progress naturally and it is not as crucial as other matters at present

Ely on the move - reconfiguration of existing car parks to multi storey car parks

Ely at work

Design guides do not work

Opposed to North Ely extension, the Southern link road which is too expensive and will have negative impact on environment, and the leisure village which is wrong location

Ely at work

Green Living Landscape
No road should be built that encourages more traffic into the city

Clone shops

Ely at home

A10 capacity

Ely Leisure- Leisure village Downham rd- car reliant unsuitable too use by youngsters

Historic Ely

Multi storey car park

Multi storey car parks - expensive to build, and a financial burden on Council tax. Cheaper to run park and ride

Multi storey car parks

Ely at work

Ely at Home

Southern link road

World Heritage Area Status

Multi storey car parks - expensive to build, and a financial burden on Council tax. Cheaper to run park and ride

Riverside

Ely on the move (local). No detail about the enhancement of cycle access

Ely on the Move

Expansion of city boundaries - looks like expansion to the north would try to provide second city centre -opposite of stated aims

Ely at Leisure

Work - Why encourage a huge increase in population and then have to get businesses into provide work. Or get new businesses in and hey presto now we need new homes for people.

Ely at work - North Ely employment area - similar views to previous

Moving Post Office

none
Country Park - cost of maintenance and security likely to be insupportable

Station gateway - not clear what will happen to Tesco car park
Number of responses which put the following category **third** as the **least liked** development framework proposals

<table>
<thead>
<tr>
<th>Least Liked 3rd Field</th>
<th>Number of responses</th>
<th>% of responses</th>
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<tr>
<td>1 – Historic Ely – conservation, listed buildings, cathedral</td>
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<td>3%</td>
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<tr>
<td>2 – Green Ely – country park green space, environment</td>
<td>3</td>
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<td>3 - Ely on the Move – Southern Link Rd, A10, car parking</td>
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<td>19%</td>
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<tr>
<td>4 – Ely at Home</td>
<td>19</td>
<td>28%</td>
</tr>
<tr>
<td>5 – Ely at Work – employment, jobs, tourism</td>
<td>9</td>
<td>14%</td>
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<tr>
<td>6 – Ely at Leisure – retail, sport, arts</td>
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<td>9 – Other comments not in above categories</td>
<td>4</td>
<td>6%</td>
</tr>
</tbody>
</table>

67 responses to this question

**Comments**

Ely at Work - Why is there a need for job creation - only natural for people to commute. Angel Drove best location

City centre shopping

Supermarket

Ely at home

Ely at work

Leisure village

Hotel by marina

Ely at home

Don’t want new sports and cinema complex on paradise site. Why not improve existing sports centre and put multi plex on Lancaster Way
Cycle tracks - may appear a good idea, but they soon become an ideal location for muggers and soon people are too scared to use them

World Heritage application

Angel Drove Commercial Park

City Centre pedestrianisation

Strengthening Ely as a place to work

North Ely residential development

Paying for parking

Leisure Village- Leisure facilities should be retained in the centre

Northern Link Road

A strategy that is totally reliant on the deliverability of the bypass which is by no means certain

Ely at Home

Ely at work

Ely at work subject to earlier comments, no likelihood of increased employment opportunities in Angel Drove Commercial Park. The devt in this area should be limited to single storey

North Ely - charm of Ely is size and character, not miles and miles of new characterless housing with few facilities - do planners never learn!

North Ely employment areas

Widening housing choice is commendable but not if it is dishonestly interpreted as advocating much more housing

need more young families in the city

Ely at Home

Ely on the Move

Leisure Village on wrong side of bypass

Don’t make Ely bigger. Its beautiful as it is.

Paradise quarter. The leisure quarter should be there rather than beyond the A10.

Northern link Road- Too much heavy lorry movement on Prickwillow Rd already with vehicles proceeding on down Lisle Lane and into Broad St
Green Ely - there is a massive danger of over engineering this. - Please don’t!

City Centre Apartments

Leisure Village - retaining Paradise and field makes more sense than relocating out of town.

Ely on the move

Willow Walk Riverside quarter

No more newcomers

Angel Drive Commercial Park

Ely at Home - whilst more, better and varied housing is needed, focus should be on other areas of devt first. What is the point of extra housing if leisure, transport problems still exist.

Ely at leisure - Angel Drove Commercial park expansion, without full consideration of PPS6 issues

Ely at home

World Heritage station would be a waste of time and money

Ely at home

No new homes without real infrastructure

Leisure village at Downham Road

Ely at work

Southern link road

Ely on the move- Southern Link Road

Ely at Home

Moving facilities out to edge from centre

The plan proposes a leisure village next to the Ely rugby ground - would be easier for people living in Haddenham, would be more difficult for majority of users in Ely. No safe crossing, would be more car usage.

Leisure village

Leisure centre

Green Ely
Building 3000 houses to the North of Ely

City Centre Apartments

The plan proposes a leisure village next to the Ely rugby ground - would be easier for people living in Haddenham,

Leisure village

City centre expansion

Ely at Home

10 years of huge growth - Ely needs period of low growth for infrastructure to catch up

Ely on the Move

Home - I don’t want to see such massive new expansion. Moved here to escape such buildings which destroyed old community and raised house prices forcing people out of the locality.

Ely on the Move. Northern link road would also adversely affect the area I live in - greater traffic numbers, pollution, noise etc

More Housing

None

Present Government's housing targets likely to be swept away after election, so less damaging growth can be considered.

Southern link Road
Are there any additional comments that you wish to make about these or any other development framework principles?

<table>
<thead>
<tr>
<th>Code</th>
<th>Number Of Comments</th>
</tr>
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<td>1 – Historic Ely – conservation, listed buildings, cathedral</td>
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<tr>
<td>2 – Green Ely – country park green space, environment</td>
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<td>3 - Ely on the Move – Southern Link Rd, A10, car parking</td>
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<td>7 – Comments on document presentation</td>
<td>1</td>
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<tr>
<td>8 – Comments on implementation</td>
<td>2</td>
</tr>
<tr>
<td>9 – Other comments not in above categories</td>
<td>8</td>
</tr>
</tbody>
</table>

Comments

Need one decent shop eg M & S, possibly in Pound Store; Utilize natural slope of Broad St car park for underground car park or 3 storey car park; Prestigious hotel on golden triangle, low level to not obstruct views; no development beyond bypass

Planning the north Ely devt and related employment areas should be high priority

What about a tunnel instead of bypass?

From a work perspective - am developing the Council's community engagement strategy. How does the community engagement programme on page 14 link to this. What about adding electricity recharge points for cars. What about additional cemetery space, and alternatives like tree planting? Can't have this increase in population without this planned in now -not immortal. Carbon neutral - if we want
long term vision for our communities

Focus on developing jobs and the market first, with housing following *

I would like to see a real pro-active policy from the Council on Green Ely. Failure to purchase Roswell Pits is a classic example of a local authority missing a significant opportunity

Sainsbury is applying to build on an area you have planned as residential. Country Park contravenes principles 4 and 8 of the Development Plan. Multistorey car park contravenes all focus on sustainable development and greenhouse gas reduction.

We lived in Harlow, and a lot of cycle tracks were mugger's paradise and a no go area at night

Local retailers need more support. I spoke to three new ones who had never been visited. Could there be more staff to support them (and Tracey Harding). Councillors need to notice that we need to have confidence in what they are doing now, for us to believe in their ideas for the future

Without a southern link route and with proposed increase in rail services the roads will become more chaotic than presently exists. Introducing the proposed new cycle way via Roswell Pits will be greatly applauded

I think PDL and brownfield sites should have serious consideration to convert to residential, causing minimum impact, leaving greenfield to be left or converted into park areas

a) recycling site on Downham Road should be moved to new leisure village site and in any case closed as should all such sites now within domestic housing,

b) Lay by on Downham Road to be closed. There cannot be a lay by within a city where lorries park overnight as happens now

What is clear plan for area behind our homes in Lynn Road? Not in great enough detail - one board says hotels, one retail park, and one a neighbourhood centre!

No to development of paradise - keep as is – is an important community development. Who decides these things? Do people on council have vested interests?

I am happy for redevelopment on the Paradise site provided the footprint of new buildings does not exceed the footprint of current buildings. I am strongly opposed to multi storey car parking. I have yet to see a high quality design. They rarely have wide enough spaces or ramps and are extremely ugly. They are magnets for anti social behaviour and rough sleepers. Cambridge multi storey car parks often smell of urine. As a lone woman I do not feel safe using them, especially after dark.
Affordable housing - Unfortunately a small number of problem families can cause problems in social housing devts. I am not against schemes to help low income families/key workers having access to affordable housing but 30% seems a large burden for house builders to include on their devts.

A sports village at Downham Road will create a bottleneck at the bypass junction and take people away from Littleport and Soham Sports centres

1. There is no mention of sheltered housing for retirees either to buy or rent. With the ageing population, this needs to be addressed. 2. One or more new surgeries needed - again not mentioned specifically, also police. 3. It is becoming more obvious that weight and speed (20 mph) limits are urgently needed in Broad St. Possibly try elsewhere, but is not referenced in Masterplan. 4. There is a proliferation of electric buggies used by disabled people - provision must be made to accommodate them. 5. Disable people visit by car and cycle/footpaths are no use to them. Again provision to be made

All these ideas proposed are fine, but they do not address the central presentational problems of Ely, and that is the hideous 70's brick construction adjacent the market square. Perhaps before anything else an architecture firm with expertise in style in a historical context might be engaged to design a suitable central feature. It might have spires, turrets, stained glass windows, it might be made of appropriate stone. It is true that this idea does not have direct relevance to the current proposals but it would improve Ely for the better and frame it. It tells the visitor that it sold itself to the bank and cement developers of the 70's and 80's.

I'm fine with doing green and environmentally friendly things but please stop going on and on about climate change. If you want to sell ideas to people - point out it will help their finances or health - not 'save the planet so long as China joins in too,

Plenty of open spaces and play areas for children. If leisure facilities etc are moved out then residents will have to drive to these which defeats the object of wanting people to cycle/walk.

We need a technical college for adults, open during the day. Travelling to Cambridge is often too inconvenient and adds too much time. Older people and young mums too tired in the evenings. A practical work skills centre and all kinds of course for hobbies and education - use the cathedral building, largely wasted. No need to lose spiritual or historic appeal if managed properly. Should serve community much more than its own self

Inconsistencies regarding country park between maps 43, 47, 56, 59 and 61. Actual area shown differs. Country Park - SSSI must have maximum protection. Should link to green spaces. Green wedges should link up to form another green route across whole devt. Ely conservation area - common, Roswell Pits and Springhead
Lane are extremely important. Historic Ely - page 41, shows land which is part of SSS  

Page 60 - Riverside and station gateway regeneration - under no circumstances should a multi storey car park be built to the south west of the station. This would totally destroy the quintessential views to the cathedral - to be safeguarded. (see Historic Ely – page 41). The view of the cathedral from the south/south east is the final spectacular view of the cathedral left  

Building of multi storey car parks not the answer. Will have dramatic effect on local residents, ruin Ely skyline, increase traffic congestion close to city centre. Improving public transport is a better option, and perhaps building of park and ride facilities.  

Masterplan wants to tackle congestion but build more higher capacity car parks - major contradiction. Moving of a leisure centre that is readily available - people will only be able to visit by car. Better place for cinema is near bowling complex in Lancaster Way.  

There seems to be little in the plan to encourage large dept stores such as M&S, John Lewis, to have branches in Ely. This means residents will continue to travel outside  

No  

One way system from Broad Street and up Forehill.  

Pedestrianism for the High Street.  

Ask for opinions in schools and homes for the elderly  

Need better shops for younger people  

Don’t know what an environment capacity study would be. Market Place would be vastly improved if buildings were demolished creating a larger market square. Affordable housing needs to be greater than 30%. City centre shopping - is there really a demand for small retail shops. Many charity shops - an indication of over supply. New sewage works must be state of the art.  

More affordable housing  

These are masterplan proposals contrary to the L D F  

No More pound shops  

Improved road/cycle/pedestrian helping access into and around Ely should be a first priority. Park and Ride facilities from station are (car park) on Thu and Sat with free parking there at weekends. The paradise Quarter should include leisure centre. Give bowls club a better incentive to move next to rugby club so that the leisure centre can occupy its site with the new swimming pool built before the present pool is
replaced. This accords with govt policy

The southern link road is unlikely to appear within the foreseeable future. Improve access from Stuntney by widening the road and if necessary the road bridge over the river. This would produce a third lane in which HGV's could queue enabling better use of the underpass railway bridge.

With 40 proposals it is virtually impossible to choose 3 Good and 3 Bad proposals. So many of the ideas are good, some less so but all are probably required over many years to keep Ely a good city for all to enjoy whether as resident, worker or visitor. IF housing is to expand it is to be hoped that businesses will be encouraged to set up in and around Ely so that people don’t have to travel out to get to work. This would mean also that money should stay in the city, this encouraging more shops etc to open. Too high a density housing is not to be recommended. Homes need gardens for children to play in. Open spaces on estates aren’t the be all and end all.

Further healthcare provisions are essential which ever option is taken

With these proposals, particular care should be taken with being more specific in all that is to be achieved in the short term i.e over the next five years, costs and budgets must surely have been indicated that are available to implement the first proposals if these are used wisely and realistically it will help to set a sound basis for the later developments to follow. This brings me back to transport access etc. Emphasis on getting the southern link road underway cannot be too great as its key to alleviating current congestion and dampening any future growth in Ely.

Haven't included any 'leasts' above as really all of this is important! The Green Ely proposals would have broad support and seem to be relatively low cost and easier to implement than some of the others, but if we fail to address these infrastructure problems we shall be left with a congested city with few essential facilities.

Scrap the idea

Has consideration been given to the location of the Conference Centre. Experience suggests the ability to host events in natural settings and to allow conference delegates the opportunity to "run around"

Leisure facilities - new swimming pool is essential, in city. Athletics facility would be major attraction but not north of the city. Bridge at train station must be improved/replaced in some way

Note that provision of multi storey car park not previously discussed with Waitrose. Retail proposals should assess whether there are sequentially preferable sites to Angel Drove for retail

The post 2021 nature of the southern link road needs to be explicit throughout the plan. Welcomes the employment proposals, including expansion of Lancaster Way
Business Park

Comments relating to need for further studies on traffic circulation, a tunnel as an alternative option to southern link road, the status of the Masterplan, how will benefits from growth be assured?

Exemplar eco devt welcomed. Southern bypass is and fundamental to the plan. Good medium sized hotels are essential

Comments relating to need for further studies on traffic circulation, a tunnel as an alternative option to southern link road, the status of the Masterplan, how will benefits from growth be assured?

It is essential that any proposals for sustainable growth should include a rigorous const/benefit analysis of the associated additional highway and

Does not support this rush for growth. Will only increase commuting. Need to encourage alternative retailers to compete with Tesco

Growth is not sensible to plan for in a recession. Ely should not try to compete with Peterborough or Cambridge

Re: cycle path proposals were these outlined by someone who knows Ely? There is an urgent need for a straight forward- rather than scenic route for cyclist commuters using the railway station! The paths/pavements along the Gallery/Back Hill/Silver Streets are now used as cycle routes to the disadvantage of pedestrians. Re: much comment on congestion at rail station/bridge but is often HGV drivers choice to use the route as a rat run! Traffic congestion is made much worse by Tesco shoppers!

Why not offer Tesco relocation? And in the process get a ready made car park for station. City Centre! Is bus drop off nearest we’re to get to a bus station why no improvement to Newnham st which since development of cloisters is a service yard!

New pool is essential but in city centre location.

Consider athletics track facility

Make Ely an eco city. Leisure village on Downham Road is not sustainable - will encourage traffic generation. Does not want Ely to become just a boutique town of cafes and restaurants

Tying so many of the proposals so heavily into the southern bypass is unrealistic especially as it is extremely unlikely to every receive funding. Have other alternatives been explored. Pushing the leisure facilities outside the city merely encourages the use of cars

Proposals ignore principles and are outdated
Would prefer to do without leisure centre and country park than have more houses and infrastructure chaos. Opposed to multi storey car park

Historic Ely is the most important. Green Ely the least important. It’s the historic aspect which differentiates any development here from, eg, a new town at Mereham. Jobs in the locality justify more housing. Leisure facilities have the least justification and central facility at Paradise would be far more accessible

I consider all these key elements are important, and all should be moved forward on an equal footing as in many ways they are integrated. This is really an inappropriate question

The plan talks a lot about making the city more pedestrian friendly, but with few genuine proposals. Introduce 20mph in various locations, plus zebra crossings. Leisure centre should be retained close to city centre

Public transport needs to be provided in conjunction with phase I, not the medium term. Would wish to retain some sports facilities in the town centre

Don't have to look too far for bad examples of development of small towns which have gone wrong. I would suggest Newmarket and Huntingdon represent two versions of over developing a small and ending up with something ugly, soulless and a misery to get around. I so want to avoid Ely going down either of those routes. Shopping & easy parking should not dominate the vision. Shopping contributes very little to anyone's real quality of life. More important to be able to walk/cycle to suitable facilities. Let the big cities attract crowds for serious shopping. Ely should be aiming to provide regular everyday needs. Much better to provide local outlets in housing areas - eg Spar, to avoid people driving for everything. If all the current units in Ely were occupied by thriving shops, I think that would be enough. Competitor for Tesco needed.

Need better infrastructure to support existing community but do not need new leisure centre, more housing or redeveloped town centre. Existing school and medical services and road/cycle system and car parking are not adequate. Disastrous to expand Ely further

Ely does not need more expansion, house building or devt of city centre. Leisure facilities should stay in centre. Need more cycle paths, greater safety for pedestrians, more access to meadows. Traffic calming would encourage more cyclists. Do not need more residents, traffic, shops. Some small business units needs to encourage small businesses and rail and bus links to be provided. Conserve this small city.

Resident of Chettisham and opposed to north Ely proposals Where will park and ride be situated?

Hurry up Mereham development
Retail element must be managed

City Centre apartments, if built, must have parking provision. Car is not going to go away. Personal travel highly valued for convenience and safety. Cheaper than public transport. Economy dependent on the car as consumer product

Advocates development on land north of Cam Drive which would be in accord with Core Strategy

Consider a bridge over railway from high bridge to roundabout on Station Road
Section 4 Opportunity Sites

Are there any comments that you wish to make about the proposals shown for each of these sites? Are there any other sites that you think should be considered?

<table>
<thead>
<tr>
<th>Opportunity Site</th>
<th>Number Of Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Ely</td>
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<tr>
<td>City Centre</td>
<td>28</td>
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<tr>
<td>Riverside and Station Gateway</td>
<td>31</td>
</tr>
<tr>
<td>Other</td>
<td>6</td>
</tr>
</tbody>
</table>

Comments

Do not take away Paradise Field, Potential to relocate and redevelop concrete plant and car sales sites opposite Tesco.

Consider Lisle Lane

Try to keep a vibrant shopping centre and market. I agree that the central lanes are under-utilized and would benefit from more independent shops

Agree with proposals

No comment - no other sites

For new residential developments there needs to be the infrastructure to support them before they are completed-Not large retail developments but the community services that help to maintain the character of the market town.

Recent housing developments have no gardens of a reasonable size. I would never live there. If you want good houses they are okay but we want gardens.

Riverside- Don't build apartments- they are not wanted. We move to Ely to raise families, not to live in tiny boxes without gardens

North Ely- recent housing developments have houses with rooms that are too small and the gardens are too small- they are wholly undesirable for people with families- this needs to be prevented in future developments. Riverside gateway- people do not move to Ely (or Cambridge) for apartments- these are therefore undesirable.
at station will be inadequate unless public transport is operating by 6am.

The idea that recent housing development is any way represent a template for further development in North Ely is hugely mistaken. There is nothing distinctive about them- we don’t need more identikit housing estates.

the relocated leisure facilities to the other side of the A10 are only worth putting in if there is safe and convenient pedestrian and cycle access via bridge/subway across the A10. This is essential to encourage access for young people.

You cannot dictate how people are, leave paradise sports field in the centre of town as people will have to drive out of town instead of walking into town so that venues are local.

North Ely- Ok. But bus & cycle lanes very important.

Riverside- I strongly disagree with the southern link road plan and disagree with the willow walk idea. The rest is okay.

City centre expansion-Okay but I do not agree with moving leisure away from Paradise.

Don't agree with leisure village

Improvements to the riverside area and station area would be welcome. However, proposals for north Ely are unnecessary as the required infrastructure such as schools, health, electricity and transport cannot be funded purely by devt and local and centre government finances are already incredibly stretched

In all instances the infrastructure must be in place before any devt commences

The need for a leisure site is obvious but that chosen more than questionable. It would - I suggest - be more appropriate to be located in the land that will come available in the Pecks, Royal Mail area

North Ely extension and city centre expansion activities are higher priority than the riverside and station gateway regeneration. General population growth pressures mean further housing (minimised as much as possible) will be required in Ely and North Ely is the best area to develop. Existing population plus new residents will gain from improved city centre. Riverside and Station Gateway lower priority

More comments on multi storey car park - devt of railway station good idea, but needs care

1. North Ely extension unnecessary. 3000 more houses would be an unnatural forced character-changing extension. 2. Riverside etc - southern link road is highly unlikely. Multi storey parking useful. Angel Drove tree planting commendable. 3. City centre expansion - do not /prevent vehicular access to central area. Proposed extra
availability of retailing space welcome

Important that city centre sites are not over developed. Open spaces in the city are crucial. Short term parking essential for vibrant retail economy

Sports/Leisure facility should be more central. Paradise should be improved

City Center - avoid multi storey.

Leisure village should remain in the centre and will provide easier and safer access to the site.

Town supermarket on the north side to provide competition and save on travelling

North Ely extension harmful to character of city. Paradise quarter is worst of all. Leisure village should be built on existing site. Multi storey car park is wrong - bringing more cars into town. Keep town centre facilities in the town centre.

Opening the Thistle Corner roundabout so that traffic can avoid the centre of the city. The link from Queen Adelaide to the Lynn Road is an important first stage to improving transport variations, keeping HGV's away from Lamb corner. This road is not marked on display maps.

High St, Market St, Alleyways. These already have quite good retail facilities, how are these going to be intensified? Anticipated redevelopment of ambulance/police station site better to be used as potential new bus station which would relieve market street congestion. Redevelopment of market place a good idea. Demolition of 60's building would make a lovely open space available for various events. NO continental markets which take money out of this country

North Ely link road looks like it will run across the highest point - causing lots of noise. Suggestion – go over the railway and river as well as link to road for Soham etc. Less of a visual problem. Suggestion of more schools leaves a problem with lack of colleges. All students end up going to Cambridge from 16. Causing more traffic. A10 will need upgrade if more houses are built.

Supermarket in North Ely. Keep the "Leisure Village" in town, No "High Density" housing near Lisle Lane. It'll lead to increased vandalism, illegal and under age motor cycling etc, in the nearby country parks. Market place needs civic buildings.

North Ely is a disastrous idea. Work should be done at the station and riverside area. Cannot agree with the car parking management strategy which I assume means making people pay.

Core assumptions costly, far from certain and the proposals like a stack of cards rely on the other.

North Ely extension - the devt principles make sense. Green spaces should provide
corridors for people and wildlife to connect to the open country beyond devts and to the country park. However, agreement with the principles does not mean agreement with the scale - too large. Relocating the STP to the north will be extremely expensive. Riverside - the Lisle Lane site should focus on leisure and some housing, linking city centre to country park. Marina would be welcome, but not in Pits. The leisure facilities will also provide service employment opportunities. City Centre - removing leisure facilities from Paradise will be detrimental for many residents of Ely who use them. Expansion of the city centre to Paradise will detract from core city centre, plenty of scope for improvement and expansion of appropriate retail and service facilities. ECDC office should remain as accessible place of contact.

The north Ely extension comes over well, as does the Riverside and station gateway. The southern link road is critically essential to both of these. Good communication is vital! I am somewhat concerned with the term city centre expansion, as I would not like to see the centre expanded beyond Lisle Lane. For over 40 years I have condemned development beyond a by-pass. But I can see the future need for growth across the present A10, but it would require enormous expense of realignment of a dual carriage way.

The northern development with houses, shops, etc seems reasonable on the assumption that link road from Thistle Corner is of a suitable capacity and a good public transport system to be in place. All retail and business to be kept to Angel Drove incorporating public transport links and parking for the town centre much needed moorings on Cawdle fen to join with river frontage enhancement.

NO retail development on Lisle Lane, Compulsory move existing retail units to Angel Drove. A hotel and further access to country park in my opinion would compliment Springhead lane and Cresswell and not exacerbate the traffic problems in this area.

Broadly in agreement - riverside/station/city links and development should be a priority.

There is no need to develop along the river. This will spoil area for tourists and residents. River should be protected.

I think there is massive potential to redevelop and regenerate riverside area. Station is an eyesore, as is the bridge. Idea to do something around Paradise field is good, but proposals need examining and discussion in detail. Not a car park, for instance concerned about provision of multi storey car park on Brays Lane car park and request that this is removed.

Reference should be made to the possible alternative solutions other than the southern link road, in accordance with Core Strategy.

Potential for multi storey on Broad Street car park, a hotel or housing on the golden triangle. Alignment of southern link road is contradictory to previous transport studies.
North Ely extension risks being a separate self contained community. Station Gateway - needs to be urgent public debate on options. Tesco's should move, and a clear vision identified for area. City Centre - supports pedestrianisation and alleyways. Parking needs to be resolved

North Ely - opposed. Flood risk concerns, southern link road unlikely to happen, 1140 houses are sufficient. Riverside and station gateway - support and relocate Tesco. City Centre - not in favour of Paradise devt, and see no need for major changes around city centre

Potential for multi storey on Broad Street car park, a hotel or housing on the golden triangle. Alignment of southern link road is contradictory to previous transport studies

Oppose growth - keep Ely as a small town

North Ely - only if infrastructure precedes devt.

Riverside and station - cannot be improved if lorries have to queue.

City centre - new shops must be in sympathy with character of area. No more shops on Brays Lane car park

Needs to be done in a coordinated way-most attempts by other authorities result in a hotch potch.

North extension is too far from the city centre. Will only encourage car use into centre- especially by families. Cycles are ok in fine weather…. And buses can't travel every road at the right time for everyone. Station Gateway: no suggestions for improved access of business parks onto angel drove- already a problem at peak times. Trees would hardly improve sightlines- is soil suitable for an avenue- Does no-one remember the old Stuntney Road??!!

Massive potential to redevelop and regenerate riverside area. Station is an eyesore, as is the bridge. Something must be done to improve this gateway. Idea to do something around Paradise field is good, but think various proposals need examining and discussing in some detail. Would not like to see car park

No to multi storey car parks. Allotments should be integrated into housing areas, not segregated from

Housing devt must be linked in to provision of facilities and these must be available before the site is completed. Basing plans on assumptions that large employers will move in seems a little optimistic. Public transport must be in place beforehand

Having formerly felt that a southern link road was necessary, I have come round to the view that it is not the answer, because a large part of the traffic using the level crossing is long-distance journeys by HCVs which do not need to come via the A142.
Removal of this bottleneck would increase the attractiveness of the A142 for such traffic. Improvements should be concentrated on the A14 so that there is less incentive to divert from it to the A142.

Very unhappy about building vast numbers of houses north of Ely. Relocating Tesco extremely unlikely. I note that Sainsbury is trying to locate - v popular idea for Ely. Southern link road not likely to happen. Moving Standens and concrete works worthwhile. Support better use of High Street/Market street, but can see no benefit in moving Council offices, or changing Paradise Centre to retail.

Masterplan is built around the completely unrealistic assumption that the southern bypass is going to happen.

Opposed to more housing. Will Tesco move? Need reference to disabled car access and parking in city centre.

Devt at north Ely should be expedited to help reduce pressure on Station until southern bypass problem is resolved. New employment and retail facilities in north Ely would reduce traffic problems in the centre, and Angel Drove and offer great convenience to the residents of existing recent developments.

I am totally in favour of proposals in these opportunity sites.

City Centre expansion should not be dependent upon leisure centre being moved. Proposals should assume upgrade to leisure centre in current location.

Further health care provisions are essential whichever option is taken.

Very unhappy about building vast numbers of houses north of Ely.

River and station regeneration plan - would not like river frontage to be overdeveloped. Like it to remain prime site for leisure activities. Would like some indoor sporting facilities retained. Broadly agree with Northern Devt.

North Ely -due to good road links here, it would seem an ideal devt site for retail and leisure. Seems to be destined to be another lonely mass of new housing from which everyone will drive to Ely/across Ely.

Do not need to extend Ely northwards - would create more suburban wasteland with no heart or focus and road system will not support more cars or car parking.

Do not need to redevelop city centre - works well as is. Space around station for redevelopment could create small business units. Access to station needs improving, and rail services to Cambridge could also be improved.

Riverside and station areas to be regenerated.

Preserve Paradise Sports Centre, fields and swimming
North Ely extension - opposed to this. In favour of eco/sustainable housing, but don’t believe developers would do this for entire devt, nor do I believe that Chettisham would keep separate identity. Riverside - reservations about west bank redevelopment. Station gateway/Angel Drive - looks to be good development/regeneration. City Centre expansion - pedestrianisation - no mention of access for less mobile residents/visitors. Market Square devt good, but redevelopment of Council office would need to be keeping with Historic Ely

Spruce up the centre with new shops and leisure facilities. Develop an Ely brand instead of the current haphazard shop frontages. Existing pedestrian areas to be replaced. Demolish Buttermarket building

Concept assumptions. Do not agree with getting rid of commercial activity in Lisle Lane nor with changes to Tesco car park

Development of the site north of Cam Drive would provide an important second phase of the north Ely extension

3000 houses are too many for Ely. Even if the infrastructure is put into place. It is unsustainable.

Cyclists and pedestrian routes should be improved for the station, along Back Hill to the cathedral. Traffic calming in Back Hill and Broad Street to match those in Barton Road. I think car parking charges should be introduced.
Section 5- A balanced approach towards controlled growth
Do you agree that the draft Ely Masterplan proposes a balanced approach toward future growth?

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Balanced Growth Field - summary

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110 responses in total to this question.

Overall do you broadly agree or disagree with a majority of the proposals that have been put forward in the draft Ely Masterplan?

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<th>Majority proposals Field</th>
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Majority Proposals Field - summary

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111 responses in total to this question.
Are there any additional comments that you wish to make about the balance of development proposed?

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<td>6</td>
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<tr>
<td>9 – Other comments not in above categories</td>
<td>3</td>
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Comments

The Masterplan seems to be in excess of development plan framework

More emphasis on creating local employment opportunities to reduce travel and congestion

All looks very impressive

Not too much new housing, please. Roads to be capable of taking the volume of 'new' traffic

Infrastructure, especially contributions from developers. Should be constructed before housing

You need to think more carefully about people in Broad street - to give decent parking facilities, also to stop their homes being shaken to pieces by heavy Lorries
I would be interested to hear the findings of a recent (ie last couple of years), Environmental Impact Assessment on the recycling/rubbish tip on Downham Road

I would like to see low growth or controlled growth (p21), but not trend growth. Ely should not grow too much - it will lose its Elyness.

I would like to see some extra housing and more employment to go with it. With Ely going northwards I would like to see a superstore in that part of the city. Another hotel would help bring tourists to the area. Any growth should have first class cycleways and public transport links.

The proposed further expansion of Ely to the north will put a great strain on the town centre. Already becomes very congested at weekends with people and special events. Needs expanding (but where?), or a satellite shopping area provided.

The beauty of the towns and cities of England is the organica growth that they have maintained for hundreds of years. They move outwards in balanced growth dealing with boundaries such as river edges and transport hubs. The risks with masterplans (on general or large scales) is that they decentralise and fragment towns socially and economically. This can be seen in the gridded settlements of America and closer to home in Milton Keynes. The sense of community is lost. Masterplanning must be tempered by organica forms of growth which makes up a lot of rural settlements in England today. Like with all ideas the potential is there it is how it is implemented and detailed.

Houses need gardens for people to want them. Buildings should not clash with the existing styles (use Hopkins Homes they do nice ones, although they need bigger gardens) I'm worried about moving the police station- I only bother to see them as they are easy to get to at present. I don't own a car-please ensure the new swimming pool is clean and easy for pedestrians to reach without using underpasses or other areas where they may get mugged.

It's so slow- get on with it! I don't think the councillors named in the document have sufficient experience of such a programme. They spend too much time picking on each other and don't seem capable of joining together to progress issues.

Ely is somewhere for families to live. Single people/young couples live elsewhere (and choose to do so) Families want gardens and houses. Apartments are undesirable. Community is perfectly acceptable.

Ely will never be a base for the best employers. (world class firms or universities) but is a good residential choice. That cannot be changed so work within these confines and the transport links and more high earners will be attracted.

Not too many large houses and a new supermarket to rival Tesco near Chettisham.
with local shops, flats etc is needed with a better infrastructure.

Although I agree with many of the proposals, I do not agree the plan gives enough emphasis to the needs of pedestrians and cyclists and I feel that 3 elements of the plan (southern link rd, willow walk and the leisure park beyond the A10 are

Although the plan proposes new homes as well as new jobs, there is nothing in the plan to reassure that new jobs will actually be created and people will live and work in Ely. I believe that new residents will work outside of Ely as this would be the only realistic option if you are a skilled/professional worker. Congestion in Ely and along the A10 corridor would be horrendous. In addition, the impact on climate change would be dramatic

Maybe should be more bungalows for aged or disabled residents

Each phase of devt must be fully completed before the next stage commences. We still have cycle paths on estates in the west of Ely that lead nowhere, this after 7-8 years of the devt being completed

In the long term the plan will have merit but still need further consideration as to the state of play at such a date. Reality as to short and medium term possibilities can afford without affecting other more

Ely has a unique market town atmosphere at present and great care should be taken to make sure this is not destroyed by too rapid expansion. Housing devts when they occur should be supported by good local educational health, leisure and retail facilities, and not just developed as an afterthought. Pressures from central government to develop Ely at an unsupportable rate must be fiercely resisted for the sake of current and future residents of the city and potential tourists and visitors

Proposals seem to be about growth in car use. Want to reduce car traffic in city centre expansion, not increase it. Improve public transport now. Set good example - we are a young couple who want to start a family in a small distinctive Ely. Reinforce the historic centre. Total lack of park and ride schemes

No

Development of the current structure needs to happen before anything else.

We have problems now with transport etc. Address now before more development issues

For the city center to thrive the plans must include larger retail units that will attract Marks and Spencer's etc. Save going to Cambridge.

Encouraging national big name retailers into Ely should not drive local and independents out.
Approach fundamentally misguided. Ely should not plan for more growth, cannot be accommodated without losing identity. We should argue against more housing on grounds of environmental capacity not encouraging it.

The recession has come at a bad time. We must not overreach ourselves and build up long term debt.

There seems to be many different ideas for changing usage of existing properties. E.g council offices, police and ambulance stations, lighthouse centre, paradise centre. Are these organisations wanting to move? Where will they go? When? No timescales have been suggested for city centre expansion of Nutholt Lane and District Council Offices. The southern link road is the key to the whole process in my opinion is quoted as long term 2021/31. If this doesn't happen before then and other development goes ahead as per time scale plan the city will be in chaos 2 gridlocked I'm sure! The balance seems lots of houses without care for the infrastructure such as roads, colleges and most important Water supply.

I feel the balance is more over aesthetics as opposed to function. No additional health care provision discussed. There is one mention on education facility within all the housing development.

Visions are key strengths of existing city, need for projected housing development is questionable.

Don't believe that massive housing growth can be described as balanced. EC is one of the fastest growing areas, and excessive growth will destroy the character of Ely and quality of life. Devt of out of town leisure facility will increase car use.

The housing plan is disproportionate to other areas of devt, such as shopping and road access. Service devt at the nort of the city will not address the current shortage of shopping opportunities which drive the population to Cambridge or Newmarket

Scrap it

Potential for North Ely development to feel divorced from the rest of the city and making residents feel like second class citizens. High density housing is a miserable solution to residential needs. What’s meant by "community centres?" Will it occur naturally or be created? Provision for convenience retail - is this something like a corner shop or a supermarket?

Leisure, cultural and community facilities need to be improved. Lots of potential but at present sub standard, erratic or non existent

Unclear on status of plan. Request Bray’s Lane car park be considered as part of a site allocations DPD

Lancaster Way should be described as major expansion of Lancaster way Business
Park for a range of business uses

Preferred option is for the Core Strategy rate of growth

Critical issue is managing the delivery of this balance devt. Without careful programming there is a likelihood of things going further out of balance. In broad terms, order of play should be 1. Resolve infrastructure, 2. Provide additional infrastructure and services to support growth

Welcomes the discussion generated by the plan and quality of presentation. Concerned that controlling group of Council are not listening to community feedback. Too much emphasis on large expensive projects is masking the more sustainable organisations development needs

Preferred option is for the Core Strategy rate of growth

No more growth without better infrastructure

Council will need to rethink growth plans in view of the recession

People need to find links with the city and become involved in the local community through cultural invitations

Leisure, cultural and community facilities need to be improved. There is a lot of potential in Ely for these three areas, but at present they are sub standard, erratic or non existent

Ely needs an energy plan to cope with reduction in flow of oil and green tech businesses

Have any plans been made that do not rely on the bypass? If so, where are they? If not, why not?

Given pressures from central government, East Cambshas no choice but to accommodate expansion, and locating this in Ely is a lesser evil than spreading it among smaller settlements. However it is vital that infrastructure is in place before housing.


Development is strongly car based, thus contravening your own development principles. The only ideas you seem to have for green areas are coating them in tarmac - witness both the plan to turn paradise into multi storey car park and the abortion that is the country park. What little concession you make to public transport is poorly fleshed out and seems inextricably linked to your worship of the car

Draft plan has obviously taken a lot of work to reach this stage. However, it still has
a way to go before you can proceed with adoption of the plan. There are too many issues still being investigated, which are central to the plan. Important that the public are not only kept informed but consulted again

Too many of the proposals seem overly car orientated and likely to increase traffic pressure. Installing high street chain shops in centre will reduce impact of historic parts of town for tourism and culture. In comparison, Bury St Edmunds has new malls outside the ring road. 2. Plan emphasises the need to balance infrastructure facilities with housing growth, but emphasis seems to be overly on housing. Proposed increase in local employment will not improve overall ratio of local employment vs outcommuting, leading to still more pressure on road and rail links to the region.

1. The Lantern Primary School should be included as a key destination along with the other two primary schools shown on the map. 2. The Garage area on the norther corder of Cam Drive should be considered for redevelopment to retail and small start up offices. 3. There should be reference to housing devt also having attached office facilities for micro home-based high tech industries. 4. Small office accommodation should be scattered in clusters around new housing development. 5. There should be more small office facilities near the station to enable relocation of Cambridge based high tech companies into Ely thus reducing need for commuting. 6. Suggest a mini bus-train network based on Dutch idea, as an innovative scheme

Do not agree that growth levels proposed are necessary. I would support plan if it were not dependent upon this level of growth, not dependent upon Southern bypass, and did not require the relocation of the Leisure Centre

I feel the balance is more over aesthetics as opposed to function. No additional health care provision was discussed. There is no mention on education facilities within all the housing development.

Emphasis on creating jobs in Ely is worthy. Southern bypass unlikely. Traffic survey does not point out massive cost. Congestion effect not looked at. No proposals for improvements

Although most of the plans for a greener Ely are long term, I hope that the principles of green devt will also be applied to short term devt - especially plans to cut down on car use. Improved public transport must go hand in hand with other devts.

Concerned that multi story car park badly located. Would rather keep Paradise Green as a sport/recreational area, not urban park. Will just become dog toilet/dog walking area. Kids and adults will be put off using it. Little green space as good as this in Ely. Think of needs of children of all ages, not just adults. Enhance Paradise Field, lit until say 7.30 pm in winter. Should have cycle racks. Pleased to see basketball loop erected. Is easy to ignore needs of kids. Must make it possible, safe and attractive to young people.
Proposals are imbalanced and assume that community would benefit from expansion - fundamentally untrue. Ely's population already doubled over last ten years, and still no infrastructure in place to support existing. Need to improve cycle paths, traffic calming, better green spaces, but absolutely no further

More attention paid to increasing housing rather than providing more employment in city. Cannot afford more pressure on community routes

Devt proposed in totally out of proportion with size and character of community. Do not need this change. Should not be bullied into devt. Need to preserve existing community and improve non car reliant transport

Leisure Village needs to be readily accessible to people. Especially young in Ely and from surrounding areas without the need to use private vehicles.

Sounds like Regional Spatial Strategy review may possibly recommend greater housing growth than envisaged in current draft masterplan

My fear is that we do not have the right people to push these proposals through, and that the necessary money will not be forthcoming

Growth targets too high. The good parts of Ely will suffer. Vandalism, crime & drugs will be major problems

Strongly support the north Ely urban extension concept, and particularly a second phase on land north of Cam Drive within the existing period of the Core Strategy

Expansion of the conservation is welcome. Instead of a bridge a tunnel should be used which can accommodate heavy goods vehicles. This would reduce the noise pollution of the bridge and also natural landscape and view of the cathedral and river would not be spoilt.
Section 5a – Additional Comments

Additional comments - please use this space to comments further on any of the proposals or ideas put forward in the draft Ely Masterplan

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</table>

Comments

Appears to be a fait accompli. No faith that my views will be considered. How can this be a consultation when no choices offered. Masterplan seems to be manipulative.

Print too small. Too many pictures (what a waste of money). Too bitty to be read as a whole, too repetitive. Why can't you print text in old fashioned paragraphs like a novel and save 75% of cost?

Just hope it all happens - hugely ambitious, rightly so. All I can say is Leisure Centre, Leisure Centre, Leisure Centre. How can current facilities be taken seriously! The Paradise Centre is old, tired, antiquated and not acceptable. Lets get building Bob! Desperate need for cinema. I do have concerns we see little action on Leisure
Centre. Need Leisure Centre, cinema, few more shops, open spaces, general modernisation. We don't have to grow like Bury. Can stay quaint, but have opportunities for good happy life. Ely is tired - come on, let's do it!

Don't forget pre-school and nursery provision

Ensure infrastructure and GP facilities are in place for the new housing

Doubt that funding for link road will materialise in my lifetime, so would like some analysis on how the other developments will proceed without them. Also it would be helpful to have details on how these developments will be financed, and the probability of various funding streams being realised.

1. Given the size of Ely, there is limited enclosed areas to walk the dogs. Sounds slightly ridiculous (?) but is true. The only area is Pocket Park - please don’t change.
2. As a user of the railway, it's dark between the railway station and car park. Could there be a more direct route from the station to the car park.
3. Bring competition to Ely email to follow

Keep free parking in Ely as this must help the traders who are feeling v fragile. Please don't spend money on another survey - obvious that people come to Ely to shop because it is free

Impressive looking document, but sloppy and careless presentation. Makes comments regarding content. All very welcome, but major point of concern is the site of new swimming pool, leisure village on wrong side of the A10. Suggests ways of tidying up Cups Walk, and Steeplegate, and queries cycle route. General comments on each point throughout the document, with suggestions questions

I have mixed feelings about the new southern bypass. It would get rid of the bottleneck by Ely station crossing but it would encourage traffic, including lorries to take a short cut from the A14 between Newmarket and Huntingdon

The imminent opening of the Thistle Corner roundabout is a matter of grave concern to those of us living either on or close to Kings Avenue. Already seen on regular basis, traffic travelling up and down Kings Avenue at speed, well in excess of 30mph, making the crossing of this road an increasingly dangerous exercise for 1. Parents with small children on their way to and from school, 2. Older pedestrians and 3. Motorists exiting the roads leading off Kings Avenue, and this problem will only become worse once the roundabout is open. Masterplan contains nothing to address this problem in the short term, and at the very least, traffic calming measures will need to be taken if serious accidents/fatalities are to be avoided. The map showing the concept for devt in Ely indicates that the proposed northern link road will bisect the potential new housing devt and so the traffic problem that we are encountering in and around Kings Avenue will be repeated in this new location, and clearly what is required in the long term is an outer ring road to keep the bulk of commercial traffic
away from residential areas altogether

Ely is currently a pleasant market town albeit somewhat overloaded with people. I feel that future homebuilding should be restrained rather than going for maximum number of houses, and turning Ely into a less attractive place

Finally, I am a commuter. Stop saying you dislike me. I earn lots of money and spend 95% of it in Ely. As such, Ely benefits from my presence. I am sick of negative comments, from the council appearing in local newspapers. If you don't want my money I can always move to Cambridge

We need the bypass before any new houses are built and this should be a top priority. Charging for parking will drive people away. Housing should be a mixture of 1,2,3,4 beds with social housing on its own as private housing will suffer and drive house prices down. We also need a larger doctors surgery or perhaps something could be added on new developments site. Why move the character of Ely out for housing this is nonsense we will be characterless like Cambridge. A new car park facility is needed as people who cannot park in Waitrose park elsewhere blocking side streets. Charging will only drive people away.

This questionnaire is too restricted in its questions. Geared to get response for Council. The Council is being too ambitious for such a small area. Their area of expertise is too limited to give me confidence in the future. The masterplan should be introduced in small steps not trying to find a fit all solution. Ely is in danger of changing its identity for the worse.

Where as there is provision for affordable housing, there appeared to be no provision for social housing. Disabled access- There are many elderly and other residents who use mobility scooters and or wheelchairs. It would be unfortunate if they had to share cycle lanes, has this been considered?

Clarification on inner city transport links. Could there be a hop on hop off bus to take people around using the European system whereby a book of tickets can be bought in advance from many outlets within the city. As a disabled person (blind) this would be a great service. There should also be a provision for mothers with buggies etc & toddlers & small children

These plans have changed little since previous plan was thrown out. I agree that Ely does need some new homes and jobs, and am comfortable with the low levels for growth set out in the LDF Core Strategy. However, if you are not careful, some of the arguments used against the Mereham development could be applied to Ely. For example, congestion along the A10 and within Ely, massive pressure on infrastructure such as schools, healthcare. Huge levels of out commuting to Cambridge and London. Just because the RSS may identify the need for more growth in the county, doesn't mean that Ely is the right place for it. There are other
more sustainable locations in the county which should be considered first. It is a hard balance to improve services which require a higher population to support them, and making sure the city of Ely is not ruined, and the transport network does not grind to a halt

Better retail outlets for younger people.

Move Paradise to the Rugby Club site - easier access

No more pound or food shops. Better retail opportunities

The southern bypass will not happen in the form envisaged by the master plan. Short sighted to put southern bypass forward as an option. A short fly over spanning the railway, river and part of Tesco car park would be more practical

I don’t believe the country park should be expanded along the railway. Ely should also have a higher class end with big houses and double garages. No social housing. It will make Ely a lot more attractive.

Pedestrianise High Street. New bus shelters - urgent. Speed bumps and traffic calming down Barton road area needs sorting. Improve cycle routes. Smarten up the signs around town.

Leisure Village - create a hang out area for teenagers. Adjacent to Leisure Centre you need 5 aside kick about areas, basketball courts etc. BMX skateboard facilities. Café, good out door lighting etc.

Pedestrianisation of High Street. Aldi and Lidl should be allowed to go ahead if Sainsbury’s takes up site in Lisle Lane. Shops to remain as individual as possible. New Chettisham Village to go ahead with greener ideas. Transport to reflect improvements. If sports village is on the opposite side of bypass a foot bridge is a requirement for safety.

Overall my view of the masterplan is that it reflects a well intentioned plan for Ely’s future which no longer reflected the best interests of Ely in the light of the way in which the world has changed in the last two years. The factors which will mostly define any future development are climate change, now not in dispute; peak oil/peak energy which is becoming clear is the major driver of growth. Any global economic changes which can be seen to be changing economic and political realities. With this in mind the idea that Ely will continue in its own developments along lines which are based on conditions which no longer apply seems unlikely. So what does this imply? Well I think a consideration of how the world may look, how climate will impact us, and how higher energy costs force us to adapt is essential. Therefore a scenario planning approach, giving consideration to the possible future we face in Ely and developing plans which reflect those possibilities is the best approach. Practically speaking this will mean planning for 'Energy Descent' (which will have to happen as a result of the governments climate change commitments anyway) Relocalisation of
all aspects of everyday life and building resilience in preparation for energy shocks. This work will involve creating a positive vision of the future, engage in all aspects of the community, with hopefully the outcome of a better way of life than we know. All new housing zero carbon, widely developing local food production for the local area, garden share, community orchards and more - reskilling for lower carbon lifestyles, creating renewable energy infrastructure-designing for far fewer car journeys-smaller scale businesses and more of them- too many ideas to fit in here! Essentially we need to prepare Ely for our uncertain future, and there issues are not addressed in the current masterplan, therefore it is not appropriate for Ely.

A regular cinema is important if possible able to be used for dramatic productions when required. Steeple Row- The rear of the shops facing the north side of the cathedral is an eyesore. Improvements here will greatly enhance the historic city centre.

In the summary section it states that non /delayed delivery of southern link road is High risk with the impact on development of station rd and housing growth level of achievement. As I have stated previously this is the core to the masterplan in so many ways. Likewise the traffic congestion on A10/A142 impacts on Ely as a place to live and work with ‘significant’ being the key word. It is concerning that many of the risk items are considered as significant, giving the impression that there is concern among the masterplan team that whatever is required to implement the various things is not going to be easy. Whilst the ideas for development of the city in so many different ways is probably required under government legislation or need for development of workplaces and housing etc. It appears that too much is trying to be attempted.

A supermarket near the houses on Cam Drive would be a good idea. Perhaps a Lidl, rather than everyone having to go into town usually by car to collect shopping.

Removal of Paradise removes the changing facilities needed for sports clubs to use the green space/ The only strategy would seem to be the long term winding down of this sports facility and gaining a car parking space through the back door - sneaky!

I am sure that you are being well advised but I must put in my own half penny worth. As a consultant in conservation and design with a number of towns and city councils, I am always advising members to take a trip on to the continent to see certain aspects of development there. I would suggest St Omer, Senlis and Nimes among hundreds in France and of course. These are not enormous settlements but each has a conserved alt.stadt with concentric commercial and industrial area set among dwellings. My favourite models for alt.stadt development into the 21st century are Antwerp in Belgium, Hamelin, Kassel, Lubeck, Luneburg, Wilhelmshafen in Germany. All these use pedestrian only areas and the latter has well organised good delivery disciplines. Peterborough has shown the dangers of cycleways, but there are good examples of successful uses in many towns in the Netherlands.
Concerning the successful continuance of Historic Centres the alt-stadt of many mainland European towns is maintained by considered and favourable taxation which encourages smaller shopkeepers. Brugge has been successful in offering support for family business and controlling the multiples but I have noticed in the past two years that they might be having problems in maintaining financial encouragement in the current economic situation. To successfully establish the Ely Masterplan which reads as an admirable document is never to permit extensive retail centres outside the present central perimeters of the city. Where that has happened along the eastern seaboard of the USA where 30 years ago I did a survey for the new towns development commission every sizable town has suffered serious economic and social decline.

I have tried to attend many of the presentations by the 'experts' in their various fields and find it difficult to recognise any thoughts presented that have been incorporated into this draft. Starting with the natural boundaries of the city with the river, railway and the historic heart of the city it would appear to me that Ely could achieve a successful retail and business area on Angel Drove and Lancaster Way. Making an immediate application for the cathedral area and area to be a world heritage area with the benefits of funding that could be gained. Along with the provision of moorings to the south and enhancement of the river frontage and its access to the country park tourism would become an even greater part of the economy. The increase in the above elements would help support the increase in housing and employment. These points can only move forward with the immediate start on road and transport investment. I feel that consultants employed to draft the plan showed very early that their knowledge of Ely was poor, when the same consultants were reemployed after the revelations last year that public was undermined and shall certainly take careful notice of how this document proceeds.

Scrap it

I think the masterplan is good, but have grave doubts that a lot of it is just a dream. Money in short supply, proposal may not happen, or take a long time. Ely is a pleasant place to live and work so would support green suggestions. Did miss any plans to relocate police and fire stations.

Concerned about emphasis on potential out of town retail development at Angel Drove Commercial park. Sequential test should be applied. Tesco store is in an out of centre location, whilst Waitrose is the key convenience store within the primary shopping frontage of Ely.

Consider decisions pre-empting the outcome of the consultation have already been taken, eg leisure centre, country park. Object to LDF growth being described as ad hoc. Considers the increase in traffic congestion as a result of growth is unacceptable. Until the costings and the means to find the aspirations are identified, the masterplan cannot be considered as a mandate for ECDC to proceed.
Hope that ECDC can achieve strong consensus to drive change

There are opportunities for the city eg building on rail links, reconnecting with agriculture, opportunities for tourism, build on independent retailers, cultural development and education centre.

Considers decisions pre-empting the outcome of the consultation have already been taken, eg leisure centre, country park. Objects to LDF growth being described as ad hoc. Considers the increase in traffic congestion as a result of growth is unacceptable. Until the costings and a means to find the aspirations are identified, the masterplan cannot be considered as a mandate for ECDC to proceed.

Consider transport improvements are essential. Suggests a range of smaller schemes to improve circulation eg overcome bottle necks, reduce on street parking, enforce weight and length limits for HGVs, staggered working hours. Has prepared a study on enhancing role of Queen Adelaide Way, which he can make available if this would help.

Support more trees, in favour of improving Angel Drove boulevard. Does not feel enough people have been involved in debating masterplan. Market Square needs upgrading - reuse the sundial. Fancy naming a shopping centre The Cloisters, when a cloister is a place to be quiet and contemplate. This reflects muddled attitude of past Councils.

Arguments for additional 3000 houses are not convincing. Ways for Ely to prosper as a small market town need to be found, eg Tourism. Small scale town centre improvement, focusing on medieval and georgian buildings, arts provision building on good work done by ADEC. Ely needs to consolidate its assets and aim for modest not grandiose improvement. Address elderly and social housing needs. Youth film did not endorse growth. No confidence that sufficient funding will be available for the necessary infrastructure. There are a high number of high risks identified in the risk assessment that have no clear solutions.

No councillors were at exhibitions. Disturbing undercurrent of some powers trying to propel Ely into the kind of growth people do not want. Ely people are all stakeholders in the City. The opposite of growth is not stagnation and decay, it is preservation, conservation and improvements we can achieve within our means.

Little mention of culture, museum and galleries in the plan.

What is most obviously missing from this over ambitious set of ideas is an indication from ECDC as to how it is going to restructure itself to cope with such development. It is obviously going to have to have a much more capable planning department!! And a far more open attitude than it shows at present. I suggest we are offered a draft plan for ECDC itself. We've seen developers calling the tune far too much in recent years from small scale (Mr Bolland) Larger (Mr Tyrell & His Marina) to large
house builders who erect houses in completely the wrong place, without real penalty or never finish off developments (pathways, green spaces) or call the tune on opening roadways) (Thistle Corner) IF the current planning department cannot cope what hope/confidence can the public have for this masterplan. …. And business development. The council has turned down opportunities for businesses and employment (focus, Lidl) often it appears by just saying 'NO' without offering a solution/alternative location(I'm aware that this has also happened with local businesses already in Ely) It is all very well lauding the success of the e-space offices but there are already many commercial units (e.g angel drove) which have been vacant since before the current economic climate deterioration. Encouraging/Attracting employment opportunities should be happening now forming part of a long term masterplan and opportunities should be not be turned away because they don't fit in with what may or may not be a masterplan. Why so against out of centre development? If Bury St Edmunds, Newmarket, March, Wisbech can cope with it why can't Ely? All in all I think too many consultants have been involved (I might add the public consultation was pretty poor in Autumn 2008 and no councillors at the exhibition I attended, you should have taken advice from Sainsburys exhibition at the lamb-far more buzzing!

I think the Masterplan is good, but I have grave doubts as to whether a lot of it is just a dream. Money is in short supply and some of the proposals, eg the leisure village, will, in my opinion, never get off the ground or will take a long time to be implemented. Ely is a very pleasant place to live and work, so I fully support the plan's green suggestions

It is inappropriate to relegate shopping to Ely at Leisure. For most of us the majority of shopping is a necessity. The references to the market are slightly worrying. Does the Council realise that for discriminating shoppers from the surrounding area the Thursday market in its present form is the main incentive to shop in Ely, as a competitively priced source of many staple foods without the excessive food miles and packaging associated with supermarket supplies. Expanding the frequency of fresh food markets or the number of such stalls would be a bonus, but expansion or new activities at the expense of such trading would reduce Ely's attractiveness

Why are we offering central Government more new houses than their regional plan will force on us?

Most important part of the plan should be to keep Ely's unique feel

Development is strongly car based and contravenes the development principles. The southern bypass will not happen. Sweeping assumptions about what supermarkets will do, country park will be white elephant, multi storey car parks will be monstrosities.
Given the credit crunch, how can East Cambs afford to take on such a massive project at this time. More to the point as council tax payers, can we afford it?

Pedestrianisation of a greater area of town centre would be welcomed, in particular removal of the need to squeeze past cars parked partly over pavement in High Street. Devt of the area between Market and High streets for specialist retail use will add to centre - Bury St Edmunds and Canterbury should be emulated.2. Old Bishops Palace is obvious location for hotel, rather than school office accommodation. Historic location hugely attractive for business people and local

Extremely disappointed that the questions make it difficult to propose alternatives. Eg, asked to comment if we wish to have modern expanded leisure facilities - of course, everyone does. Not asked if we would like to have this at the expense of moving leisure centre out of the centre

Why are we offering central Government more new houses than their regional plan will force on us? Most important part of the plan should be to keep Ely's unique feel

There doesn't seem to be specific mention of the current/proposed development of Lisle Lane. Don't see how current plans fit into the Masterplan, which seems to want more residential devt in that area, and more retail outlets in the city centre and Angel Drove

Please do not distort city by adding huge new tracts of building and putting pressure on existing infrastructure. Please do not dig up Paradise Sports field and tear heart out of city. Please leave well alone

Masterplan must remain just that - would be disaster if bits are chipped away or developed Suspicious that southern bypass in doubt - for goodness sake building not for tomorrow but for 10 year time (dual carriageway)

Funding Sources. After election there will be tax increases. Funds will be hard to find. Growth on the scale envisages will turn Ely into clone town. Ageing population requirements been neglected. Impact of IT needs to be considered
Summary of number of written comments about each aspect of the plan from the questionnaire responses.

<table>
<thead>
<tr>
<th>Code</th>
<th>Number Of Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 – Historic Ely – conservation, listed buildings, cathedral</td>
<td>67</td>
</tr>
<tr>
<td>2 – Green Ely – country park green space, environment</td>
<td>94</td>
</tr>
<tr>
<td>3 - Ely on the Move – Southern Link Rd, A10, car parking</td>
<td>204</td>
</tr>
<tr>
<td>4 – Ely at Home</td>
<td>117</td>
</tr>
<tr>
<td>5 – Ely at Work – employment, jobs, tourism</td>
<td>64</td>
</tr>
<tr>
<td>6 – Ely at Leisure – retail, sport, arts</td>
<td>161</td>
</tr>
<tr>
<td>7 – Comments on document presentation</td>
<td>4</td>
</tr>
<tr>
<td>8 – Comments on implementation</td>
<td>16</td>
</tr>
<tr>
<td>9 – Other comments not in above categories</td>
<td>47</td>
</tr>
</tbody>
</table>
## Section 6 – Publicity

### How did you find out about the draft Ely Masterplan

<table>
<thead>
<tr>
<th>Method</th>
<th>Count</th>
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</thead>
<tbody>
<tr>
<td>Newspaper</td>
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<tr>
<td>Flyer</td>
<td>27</td>
</tr>
<tr>
<td>Internet</td>
<td>22</td>
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<tr>
<td>Newsletter</td>
<td>20</td>
</tr>
<tr>
<td>Advertisement</td>
<td>17</td>
</tr>
<tr>
<td>From a local organisation</td>
<td>13</td>
</tr>
<tr>
<td>Passing by</td>
<td>9</td>
</tr>
<tr>
<td>Word of mouth/friends</td>
<td>7</td>
</tr>
<tr>
<td>Library</td>
<td>6</td>
</tr>
<tr>
<td>Posters</td>
<td>4</td>
</tr>
<tr>
<td>Other</td>
<td>4</td>
</tr>
<tr>
<td>Radio</td>
<td>1</td>
</tr>
</tbody>
</table>

### Questionnaire Results

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do you think that the draft Ely Masterplan has been well publicized?</td>
<td>71 (63%)</td>
<td>34 (34%)</td>
<td>7 (7%)</td>
</tr>
<tr>
<td>Have you been able to view the draft Ely Masterplan?</td>
<td>103 (90%)</td>
<td>12 (10%)</td>
<td>-</td>
</tr>
<tr>
<td>Do you feel that there has been sufficient access to information about the draft Ely Masterplan?</td>
<td>64 (61%)</td>
<td>29 (28%)</td>
<td>12 (11%)</td>
</tr>
<tr>
<td>Do you feel that the community has had sufficient opportunities to express their views?</td>
<td>48 (47%)</td>
<td>39 (38%)</td>
<td>15 (15%)</td>
</tr>
</tbody>
</table>
Suggestions for Future Publicity Activities

Could put flyers in Weekly News free paper

Make maximum use of local press

Individual summary leaflet to each household

Well done, keep it up!

Why not have asked the public what they wanted before we spent all this money on the plan, which I believe will go ahead regardless of public views

Cost of publicising the Masterplan needs to be restrained

Would be nice to go along to council meetings to see how this is decided.

More lead time/notice given from press advertisements to events

BBC look east/radio cambridge. Keep updated by flyers etc at the station.

Better signage at the revenue of the exhibition. From outside you would not know this was taking place

DVDs. Public notice boards with map - moving picture show at Tesco on the electric billboard

Without further expenditure I see little to improve present level of exposure

Much better signs needed near the Lamb Hotel on the days when the Masterplan is available there for inspection. There appeared to be no signs at all on view saying that the plan could be viewed and where relevant room was

No permanent access to display such as set up in Lamb Hotel. Only in library not good enough

Notices in local shop windows indicating where/when future information is available

Sadly most people are not very interested and find it too complicated, too much confusion and doubt about whether anyone takes any notice of comments in consultation

Continued use of neighbourhood panel.

Go to schools have more public meetings

Posters, public meetings
More articles needed in the local paper. Engage more people in the discussion.

Flyer via local press

Public meetings would have been welcome.

A bit more time to respond would be nice.

Masterplan consultation has mainly been done during working hours, and has excluded a large proportion of interested and affected people. More activity at the weekends please.

The summarised masterplan vision should have been presented with a questionnaire as a 10 page pull out in the Ely Standard. Much bigger display/ models in the library.

Feedback on whether the community's views are being considered and the consultation is not simply a box ticking exercise

As much media as you can get.

Exhibition at the Lamb Hotel quite short in time scale before submission of opinions. Am sure you have had market day/place exhibitions-perhaps just haven't caught them. This seems a good place. Thank you for all your hard work. Am sure its not easy to try and please everyone but we are so lucky to live/work in such a lovely city/are- lets keep it so!!

Local public meetings in all the surrounding villages and across Ely. We should all have the opportunity to vote on the main elements

Publish the essential proposals of any masterplan in local newspapers. First decide whether we need a masterplan. First decide if we need one, second let us decide if we have to have one.

Councillors available at displays/presentations.

Each local village of reasonable size should have a presentation made in it.

Additional meeting with Waitrose to discuss Brays Lane car park proposals would be helpful - see previous comments

I think a series of public meetings should have been held in the City and the villages. I think there should be a chance to vote on at least the key issues, even if this cannot by law be binding on the council. Otherwise, the statement to place final decision making in the hands of the public, page 65, is a meaningless obfuscation

More public meetings and live discussion

Stall in market place. Reports in newspapers. Use the crier. TV, radio. Make people feel their view is listened to.
Planning for real - public consultation should have been the starting point and it will be difficult to give people a sense of ownership. There must be real public engagement before the plan moves forward.

Appears to be little opportunity for Ely residents to share opinions in public

More of the same

Ask Sainsburys!

Citizens of Ely should have played a prominent role in the development of the masterplan, not just asked whether they agree or not with a plan after it was drawn up by others. The latter is not really community consultation.

Large poster in all supermarket and pubs. Stall on marketplace for 2 or 3 weeks before plans displayed.

Give out interim draft plans 2 weeks running on Thursday and Saturday markets. Use local papers. 77 pages too much to digest and comment on

Questionnaire forms should be more transparent and make it easy for contrary views to be expressed

Road show in every village. Letter to every house

Should be at least six months allowed for consultation, with extensive leafleting, newspaper

The reason for the masterplan and how binding it is have not been made clear. No opportunity for debate within the community it affects

Local paper articles and adverts, poster campaign, house to house leafleting and articles on local radio

Have the plans of view at a specific location for at a week with poster advertisement in local press, town and other media. (Local Radio?)

Better advertised presentation sessions for parishes. -at Parish Council open sessions would be ideal. Discussions lead by relevant officers and again well advertised at neighbourhood panels.

Draft Masterplan is better presented and easier to read than previous one - has taken on board feedback from consultations which is good. Impressive plan even if I don't agree with certain key aspects. But I would guess few have expressed a view.

Radio programmes - not just sound bites. What a shame we don't have a community radio station anymore. DVD/computer generated tours

Exhibition, as at the Lamb, very effective. This is where I obtained my copy of the plan
For people who work out of Ely it has been difficult to view the masterplan. I am glad you put the details online. But it would have been nice to have had a discussion about it.

Public debate and vote
Section 7 - Summaries of Individual Letters/e mails Received

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57 Mike Dyson
59 Middleton, Ely Methodist Church
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63 City of Ely Cricket Club
64 Middle Fen and Mere Internal Drainage Board
64 Littleport & Downham Internal Drainage Board
65 Padnal & Waterden Internal Drainage Board
66 Smiths Gore (Church Commissioners Agents)
67 Mrs E Griffin-Singh
68 The Ely Society
69 Cheffins (on behalf of Messrs A L & P J Lee
70 The Kings School, Ely
71 D Sullivan
Mr & Mrs Andrews
Mr J Martin
Transition Ely
Mr F Richards
E Holland
Cllr B Hunt
Wildlife Trust
LCPRE
Savills Ltd (on behalf of Healy Investments ltd and Mantles)
Anglian Water
Barton Wilmore on behalf of Waitrose Ltd
Bidwells on behalf of Grovemere Developments
Cambridgeshire County Council
BT for the East of England
Theatres Trust
A Chishholm
BNP Paribas on behalf of Royal Mail
Mr M Black
ADEC
Mepal Parish Council
Ms A Brady
Haddenham Parish Council
Mr F Bowles
Mr S Howard
C2C & National Express East Anglia
East of England Regional Assembly
Norfolk County Council
Mr R Barber
Mr T Coney
190  Ely Congregation of Jehovah’s Witnesses
191  Soham Town Council
192  East of England Development Agency
193  C Maddison
194  Sport England
195  Cambridgeshire Local Access Forum
196  Turley Associates on behalf of Dane Group and Cadena Ltd (Ely Chemical Site)
197  Mr R Raine
198  Witcham Parish Council
199  Mr J Shippey
200  Mrs E Sayers
201  Mr C Prescott
202  Knight Frank on behalf of Sue Ryder Care
203  Indigo on behalf of Sainsbury’s Supermarket Ltd
204  Highways Agency
205  English Heritage
206  Environment Agency
207  Greater Cambridge Partnership
<table>
<thead>
<tr>
<th>No</th>
<th>Organisation</th>
<th>Comment</th>
<th>Officer Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mrs E.N. Rainbow-Hills</td>
<td>Loss of wildlife due to development of gardens and green areas, a plea to keep Ely as a rural area</td>
<td>Noted – Masterplan makes provision for green infrastructure including wildlife areas to preserve rural setting of Ely</td>
</tr>
<tr>
<td>2</td>
<td>Mrs E.N. Rainbow-Hills</td>
<td>Concern about starving jackdaws as a result of use of insecticides on green spaces. Plus need for diversity of plants, not just grass areas.</td>
<td>Passed comment to Council’s garden team</td>
</tr>
<tr>
<td>3</td>
<td>Mr Frank Richards</td>
<td>Concern that the Masterplan is not being published until over a month after Committee approval. Comment on lack of detail on the diagrams at the earlier February exhibition. Concern that funding will not be available.</td>
<td>Respondent advised that preparation time required to ensure that consultation process properly planned and sufficient consultation copies of the plan printed.</td>
</tr>
<tr>
<td>4</td>
<td>Ann Hughes</td>
<td>need a music/CD shop</td>
<td>Noted - the District Council has limited influence over the specific retail shops which can be attracted to Ely. When granting planning permission for retail use the type of use cannot normally be specified.</td>
</tr>
<tr>
<td>5</td>
<td>Mrs G D Turberfield</td>
<td>Query about the minuting of Strategic Development Committee minutes. Request for information about the Masterplan consultation.</td>
<td>Response sent to this specific query and giving details about the consultation process</td>
</tr>
<tr>
<td>26</td>
<td>Ms B Butler</td>
<td>Queries status of plan – SPD or Action Plan</td>
<td>Advised that the Masterplan is a discussion document to inform the Council’s response to the Regional Spatial Strategy, as per p16 of the draft consultation document</td>
</tr>
<tr>
<td>27</td>
<td>Robert Bateson. Rannerlow Development Company</td>
<td>Suggests that the potential of an underground city centre car park under the market square be explored.</td>
<td>The costs and archaeological impacts of underground car park provision are likely to be significant and would require feasibility studies. Further work on a car park management strategy for Ely is currently underway.</td>
</tr>
<tr>
<td>28</td>
<td>Defense Estates</td>
<td>No comments – falls outside the Defense Estates statutory safeguarding areas.</td>
<td>Comment is noted</td>
</tr>
<tr>
<td>32</td>
<td>Mr M Sabin</td>
<td>Comments that some of detail is carelessly presented. Eg no date on outside of cover. Concerned about location of swimming pool in new leisure village on opposite side of the A10. A range of issues raised including the need for shopping issues to have been considered separately from leisure, for finer grain knitting</td>
<td>Comments noted. Date is incorporated on spine of the document and on page 5. Issues can be considered in the development of the forthcoming Ely Area Action Plan. Considerations in respect of the leisure centre location relate to quality and range of facilities which can be</td>
</tr>
<tr>
<td>Number</td>
<td>Organization/Person</td>
<td>Comments/Concerns</td>
<td></td>
</tr>
<tr>
<td>--------</td>
<td>---------------------</td>
<td>-------------------</td>
<td></td>
</tr>
<tr>
<td>55</td>
<td>Cambridgeshire Football Association Ltd</td>
<td>Concern about lack of focus on health and wellbeing within Masterplan document and the resultant need for leisure facilities. Notes that recreational green space as well as leisure green space is needed, suggests that leisure facilities should be the cornerstone of the Masterplan. Identifies that there are just 5 community pitches for 19 local football teams.</td>
<td></td>
</tr>
<tr>
<td>56</td>
<td>City of Ely Bowls Club member</td>
<td>Requested information on the District Council’s proposed re-siting of the Bowls Club and redevelopment of the Bowls Club site.</td>
<td></td>
</tr>
<tr>
<td>57</td>
<td>Mike Dyson</td>
<td>Comments on document presentation, and on repetition and jargon within the text. Also comments on need for more proactive approach to increase local employment, a co-ordinated transport strategy with the railway station as the transport hub, potential of guided bus scheme for Ely, and need for alternative plans if the Southern Link Road cannot be developed.</td>
<td></td>
</tr>
<tr>
<td>59</td>
<td>David Middleton, Ely Methodist Church.</td>
<td>Draws attention to the Ely Methodist Church located on Chapel Street which has a pedestrian access to St Mary’s Street car park and the impact of any loss of this car park facility. Expresses their interest if a redevelopment of this area were to be considered, provided that the development could include a facility for the Church and its community use.</td>
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<tr>
<td>62</td>
<td>Ely Netball Club</td>
<td>Note the lack of netball courts in Ely, which results in them playing at Littleport. Register their support for the proposals in</td>
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The Masterplan notes that improvement to leisure facilities was identified as a top priority by 39% of respondents to the telephone survey, (p 34), identifies the need for improved leisure facilities in Development Principle 9, (p 37), as well as the proposals for a leisure village within the Ely at Leisure Development Framework. (p 56). The Development Principles could be amended to explicitly identify health and wellbeing issues. 

Respondent advised that the District Council has no current plans for direct intervention in the relocation of the Bowls Club. The Ely Masterplan identifies the Paradise area as having potential for a redevelopment scheme and therefore there may be some ‘developer’ interest at some point in the future if the Ely Masterplan proposals are realised. 

Noted, and issue can be considered further in the preparation of the Ely Area Action Plan. 

Noted, and this can be considered further in the preparation of the Ely Area Action Plan. 

Noted, and this can be considered in the context of the plans for the Leisure Village.
the draft plan and request that netball to be given due consideration in the development of new leisure facilities.

<p>| 63 | City of Ely Cricket Club | Note the lack of cricket pitches and training facilities within Ely. Express concern that redevelopment of the Paradise site will result in the loss of their changing facilities and clubhouse. Query whether cricket would be able to continue using the Paradise Urban park. | This issue will need to be considered further in the Ely Area Action Plan preparation when more detailed development options are examined for the Paradise area. |
| 64 | Middle Fen and Mere Internal Drainage Board | ECDC will need to consider improvement, maintenance and access to existing infrastructure along with flood risk and surface water accommodation in relation to the Ely Masterplan proposals, including the Southern Link Road proposals. | Noted, and this can be considered further in the preparation of the Ely Area Action Plan, and through the planning application process. |
| 64 | Cawdle Fen Internal Drainage Board | ECDC will need to consider flood risk, surface water accommodation along with maintenance of essential infrastructure for the Masterplan proposals in the riverside, station gateway and Angel Drove Areas. | Noted, and this can be considered further in the preparation of the Ely Area Action Plan and through the planning application process. |
| 64 | Littleport &amp; Downham Internal Drainage Board | The significant areas of housing development that may occur are outside the District but will require careful consideration and strategic infrastructure for surface water accommodation in advance of works to protect the District. ECDC will need to consider flood risk, surface water accommodation along with maintenance of essential infrastructure. | Noted, and this can be considered further in the preparation of the Ely Area Action Plan. |
| 65 | Padnal &amp; Waterden Internal Drainage Board | The significant areas of housing development that may occur are outside the District but will require careful consideration and strategic infrastructure for surface water accommodation in advance of works to protect the District. ECDC will need to consider flood risk, surface water accommodation along with maintenance of essential infrastructure. | Noted, and this can be considered further in the preparation of the Ely Area Action Plan and through the planning application process. |
| 66 | Smiths Gore (Church Commissioners agents for North Ely) | Strong support for inclusion of North Ely in the plan. In view of the recent adoption of the Core Strategy suggest that a firmer differentiation is made between the shorter term 500 housing allocation and the longer term housing proposals in both the text and on the maps. | Recommend text is updated to reflect the recent adoption of the Core Strategy |</p>
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<td></td>
<td>Concern that the area of search for relocation of the sewage treatment plant covers areas to the south of the rail line and suggest this is omitted as it would impinge on proposed housing areas.</td>
<td>The area of search is taken from the Cambridgeshire &amp; Peterborough Minerals Waste Plan and is a part of the formal process required in consideration of this proposal.</td>
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<td></td>
<td>Re pages 58/59 Query viability of provision of public transport infrastructure prior to housing development as no users will be in place until houses are built. Query whether developers should pay towards existing infrastructure deficit from previous developments Unknown at this stage whether it is feasible for new development to be examplar eco friendly</td>
<td>Noted – these development viability issues can be addressed further in the preparation of the Ely Area Action Plan and East Cambridgeshire Infrastructure Investment Strategy. However, it should also be noted that these are issues which are set out in the Development Principles which underlie the Ely Masterplan, and the District Council will wish to set high standards of provision.</td>
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<td>Concerned that maps are too specific about location of anticipated facilities and query need for 2 additional primary schools.</td>
<td>The need for 2 primary schools has already been identified by Cambridgeshire County Council in relation to the Core Strategy levels of growth. Further advice from the County Council will be needed in respect of higher growth level proposals.</td>
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<tr>
<td>67</td>
<td>Mrs E Griffin - Singh</td>
<td>Draws attention to concerns about a planning application for development of site south of 22a Forehill and suggests alternative development options which would encourage an important retail thoroughfare to the City Centre.</td>
<td>Current planning application – 09/00825/LBC. It is understood that this application will be considered by the Council’s planning committee in January 2010.</td>
</tr>
<tr>
<td>68</td>
<td>The Ely Society</td>
<td>A detailed 9 page response commending the Council on a well presented document and welcoming the extent of public participation offered. However the Society still have much concern about some of the fundamental issues:- a) the effects of massive growth on the character and distinctiveness of Ely, b) traffic congestion in the old town, as they feel that the plan is</td>
<td>The draft Ely Masterplan has sought to demonstrate how additional growth can be accommodated sustainably without adverse impacts on the character of the historic core of the City. A public transport promotional strategy will need to be integral to any growth proposals. Further city centre traffic studies, which include HGV routes, would be useful.</td>
</tr>
<tr>
<td>69</td>
<td>Cheffins (as agents on behalf of Messrs A L and P J Lee)</td>
<td>Strongly support the North Ely extension proposals but suggest the Masterplan should include a ‘second phase’ for a mixed use development in the period 2015-2020 on land north of Cam Drive. Diagrammatic plans and a written proposal demonstrating how this land could be developed have been submitted as part of their response to the consultation.</td>
<td>Recommend that this is referred for further consideration in the preparation of the options for the Ely Area Action Plan., in view of the additional work required to assess the best location for a phase 2.</td>
</tr>
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<td>70</td>
<td>The Kings School, Ely</td>
<td>Express concern about the impact of the loss of the school playing fields if the Southern Link Road Route D is progressed, and the</td>
<td>The Schools's concern is noted, and will be considered further following the publication of the report on the</td>
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need for alternative facilities and adequate compensation. They would prefer to see Route B progressed.

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<td>71</td>
<td>D Sullivan</td>
<td>Concerned about suburbanisation of the city and opposed to the Southern Link Road. Considers that the A142 is being used as an alternative to the A14/A1 and that a congestion charge at the Ely railway crossing would solve the problem.</td>
<td>Noted. The alternatives to a Southern Link Road are being explored as part of the further transport studies currently being carried out on the transport solutions for Ely.</td>
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<td>72</td>
<td>Mr &amp; Mrs Andrews</td>
<td>Concerned about the relocation of sports facilities from the centre of town, and do not support more growth for the City.</td>
<td>Considerations in respect of the leisure centre location relate to quality and range of facilities which can be achieved on the site, increasing district wide participation in sport and financial viability as well as accessibility.</td>
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<td>73</td>
<td>Mr J Martin</td>
<td>Southern Link Road must be the top priority. Next priority should be car parking solutions. Supports the Green Ely and Historic Ely proposals. Does not believe it is possible to stop the growth of housing and therefore supports idea of planning for infrastructure and services to support the new development. Supports neighbourhood centre concept but would wish to see lower housing densities.</td>
<td>Comments noted</td>
<td></td>
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<td>74</td>
<td>Transition Ely</td>
<td>Suggest that development principles and framework need to be based on an alternative scenario of a future which is less dependent on energy from fossil fuels (peak oil/energy descent) and which is resilient to the likely effects of climate change. Opposed to more housing growth which they consider will make it difficult to create a sustainable and resilient city; support historic Ely proposals; suggest green areas should also be productive places growing food; oppose new roads, multi storey car pars; support shift to non car transport and cycling; opposed to relocation of leisure centre to Downham Road. Suggest inclusion of a local renewable energy infrastructure strategy.</td>
<td>Development Principle 8 in the draft Ely masterplan highlights the need to respond to climate change concerns and to maximise the opportunities of energy efficiency and renewable energy supplies. The masterplan also recognises the need for a shift to public transport and reducing car use, but it also recognises that in this largely rural area there will be a continued dependence on the car for many people and the need to consider road network and car parking provision.</td>
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<td>75</td>
<td>Mr F Richards (see also no 3)</td>
<td>Feels that the key to implementing the plan is the Southern Link Road and that this will create years of uncertainty as until this is engineered viability of Route D for the proposed Southern Link Road. The District Council would seek to work with the Kings School to find alternative locations for the facilities.</td>
<td>The Southern Link Road is identified as a priority in the Masterplan and studies are already underway to examine</td>
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settled the rest of the plan is on hold. Considers that resolution of the car park management/additional provision is the main priority but this is not addressed in the Masterplan.  

| 76 | E Holland | Concerned about the loss of ‘unspoilt Ely’ and loss of green space to housing. Submitted DVD’s with photographs and a movie of the views she values. | both the feasibility of this, of alternative possible solutions, both for the shorter term and longer term. P 45 of the document sets out the need for car park management with the maintenance of at least the current level of 1,500 car parking spaces in the city centre |

| 77 | Cllr B Hunt | Excited by many elements of the Masterplan, and believe that ‘those who do not plan, plan to fail, but has some concerns-delighted by 10 Development Principles. Delighted that plan recognises the challenge that phasing of development to ensure housing growth does not take place without adequate infrastructure. Pleased to note high levels of public participation. Pleased that the masterplan talks about 5,000 new jobs but not convinced that these can be achieved. Notes that up to 72% of residents on new estates outcommute and A10 transport improvements will be necessary. Would have difficulty in supporting the planned 500 houses in North Ely before the Southern Bypass is in place. | The District Council’s employment studies carried out by SQW and forward projections of employment on key employment sites evidence that the long term employment growth levels set out in the plan are realistic projections. The provision for 500 houses in North Ely has been approved by the East Cambridgeshire Core Strategy where the planning inspector accepted that the Southern Link Road is not essential for this level of growth. |

| 79 | Wildlife Trust | Supports commitment to the establishment of the Country Park, network of green spaces, and alternative location for new marina. Concerned that Southern Link Road proposals will lead to increase in pollution and carbon emissions and points to need for offsite compensatory habitat creation. | The North Ely Opportunity Site offers opportunities for environmental gains and compensatory habitats in the form of green corridors and in the longer term the extension of the Ely Country park. |

<p>| 81 | Local Campaigners for the Protection of Rural Ely (LCPRE) | Additional comments to those on questionnaire. The masterplan developments must involve close working with statutory bodies and expert advice, and involve local people as a means of developing long term care for the area. North Ely offers opportunities for environmental gains in the form of green corridors, looking to preserve natural wildspace rather than maximising existing green spaces. Car free neighbourhoods open | Comments noted and can be considered further in the development of the options for the Ely Area Action Plan. |</p>
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<th>122</th>
<th>Natural England</th>
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<td><strong>up the possibility for small communal green spaces. Unstructured leisure is important for health and well being. Reduce demand for and use of water and other natural resources in all new development.</strong></td>
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<td><strong>1) Masterplan draft document – generally support overall aims and vision of the Masterplan, subject to some minor comments about terminology, site descriptions, and consistencies in the Country Park boundaries. Recommends an Access to Natural Greenspace Standards analysis for the Paradise Urban Park. Keen to be involved in discussions on the Country Park for which they believe an Environmental Impact Assessment should be carried out. Flag up the importance of green spaces within new residential developments. Would like to see more emphasis on the multi-benefits of green infrastructure including health and climate change adaptation, recreation, quality of life. Flag up the need to consider the Ely Pits and Meadows SSSI as detailed plans are developed with consideration given to preparing Environmental Impact Assessments.</strong></td>
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<td><strong>Recommend greater reference is made to the multi-benefits of green infrastructure including health, climate change adaptation, recreation and quality of life in the draft Masterplan document.</strong></td>
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<td><strong>The development and planning phase of Ely Country Park is still ongoing. The project team at ECDC are working closely with the Planning Department at ECDC to ensure than any applications for planning consent are influenced by the need to protect (and enhance) the sensitive ecological nature of the Country Park site. Statutory bodies including Natural England are being actively engaged with to provide key expertise into the management of SSSI’s and any potential development issues associated with these designations.</strong></td>
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<td><strong>The Country Park project team are aware that calls for an EIA on the whole Country Park site have been made previously and are working to ensure than any applications for development have a minimal impact on the noted interests of the site. However, undertaking a full EIA without specific development plans such as those found in a planning application could only provide information about what is located or sensitive on the site and would not necessarily relate to specific development proposals. The SSSI designations and other noted species found at the Country Park site are of paramount importance to the development of the site and their</strong></td>
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<td>Organization/Submitter</td>
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<td>2)</td>
<td>In relation to the Habitats Assessment they advise that a full Appropriate Assessment should be carried out, as there is insufficient information available to conclude that there will be no impact. Conservation is central to its development objectives. The project team will therefore continue to work with Natural England and the Planning Department at ECDC to ensure that the correct procedures are followed and if an EIA is required following the submission of a formal planning application they will work closely with the relevant bodies to ensure that this process is followed. On-site ecological surveys are currently being conducted to assess the populations of a number of noted species that may reside within the Ely Country Park boundary. This needs to be considered in the context of the RSS review and district wide growth proposals.</td>
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<td>123</td>
<td>Savills Ltd (on behalf of Healy Investments Ltd and Mantles)</td>
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<td>124</td>
<td>Anglian Water</td>
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growth levels. The results of the Water Cycle Study will determine the most appropriate solutions to water and waste water infrastructure as a result of the growth being proposed for Ely and AW cannot pre-judge its outcome.

Note that whilst AW supports the Council’s vision for relocation of the Sewage Treatment works in principle, this is only one possibility that AW is working with the Council to explore, no decisions have yet been made, and requests that the text makes this clear. Even if the decision is made to relocate Cresswells Lane WWTW they will need to retain part of the site for stormwater handling. It is also likely that relocation could not take place much before 2020. Whilst discussions are needed, AW do not see provision of sewage works infrastructure or water supply as a blocker to development. Sources of funding for any relocation are yet to be determined and likely that external funding would be required.

With reference to the Angel Drove Business and Commercial parks, AW note that no new development should take place within 400m of the Angel Drove WWTW.

It is recommended that AW should be invited to consider including a range of different scenario figures to reflect potential outcomes of the RSS not just for Ely but County wide, in view of the impact which the RSS review could have.

Noted and text can be amended to reflect this.

<p>| 125 | Barton Wilmore on behalf of Waitrose Ltd | Concerned about potential out of town retail development at Angel Drove Commercial Park and that sequential test should be applied. Also concerned that proposal for multi storey car park made for Brays Lane car park and note that no discussion has been held with Waitrose regarding this. | These concerns can be addressed through the development of options for the Ely Area Action Plan. The District Council would wish to work in close partnership with Waitrose to seek to find solutions for this area which meet their requirements as well as contribute towards the Masterplan objectives for the town centre. |</p>
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<th>Bidwells on behalf of Grovemere Developments</th>
<th>Welcome employment proposals. The post 2021 nature of the Southern Link Road needs to be made explicit in document. Also need to make clear that A142 improvements are not essential for growth levels envisaged in the Core Strategy, and that the Southern Link Road is aspirational. The role of the Masterplan as subservient to the Core Strategy and other Development Plan documents should be recognised. The necessary developer contributions must allow for viability considerations if development is not to be frustrated and must comply with Circular 05/05. Concerned about the proposals for development briefs which in their experience create delays and additional bureaucracy in the process which can be addressed by any planning application process. Any growth delivery body should include Grovemere Property Ltd as a key organisation essential to the delivery of employment growth.</th>
<th>P45 of the draft Masterplan notes the long term nature of the Southern Link Road and that it is subject to further studies on alternative solutions and investigation of environmental impacts. P 16 of the draft Masterplan sets out the role of the Masterplan Viability considerations are noted and the proposed East Cambridgeshire Infrastructure Investment Strategy should assist in these considerations Development briefs are a well recognised tool for setting out the parameters for development of a particular site, reducing uncertainty for the developer and reducing the potential for unsuccessful planning applications. The District Council would wish to ensure partnership working with all local key employment stakeholders and will ensure continued opportunities for their consultation and participation in the planning process.</th>
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<td>Cambridgeshire County Council</td>
<td>Detailed 10 page comment with a range of suggestions. Key points include:- Status of masterplan should be made clear – suggest that longer term development could only come forward following a review of the Core Strategy, following the Regional Spatial Strategy Review.</td>
<td>P16 of the document sets out the role and status of the document, and there are already references throughout that the longer term development can only come forward following the Regional Spatial Strategy Review.</td>
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<td>Suggestions for strengthening the development principles. Ely at Work – could be more aspirational in identifying the sectors of the economy which need nurturing and the skills which need to be developed.</td>
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<td>Green Ely – supports country park and recommends an environmental impact assessment. Make reference to County wildlife sites which should be included in plan.</td>
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<td>The proposed sewage relocation proposals will need to be considered in the context of the Cambridgeshire &amp; Peterborough Waste and Minerals Plan.</td>
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<td>Proposals for encouraging higher levels of walking, cycling and Park &amp; Ride could be more ambitious. Recommend car park management rather than increasing number of car park spaces.</td>
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<td>Given uncertainty over the status of long term proposals for North Ely it should be made clear that future educational provision will need to be considered in the context of any review of the existing Core Strategy.</td>
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<td>The County Council has fundamental concerns about the location of the proposed new leisure centre, based on accessibility and traffic generation potential.</td>
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<td>The Ely Masterplan, as a primarily spatial strategy, focuses on the provision of high quality high amenity business space. This takes into account the District Council’s Economic Development Strategy, which sets out more detailed considerations of the specific business sectors and skills sets needed.</td>
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<td>See response to Natural England section no 122.</td>
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<td>Noted</td>
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<tr>
<td>Comments noted and can be considered further in the development of the Ely Area Action Plan.</td>
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<td>P52 of the documents refers to the additional pressures which additional growth will place on the educational system and the need for discussion with the County Council. This will need to be in the context of the RSS review.</td>
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<td>Considerations in respect of the leisure centre location relate to quality and range of facilities which can be</td>
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Supports the station gateway interchange and Southern Link Road proposals. Note the additional pressures on the A142 likely to result from growth in Soham. CCC committed to working with DC on sustainable public transport modes on A10, which together with cycling and walking, should be given more prominence in the plan.

Clarification needed on how the emerging infrastructure requirements will be developed through the statutory LDF process.

Concerns about the level of funding required to deliver the considerable infrastructure improvements identified in the masterplan, particularly the transport improvements, and that the proposed Infrastructure Levy will be insufficient to support this, particularly in view of the requirements for schools, libraries etc

See letter 25/11/09 for full details.

<p>| 129 | BT for the East of England | Highlights BT plans for investing in Super Fast Broadband and suggests a meeting to discuss opportunities for Ely. | achieved on the site, increasing district wide participation in sport and financial viability as well as accessibility. |
| 130 | Theatres Trust | Supports suggestion of a cinema. Would wish to see more | The District Council is currently preparing an Infrastructure Investment Strategy which is examining infrastructure requirements for a range of future growth scenarios. This will be a formal LDF document. |
| | | | The forthcoming Infrastructure Investment Strategy will examine this specific issue. The Growth Delivery Sub Committee will also be focussing on this challenge. |</p>
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<td>emphasis on leisure and cultural facilities and looks forward to these being addressed in the Ely Area Action Plan</td>
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<td>131</td>
<td>A Chisholm</td>
<td>Fully supports proposals for housing/mixed use in Lisle Lane and opposes development of Sainsbury’s in Lisle Lane. Comment has been referred to the development control officer for the current planning application for Sainsbury’s.</td>
</tr>
<tr>
<td>169</td>
<td>BNP Paribas on behalf of Royal Mail</td>
<td>Do not object in principle to allocation of riverside area for regeneration. Should Royal Mail’s Cresswell Lane Delivery office be redeveloped it would be vital that any new uses surrounding their site be designed and managed so that they are both cognisant and sensitive of and to Royal Mail’s operations. Furthermore, it would be vital that their operations either be appropriately re-provided or relocated. Also note the increased pressures and demands which housing growth will place on Royal Mail’s operation in Ely. Royal Mail’s needs to be considered within the options development stage of the Ely Area Action Plan.</td>
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<td>170</td>
<td>Mr M Black</td>
<td>Queries cost of publication, the point of Councillors photographs, and objects to use of taxes to offer translations of document into other languages. Details have been sent to the respondent, also noting the requirement for Council documents to be accessible under the equal opportunities legislation.</td>
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<td>171</td>
<td>ADeC</td>
<td>Welcome acknowledgement of current deficit in cultural and leisure facilities, and cultural quarter proposals, although they would wish the riverside area to be developed as the cultural quarter. The human and social capital at the heart of current cultural activities helps to bridge the dual requirements of financial sustainability and local distinctiveness; flags up availability of MLA Standard Charge Approach which gives indicative figures for spatial requirements of cultural infrastructure. Information will assist in developing the options for the Ely Area Action Plan.</td>
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<td>172</td>
<td>Mepal Parish Council</td>
<td>Compliment the clear and accessible presentation of the document and broadly supportive of the plan’s aims and objectives. Major concern relates to deliverability, which Acknowledge the challenge which Mepal Parish Council has identified. This will need to be addressed by the Growth Delivery Working Party as</td>
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may be outside the District Council’s direct control. It is easier for Councils to facilitate housing development rather than directly deliver infrastructure. Growth without the accompanying infrastructure would not be acceptable.

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<td>173</td>
<td>Ms A Brady</td>
<td>It is not about how much housing. People do not want to see any more housing or concrete.</td>
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<td>177</td>
<td>Haddenham Parish Council</td>
<td>Totally against the proposed amount of housing development as this would have a disastrous impact on Ely and the surrounding villages.</td>
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<td>178</td>
<td>Mr F Bowles</td>
<td>Would it not have been better to wait until the RSS review is completed before bringing forward such a detailed plan? Southern Link Road unlikely to happen in foreseeable future. Are plans realistic and deliverable? Council’s record on infrastructure before development is not good. Paradise area should stay as it is, the Downham Road site would encourage increased car use. Sceptical about ability to deliver in current economic climate and suggests focussing on what can be achieved.</td>
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<td>179</td>
<td>Mr S Howard</td>
<td>Would support all 3 emergency services, including fire station being relocated to North Ely. Supports Northern Link Road as concerned about noise from traffic on Cam Drive which will become a rat run when the Prickwillow/Kings Avenue link is opened. Paradise site would be more suitable for private retirement developments of which there is a shortage in Ely Angel Drove – move Tesco out further along Angel Drove, develop interchange at the station and an out of town Suggestions can be explored further in the development of options for the Ely Area Action Plan</td>
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they progress the implementation plans.

Comment noted.

Comment noted

The District Council is seeking to take a proactive approach by planning ahead rather than waiting until the RSS imposes further growth on the District. Planning ahead will also enable plans for infrastructure requirements to be made and funding sought to deliver them.

Considerations in respect of the leisure centre location relate to quality and range of facilities which can be achieved on the site, increasing district wide participation in sport and financial viability as well as accessibility.
shopping area on Angel Drove.
Parking – keep cars out of town centre, pedestrianise town centre and use park and ride, also yellow lines to enable free traffic flow on routes such as Broad Street and Nutholt Lane Southern Link Road – consider a tunnel construction.

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<th>180</th>
<th>C2C &amp; National Express East Anglia</th>
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</table>
|      | Their business success depends on good access to the station and on growth and prosperity of the communities they serve. Essential for corrective action to redress the poor transport services in the recent residential areas to the west and north of the city. Support a more sustainable transport strategy for the city and access to the station must be improved in order to make public transport a viable option, both services to the station and improvements in the immediate vicinity of the station. Appreciate local need for some form of relief to congestion at level crossing but concerned that Southern Link Road proposal does not have the necessary support at regional level to secure funding. Keen to understand any alternative proposals which might arise. Closure of the level crossing could result in a small financial contribution from Network Rail, but extremely unlikely to make any major financial contribution to the road project. Keen to ensure that more rural part of catchment area is not disadvantaged in terms of station access. Recommends a Station Travel Plan to consider the improved facilities needed at the station. Access to the station for cyclists is poor. Mode travel to the station by bus is only 1% compared to 5-6% elsewhere and a bus network should be a priority. The lack of a coherent car parking strategy has undermined the business case for development of further car parking at the station. Their aim would be to segregate the modes of transport in a redesign of

The issues identified will need to be taken forward by the Growth Delivery Sub Committee, and can be further explored in the Ely Area Action Plan. The suggestion for a Station Travel Plan should also be examined further.
the station forecourt. Overall they support many aspects of the draft Masterplan, recommend an early start on the public transport infrastructure improvements and look forward to working with the Council on these.

<p>| 182 | East of England Regional Assembly | The consultation document does not raise any conformity issues against the policies of the East of England Plan. The current consultation document contains good visionary and conceptual detail and does not give rise to any general conformity issues against regional policy at this stage. Details of specific aspects of the Masterplan that are at or above agreed regional thresholds for consideration will need to be assessed for conformity as they come forward as planning applications. | Comments are noted. |
| 184 | Norfolk County Council | Ely is sited at a key point on the transport network, and increased growth at regional level will place additional pressure on the rail network, already operating at capacity at some points during the day. Improvements to rail infrastructure are required at Ely, specifically Ely North junction, to enable additional service frequencies particularly on the Norwich-Ely-Cambridge route. The Masterplan should make specific reference to this. | Recommend amendments are made to the text to incorporate these comments |
| 187 | Mr R Barber | Concern that plan seems to imply that King Edgar Close will be demolished in order to provide a green area of new houses to be built, and concerned that any nearby development will be in sympathy with current densities in the area, and not spoil their current views of the Cathedral. | Reply has been sent to respondent confirming that there is no intention to demolish King Edgar Close. |
| 188 | Mr T Coney | Concern that arts and culture do not have sufficient priority in the Masterplan. Suggests arts facilities should be developed further by the river at either the Babylon gallery | The proposals in the draft Ely Masterplan suggest the development of a cultural quarter at Paradise focusing on leisure facilities such as a cinema, a |</p>
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<th>Ref.</th>
<th>Body</th>
<th>Comments</th>
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<tr>
<td>190</td>
<td>Ely Congregation of Jehovah’s Witnesses</td>
<td>Draw attention to their need to develop larger premises as they are outgrowing their existing meeting hall at Cambridge Road. These premises could provide facilities for wider community use.</td>
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<tr>
<td>191</td>
<td>Soham Town Council</td>
<td>Soham Town Council is of the opinion that the construction of a southern bypass must be an integral element of the proposed Ely Masterplan and that its importance should be given appropriate weight in this important document.</td>
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<tr>
<td>192</td>
<td>East of England Development Agency (EEDA)</td>
<td>EEDA welcomes the economic ambition of the plan to attract additional employment growth to the town, to redress a high level of out commuting, and supports its aim to attract and develop higher quality business space in attractive locations, close to public transport and city centre sites. The city has a strong tourism heritage which could provide a distinct offer but is hindered by a lack of choice in retail and leisure sectors. The masterplan addresses the issues of a disjointed town centre by strengthening better linkages between leisure, historic and retail uses and promoting new hotel and cultural provision. Any decisions on the scale and location of sites and transport interventions should be clearly evidence based.</td>
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<td>193</td>
<td>C Maddison</td>
<td>A Cottenham resident who is a frequent visitor/shopper to Ely because of the community spirit, good provision for the elderly and disabled and free parking. Likes the recent</td>
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<td>194</td>
<td>Sport England</td>
<td>Contribution of sports facilities and green space towards health and well-being and active life styles of local residents and visitors should be incorporated into the development principles. Support the principle of the new leisure village at Downham Road as new ‘state of the art’ facilities should help to boost participation in sport within the Ely area, in line with Sport England and wider government objectives. Clarification needed on whether this is a short or medium term project, and on the outdoor facilities to be provided. Notes a significant shortfall in outdoor pitch provision in the Ely area which will be exacerbated by further growth. Welcomes the Infrastructure Investment Strategy development, and notes that Sport England’s capital investment programme is extremely limited in scope and subject to regular review.</td>
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<td>195</td>
<td>Cambridgeshire Local Access Forum</td>
<td>Supports proposed cycling and pedestrian footpath improvements and public transport strategy to achieve a shift away from car transport. Would wish to see addressed: cycle &amp; pedestrian bridges over the main road at the Witchford/A142 and Angel Drove/A10 junctions and across to the new Downham Road sports site; circular cycle paths out to the villages; adequate cycle lock up areas at key destinations in Ely; provision for dog walkers as the country park and sports uses do not mix well with dog walking; the link with Cambridge via the</td>
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<td>196</td>
<td>Turley Associates On behalf of Dane Group and Cadena Ltd (Ely Chemical Company site)</td>
<td>Their concern relates to the on going identification of the Lisle Lane area as a primarily residential led development opportunity. The current application by Sainsbury’s has the full support of their clients. It is not intended to bring the Ely Chemical site itself forward for residential development, scope for residential use relates to the wider area. There should be a clearer recognition within the masterplan that it can play an important role in contributing to retail needs having regard to its proximity to the city centre and the improvement of retail provision in the short/medium term. Whilst residential use can be included as part of mixed use provision in the wider area the emphasis placed on this use is considered to be misleading in the context of the ECC site.</td>
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<td>197</td>
<td>Mr R Raine</td>
<td>In a survey of 200 households in Prickwillow in May 2009 over 40 residents requested a safe cycle route along the existing Hereward Way from Prickwillow to Roswell Pits, Fens River Way to Ely, to avoid the B1382 which carries heavy lorries and speeding traffic.</td>
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<td>198</td>
<td>Witcham Parish Council</td>
<td>Members of the Council appreciate the process and are broadly in consensus with the provisions of the Plan. They see no major cause for discussion except to say that they presume the green areas and trees so characteristic of the city, such as around the Paradise Centre, will be protected.</td>
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<td>199</td>
<td>Mr J Shippey</td>
<td>Concerned about the impact of additional commuting as a result of additional growth on the A10</td>
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employment in Ely, a focus on developing public transport and promoting its use as means of mitigating this. Further studies will be needed to assess the impact of these measures on out commuting.

<p>| 200 | Mrs E Sayers | Supports relocation of Council offices and police and ambulance station. Opposes location of sports centre on Downham Road as these facilities need to be accessible. Would wish to see the inclusion of an athletics track proposal within the masterplan | Considerations relating to the leisure centre location relate to quality and range of facilities which can be achieved, increasing district wide participation in sport and financial viability as well as accessibility. Athletics track request referred to Head of Community Services for consideration in regard to the proposed mix of facilities to be provided in the leisure village. |
| 201 | Mr C Prescott | The traffic counts in October 2008 on which the transport modelling is based, appear to show lower levels of traffic entering the A10 southbound at the Angel Drove roundabout than earlier counts in 2004. This suggests that these counts are skewed by the abnormal levels of economic activity in autumn 2008, and therefore form an unsound basis for extrapolation to year 2031. The transport modelling assumes a morning peak hour of 8-9am. This is incorrect for the A10 southbound, as was revealed during the Mereham Inquiry. Consequently the modelling is likely to underestimate the necessary improvements and capacity increases. For reasons unknown the consultation describes the three growth scenarios as ‘low’, ‘controlled’, and ‘trend’. It is not clear why they could not be called low, medium and high growth, which everyone could clearly understand. Further information is required about the 2004 data the respondents refer to, eg dates, times of survey, in order to assess reasons for differences and whether there is any reason to believe that either this data or the 2004 data is inaccurate. In developing the traffic model demand matrices, checks were undertaken to establish that 8-9am was the busiest hour overall for Ely, and not just for the A10 which may well have an earlier peak. The peak hour is therefore correct for this model. |</p>
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<th>202</th>
<th>Knight Frank, on behalf of Sue Ryder Care</th>
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<td>The ambition to develop significant amounts of housing on farmland to the north of Ely appears to be directly contrary to the ECDC policy which informed its rejection of the Mereham proposals, being on a Greenfield site outwith the current RSS. The consultation does not give sufficient confidence that sufficient local employment can be found for the new inhabitants. The consultation notes that a majority of local people interviewed opposed further housing growth.</td>
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<td>The District Council’s employment studies carried out by SQW and forward projections of employment on key employment sites evidence that the long term employment growth levels set out in the plan are realistic projections</td>
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<th>203</th>
<th>Indigo, on behalf of Sainsbury’s Supermarket Ltd</th>
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<td>Sainsbury’s support higher growth projections provided that it is appropriately located. Sainsbury’s object however to the proposal to redevelop the Lisle Lane area for housing and mixed uses. Given the identified need to improve retail provision in Ely and the close proximity of Lisle Lane to the City Centre, land to the south east of Lisle Lane should be allocated for retail use. The current application from Sainsbury’s will create approx 350 new jobs, help to meet</td>
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<td>The Sainsbury’s planning application has been submitted and is currently being assessed. The Masterplan’s role is primarily to identify opportunity sites for development. The forthcoming Ely Area Action Plan which will consider the site allocation in more detail and take into account relevant considerations and evidenced based assessments.</td>
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existing retail need, increase choice and competition and support the significant growth in housing.
The draft Masterplan should note that specific site uses will be identified in the future Development Plan document. It should also make reference to the Core Strategy Policy CS5 which clarifies that ‘there may be scope for additional retail floorspace beyond the levels specified...if this can deliver increased market shares for Ely, Soham or Littleport, whilst maintaining or enhancing the vitality and viability of their town centres’.

204 Highways Agency

Given the existing capacity issues at the A10/A14 and A14/A142 junctions it would appear likely that the proposed future housing growth may necessitate significant demand management and/or physical mitigation measures to be implemented to not further exacerbate the problems experienced at these junctions. Notes that Southern Link Road is unlikely to have any significant strategic benefit in relieving pressures on the A14, and that physical improvements to the A10 and A142 may undermine improvements to public transport and encourage further outcommuting. Circular 02/2007 envisages that measures to increase highway capacity will be the exception rather than the rule, and then only after other options to reduce demand have been considered. Policies should, therefore, require developers to put forward proposals that will serve to minimise potential traffic generation and manage down traffic demand. However there may be certain circumstances in which highway improvements will need to be provided.

Comments noted and the District Council will seek to work closely with both Cambridgeshire County Council as Local Highways Authority and the Highways Agency as its further work on the transport considerations are progressed.
<table>
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<th>205</th>
<th>English Heritage</th>
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<td>Status of Masterplan is unclear, and concerns that document goes beyond that which is supported by the evidence base. It can only provide evidence for RSS review if it is itself based on a robust foundation.</td>
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<td>Southern Link Road - document does not provide any analysis of its impact and potential conflict with protecting the setting of Ely. No mention of alternative solutions to a bypass. Does not make clear that even with the bypass more congestion will occur. We recommend that Masterplan is amended to be less narrow in its outlook on tackling highway issues until more work has been carried out.</td>
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<td>Leisure village – concerned about the principle of development on the west side of the A10, since this is likely to lead to further pressure for development to ‘leap over’ the A10.</td>
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<td>City centre, market square, cathedral precincts and shopping – support proposals subject to high quality design solutions Willow Walk – ensure long distance views of the Cathedral are retained</td>
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<td>Angel Drove – questions whether this is the right location for light industrial/commercial development given its high Role of the draft Ely Masterplan is set out on p 16 of the document.</td>
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<td>P 13, 44 and 45 of the consultation document all set out the need for further work for an environmental impact assessment of the Southern Link Road and examination of alternative options to a bypass which would solve the traffic congestion on this part of the A142.</td>
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<td>Considerations in respect of the leisure centre location relate to quality and range of facilities which can be achieved, increasing district wide participation in sport and financial viability as well as accessibility. The potential ‘precedent’ which English Heritage suggests is noted.</td>
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<td>Noted</td>
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<td>Finding a location for bulky retail showrooms in Ely is not easy – they are inappropriate uses for the</td>
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profile location on the approach to the city. Such development might be better at Lisle Lane, which is more discreet. Proposed streetscape improvements are welcomed but must be high quality design and materials.

Standons site – development should not prejudice the possible implementation of alternatives to resolve the traffic problems at the rail crossing

Welcome the development principles 1 and 3 – retaining Ely’s distinctiveness and reinforcing the historic heart of Ely.

The masterplan is a non statutory document and a useful tool to explore implementation of the now adopted Core Strategy, but its limitations should be recognised. When considering in the context of the RSS it is important that the capacity for Ely is not overstated beyond that which can safely be delivered without significant damage to important attributes.

The Draft Ely Masterplan represents a first step in generating discussion about the future development of the City, which can be incorporated into the formal statutory planning documents at later stages. It is recognised that further work needs to be carried out to investigate different elements of the scheme, but production of the masterplan document has helped to identify those areas where further work is required. The District Council will seek the comment and advice of English Heritage on each of these aspects, as an important partner stakeholder in conserving the unique heritage of the City.

| Environment Agency | Encouraged that the requirement of a new sewage treatment plant has been recognised as important in the short term. | historic city centre. Angel Drove offers sufficient space for this type of development, as well as easy car access, but the comment about design in respect of its high profile location on the approach to the city is noted. | Noted | Noted |
| 207 | Greater Cambridge Partnership | Welcome the protection of existing green infrastructure and development of additional green infrastructure. Strongly support proposed measures to respond to climate change. Riverside and Station Gateway area – will need to be phased and developed carefully in order not to exacerbate flood risks in this area. Suggest that ECDC’s flood risk assessment needs to be updated and include detailed modelling of this area in order to produce a more accurate definition of flood risk in this area. ECDC’s current SFRA will require updating prior to any allocation of sites, in order for it to be compliant with PPS23 Development and Flood Risk. | ECDC’s current SFRA is sufficient for the Ely Area Action Plan site allocation purposes, but comments about more accurate definition of flood risk in the Station Gateway area are noted and will be flagged up in any development briefs produced for the area. |
| Comments noted | Ely at Work – welcomes approach set out in Masterplan and believes developments at Angel Drove and Lancaster Way should be prioritised. Riverside and Station Gateway – welcomes approach but believes stronger emphasis should be placed on development of landmark buildings for a suitable use linked to employment (eg headquarters) or leisure (eg boutique hotel) at this key gateway. City Centre – endorses plans but believes that the concept statement should be more visionary to aspire to make Ely City Centre the retail, leisure and tourism destination of choice for the Cambs/Suffolk area. | Responses 7 Individual feedback |