

05073

***Public Attitudes Towards
Housing Growth***

Report from research
carried out on behalf of

CAMBRIDGESHIRE HORIZONS

August – October 2005



INVESTOR IN PEOPLE

british market research association

bmra

member

RBA Research Ltd
Royal House
28 Sovereign Street
LEEDS LS1 4BA

Tel: 0113 285 6300
Fax: 0113 285 6308

Email: service@rba-research.co.uk

CONTENTS

1.0	INTRODUCTION.....	3
2.0	SUPPORT FOR HOUSING GROWTH	10
3.0	LIKES AND DISLIKES ABOUT CAMBRIDGESHIRE	14
4.0	FUTURE HOUSING REQUIREMENTS	16
5.0	AWARENESS OF DRIVERS OF HOUSING GROWTH	21
6.0	KNOWLEDGE OF PLANNED HOUSING GROWTH	32
7.0	PERCEIVED ADVANTAGES OF HOUSING GROWTH	37
8.0	PERCEIVED DISADVANTAGES OF HOUSING GROWTH	39
9.0	INFRASTRUCTURE NEEDS FOR HOUSING GROWTH	41
10.0	ACHIEVING A VISION FOR HOUSING GROWTH IN CAMBRIDGESHIRE	44
11.0	AWARENESS OF CAMBRIDGESHIRE HORIZONS AND OTHER COMMENTS	58
12.0	RESIDENTS' STATED COMMUNICATION NEEDS	59
13.0	SUMMARY AND RECOMMENDATIONS	62

Appendices

A	Questionnaire
B	Telephone Survey Sample Plan
C	Quantitative Sample Profile
D	Topline Results (Marked-Up-Questionnaire)
E	Qualitative Sample Plan
F	Discussion Guide

1.0 INTRODUCTION

This report contains the findings from research into public attitudes towards housing growth in Cambridgeshire. This was conducted by RBA Research Ltd on behalf of Cambridgeshire Horizons, between August and October 2005.

1.1 *Background and Objectives*

Cambridgeshire Horizons is driving forward the development of sustainable communities in the Cambridge Sub-region. It is a local delivery vehicle established by the local authorities, with government support, to implement the Cambridgeshire Structure Plan development targets and sustainability standards. This plan makes provision for 47,500 new homes, 50,000 new jobs and more than £2.2 billion of infrastructure, and sets high sustainability and affordable housing targets.

The plan's overall approach to development in the Cambridge Sub-region makes sequential provision for housing at locations in the following order of preference:

- Within the built-up area of Cambridge
- As an extension to Cambridge on land to be removed from the Green Belt
- In the new town of Northstowe
- Within or as an extension of the surrounding market towns

The successful implementation of the plan needs a 40% increase in current housing delivery rates and a doubling of the amount of affordable and key-worker housing. Major improvements to transport infrastructure are critical as well as the comprehensive provision of health, education, utilities, and community facilities.

One of Cambridgeshire Horizons' main objectives is to communicate the benefits of the planned development to the wider community. The reality is that, in the short-medium term, the public will in many cases experience a degree of inconvenience whilst sites are developed and critical schemes such as the A14 widening take place. It is therefore crucial that the community understands and accepts the need for this sustainable development, the case that underpins it, and the longer term benefits that it will bring.

Prior to this piece of research, Cambridgeshire Horizons had already invested in dialogue with key stakeholders through the use of events, PR, the website and corporate literature. It was, however less aware of the attitudes of the general public, hence the commissioning of this research with residents.

The **over-arching aim** of this project was to explore the attitudes of residents in Cambridgeshire towards this planned housing growth (and the factors driving it), in order to inform and support the development of an appropriate communications strategy. In order to meet this over-arching aim, the **specific objectives** of the research were as follows:

- To gauge awareness of the social and economic drivers of planned housing growth
- To find out whether the public generally supports or opposes housing growth
- To understand awareness of the actual development plans and their potential impact / implications
- To gauge perceptions of infrastructure needs
- To ascertain whether the public sees growth as an opportunity or a threat
- To measure perceptions of the potential benefits and potential downsides of housing growth
- To measure perceptions of how the development will affect them directly and indirectly
- To understand public communications needs
- To measure levels of awareness of Cambridgeshire Horizons

The objectives were addressed via a two-stage approach of a **quantitative telephone survey** followed by **qualitative discussion groups**, both with residents.

The quantitative survey measured opinions and attitudes, with a view to answering questions such as *who* supports/opposes the housing developments, *what* they like/dislike about the proposals, and *how many* understand the rationale for this major development. The qualitative research allowed us to gain a greater, more in depth understanding of the range of attitudes, and answer questions such as *why* some have concerns around development in particular areas and *how* communications might help address some of these concerns.

1.2 Methodology

1.2.1 Quantitative Telephone Survey

RBA conducted 750 telephone interviews with residents between 23rd August and 16th September 2005. The average interview length was 15 minutes.

The questionnaire was piloted among eight residents, ensuring a good mix in terms of age, gender and district. For the full final questionnaire please see Appendix A.

Quotas were set on district, age, gender and housing tenure, using the 2001 census data for Cambridgeshire to reflect the population. For Cambridge City, the quotas were adjusted to take account of the fact that the survey took place during the university summer vacation. The Cambridge City sample was therefore designed to be representative of the population outside of term-time. For the full sample plan please see Appendix B.

The sample was drawn from UK Changes (a BT telephone number licensed reseller) which generates random numbers using the known phone stems that apply in each postcode of the Cambridgeshire area. Because it is not based on telephone directories (which typically miss over half of the population), it is completely random and as representative as possible for households with a land-line telephone. Interviews were carried out during the day (including weekends) and evenings (no later than 9pm).

The sample plan was broadly achieved, but some target groups were slightly under-represented. RBA therefore devised a weighting scheme to ensure that the final, weighted sample was representative in terms of district, age, gender and housing tenure. For the final sample profile of respondents please see Appendix C, and for topline results (the marked-up-questionnaire) please see Appendix D.

Interpretation of the Data

This report contains several tables and figures that show the survey results. In some instances, the responses do not add up to 100%. There are several reasons why this might happen: the question may have allowed each respondent to give more than one answer; only the most common responses may be shown on the table; or individual percentages may have been rounded to the nearest whole number such that the total comes to 99% or 101%.

As part of the analysis, we have compared the responses of those living in 'overcrowded' accommodation with those not living in 'overcrowded' accommodation. The definition of 'overcrowded' has had to be derived from the survey responses rather than using a standard measure. For the purposes of this survey, we have categorised respondents as living in 'overcrowded' accommodation if:

- There are one or two household members and no bedrooms, or
- There are 3 household members and fewer than 2 bedrooms, or
- There are 4 household members and fewer than 3 bedrooms, or
- There are 5 household members and fewer than 4 bedrooms, or
- There are more than 5 household members and fewer than 5 bedrooms.

Only 45 of the 750 respondents fall into the 'overcrowded' category (ie 6%), so their views should be interpreted with caution, but where their views differ greatly from the rest of the sample, they have been highlighted in this report.

We also conducted additional geographical analysis by comparing the responses of those living in Cambridge City, market towns and rural areas. The definition of 'market towns' includes the following areas: Wisbech, March, Chatteris, Ely, Huntingdon, St Ives, St Neots. 'Rural' is used to describe all other areas in Cambridgeshire.

Confidence Interval

A sample size of 750 means that the results of this survey can be considered to be reliable to within ± 3.6 percentage points at the 95% confidence level. In other words, if we find that 50% of the sample gives a particular response, we can be 95% confident that, had we interviewed the entire population, the 'real' result would have been between 46.4% and 53.6%.

Please note that the confidence interval calculation is based on the assumption that a simple random sample has been used, whereas in this case the sampling was done using quotas. It is, however, standard practice to apply the calculation to any sample which can be considered to be reasonably representative of the population (as this one can).

1.2.2 Qualitative Discussion Groups

Once the telephone survey was complete, discussion groups were held with residents. The groups were used to expand on the results from the telephone survey and explore residents' feelings about housing growth, including their views on the implications of development. The groups were also used to generate data for, and explore residents' ideas about, communicating the plans for housing growth to the public. Please see the full discussion guide in Appendix F.

Three discussion groups were held in total. The sample plan was structured by life-stage and housing tenure, and also designed to include residents living Cambridge City, the villages in South Cambridgeshire and in some of the market towns towards the North-West of the County. The recruitment also aimed to include some key workers in two of the groups, as these are an important group of people in affordable housing. Please see the full sample plan in Appendix E. Participants were recruited on-street in Cambridge and Huntingdon at the shopping centres during the weekend.

Please note that the qualitative sample was not designed to be representative of Cambridgeshire residents. On most subjects covered by the research, the qualitative and quantitative findings reflect each other. Occasionally, however, they do appear to contradict each other. Where this happens, we suggest that the quantitative results be used to gauge the overall public mood, but the qualitative results be used to help understand *why* some residents feel the way they do.

The groups were held at central venues within Cambridge and Huntingdon, selected for being good value for money and easy to find and travel to. They took place on the 12th and 13th October 2005, and were facilitated by experienced RBA moderators Heather Yorke and Nina Allwood.

Each group lasted 90 minutes and was tape-recorded for later analysis. All participants were given a 'thank-you' payment of £25 to encourage them to attend, and to offset their travel expenses and any inconvenience.

We experienced a lower turnout than anticipated to the discussion group held with people who have children living at home, so conducted two telephone depth interviews with individuals and using the same discussion guide, meaning that we achieved our desired sample plan overall.

We have analysed the findings from the qualitative discussion groups by life-stage (i.e. younger people, participants with families, and older people) and also by tenure (i.e. whether participants are renting privately, renting from the Council, or own their home).

1.3 Structure of Report

This report draws together the quantitative and qualitative research findings where appropriate to give a full understanding of the attitudes of residents in Cambridgeshire towards this planned housing growth (and the factors driving it), in order to inform and support the development of an appropriate communications strategy. Each methodology is clearly identified throughout. In addition, those taking part in the quantitative survey are referred to as 'respondents'; those taking part in the qualitative groups and depth interviews are referred to as 'participants'.

2.0 SUPPORT FOR HOUSING GROWTH

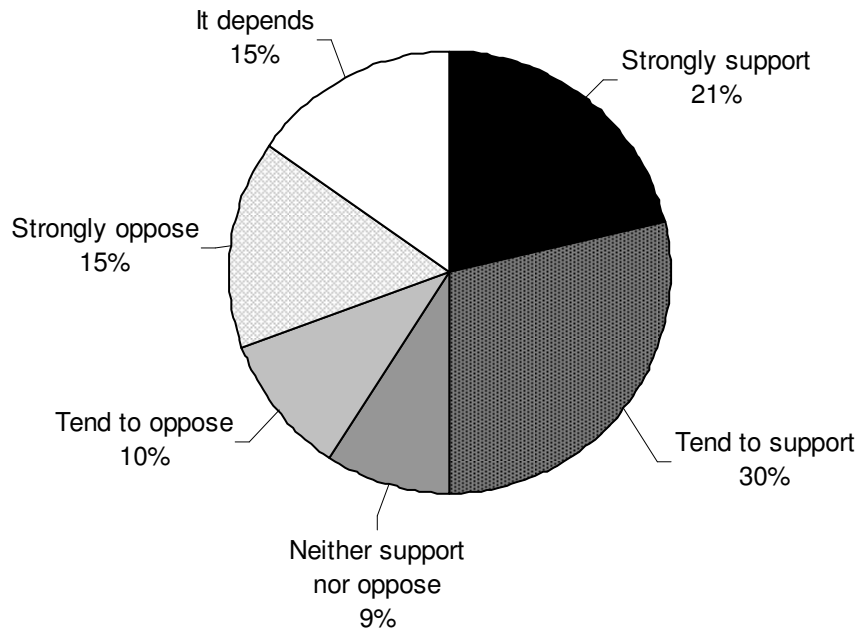
Both the quantitative and qualitative elements of the research gain an understanding of residents' support for housing growth in Cambridgeshire. There is already some support for housing growth amongst residents. However, effective communication with residents will be essential to reassure them of the need for housing growth, and to provide them with information about the planned growth near their homes and in Cambridgeshire as a whole.

Respondents in the telephone survey were asked whether they support or oppose the plans for building more houses in Cambridgeshire. Chart 1 shows that those in support of the plans outnumber those opposed to them by almost two to one. Half (49%) **support** the plans (21% *strongly support* them), and a quarter (26%) **oppose** the plans (15% *strongly oppose*).

One person in four is actively opposed, and an additional one in four do not give a response either way, with 9% saying they *neither support nor oppose* the plans for development, and 15% saying it *depends* on where they are or other things.

Chart 1: Support for the plans for building more houses in Cambridgeshire

Base: All (750 unweighted, 743 weighted)



Overall levels of support are similar across all five districts, but *strong* support is most evident in Fenland (where 31% strongly support the plans) and least evident in South and East Cambridgeshire (where only 15% strongly support the plans). There are no differences between the responses of those living in the city, market towns and rural areas.

Groups of respondents most likely to support the plans for building more housing include:

- Those who rent their homes (31% say *strongly* support, compared with 18% of owner-occupiers)
- Those living in overcrowded accommodation (67% support, compared with 48% of those not living in overcrowded accommodation)
- Newer residents (65% of those who have lived in the area for less than 5 years are in support, compared with fewer than 50% of those resident for 5 years or longer)
- Younger respondents (64% of those under 30, compared with 37% of those over 60)
- Those with children in the household (54%, compared with 45% of those without children at home). It is interesting to note that the level of support is the same whether the children are aged under 18 or 18+
- Those in full-time work or self-employed (57% support the plans, compared with 44% of those not in paid work and 39% of retired residents)

Some of these groups (see later) are also more likely to say that they may move within Cambridgeshire in the next five years. Indeed those who are unlikely or certain *not* to be in the same property in five years time are more likely to support the plans (60%, compared with 46% who are certain or likely to be in the same property). Thus, there appears to be a relationship between housing need and support of the development plans.

In other words, the quantitative research shows that the following groups will need more persuasion regarding the benefits of housing growth:

- Owner-occupiers, especially those with larger homes
- Those who have been resident in the area for longer than five years
- The over-60s / retired residents
- Those who are not in full-time paid work or self-employed
- Those without children, or whose children have left home

Participants in the qualitative research are generally supportive of housing growth in Cambridgeshire. Most participants are resigned to more housing development occurring, and many believe there is some **social and economic need** for housing growth. This is understood on various levels, mainly:

- In terms of housing price and availability – they appreciate that there are certain sectors of the population that are currently not catered for as well as they might be i.e. young people, families on low incomes, key workers and older people in the process of downsizing, although they are not convinced housing growth will deliver more affordable housing and the types of housing they require, which leads them to waver in their support for housing growth.
- In relation to demands created by a growing local economy, as most participants recognise this to be positive for Cambridgeshire – however, some participants (particularly older people) are unsure the economy needs to, or should, grow; and others wonder whether there will be enough work to support the population rise.

However, some participants (particularly some older people and those who own their own houses) are less supportive of housing growth, as they are not convinced that Cambridgeshire does need more housing. These residents will need clear information that explains the reasons why more housing is needed in the area before they support the growth.

Many participants are cautious of expressing active support for housing growth, because they have been **disillusioned** by previous housing development in Cambridgeshire. Participants absolutely do not want another Oxmoor or Arbury, and many mention Cambourne as an example of where infrastructure has not been put in place. The development of these areas has left residents cynical of housing growth generally, and distrustful of development companies and the Council.



"Oxmoor is a blemish on the town" (Older person)

So, overall, residents might support housing growth more positively if they understand the reasons for new development and they need to be reassured that it will not just be 'more of the same' i.e. (as they see it) new estates that are tightly packed with little infrastructure to support them and no local economy to sustain the growth. Cambridgeshire Horizons will need to work closely with its partners to build residents' trust in it as an organisation, and in housing growth generally in order to gain residents' support.

3.0 LIKES AND DISLIKES ABOUT CAMBRIDGESHIRE

To understand residents' attitudes towards Cambridgeshire and where housing lies within their priorities, they were asked in both the quantitative and qualitative elements of the research, what they feel are good things about living in the area, followed by what they do not like about living in the area.

In the telephone survey the responses given are spontaneous – respondents were probed, but not prompted with a list. They could mention as many good things as they wanted, but were limited to four things they do not like. This is because experience has shown that respondents tend naturally to limit their 'likes' to no more than four, but can get carried away when listing their dislikes! Asking them to mention no more than four means that we can be confident that their responses are the ones that are higher on their 'priority list'.

Residents **like** things relating to Cambridgeshire's character, geography, people and facilities. The top four aspects in the telephone survey are:

- It is quiet and peaceful (29%)
- It has easy access to open spaces and countryside (25%)
- Its community spirit, good neighbours and nice people (18%)
- Its shopping facilities, access to shops and good local shops (13%)

These likes are reiterated by participants in the discussion groups:

- Cambridgeshire's looks, landscape, architecture and "*quaintness*", open fields
- Culture, history, diversity
- Entertainment, busy, variety of things to do, fun, easygoing
- Countryside, rural, living in a village: "*not far from the city but far enough*", peace and quiet, easy to get to London
- People, family, friends

In the telephone survey, housing availability and affordability appear towards the bottom of respondents' 'likes', with just 4% saying this is a good thing about living in this area.

Issues relating to transport dominate the list of respondents' **dislikes** or concerns, the top three that are mentioned in the survey being:

- Traffic problems, congestion, parking problems (16%)
- Poor public transport (13%)
- Roads, road maintenance, potholes (11%)

These same dislikes emerge in the discussion groups, although participants also mention housing development as a dislike. (This is, however, almost certainly due to their heightened awareness of and interest in this issue as a result of being recruited for the discussion.) One participant who lives in a small village near Newmarket also says that there are no local shops and she would be "*stuck without a car*". Another participant who lives in Cambridge feels that the area was not designed for the volume of people (and traffic) it is trying to house, and it has become overcrowded. As such she describes it as a "*stressful*" place to live. However, it is positive to note that some participants say there is "*nothing*" they dislike about Cambridgeshire.

These comments highlight those aspects of life in Cambridgeshire that residents wish to see improved in line with new housing developments, and the need to reassure residents of this.

Lack of housing availability and affordability does not appear to be a 'top of mind' issue for many in the survey, with only 5% highlighting it spontaneously as a concern. Furthermore, the same proportion (5%) expresses concern about the increase in house building.

4.0 FUTURE HOUSING REQUIREMENTS

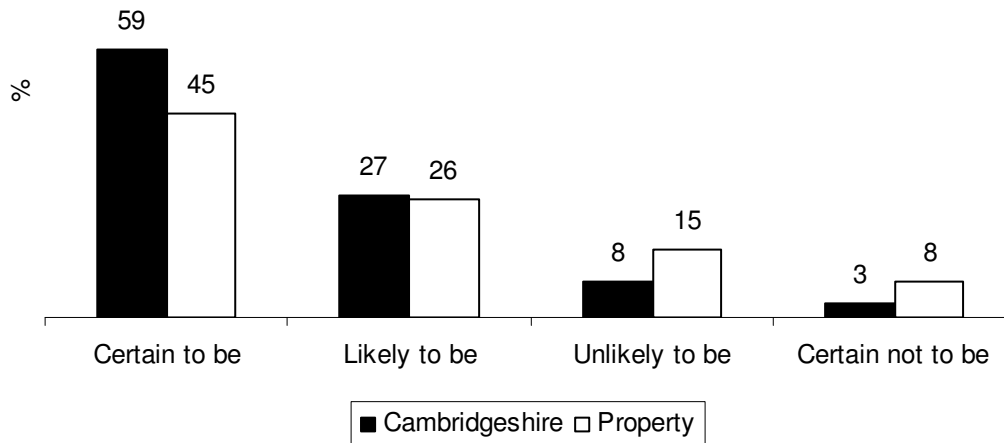
To gain an idea of future housing requirements of current residents, and to help put their attitudes into context, respondents in the telephone survey were asked how likely it is that they will be living in Cambridgeshire in five years' time, and also how likely it is that they will be living in their current property in five years' time.

Chart 2 shows that almost nine in ten (86%) say they are certain or likely to be living in **Cambridgeshire** in five years time (59% think they are *certain to be*, and 27% think they are *likely to be*).

A slightly smaller proportion (71%) say they will be living in their **property** in five years time (45% think they are *certain to be*, and 26% think they are *likely to be*). In other words, one in four (24%) are expecting to move house within the next five years, but the vast majority of these are expecting to stay in Cambridgeshire.

Chart 2: Likelihood of living in Cambridgeshire and in their property in five years time

Base: All (750 unweighted, 743 weighted)



Groups of respondents most likely to expect to move in the next five years include:

- Those living in Cambridge City (32% say they are unlikely or certain not to be living in their current property in 5 years' time, compared with 17% in Fenland and 18% in Huntingdonshire)
- Respondents who rent their homes (33%, compared with 21% of owner-occupiers). Levels of renting are higher in Cambridge City than in other parts of the county, so this result is almost certainly related to the previous bullet point
- Younger respondents (51% of those under 30, compared with 24% of those aged 30-44, 17% of those aged 45-59 and 13% of those aged 60 plus)
- Newer residents (37% of those who have lived in the area for less than 5 years, compared with 20% of those who have lived there for 5 years or longer)

Those who think it possible that they will move out of their current property but remain in Cambridgeshire were asked, if they do move out, whether this would be to a larger property, a smaller property or a similar sized property. Almost two in five (38%) say that they would move to a property of a **similar size**, three in ten (29%) say a larger property, and a quarter (26%) say a smaller property.

This translates to 15% of the total sample who think it possible that they will move to a larger property within Cambridgeshire in the next five years, 14% who think it possible that they will move to a smaller property within Cambridgeshire, and 20% who think it possible that they will move to a similar sized property within Cambridgeshire.

Those most likely to think they may move to a **larger** property within Cambridgeshire include:

- Those resident in Cambridge City (21% think this is a possibility)
- Those with three or more household members (19%)
- Those aged under 45 (26%)
- Those with children under 11 years old (28%)
- Respondents in work (21%)
- Respondents whose socio-economic group is ABC1 (18%, compared with 9% of C2DEs)

Those most likely to think they may move to a **smaller** property within Cambridgeshire include:

- Those resident in South Cambridgeshire (19% think this is a possibility)
- Those with one or two household members (15%)
- Those who are retired (20%)

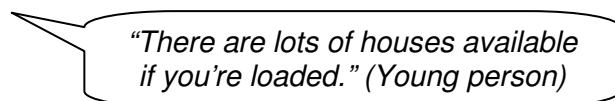
Those most likely to think they may move to a **similar-sized** property within Cambridgeshire include:

- Those resident in Fenland (25% think this is a possibility)
- Those who are of working age but not in paid work (35%)

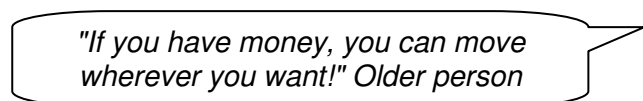
The qualitative research also explored participants' perceptions, experiences of, and feelings towards, the current housing situation in Cambridgeshire.

Participants generally describe the current housing market as buoyant. They say that there are plenty of houses available, and that houses are bought and sold very quickly. Indeed one participant says that the house advertisement section of his local paper is bigger than the paper itself! However, the housing market is not considered favourable for all groups of the community.

House **prices** in Cambridgeshire are thought to be expensive. This causes particular concerns for younger people looking to get on the property ladder, and also for families (particularly lone parents) who are renting either privately or via the Council and wonder whether they will be able to buy their own property. Participants feel that there is plenty of housing available for those who can afford it, and this highlights a greater need for more affordable housing in Cambridgeshire.



"There are lots of houses available if you're loaded." (Young person)



"If you have money, you can move wherever you want!" Older person

Housing **availability** is also a problem for some residents. Older participants feel strongly that there is a distinct lack of both "*starter homes*" (i.e. affordable housing for younger people), and also what they describe as "*finisher homes*". Many older participants feel that they have reached a life stage when they would like to 'downsize' and buy a smaller home, perhaps a bungalow or an apartment, but do not think there are enough of these houses available, and when they do come on the market they are sold so quickly they often miss out. Some have a perception that the Council actually blocks the building of bungalows as it takes up too much plot space compared with two storey housing.

When asked how the housing situation compares with **previous years**, most participants feel that it has not changed greatly, although older people do feel that there is greater "*movement*" in buying and selling than in the past. Participants' mention the boom in house prices ("*prices have gone through the roof*") and some feel that houses are being built on every available piece of land, including wasteland and agricultural land, but also – which some have concerns about – Cambridgeshire's green-belt. Participants think this has been the case for some time now. When looking towards the **future** participants also see no change. They believe that the market will continue to prove difficult for them (and their children), particularly in terms of affordability.

These findings suggest that there is plenty of scope for putting out positive messages regarding the future housing situation and how this will be an improvement on the current situation.

5.0 AWARENESS OF DRIVERS OF HOUSING GROWTH

To gain an insight into residents' awareness of **drivers** of housing growth, the telephone survey gave respondents a set of statements about the social and economic housing situation in Cambridgeshire and asked them to say whether they feel that they are true or false. The need for housing growth and perceptions of social and economic housing growth drivers were also explored with participants in the qualitative discussion groups.

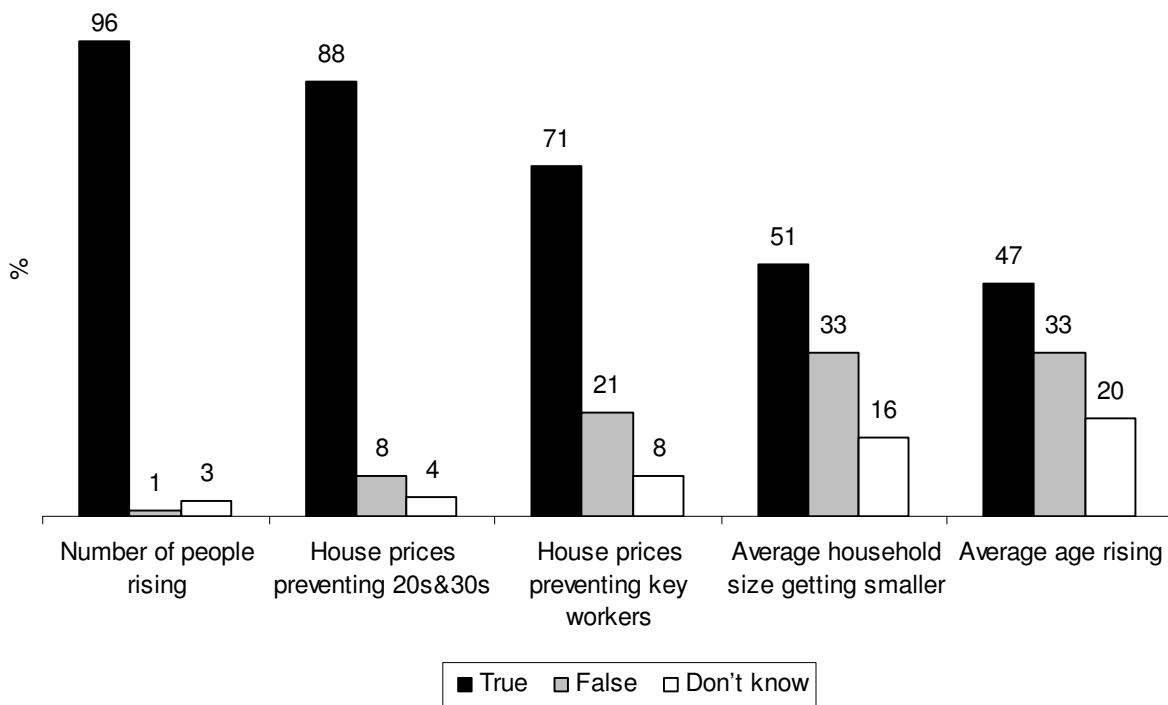
Generally the qualitative and quantitative findings reflect each other, with the qualitative research expanding on residents' feelings for each point. House prices are considered to be of utmost importance to most participants, and they strongly agree that prices are preventing both young people and key workers from buying in Cambridgeshire.

In the telephone survey, overall, all respondents are aware of at least one of the listed drivers of housing growth, but only one in six (17%) is aware of all of them.

Chart 3 below shows that the vast majority of respondents (96%) are convinced that the population in Cambridgeshire is growing. Most also believe that house prices are preventing people in their 20s and 30s and key workers from buying in the area (88% and 71% respectively say this). Respondents are less sure that the average age of residents is rising and that the average household size is getting smaller, with about half saying they believe each statement is true (47% and 51% respectively).

Chart 3: Awareness of housing growth drivers in Cambridgeshire

Base: All (750 unweighted, 743 weighted)



Awareness of the 'key worker' issue is highest in Cambridge City (at 83%) and South Cambridgeshire (at 80%), and lowest in Fenland (at 49%). It is also higher among renters than among owner-occupiers (80% and 68% respectively).

Awareness of the rising average age of Cambridgeshire residents is highest in Fenland at 60% and lowest in Cambridge City (41%) and East Cambridgeshire (40%). Those aged 60+ are the age group most likely to be aware of this driver (60% are, compared with 41% of those aged under 45).

Awareness of the shrinking average household size in Cambridgeshire is – perhaps not surprisingly – highest among those who live alone (58%, compared with 48% of those in households containing three or more people). Correspondingly, those living in 'overcrowded' households are least likely to perceive this to be true (only 37% do), suggesting that, on this point at least, people tend not to see beyond their own personal situation.

Participants in the discussion groups feel strongly that high house prices *are preventing people in their 20s and 30s from buying in the area*. The young people we spoke with, in particular, are keen to get on the property ladder and buy their own house, and are disappointed as they feel they are unable to do this.

"We're ready to buy but can't afford it." (Young person)

- They feel that houses cannot be bought in Cambridgeshire without two salaries.
- They discuss location in relation to price, saying that houses further out of Cambridge city may be cheaper, but this means that they would pay more public transport costs or more in petrol driving into the city for work, so it doesn't work out any cheaper for them overall.
- Young people also perceive houses in Cambridgeshire are similar prices to those in London, but that they do not get paid similar salaries to people living in London.

"Houses are London prices, but we are not getting London wages." (Young person)

So, overall young people would like cheaper housing to be available, although participants are keen to specify that this does not mean use cheaper building materials. They want affordable houses of a high quality in accessible locations.

Participants also explore the housing situation for key workers, and most do feel that **house prices are preventing key workers from setting up home**. Older people think that the help available for key workers wanting to set up homes is a *"step in the right direction"*. To emphasise the importance of this, one older participant talks of a nurse in Addenbrookes who was struggling to get onto the property ladder whilst paying travel and parking expenses, and as she couldn't afford it, she had to leave nursing – *"that's one nurse gone"*. In a similar vein, another participant feels that a shortage of nurses led to a local hospital ward closure, and suggests that affordable housing for key workers could help this.

Young people, however, have mixed feelings about the help that can be given to key workers wanting to buy a home. They agree that it allows them to *"get a foot on the ladder"*, but feel quite strongly that it doesn't allow them to actually *own* a home. They say that, as they would own a *proportion* of the home, *"it's never yours"* and they wouldn't be able to do anything to it, before buying the remaining proportion.



"I want to say it's my own." (Young person who is a key worker)

At odds with the quantitative results, some participants in the discussion groups are less convinced that the **population in Cambridgeshire is rising**. They consider that it must be true if the local economy is to grow, as more people will move to the area for jobs created by, and in order to support, the growth of the local economy. However, (as mentioned previously) some participants are unsure about whether the local economy needs to, and will, grow.

Older people in particular would like statistical information about the expected population growth in Cambridgeshire, clearly identifying current and projected population figures – thus explaining the need for housing growth. Some would also like to know exactly how more jobs will be created for these additional people.

In line with the quantitative results, participants are less clear about whether the **average age is rising** or whether the **average household size is getting smaller**. Some older people do mention both of these things, saying that there are more and more people over the age of 55 in Cambridgeshire, and that perhaps more people are living alone nowadays than was the case in past years.

Respondents in the telephone survey were asked to what extent they agree or disagree with several statements about the **current availability** of housing for four different types of household:

1. Families with children at home
2. People living alone
3. Couples without children at home
4. People on low or modest incomes

Overall, just 5% believe there is sufficient housing for all these groups, and 84% think there is insufficient housing for at least one of the groups. For three of the four groups, those who think there is insufficient housing outnumber those who think there is enough. The exception is 'couples without children at home', for which the balance of opinion is that there is *not* a housing shortage.

The worst shortage is perceived to be for people on low or modest incomes; three-quarters (74%) do not think there is sufficient housing for this group.

The next most affected group is felt to be single-person households; 46% do not think there is sufficient housing for this group. Interestingly, those living alone are no more or less likely to hold this view than are those living with others.

Similarly, 46% are of the view that there is insufficient housing for families with children at home. The views of those who have children at home are not significantly different from those without children at home.

These results are illustrated by Chart 4, which uses mean scores to demonstrate the differences in relation to the different household types. A mean score is attributed to each statement by allocating 2 points to those saying they strongly agree, 1 point to those saying they tend to agree, 0 points to those who neither agree nor disagree, -1 points to those saying they tend to disagree and -2 points to those saying they strongly disagree. Those not giving an opinion are excluded from the calculation.

Chart 4: Perceived housing needs

Base: All giving an opinion at each statement (varies)



Respondents who support the plans for building new houses are more likely to feel that there is insufficient housing for at least one of the groups (88% say this, compared with 80% of those who oppose the plans). This suggests that awareness of these drivers is linked with support for the planned growth, but clearly indicates that awareness of the drivers does not automatically lead to support for the plans.

Participants in the discussion groups also explored the **current availability** of housing for different types of household. Their feelings reiterate the results from the quantitative survey, in that they think there are insufficient houses for people on low or modest incomes and for people living alone, and they are slightly less concerned about families with children and couples without children, who they perceive to have a higher average income, thus being able to afford housing. It is important to note that participants' views about availability relate strongly to their views regarding house prices in Cambridgeshire.

Participants feel strongly that there are *not enough houses for people on low or modest incomes*.

- Those who rent their homes from the Council say "*Council housing is terrible*". They feel there are insufficient Council houses to meet the need in Cambridgeshire, the housing list is very long and it is difficult to get a Council house. Additionally, if you are offered a house, it may be in a location inappropriate for you personally, for example a distance from family members or good schools. These participants do not foresee themselves ever being able to rent privately or buy a house, and are concerned that their children will find themselves in a similar position. For them, house prices are key.

"What's going to happen to them [my children]? Will they have to live at home for longer because they can't afford to move out?" (Family)

- A similar feeling is evident for one participant who is renting privately and is a non-working lone mother of four children. She feels that there are plenty of one or two bedroom houses and flats at reasonable prices, but not enough family sized (i.e. three or four bed) houses at an affordable price.

Younger participants, in particular, feel that there is *not enough housing for people living alone*. They say that houses cannot be bought in Cambridgeshire without two salaries. Indeed, one participant explains that several of her friends who are not couples are now clubbing together so that they can buy a house, rather than continue renting.

"You're not able to buy yourself; you need a double income." (Young person)

There are contrasting views about the availability of **housing for families with children living at home**.

- Older people (in Huntingdon) think that there are plenty of houses for families (*"the middle [age groups] are well catered for"*). They feel that this size house is in abundance and say that families can afford to buy them. For them, the gaps in housing availability are *"starter"* and *"finisher"* homes. For 'starter' homes the issue is perceived as price, and for 'finisher' homes the issue is the actual number of houses available. Availability of these types of houses is also important for older people as they say that their pensions are invested in their homes and they need to release equity from downsizing their homes to enjoy their retirement.
- However, it is important to recognise that our older people discuss this with two-parent (therefore perhaps two salary) families in mind. The lone mothers we spoke with believe there are *not* enough affordable houses available for them, and as such they are renting privately or from the Council. This would suggest that there are family houses available, but that they are not affordable for people on a single income, or with no income at all.

It is interesting that many participants have **contrary views** about whether these gaps in current housing availability constitute a driver for housing growth. They say that:

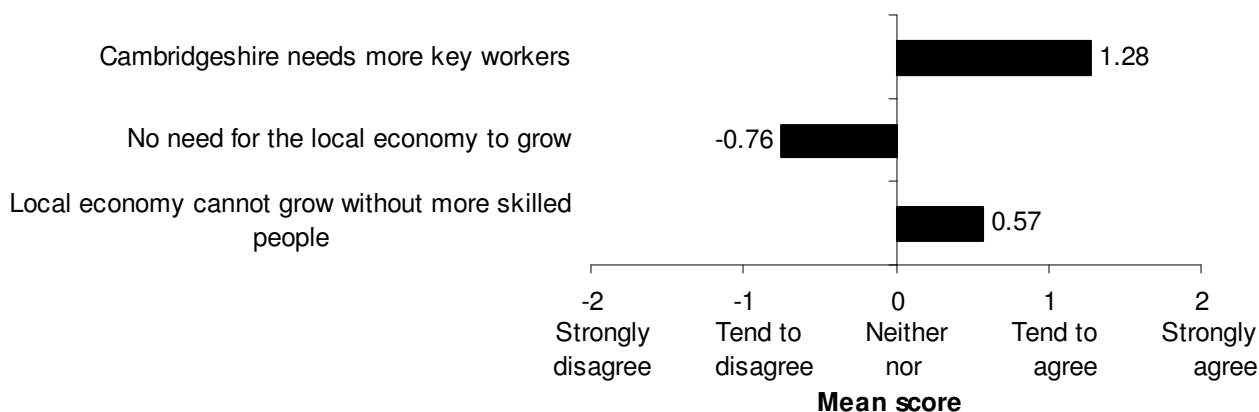
- On one hand, the need for more affordable housing (for young people in particular, and families who are renting their homes) and more bungalows and apartments for older people does act as a driver for housing growth, but
- On the other hand, they are unconvinced that housing growth will actually *satisfy* this need.

In other words, participants do not believe that housing growth will create more affordable houses or more bungalows and apartments. Plans for this type of housing should therefore be clearly communicated if these sectors of the population are to be convinced on the merits of housing growth.

Respondents in the telephone survey were also asked to what extent they agree or disagree with three statements about the **local economy** and key and skilled workers. The results are summarised in Chart 5, again using mean scores.

Chart 5: Perceived housing needs and the local economy

Base: All (750 unweighted, 743 weighted)



Two-thirds (67%) of residents accept that there is a need for the local economy to grow. Over one in five (22%), however, do not think this is necessary. This view is particularly prevalent among South Cambridgeshire residents (27%) and those who are retired (33%).

Most residents (60%) agree that ‘the economy cannot grow unless more skilled people come to live and work in Cambridgeshire’, but as many as one in four (24%) disagree. This suggests that a significant minority thinks there are already enough skilled people in Cambridgeshire to allow the economy to grow. Interestingly, this view is most prevalent among those in paid work (27%) – perhaps members of this sub-group would feel threatened by an influx of skilled workers.

By combining the results from the previous two questions, we can see that only 44% of residents think there is a need for the local economy to grow *and also* that this cannot happen without more skilled people coming to Cambridgeshire. A further 15% think that the economy needs to grow, but that it can do so without more skilled people moving into the county. The remainder either think that there is no need for the local economy to grow, or give no definite opinion at one or both questions.

So, even though most residents perceive a need for the local economy to grow, and most think that this is only possible with inward migration, only a minority thinks both of these are true. There is, therefore, more work to be done to convince residents than is apparent from looking at the headline figures.

Residents are generally agreed that Cambridgeshire needs more key workers (76% agree and only 8% disagree). Respondents who agree that Cambridgeshire needs more key workers are more likely to say that house prices are preventing key workers from moving into the area (78%, compared with 41% of those who disagree that Cambridgeshire needs more key workers).

Respondents who support the plans for building new houses are also more likely to:

- Agree that Cambridgeshire needs more key workers (86%, compared with 74% of those who oppose the plans)
- Agree that the local economy cannot grow unless more skilled people come to live and work in Cambridgeshire (69%, compared with 49% who oppose)
- Disagree that there is no need for the local economy to grow (77%, compared with 63% who oppose)

Participants in the discussion groups also explored their feelings towards the local economy, and key and skilled workers. Their feelings reflect the responses in the telephone survey, as most participants believe there is a need for the local economy to grow although some (particularly older people) are unsure.

As mentioned above, most participants *do* feel that there is a **need for the local economy to grow**. Some are pleased that housing growth will bring more work and more people to Cambridgeshire, although others feel that they need more information as to how new jobs will be created. Furthermore, some participants specify that the local economy should only grow so it does not remain static, and that it does need to be contained; and others (particularly older people) question whether it needs to grow at all, being happy with it as it is.

Participants therefore have mixed views about whether the local economy constitutes a driver for housing growth. After exploration, the general consensus is *"yes, it does"*, because it is inevitable that the local economy will grow, thus creating a need for more housing. One participant in the family group talks about technology businesses coming to Cambridgeshire, and believes that this will create a demand for more houses. He also mentions, however, a concern that house prices will rise (rather than lower) as demand for housing increases. Another participant feels that there are plenty of jobs in Cambridgeshire but not enough houses to allow people to live here also, so they end up commuting into Cambridgeshire from other areas: *"can find jobs but not houses"*. However, expensive house prices could drive people out of Cambridgeshire, which will mean that *"everyone loses out"* – trade will suffer as there will be *"no-one here to buy anything"*.

It is important to note that there is also some concern, across all life-stages, as to whether a growing economy and housing growth may disadvantage local people in favour of newcomers. They are worried that local people will not be prioritised and will be pushed out in terms of both housing and work.

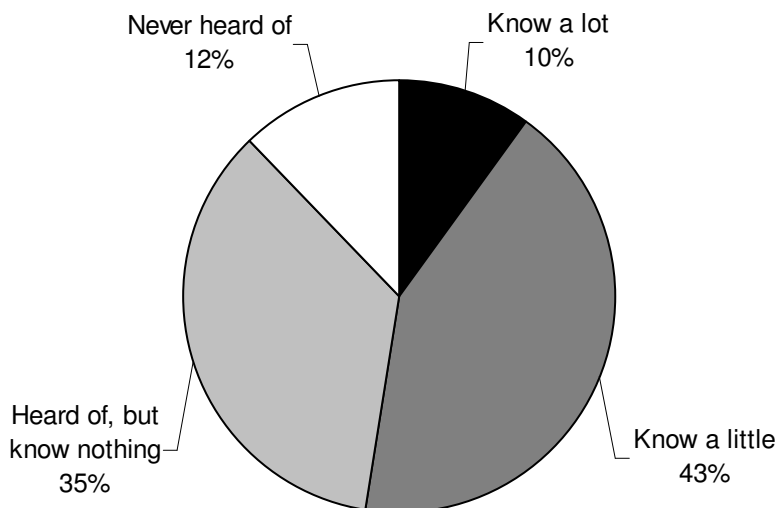
The need for **more key workers** both currently, and for the local economy to grow, is discussed in relation to infrastructure needs. Some participants feel that there are limitations to the health service, education and police service presently, and believe that these will need to increase to allow for housing growth.

6.0 KNOWLEDGE OF PLANNED HOUSING GROWTH

Overall, just over half of residents (52%) feel that they know at least *a little* about the proposals for building more houses in Cambridgeshire (although just 10% say they *know a lot*). Just over a third (35%) say they *have heard of the proposals, but know nothing about them*, and 12% say they had never heard of the proposals before this interview.

Chart 6: Knowledge of the proposals for building more houses in Cambridgeshire

Base: All (750 unweighted, 743 weighted)



Respondents most likely to say they know *something* about the proposals for building more houses include:

- East Cambridgeshire residents (62% do, compared with only 39% in Fenland)
- Owner-occupiers (55%, compared with 42% of those who rent)
- Those aged 45-59 (61%, compared with 51% of those aged 60 or over, 51% of those aged 30-44 and 39% of those under 30)

One in three residents (36%) believe that there are plans to build new houses **near their home** (including 23% within a mile of their home and 10% within three miles of their home). Only 15% say there are definitely not plans to build near their home – the rest do not know.

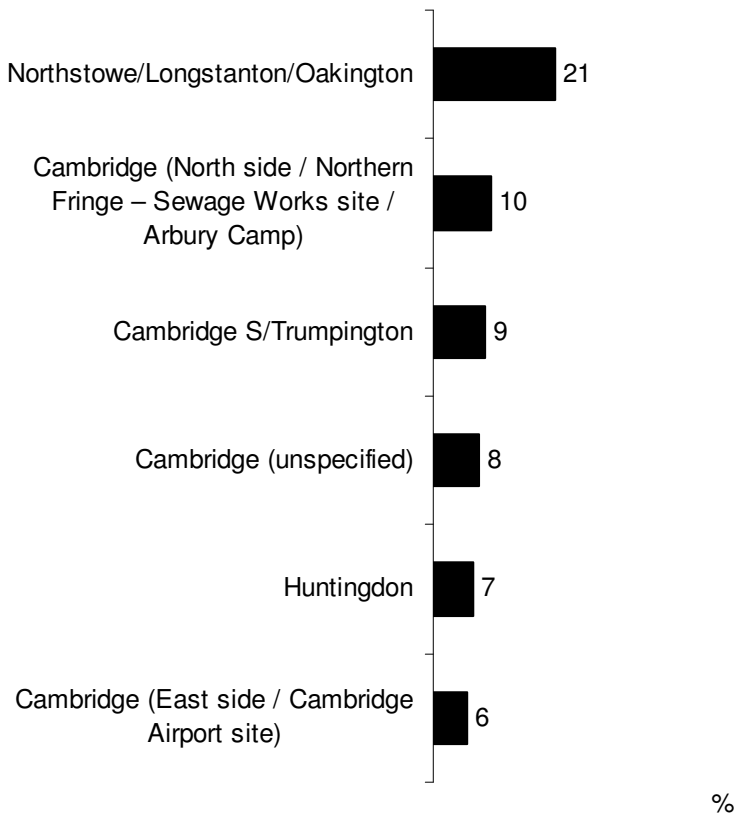
Those who live in East Cambridgeshire are most likely to believe that there are plans to build new houses near their home (43% do, followed by 41% in Huntingdonshire, 39% in South Cambridgeshire, 31% in Cambridge City and only 25% in Fenland). Also, those living in rural areas are more likely to believe that there are plans to build new houses near their home (38% do, compared with 37% in market towns and 31% in Cambridge City).

Respondents claiming at least some knowledge of the proposals were then asked **where (else)** they think there are plans to build new houses. The responses given are spontaneous – respondents were not prompted with a list. Just over half (57%, which translates to 30% of the sample as a whole) were able to name at least one development site within the Cambridge Sub-region. Very few name a site outside of the Sub-region.

Chart 7 shows that one in five (21%, which translates to 11% of the sample as a whole) mentions the new town of Northstowe, or the two nearby villages (Oakington and Longstanton). The next most common response is the North Side of Cambridge, mentioned by 10%, which translates to 5% of the sample as a whole. This is closely followed by South Side of Cambridge (including Trumpington), mentioned by 9%, which translates to 5% of the sample as a whole. Awareness of plans to build in other areas is even lower.

Chart 7: Knowledge of whereabouts of plans to build new houses

Base: Respondents with some knowledge about proposals for building more houses in Cambridgeshire (379 unweighted, 385 weighted)



NB only those responses given by 6% or more of respondents are shown

As one would expect, awareness varies according to location. Nearly all of those who mention the South side of Cambridge are residents of Cambridge City or South Cambridgeshire. Awareness of the plans to build at Northstowe is highest among residents of South Cambridgeshire (19%) and – perhaps more surprisingly – East Cambridgeshire (16%). By contrast, only 3% of Fenland residents and 6% of Huntingdonshire residents are aware of Northstowe.

Although in the discussion groups participants were not asked specifically for their knowledge of planned housing growth, we did gain some information on this.

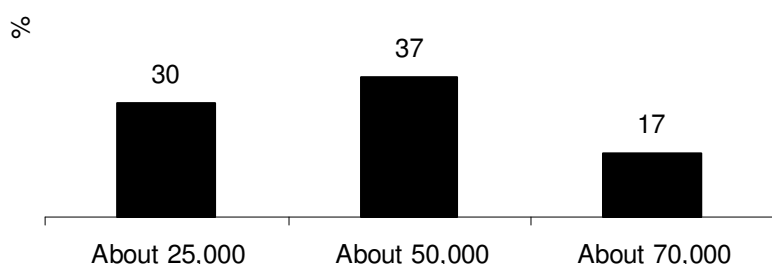
Participants know that houses will be built, but don't know much more than that, and would like more information. Indeed, some participants attended the discussion groups with the hope that they would be given information about the plans for housing developments, showing that interest in the plans for development is high.

At present, participants' lack of knowledge and understanding is causing anxiety about housing growth in Cambridgeshire. As mentioned previously they have been disillusioned by past housing developments, which have left them cynical of housing growth and fearful that there will be repeats of these types of estates. They worry that housing growth will damage the things they value about the area (such as its character and communities) and exacerbate the things they dislike (such as traffic congestion).

Respondents with some knowledge about the proposals for building more houses in Cambridgeshire were also asked how many new houses they think are planned to be built in Cambridge and the surrounding area by 2016. Almost two in five (37%) say about 50,000 (ie the correct answer), three in ten (30%) say about 25,000, and one in six (17%) say about 70,000 houses.

Chart 8: How many new houses by 2016

Base: Respondents with some knowledge about proposals for building more houses in Cambridgeshire (379 unweighted, 385 weighted)



A further one in six (16%) say they don't know.

This translates to only 19% of the total sample being aware that the plan is to build about 50,000 new houses.

Interestingly, there is no significant variation between those who support and those who oppose the plans to build more new houses.

Again, participants in the qualitative research were not asked directly for their perceptions of the number of houses that might be built in Cambridgeshire, although some do make guesses about this. The amounts guessed vary greatly and are often made based on participants' immediate environment, rather than Cambridgeshire as a whole. The importance of this lies in the fact that residents do not know what is planned in terms of housing growth, which is causing them to worry.

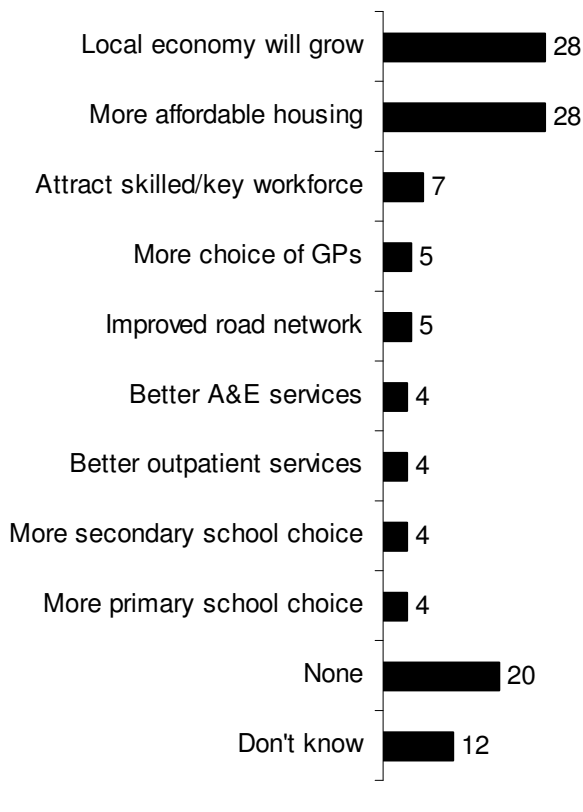
7.0 PERCEIVED ADVANTAGES OF HOUSING GROWTH

Respondents were asked to state the advantages or benefits that housing growth could bring to the county (if the programme is managed properly). The responses given are spontaneous – respondents were not prompted with a list.

Chart 9 shows that most residents can think of at least one advantage associated with housing growth, the main ones being benefits to the local economy and more affordable housing (28% say each of these). It is possible that the questions asked earlier in the questionnaire may have inflated the proportions giving these two responses. Improvements to other aspects of infrastructure – e.g. health services, transport links and education – are not envisaged by more than a handful of respondents.

Chart 9: Perceived advantages of housing growth

Base: All (unweighted 750, weighted 743)



NB only those responses given by 4% or more of respondents are shown

Respondents who say they know something about the proposals for building new houses are more likely to mention the local economy will grow / there will be more job opportunities as an advantage of housing growth (32%, compared with 23% of those who don't know anything about the proposals).

One in three **cannot foresee advantages** (20% say there would be none, and 12% say they do not know). Groups most likely to be unable to foresee advantages include:

- Those who oppose the plans to build more houses (48% say there will be none, compared with 7% of those who support the plans)
- Owner-occupiers (22% say none, compared with 10% of those who are renting)

Those who are able to name at least one potential advantage were asked to indicate the extent to which they would **benefit personally** from it/them, if it/they were to be achieved.

Most (60%) think they will benefit at least *a little*, but only 14% think they would personally benefit *a lot*. Over a third (37%) think they would *not benefit at all*.

This means that, overall, two in five residents (41%) can see potential advantages to housing growth and think that they would personally benefit from them. In other words, the majority either see no advantages, or see no personal gain from them.

Of course, just because respondents are able to envisage potential advantages to housing growth, we cannot assume that they believe this potential will be realised. They were therefore asked to give their opinion on how likely it is that the potential advantages will actually be **achieved**.

Most of those who can foresee advantages (58%) think it is likely they will be achieved, but a significant 35% think it unlikely.

This means that, overall, only two in five residents (40%) can see potential advantages to housing growth and believe that they will be achieved. In other words, the majority either see no potential advantages, or do not believe that any will be brought about. There is, therefore, plenty of scope for convincing residents of the benefits of housing growth.

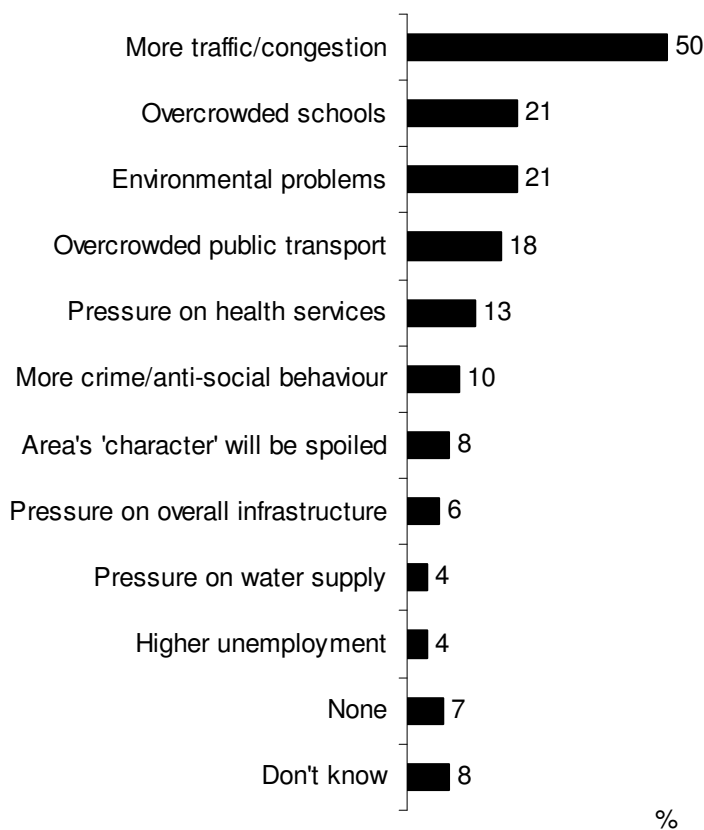
8.0 PERCEIVED DISADVANTAGES OF HOUSING GROWTH

Respondents were then asked to state the disadvantages that housing growth could bring to Cambridgeshire (if the programme is not managed properly). The vast majority of respondents (85%) mention at least one potential disadvantage. Only 7% do not think there could be any.

It is clear that road congestion is top of residents' list of concerns, with half (50%) spontaneously mentioning it as a potential disadvantage. There are also relatively high levels of concern about pressure on the education system, the environment and the public transport system. These concerns are also voiced in the qualitative research.

Chart 10: Perceived disadvantages of housing growth

Base: All (unweighted 750, weighted 743)



NB only those responses given by 4% or more of respondents are shown

Road congestion is the main worry right across the county, but it is of particular concern to those living in Cambridge City and South Cambridgeshire (59% and 61% respectively mention it, compared with only 32% in Fenland). Cambridge City residents are also particularly likely to mention overcrowding on public transport (30% do, compared with 18% or fewer in the other four districts). Indeed, this is the second highest concern in Cambridge City, after road congestion.

Those who say they know something about the proposals for building more houses are more likely to mention several potential disadvantages of housing growth, including:

- Traffic congestion (58%, compared with 41% of those who know nothing)
- Overcrowding in schools (25%, compared with 16% who know nothing)
- Pressure on health services (18%, compared with 7% who know nothing)
- More crime and anti-social behaviour (13%, compared with 7% who know nothing)
- The 'character' of the area will be spoiled (10%, compared with 6% who know nothing)

This suggests that, as awareness of the plans becomes more widespread, Cambridgeshire Horizons will need to take care to inform residents of what is being done to address these issues in particular.

Those who mentioned at least one potential disadvantage were asked to indicate the likelihood of their being **personally affected** by it/them. Most (79%) think they will be affected at least *a little*, and one in five (22%) that they will be affected *a lot*.

This means that, overall, only 24% of residents think there will be no disadvantages or that they will not be personally affected by any disadvantages that do come about. In other words, most think there is the potential for them to be negatively affected by housing growth.

Those envisaging disadvantages were asked to predict the likelihood of it/them actually **coming about**. A large majority (80%) think it likely that it/they will, and only 16% think it unlikely.

This means that, overall, two-thirds of residents (68%) think it likely that the programme of housing growth will actually result in at least some disadvantages.

9.0 INFRASTRUCTURE NEEDS FOR HOUSING GROWTH

Respondents were asked their perceptions of the **current** infrastructure in Cambridgeshire, via rating a number of services and facilities. For each one, respondents were asked to give a rating on a scale of 1-10, where 1 is ‘unacceptably poor’ and 10 is ‘couldn’t be better’.

Rated highest are fire services, schools and colleges, places of worship, some aspects of the health service and parks and open spaces. Rated lowest are infrastructure relating to transport, including public transport such as bus services and local train services, and road links. This reinforces those aspects that respondents dislike about Cambridgeshire and also their concerns about disadvantages that housing growth could bring, to road congestion in particular.

Table 1 shows the full results, using mean scores. The higher the score, the better the rating. A score higher than 5 indicates that the balance of opinion is positive.

Table 1: Ratings of services and facilities

Base: All (unweighted 750, weighted 743)

Services and Facilities	Mean score
Fire services	7.25
Primary schools	7.05
Places of worship	7.02
Further education colleges	6.78
GPs/ family doctors	6.78
Parks and open spaces	6.74
Secondary schools	6.69
Hospital accident & emergency services	6.33
Hospital outpatient services	6.23
Sports and leisure facilities	6.12
Main line train services	6.10
Childcare for under-5s	5.94
Road links	5.91
Arts and entertainment facilities	5.45
Local train services	5.42
Community centres	5.05
Bus services	4.88
Dentists	4.77

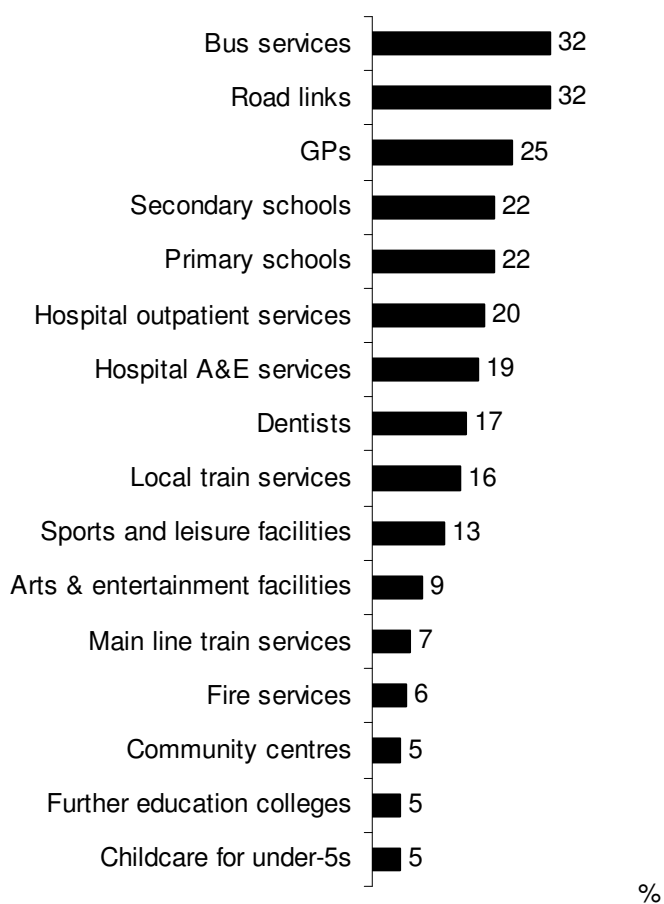
NB The mean score is calculated by taking an average of all responses for each service or facility

Respondents were then asked to state which three of these services and facilities they think **most need to be improved** if more housing is built in Cambridgeshire.

Chart 11 shows that the priorities for improvement are bus services and road links (with 32% of respondents saying each of these). Following these, the health service and education are considered in need of improvement.

Chart 11: Three services and facilities that most need to be improved with housing growth

Base: All (unweighted 750, weighted 743)



NB only those responses given by 5% or more of respondents are shown

Bus services is the top answer in Cambridge City (38%) and joint top with road links in South Cambridgeshire and Huntingdonshire. In East Cambridgeshire and Fenland, however, the top answer is ‘GPs’. Indeed, all of the listed aspects of the health service are more of a concern in these two districts than elsewhere in the county.

Primary schools are less of a concern in East Cambridgeshire than in the other four districts (14% mention them, compared with 21% or more in the other four districts).

Arts and entertainment facilities are more often mentioned in Fenland than elsewhere (16% mention them, compared with 10% or fewer in the other districts).

There seems to be relatively little concern about dentists in Cambridge City (9% mention them, compared with 18% or more in the other districts).

It is interesting to see how these priorities relate to residents' ratings of current services and facilities, their likes and dislikes of Cambridgeshire, and their perceived advantages and disadvantages of housing growth.

It is clear that aspects relating to transport are of highest concern, specifically bus services, road links and traffic congestion. Most aspects of the health service and education system are rated fairly positively at present, but respondents still feel they will need improving if more houses are built. Interestingly, although dentists are at the bottom of the rating list, they are not a top priority for improvement.

10.0 ACHIEVING A VISION FOR HOUSING GROWTH IN CAMBRIDGSHIRE

The qualitative research findings reinforce the quantitative results relating to perceived advantages and disadvantages of housing growth and also in relation to infrastructure needs.

Additionally, the qualitative research explored a different level of residents' feelings towards housing growth, and participants in the discussion groups enthusiastically created an ideal **vision** for Cambridgeshire that housing growth could either help to *create* or damage.

They identify several factors that could be **either advantages or disadvantages**:

- Quality of life
- Balanced communities
- Affordability
- Quality homes
- Transport
- Character of Cambridgeshire
- Infrastructure
- Local economy

The key to ensuring that these factors result in advantages is in the **design, planning** and **implementation** of housing growth.

Now we will address each of the above factors, and describe:

- Participants' concerns about housing growth in Cambridgeshire (i.e. disadvantages)
- Participants' ideal vision for housing growth in Cambridgeshire (i.e. advantages)
- Actions that participants believe will achieve their ideal vision for housing growth in Cambridgeshire (i.e. infrastructure needs and more...)

10.1 Quality of Life – Balanced Communities

The main theme that emerges is **quality of life**, and the words used primarily to describe this vision are **community, balance and integration**.

Participants fear that housing growth will lead to a loss of communities and community spirit. They are concerned that housing growth equates with:

- Loss of villages – as they get larger and turn into towns, and become closer together (*"I would hate to see an estate joined up to another estate joined up to another estate"*)
- Spoiling of villages – as they get larger and need more facilities and amenities
- *"Imbalanced communities"* housing single groups of people rather than a mix - this is perceived in various negative scenarios, e.g. estates of people who are out at work all day and not interested in the community, or estates with a high level of crime
- Oxmoor or Arbury – participants strongly dislike these estates, and state clearly that they do not want housing developments that resemble these – Cambridgeshire Horizons will need to show that lessons have been learned from the past, and emphasise how new developments will differ from developments such as Oxmoor and Arbury
- Reduced feelings of safety and increased crime and violence (often understood in terms of youth crime and anti-social behaviour) – due to an influx of people, insufficient facilities and activities (leading to boredom), and concerns over the creation of *"imbalanced"* communities
- Newcomers being given priority over local people for both housing and work – participants are concerned that this could lead to segregation of locals and newcomers, or that local people will get pushed out of the area, and they feel that this needs to be addressed

Some participants also feel that efforts should be made to *improve more run-down areas* in Cambridgeshire and bring these up to the same standard as other areas, rather than focusing all resource on creating new housing developments. These participants believe not doing this could lead to feelings of segregation between communities, where some areas feel they have been neglected in favour of new areas. Efforts to regenerate these communities should perhaps be more widely publicised to avoid the perception that all the available resources are being put into the newer developments.

Participants' vision for Cambridgeshire includes housing developments designed and planned in ways that **create a balanced, integrated community**, i.e. a community that includes "*all walks of life*" – a mix of people of different ages and life stages, different economic groups and different ethnic groups. Participants believe that this will help to create community spirit and also offer residents more choice as to where and how they live their lives, thus improving their quality of life. One participant feels houses should be "*built so that people want to live there*".

They believe that this can be achieved by including a mix of:

- Property types – "*starter*" and family and "*finisher*" homes; of different sizes; including houses, bungalows and apartments
- Council properties and privately rented or owned properties
- Property prices – it is important that housing growth creates more affordable homes for young people and also for those in Council properties (although as mentioned previously, participants are unconvinced that prices will become low enough)
- New communities designed to be integrated into current communities – one participant describes her perception that her estate has been created as the "*posh*" area fenced and gated within another estate, which has led to them being victimised

Participants also explore what can be done to ensure that housing growth does not lead to an increase in crime and violence. Overall the focus is on *prevention* and ensuring that opportunities do not exist, and participants suggest that creating their vision of a balanced community will go some way towards preventing crime taking place at all. They also mention:

- Ensuring facilities and activities are available for young people (e.g. youth clubs, community centres: *“all they’ve got at the moment is the bus station”*) so that youths do not commit crimes out of boredom
- Not allowing local shops to open late at night, deterring people from ‘hanging around’
- Better policing – participants are especially keen on the idea of community or village policing, and local partnerships such as Neighbourhood Watch
- Introduction of deterrents such as burglar alarms and CCTV – but there are mixed views about this
- Security gates and guards – again there are mixed views about these, partly due to the comment above and partly because participants think that local people can find out the security code and therefore gain access to the area, making them useless

10.2 Affordable and Quality Homes

Affordability is ultimately important to most participants and they really do hope that housing growth can bring this advantage. It is particularly important to young people. Our family participants who are renting their homes privately and from the Council also highlight affordability, but have accepted that they will continue to rent or maybe buy their home from the Council one day. Older people also have house prices in mind as they are thinking of their pensions.

When participants specify that they want an affordable home, they are often quick to describe the kind of home they would like, as they are worried that 'affordable' could be interpreted as:

- Small houses – some participants feel that this is the way modern houses are being designed and others believe that houses are built small in order to maximise use of land as high density housing is being driven by central government (older people also refer to this in their comments about the limited availability of bungalows, which they think take up more land space than houses); they feel that the more land a house takes up the more expensive it will be
- Badly-built houses, using cheap materials and built very quickly – which then need on-going maintenance costs to repair damages shortly after they have been built (*"they are falling to pieces in no time at all"*)
- Modern-looking houses that do not blend in with the character of Cambridgeshire

One participant would like to know exactly what is meant by 'affordable' housing. She is unsure how new 'affordable' homes can be built beside other similar sized homes, and worries that it may devalue her property: *"will mine move to be in line?"*.

Participants find it difficult to think of solutions to these issues because they lack the specialist knowledge to do so, but they still want those 'in the know' to come with solutions and reassurances on these points.

Participants would like to believe that housing growth will lead to more affordable houses, but they are not yet convinced that house prices will be low enough to be affordable for them.

10.3 Transport

Participants dislike the traffic congestion in Cambridgeshire currently, and are greatly concerned that more housing means more people means more traffic on the roads.

Participants would like to believe that housing growth will instigate an improvement to the road network across the county. Advantages could include better access for villages to Cambridge, reduced congestion, and better public transport.

“They will have to improve the roads” (Young person)

However, they are not at all convinced that this will be the case, and they cite the example of Cambourne – a new development where they say no road has been built linking it to Cambridge.

Participants believe that the following actions will need to be taken:

- Public transport needs to be improved – for commuters, shoppers, and people who don't drive. This includes the cost, the frequency of buses (participants talk about just one bus per hour, *if* they turn up), bus lanes, including introduction of night-time services (especially for younger people), and the number of routes (one participant suggests buses should take quicker routes into Cambridge at commuting times for workers, and longer routes via smaller villages during the day for shoppers, who they suggest are in less of a hurry)
- The park and ride is evaluated positively by participants – they would like to see similar schemes developed near large housing areas
- Roads need to be widened to cater for increased traffic – several participants feel that the A14 is a bottleneck where it narrows from two lanes to one, although they are unsure that this can be easily solved
- Local facilities for villages i.e. shops, schools & healthcare – participants suggest that if facilities are available locally, residents will not need to drive to reach them, thus reducing traffic and pollution

- Other suggestions mentioned include a tram system, increased cycle routes, and a water bus, but these would need more in-depth evaluation and consultation

Simply building more or wider roads will not satisfy all residents. Pollution and concerns for the environment are mentioned by some participants, and they can see problems in the creation of bigger roads leading to more cars using the roads, and therefore, more pollution. These residents will want to hear about plans for alternatives to the private car if they are to support the development plans wholeheartedly.

10.4 Character of Cambridgeshire

Participants value the character, look and landscape of Cambridgeshire greatly, and are concerned that housing growth will have a negative impact on this.

They are worried about the **style** of the houses that may be built, and say that they do not want “toy-town” houses, “small cardboard boxes”, “rabbit warrens” or “brick estates”, which they perceive as not fitting with the look and character of the area.

*“It will make rural villages not rural anymore; they will just look like ‘toy towns’.”
(Young person)*

They are also concerned about **where** the development will take place. Those who live in villages are concerned that housing growth in their area will:

*“Lose what I like about the area: it’s quiet without houses all on top of each other”
(Family)*

Some participants also mention their fears about building on the green-belt, whilst others mention worries about focusing on new areas and perhaps neglect other areas in need of improvements. Participants refer to the area of Kings Hedges near the A14, where they feel housing development has actually improved previously unused land.

*“Kings Hedges looks better; it was derelict before.
They are improving some sites” (Young person)*

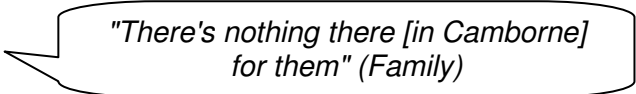
Residents believe that careful design and planning could create new houses that fit in with, and even enrich, Cambridgeshire’s character. This will lead to integration of communities, buildings and people. They believe that the following should be taken into account during the design of housing developments:

- A variety of property styles
- *“Blend in”* with the character and look of current communities
- Space between properties
- Space for parking
- Environmentally friendly, e.g. using renewably energy sources where possible
- Nature reserves, green and open space, parks, trees and plants

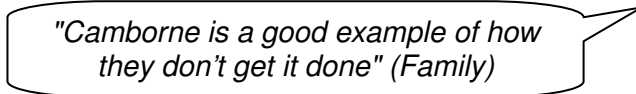
“It makes it interesting. It makes going somewhere nice!” (Older person)

10.5 Infrastructure

Participants are concerned that there is not enough infrastructure to support housing growth currently, and their experience thus far has not instilled confidence in the authorities to provide more infrastructure. As mentioned previously, they refer to Camborne, which they say has no road into Cambridge, no pubs, shops or a post office. One participant says that this was introduced as a “*promised land*” where the road would be widened and infrastructure would be put in place, but actually participants now perceive this to be an example of *not* creating the necessary infrastructure to support housing growth.



"There's nothing there [in Camborne] for them" (Family)



"Camborne is a good example of how they don't get it done" (Family)

Those who live in villages have mixed feelings about housing developments and adding more infrastructure. They are worried that, if more houses are built, their villages will not be able to cope with the influx of people, so they will need more services and facilities to accommodate them. However, they are also not sure they want their villages to be re-designed to allow for greater infrastructure. They will need reassuring that their villages will not be spoiled and that their communities will be maintained, if not enhanced.

Participants believe the following need to be provided, for housing growth to be successful:

- Shops – participants would like villages and towns to have a High Street again, including independent and interesting shops
- Schools and education service – standards of schools need to be consistent to give parents a choice of schools, one participant feels that schools vary in quality, which limits her choice of where to live, and another participant feels that class sizes need to be limited and they are too big at the moment; one participant living in a village near Newmarket that does not currently have a school suggests that, if the number of people living there increases, a primary or nursery school would be worthwhile
- Health services – currently this is considered inadequate, and participants would like more available doctors and NHS dentists, hospitals and aftercare

- Social and cultural activities and facilities – to provide a greater choice of entertainment, and a better lifestyle, including restaurants and pubs
- Sports facilities
- Activities and facilities for children and young people (e.g. youth clubs, play grounds, parks) to deter anti-social behaviour
- More local facilities and amenities generally – participants feel that if these are available locally, it will reduce traffic as people will not need to drive to reach these

Older participants state their concerns about water supply and building on flood plains. Although they do not offer a solution, they believe the problem can be avoided by careful planning of the locations where houses are built.

Participants believe the key to successful infrastructure supporting housing growth is *when* it is put in place, and they feel strongly that infrastructure must be planned in “*at the outset*” and developed before houses are built. Many participants do not trust this to happen:



"It's typical Cambridge, don't do anything until too late. Money money money, no-one thinks about infrastructure." (Family)

However, on a more positive note, participants mention Hampton Hargate (which is an area in Peterborough) as an example of where infrastructure has been built in from the outset and this has worked well.

10.5 Local Economy

Participants request reassurance that housing growth is planned in *response* to a need for more housing, i.e. a foreseeable rise in the population, as opposed to an attempt to generate population growth. They need explanations as to why more housing is needed, and the benefits it will bring to Cambridgeshire and themselves personally.

Some participants (particularly older people) voice concerns about whether there will be enough jobs and industry to support a rise in the population, their fears being greater levels of unemployment in the county.

However they do feel positively that housing growth could potentially bring:

- More work and jobs for people in Cambridgeshire
- More shops and businesses
- Essential housing for key workers
- Growth of the local economy

Some participants feel that housing development could be used to provide a career and develop skills for local people, by providing jobs in building, development and construction trades, therefore the housing growth could be used as an opportunity to promote the local economy.

10.6 Priority for Local People

It is important to note that there is also some concern, across all life-stages, as to whether a growing economy and housing growth may disadvantage local people in favour of 'newcomers'. They are worried that local people will not be prioritised and will be pushed out in terms of both housing and work.

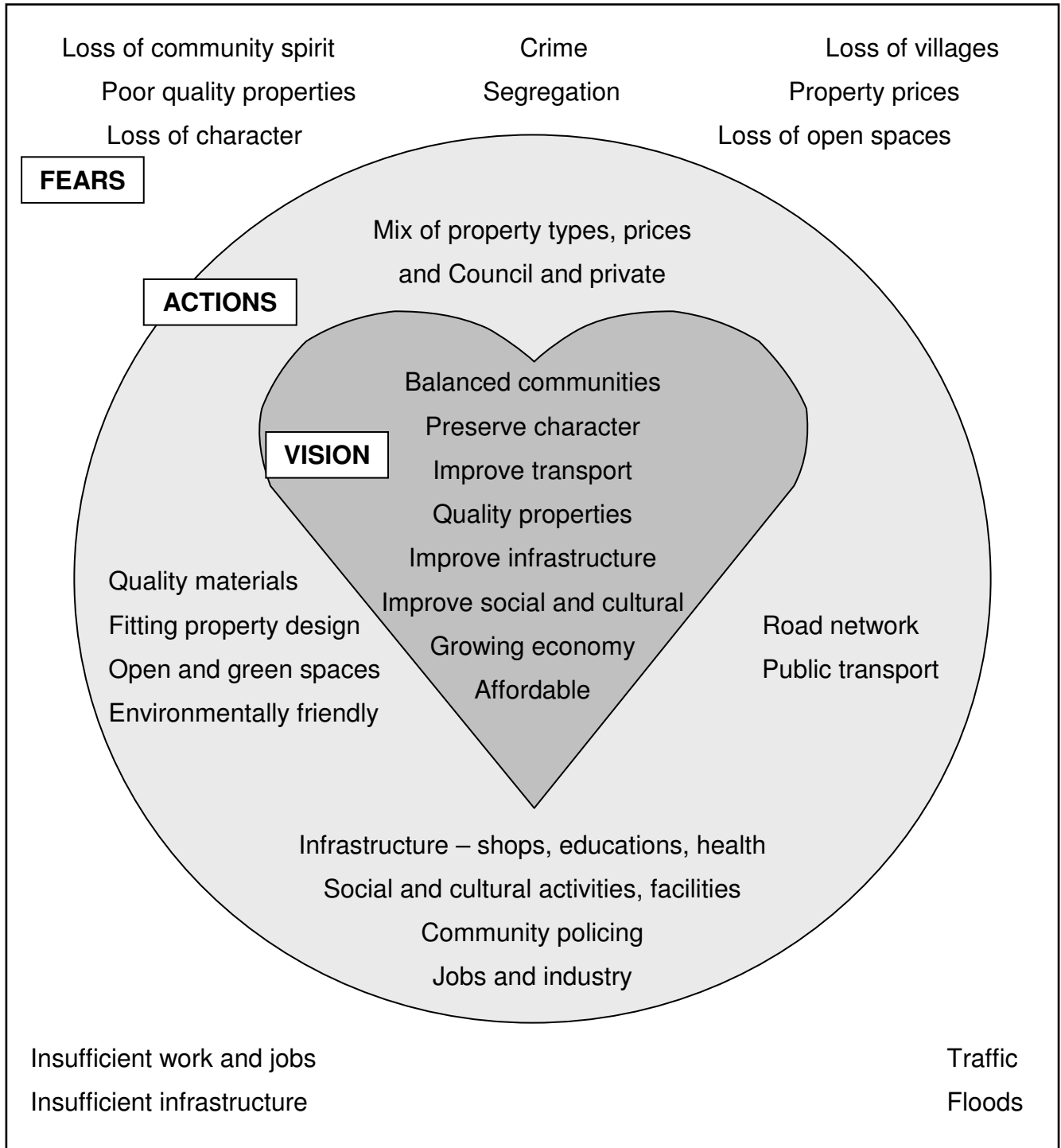
Participants would like a system of priority to be established, whereby local people get priority for new housing. Some participants mention that in Jersey only local people are allowed to buy a house on the island. They suggest a similar system, where for example people who have been living in the area for several years are given the opportunity to buy affordable housing before it is offered to people who are new to, or living outside, the area.

Another participant believes that businesses and companies moving to Cambridgeshire should contribute money to the economy, and help pay for the housing growth.

10.7 Summary of Housing Growth Vision

Diagram 1 below summarises the vision that participants hope housing growth will bring and what they feel will need to be addressed for it to be successful.

Diagram 1: Summary of How to Achieve Participants' Vision for Cambridgeshire



11.0 AWARENESS OF CAMBRIDGESHIRE HORIZONS AND OTHER COMMENTS

Respondents to the telephone survey were asked if they had ever heard of Cambridgeshire Horizons (before the interview) to gain an understanding of current levels of **awareness**.

The vast majority of respondents (84%) say they had not heard of them, although one in seven (14%) say they have. There is no significant variation by subgroup in terms of awareness of Cambridgeshire Horizons.

All participants in the qualitative research were unaware of Cambridgeshire Horizons before being invited to the discussion group.

They are, however, interested in more information about who is responsible for housing growth in Cambridgeshire, and indeed who is responsible for ensuring potential disadvantages are addressed and overcome. One younger participant is cynical about Cambridgeshire Horizons and its relationship with the Council, and older participants would like one person in the Council to be accountable for housing growth.

Towards the end of the telephone interview, respondents were given the opportunity to add any other **comments** about housing growth in Cambridgeshire.

Most (65%) had nothing more to add. One in sixteen (6%) say they generally agree that there is a need for more housing. However, some respondents say they would prefer no or minimal new housing (8%) and/or an emphasis on more affordable housing (8%). Some express a concern about aspects of housing growth, such as infrastructure, management and erosion of the green belt.

12.0 RESIDENTS' STATED COMMUNICATION NEEDS

In the discussion groups, we explored what residents feel are the key messages about housing growth that Cambridgeshire Horizons need to communicate.

Participants think the most important messages are **why** housing growth is happening and **what** exactly will be happening. Some participants make the point that the communications must be very clear and simple – “*Janet and John style*” – so that all groups of the community can understand it.

Cambridgeshire Horizons will need to reassure residents:

- **Why** housing growth is needed
 - Older participants in particular, and those who own their home, would like clear information and good reasons that show why the housing growth is needed. At present they are cynical and worried that houses might be built “*for the sake of it*” or “*because John Prescott says so*” as part of a Central Government agenda – they want to believe that housing growth in Cambridgeshire will meet a local rather than national agenda. They mention a need for projected population statistics for future years that clearly demonstrates and justifies: ‘x houses will be needed, because x people will move to the area, because of x, so x houses will be built’. They also need to explain how the local economy will support these additional people in Cambridgeshire, i.e. how many jobs will be available.

"We're not absolutely sure why, or if, we need it [housing growth]" (Older person)

- **Basic facts** about the planned housing growth
 - This should include how many houses, and specifically where they will be. Participants want to know what houses will be built in their area. Some wish to know why – as they see it - established rules and regulations preventing building on brown-belt and green-belt land are being broken.
 - It should also make it clear what the status is in relation to housing development, i.e. has the land been built on, has planning permission been granted, will the housing development definitely go ahead, or is it still up for discussion and consultation?
 - Information also needs to include when the houses will be built, and how long the development will take until completion.

- How housing growth will **create their ideal vision** for Cambridgeshire
 - Many participants point to their perceived advantages of housing growth to explain what they think Cambridgeshire Horizons should communicate.
 - Specifically the communications should show how housing growth will create affordable houses and balanced communities, how they intend to cater for specific groups of the community and how infrastructure will be planned in to developments from the outset.

- How potential disadvantages will be **addressed and overcome**
 - Participants feel that Cambridgeshire Horizons should be honest about the potential disadvantages of housing growth, and address each concern to reassure residents that the ideal vision will indeed be achieved.
 - Many participants say that they should show that they have learnt from what they perceive to be previous mistakes (e.g. Oxmoor and Arbury).

Two-way communication and consultation are also considered essential. Participants stress that their views must be listened to, and they are not convinced that this will happen at present.

"Unless they're going to listen to residents it doesn't matter what we think" (Family)

Participants are suspicious of the public sector, and feel that Cambridgeshire Horizons need to prove that they are **trustworthy**. Some older participants think it is highly important to have accountability for housing growth and would like to see one person stand up and announce that (s)he is responsible for it.

They want more communication and consultation at a very **local level**, to ensure that individuals' views are heard and acted on. One participant gives the example of her village being consulted about what trees they would like planting in the area. This was done via a box in the post office, where all residents were invited to give their views. She says that everyone got the trees they wanted.

In a similar vein, many participants suggest the use of their local village hall or community centre, where a plan of the proposed housing growth could be laid out for residents to comment on over the course of a week. Some participants, however, specify that any plans shown for public consultation must be flexible, rather than a "*done deal*". There are some concerns that "*consultation is a sham and only happens once the decision is made*" (older person). In situations where it is already a 'done deal', therefore, it must be made clear that the communication is *information provision* rather than *consultation*. It may also help to make it clear what consultation has already taken place, to prevent residents thinking that decisions have been taken without any consultation at all.

Feedback from consultation is considered very important. Indeed, some participants strongly request feedback from this research. Some say they would like these research findings to be published and available to the public, and others say they would like individual feedback sent to their homes. They feel that this will give them an indication of whether Cambridgeshire Horizons is listening to residents. Some participants also say that they would like to know which of their ideas are implemented, which are not implemented and why not. They feel that it would be a positive step to give honest explanations as to why some of their ideas are not taken forward.

13.0 SUMMARY AND RECOMMENDATIONS

Current Levels of Support for Housing Growth

Overall, there is already some support for housing growth amongst residents, and quantitatively, half (49%) of residents support the plans. However, a quarter (26%) oppose the plans and a further quarter do not come down on either side of the fence.

There is some awareness of social and economic drivers creating a need for more housing in Cambridgeshire and residents can foresee potential benefits of housing growth. However, they are not yet convinced that these benefits will transpire and are nervous about potentially negative impacts of housing growth. Effective communication with residents will be essential to reassure them of the need for housing growth, and to provide them with information about planned growth near their homes and in Cambridgeshire as a whole.

The survey results suggest a relationship between housing need and support of the development plans, as residents most likely support the plans include those who may move within Cambridgeshire in the next five years, such as younger residents and those who currently rent their homes. Affordability and availability of housing are a high priority, and residents hope that housing growth will meet this need.

The survey highlights several groups as least likely to support the plans, including owner-occupiers, those who have been resident in the area for longer than five years and over-60s or retired residents. This also emerges qualitatively, with older people feeling less convinced that housing growth is needed and requesting clear information stating the reasons for housing growth in Cambridgeshire.

Context

Residents value Cambridgeshire's character, geography, people, history and facilities. They don't like or are concerned about travel and transport issues, including traffic congestion and the quality of public transport.

Housing availability and affordability is not highlighted as a major 'plus' in Cambridgeshire in the survey results, but neither is it high on residents' list of concerns about the area. Residents in the discussion groups describe the housing market as buoyant and say that there are plenty of houses available, although the market is not considered favourable for all groups of the community.

Most residents expect to remain in their current home for at least another five years, but one in four (24%) expect to move within five years. The vast majority of these expect to remain in Cambridgeshire. Certain groups are more likely to predict a house move, namely: Cambridge City residents (32%), tenants (33%), under-30s (51%) and those who have lived in the area for less than 5 years (37%). (There is, of course, much overlap between these four groups.)

Half (52%) of residents think it is possible that they will move to another property in Cambridgeshire within the next five years (20% to a similar-sized property, 15% to a larger property and 14% to a smaller one).

Residents in the discussion groups identify several gaps in housing availability:

- Affordable "*starter*" homes for young people
- Affordable "*finisher*" homes for older people (e.g. bungalows and apartments)
- Affordable family homes

Awareness of Drivers of Housing Growth

There is some awareness of social and economic drivers creating a need for more housing in Cambridgeshire. All respondents in the survey are aware of at least one driver, but only a small minority is aware of all of them.

The vast majority of residents in the survey are convinced that the population in Cambridgeshire is growing, although those in the discussion groups are less sure. Most consider it must be true if the local economy is to grow, although some (often older people) don't know whether the local economy needs to, and will, grow. These people would like statistical information about the expected population growth in Cambridgeshire, thus explaining the need for housing growth.

Most residents believe that house prices are preventing people in their 20s and 30s and key workers from buying in the area. Young people in particular feel strongly about this, and hope housing growth will lead to greater availability of cheaper housing.

Residents are less aware that the average age of the local population is rising and/or that the average household size is getting smaller.

Most residents feel that there is insufficient housing in Cambridgeshire for at least one household type.

The worst shortage is perceived to be for people on low or modest incomes, with most people saying this (74% in the survey think there is insufficient housing for this group).

It is also considered difficult to buy a house in Cambridgeshire without two salaries and almost half (46%) of residents in the survey do not think there is sufficient housing for single-person households.

There are mixed views about the availability of housing for families with children. Almost half (46%) of residents in the survey think there is not enough, but older people in the discussion groups feel that there are plenty as this size of house is in abundance and families can afford

to buy them. However, older people discuss this with two-parent families in mind, and the lone mothers we spoke with believe there are not enough affordable houses available for them. This would suggest that there are family houses available but that they are not affordable for people on a single income, or with no income at all.

There is a high level of agreement that Cambridgeshire needs more key workers (76% in the survey agree). Qualitatively, this is discussed in relation to current infrastructure needs and expected needs to allow the local economy to grow. Some feel that there are limitations to the health service, education, and police service presently, and believe that these will need to increase to allow for housing growth.

Most residents agree that there is a need for the local economy to grow (67% in the survey), although some disagree (22% of the survey, including South Cambridgeshire residents, and older people in the qualitative research). Similarly, most (60%) agree that, without more skilled people moving into the area, the economy will not be able to grow, although a significant minority (24%) disagrees.

If we analyse these two questions together, however, we find that only 44% of residents think that the local economy needs to grow *and* that this cannot happen without more skilled people moving into Cambridgeshire. There is, therefore, considerable work to be done if residents are to be convinced that both are true.

Those who are aware of these drivers for growth are slightly more likely to support the development plans, which suggests that higher awareness is likely to lead to higher support. However, the findings clearly show that awareness of the drivers does not automatically lead to support for the plans, perhaps because many residents do not generally feel personally affected by the drivers. Simply raising awareness of the drivers of housing growth will not, therefore, be enough to ensure a smooth implementation of the plans. It will need to go hand-in-hand with messages about the benefits that residents will experience as a result of housing growth.

Awareness of Housing Growth Plans

Knowledge of planned housing growth is fairly low. Just over half (52%) of residents say they know at least *a little* about the proposals for building more houses in Cambridgeshire, but only 10% feel they know *a lot*. A further third say they *have heard of the proposals, but know nothing about* them, and 12% had never heard of the proposals before the interview. This is reflected in the qualitative research, where participants know that houses will be built, but don't know much more than that, and would like more information.

Over one in three residents (36%) believe that there are plans to build new houses near their home, but only 15% say that there are definitely no such plans near their home. The rest simply do not know. It is perhaps surprising that East Cambridgeshire residents are most likely to think that houses will be built near their home (43% do).

When asked to state where (else) new houses will be built, three in ten residents (30%) named at least one area within the Cambridge Sub-region. Awareness of the plans to build the new town of Northstowe is relatively high, with 11% of residents aware of them. Smaller proportions (5% each) are aware of plans to build on the north side and the south side of Cambridge, and awareness of these plans is almost exclusively found among residents of Cambridge City and South Cambridgeshire. Very few mention other areas.

One in five residents (19%) is aware of the scale of the plans, correctly stating that there are plans to build about 50,000 new houses by 2016.

These findings indicate that there is plenty of scope for increasing awareness of the nature of the development plans. At present, residents' lack of knowledge and understanding is causing anxiety about housing growth in Cambridgeshire.

Perceived Advantages of Housing Growth

Most residents can think of at least one advantage associated with housing growth, the main ones being benefits to the local economy and more affordable housing. Improvements to other aspects of infrastructure – e.g. health services, transport links and education – are not envisaged by more than a handful of respondents. It is important to note, however, that one in three cannot foresee advantages (20% say there would be none, and 12% do not know). Owner-occupiers are less likely than tenants to foresee advantages, suggesting that it will be harder work to get owner-occupiers ‘on board’.

Of those who can foresee advantages, most think they will personally benefit at least a little and most think it is likely they will be achieved (although 35% of those who can imagine advantages do not believe that they will be achieved in reality).

Combining the results of the above questions shows that, overall only two in five residents (40%) can see potential advantages to housing growth *and* think that they will personally benefit from them. In other words, the majority either envisage no advantages, or predict no personal gain from them. There is, therefore, plenty of scope for convincing residents of the benefits of housing growth.

Perceived Disadvantages of Housing Growth

The vast majority of respondents (85%) mention at least one potential disadvantage. It is again clear that road congestion is top of residents' list of concerns, with half (50%) spontaneously mentioning it as a potential disadvantage. There are also relatively high levels of concern about pressure on the education system, the environment and the public transport system.

Road congestion is the major concern right across the county, but it is of particular concern to those living in Cambridge City and South Cambridgeshire (59% and 61% respectively mention it). Overcrowding on public transport is also of particular concern in Cambridge City (30% mention it).

Interestingly, those who say they know something about the proposals for building more houses are more likely to mention several disadvantages about housing growth, namely traffic congestion, overcrowding in schools, pressure on health services, more crime/anti-social behaviour and losing the 'character' of the area. This suggests that, as awareness of the plans becomes more widespread, messages should be given out regarding what is being done to ensure these potential pitfalls do not come about.

Of those who can foresee disadvantages, most think they will be affected at least a little. Overall, only 24% think there will be no disadvantages or that they will not be personally affected by any disadvantages. Similarly, most think it likely that the disadvantages that could potentially occur will actually come about. In other words, there is currently not a great deal of confidence that the programme will be managed properly.

Infrastructure Needs for Housing Growth

Currently the services and facilities rated highest are fire services, schools and colleges, places of worship, some aspects of the health service and parks and open spaces. Rated lowest are infrastructure relating to transport, including public transport such as bus services and local train services, and road links.

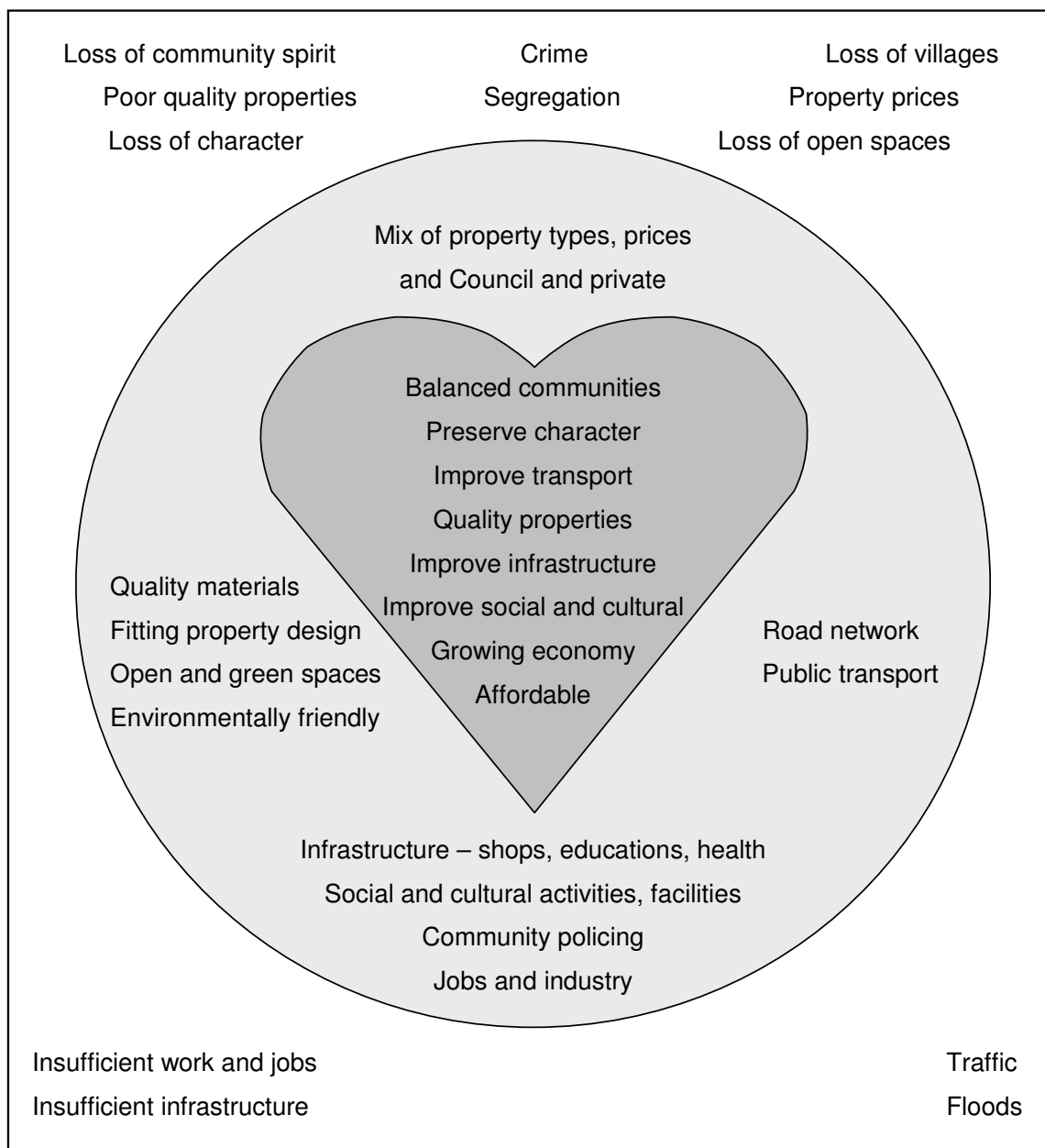
Respondents were then asked to identify the services/facilities that they think will most need to be improved if more housing is built in Cambridgeshire. Again, a clear message comes through that bus services and road links are the highest priority. After traffic and transport, health services and education are next on the priority list, even though these are currently rated reasonably highly. The results suggest that the public will need to be convinced that housing growth will result in these services improving for *all* residents (not just the new ones) if they are to support the development plans.

In East Cambridgeshire and Fenland, however, there is slightly more concern about primary health care services than about traffic/transport issues. Indeed, concern about most aspects of the health service is higher in these two districts than in the other three.

Achieving a Vision for Housing Growth in Cambridgeshire

Qualitatively residents describe a vision for Cambridgeshire that housing growth could either help to *create* or *damage*. The vision is based around balanced communities, affordable quality homes, transport and infrastructure, the character of the area, and the local economy. However, this vision can only be realised through appropriate design, planning and implementation of housing growth. Diagram 2 below summarises the vision that residents hope housing growth will bring and what will need to be addressed for it to be successful.

Diagram 2: Summary of How to Achieve Participants' Vision for Cambridgeshire



Cambridgeshire Horizons

Awareness of Cambridgeshire Horizons is low, with only one in seven residents in the survey (14%) saying they had heard of Cambridgeshire Horizons in advance of the interview. They are, however, interested in more information about who is responsible for housing growth in Cambridgeshire, and indeed who is responsible for ensuring potential disadvantages are addressed and overcome.

Communication Needs

Communication is essential to tackle residents' fear from lack of information, to build their trust, and to reassure them that action will be taken to ensure the advantages overcome the negatives, thus dispelling their nervousness and securing their support. Communication with residents must be simple, two-way, at a local level, and should include:

- Why housing growth is needed
- Basic facts about the planned housing growth
 - How many houses, and specifically where they will be
 - The status of housing development
 - When the houses will be built, and how long the development will take
- How housing growth will create their ideal vision for Cambridgeshire
 - How housing growth will create affordable houses and balanced communities
 - How infrastructure will be planned in to developments from the outset
- How potential disadvantages will be addressed and overcome
 - Be honest and address each concern to reassure residents how the ideal vision will indeed be achieved
 - Show that lessons have been learnt from what are perceived to be previous mistakes (e.g. Oxmoor and Arbury)

Heather Yorke
Andrea Nove
Nina Allwood
RBA Research

November 2005