



# THE HEART OF A NEW DISTRICT IN CAMBRIDGE.



# Anglian Water and Cambridge City Council, working with U+I and TOWN, are planning a new urban quarter, at the heart of a new district of Cambridge.

A new quarter of over 5,000 homes, shops, workplaces, education, community and leisure facilities, and open spaces, that will promote **new ways of community living**.

Over the coming 20 years, we will deliver a new place that will set **new standards for sustainability**, enhance the **quality of life** of local people and **support the economy of Greater Cambridge**.

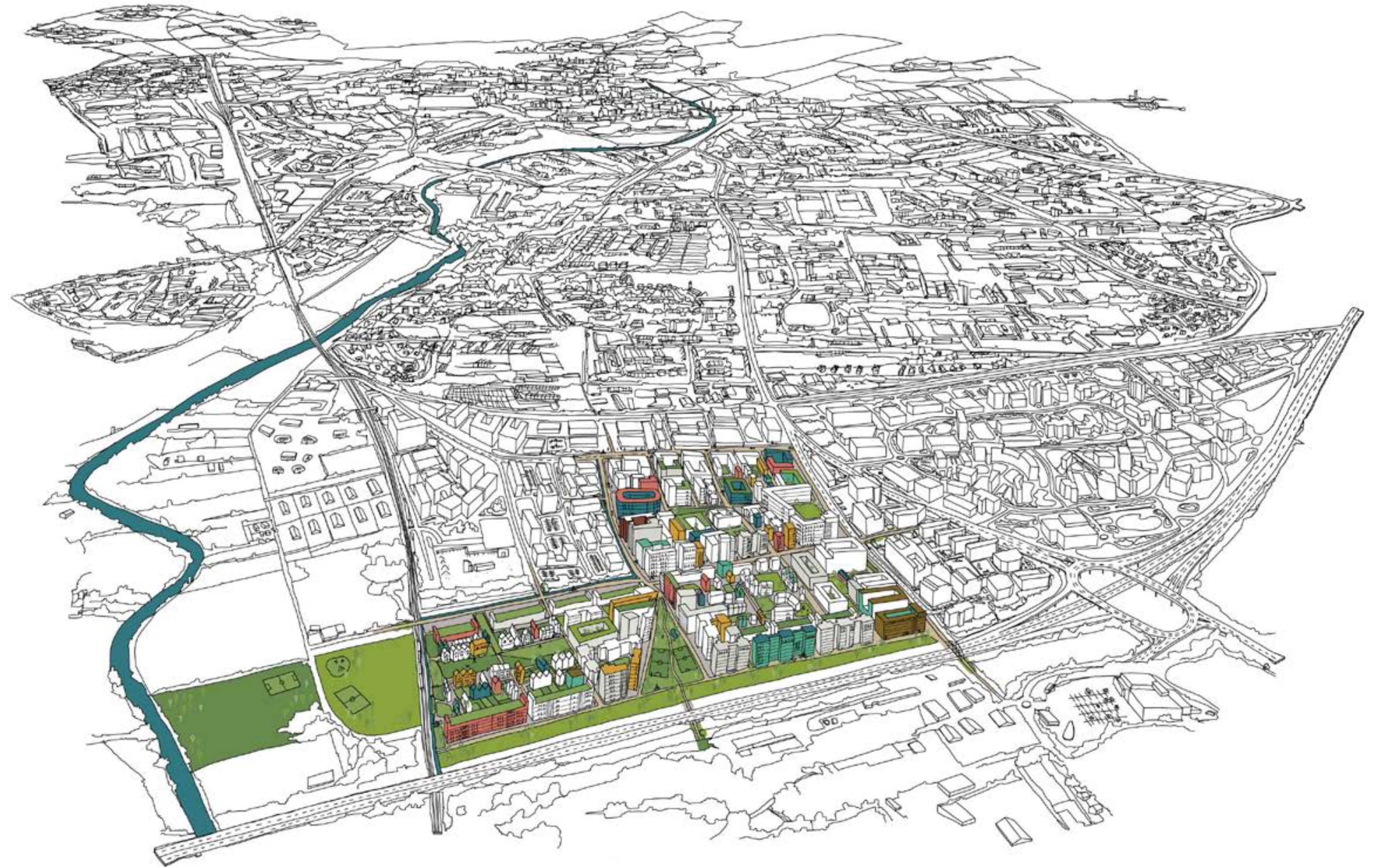
This Placebook – the first version of a document which will be updated through the course of the project – is intended to inform and inspire. We're at an early stage in the project and invite you to be part of the process as we plan and deliver this new place.



The Core Site – consisting of the Cambridge Waste Water Treatment Plant and adjacent Cambridge City Council-owned land – is located at the heart of the planned new district of North East Cambridge.

The wider North East Cambridge area has, as a whole, been identified for over 8,000 new homes, shops, workplaces, and supporting amenities, enabled by the relocation of the Cambridge Waste Water Treatment Plant. This will help meet the pressing need for new homes in the Greater Cambridge housing market, in a location close to places of employment and well supported by amenities and infrastructure.

The Core Site will be central to delivering the Local Planning Authorities' vision for North East Cambridge as '**an inclusive, walkable, low-carbon new city district with a lively mix of homes, workplaces, services and social spaces, fully integrated with surrounding neighbourhoods**'.



FOR ILLUSTRATIVE PURPOSE ONLY



5,000+

new homes

48

hectares

100%

brownfield

6

new  
neighbourhood  
parks

40%

affordable  
housing

2,500

construction jobs

10

MINS

walk  
to train station

20

MINS

cycle to  
city centre

1

new high  
street

3

new schools

6,000+

permanent jobs

4

neighbourhood  
mobility hubs



# LANDOWNERS



The Core Site is owned by Cambridge City Council and Anglian Water, who are working in partnership to bring forward their vision for the creation of a new and innovative quarter of Cambridge.

# MASTER DEVELOPERS



U+I, in partnership with TOWN, are appointed by the landowners as master developer, and are responsible for the placemaking, design, planning and promotion of the site, the funding and delivery of the infrastructure, and the disposal or delivery of land parcel.

Supported by:







# THE OPPORTUNITY

The Core Site, Cambridge



The Core Site is the **last, large-scale, undeveloped, brownfield regeneration opportunity** in Cambridge.

The site consists of 47 hectares lying to the north east of Cambridge, the site consists of the Cambridge Waste Water Treatment Plant owned by Anglian Water, and adjacent land owned by Cambridge City Council.

The Core Site is highly accessible, with a **20-minute cycle or bus ride into the centre of the city via the nearby guided busway**, and a **55-minute journey time to London** via the new Cambridge North train station which lies close by.

It is located at the centre of the **North East Cambridge Area Action Plan area**, a planned new district of the city that will, as a whole, deliver over 8,000 new homes, as well as new employment and community buildings and spaces.

The Core Site’s sustainable location, close to workplaces and infrastructure, will help **meet housing need while reducing the impact on the wider infrastructure of Greater Cambridge**.

**Journey Times**

- |                                       |                                       |
|---------------------------------------|---------------------------------------|
| Walk to Milton Country Park: 5 minute | Bus to the city centre: 20 minutes    |
| Walk to the River Cam: 10 minutes     | Train to Stansted Airport: 40 minutes |
| Cycle to the city centre: 20 minutes  | Train to London: 55 minutes           |





The Core Site is located within a predominantly employment-based area of the city, neighboured by **Cambridge Science Park**, **St John's Innovation Park** and the **Cambridge Business Park**. Its redevelopment is key to rebalancing the land use of the local area, providing new homes for people working locally, helping to reduce the burden on roads and other infrastructure.

The residential areas of **East Chesterton**, **King's Hedges**, **Orchard Park** and **Milton** are located close by - development of the Core Site will provide valuable additional amenities for people in these areas.

The site is served by a number of important transport options that will support new development, including **Cambridge North railway station**, the **Cambridge guided busway**, and the new **Chisholm trail**.

Green spaces near the Core Site include **Milton country Park**, and meadows lying to the east of the site between the railway line and the **River Cam**, which have the potential to complement green and open space within the Core Site and the wider North East Cambridge area.

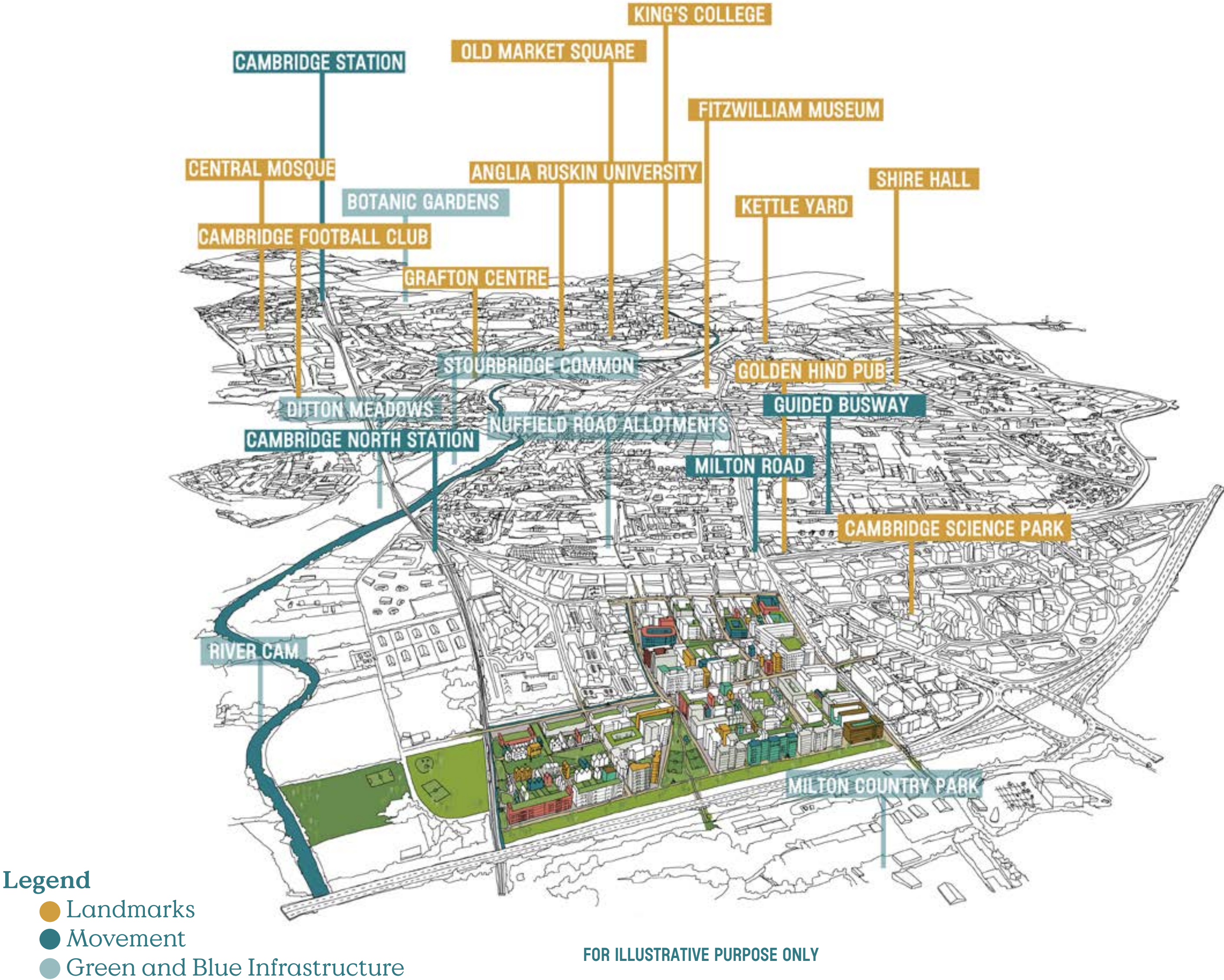




One of the world’s leading academic cities, Cambridge is home to **two universities**, Cambridge University and Anglia Ruskin University. Between them, they are home to around **30,000 students**. It is ranked the **most desirable city for graduates** to move to after leaving university. New homes are needed to help to ensure that Cambridge continues to be **a viable place for graduates to live**.

The city is a **globally-important centre of business**, generating 19 times more patents in a year than the national average and a large number of start-ups and established businesses. The Core Site is an opportunity to deliver much-needed new housing and other mixed development to support the local workforce that’s vital to Cambridge’s continuing global role. Delivering new homes on the Core Site will help to sustain the economic prosperity of Greater Cambridge.

While Cambridge is the **UK’s fastest-growing city**, it faces pressing challenges, including the **affordability of housing**, with homes costing on average around 13 times the average local salary, and the **challenge of inequality**, in a city which has the largest gap between rich and poor of any in the UK.





The Core Site sits within the **North East Cambridge Area Action Plan** (NEC AAP), an emerging framework for comprehensive development of a **new employment and residential district** between Cambridge North railway station and Cambridge Science Park.

The site plays a critical role in delivering the vision for North East Cambridge. The relocation of the Cambridge Waste Water Treatment Plant, supported by **£227 million of Housing Infrastructure Programme funding**, will enable redevelopment not only of the site but will also remove constraints that currently restrict residential development within the wider area.

The draft Area Action Plan envisages **over 8,000 new homes within the NEC area**, of which over 5,000 will be delivered on the Core Site. This will anchor the new district, providing **homes, workspaces and community and leisure facilities alongside new and improved green spaces** for the benefit of Greater Cambridge.



(Image: NEC AAP)



An aerial architectural rendering of a city development project. The illustration shows a dense urban layout with various building types, including residential blocks, commercial structures, and a large stadium-like building. Green spaces, parks, and sports fields are interspersed among the buildings. A major road or transit corridor runs diagonally through the scene. The entire illustration is rendered in a sketchy, hand-drawn style with selective color highlights on buildings and greenery. A solid teal header bar is at the top of the page.

# OUR VISION

FOR ILLUSTRATIVE PURPOSE ONLY

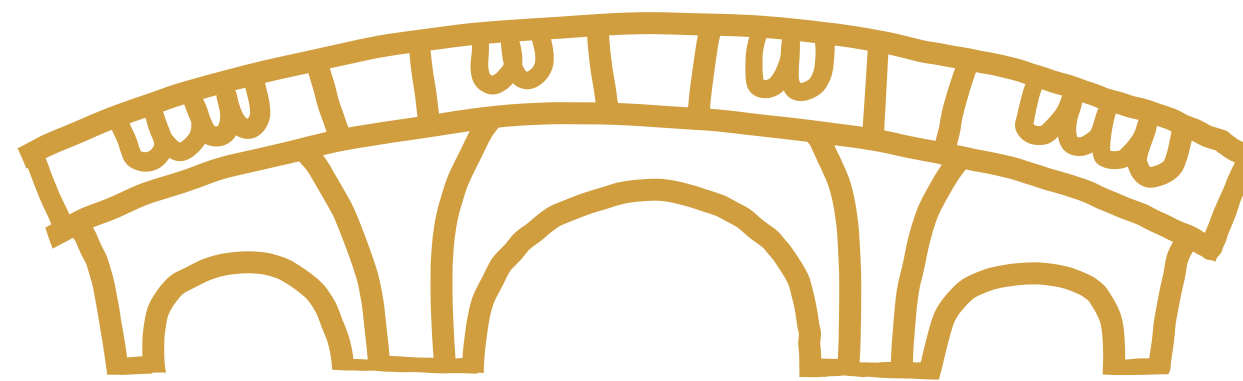


# OUR PROMISES

Our vision is underpinned by three Promises – to the **people** who'll live, work, or simply spend time here, to Greater Cambridge and to the **planet**.



The Core Site will support the health, happiness and wellbeing of the people who will live, work and spend time here.



The Core Site will be an integral new quarter of Cambridge, taking inspiration from the city, engaging with citizens' present needs and helping shape the future of Greater Cambridge.



The Core Site will be an exemplar for development fit for the challenges of the 21st Century, enabling sustainable lifestyles, protecting and enhancing nature and accelerating the transition to a zero-carbon world.



# OUR VALUES

Six values will shape our approach to developing the Core Site. These are the principles that will guide the project as it is planned and delivered, and which will shape the identity of this new place.



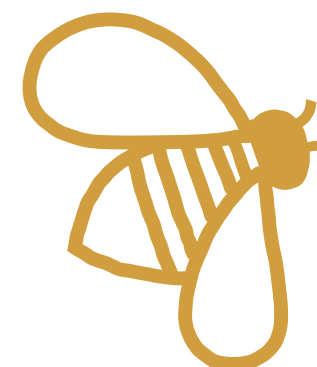
**ROOTED IN CAMBRIDGE**



**LIVING WITHIN  
ENVIRONMENTAL MEANS**



**SHAPED BY MANY**



**INTEGRATED WITH NATURE**



**OPEN TO ALL**



**STREET LIFE**



# ROOTED IN CAMBRIDGE

Marmalade Lane, Cambridge - TOWN



# ROOTED IN CAMBRIDGE



The Core Site will be an **integral, new area of Cambridge**, that is both part of the city and a **distinctive new place** in its own right.

It will help shape the City's future whilst learning from the city's **history** and **character**.

It will be a place to live, work, play and learn, where people know their neighbours, shop locally and **put down roots**.





## ENHANCING NATURAL ASSETS

We'll enhance the natural features of the site, improving access to the **River Cam** and **Milton Country Park** and improving the **First Drain**.



## AMENITIES CLOSE TO HOME

People will be able to access most of their daily needs, such as **shops and schools**, within their local neighbourhood.



## CONSIDERATE DESIGN APPROACH

Streets and buildings will be a **contemporary reflection** of the city's character.



## A THRIVING LOCAL ECONOMY

A place where local, independent **businesses can thrive** such as cafes, shops and start-ups.

ROOTED IN CAMBRIDGE



## HOMES FOR GREATER CAMBRIDGE

The development will provide homes for people who may **work nearby** but who currently find it **hard to access the local housing market**.



## A SENSE OF COMMUNITY

We'll make a place where people know their neighbours, **put down roots** and feel **part of a community**.



## ADDRESSING CLIMATE CHANGE

The Core Site will support the City's transition to a **low-carbon economy** and enable more **sustainable lives**.



## RETAINING HERITAGE

Historic buildings and features of the site will be **retained and enhanced** to lend character to the development.



# SHAPED BY MANY



# SHAPED BY MANY



We'll engage with **many people** and organisations through the process of planning and delivering the Core Site, enabling the new place to be influenced by different perspectives.

It will be delivered by **many partners**: larger developers, affordable housing providers, SMEs and community-led organisations.

Once built, residents will continue to **shape the new place**, through community-focused approaches to place management and a culture of participation.





## LEARNING FROM OTHERS

Different **voices and perspectives** from outside the development industry will **enrich the planning and design** of the Core Site.



## COOPERATIVE MANAGEMENT

The approach to place management, will welcome **coproduction and community** involvement.



## A DISTINCTIVE PLACE

**Distinctiveness** will be a key feature of each neighbourhood providing **variety and character to differentiate** areas of the site.



## MEANWHILE SPACES

Local organisations will be involved from the outset in helping shape the **meanwhile use** and **making it relevant** to local people



## DESIGNED BY ALL

We will bring in the voices and **perspectives not normally at the centre of building places** and people whose voices are often not heard.



## COLLABORATIVE DESIGN

We will **work closely** with organisations, communities and individuals using **participatory design** processes.



## RANGE OF PARTNERS

A **diverse range of development partners** will be involved, from Institutional Investors to SMEs and community-led housing groups



## VISITOR ENGAGEMENT

There will be a **dedicated physical space on site** for visitors to engage with site proposals





Circus Street, Brighton - U+I



# OPEN TO ALL

The Core Site's resources — its homes, public space, shops, employment opportunities and community facilities — will be **affordable and accessible to all**.

It will provide **a place to start, and a place to stay**, with homes for those just starting out, those raising families, people downsizing and others in the later stages of their lives.

The Core Site will foster a culture of inclusiveness and diversity, **designed to value children, older people, those who are more vulnerable**, and those whose voices do not always get heard.





## BUILDING BETTER CONNECTIVITY

Connections through the site and to surrounding areas • such as a **bridge, underpass and a green loop** • will improve access and permeability.



## IMPROVING LOCAL AMENITY

Amenities such as shops, restaurants, schools, workspaces, libraries, will be planned to **benefit existing local communities**.



## EMPLOYMENT OPPORTUNITIES

There will be **work and training opportunities**, during construction scheme, and through **affordable and start-up workspace**.



## HOUSING MIX

We'll deliver a variety of tenures and sizes to help create a **diverse and mixed** multi-generational community.



## ACCESSIBLE SPACES

Open spaces will be **open to anyone**, not just residents, and people will be involved in **the stewardship** of these spaces.



## NEW & EXISTING COMMUNITIES

We will actively seek to plan, design and build for both **new communities** and **people already living and working in the local area**.



## AFFORDABLE HOMES

A place where **people with differing means** can choose to live • contributing to Grater Cambridge's affordability challenge.



## TRAINING OPPORTUNITIES

There will be a variety of training opportunities and apprenticeships with a focus on **upskilling local people**.

OPEN TO ALL



A photograph of a group of people riding bicycles on a paved road. In the foreground, a young woman with long brown hair, wearing a blue and black bicycle helmet and a blue long-sleeved shirt over a floral dress, is riding a bicycle. She is holding a large basket filled with various colorful flowers, including pink daisies and yellow daisies. Behind her, other people are also riding bicycles, some with similar flower baskets. The background is slightly blurred, showing more people and greenery. The overall scene suggests a community event or a 'flower bike ride' aimed at promoting environmental awareness.

# LIVING WITHIN ENVIRONMENTAL MEANS



# LIVING WITHIN ENVIRONMENTAL MEANS



The Core Site will be **innovatively designed** and constructed to make efficient use of valuable natural resources such as land, water and energy.

It will respond to the challenges of the **climate emergency** and help Cambridge meet its commitment to achieving net zero carbon.

It will make it easier for people to live **sustainable and healthy lifestyles** with a high quality of life.





## RENEWABLE ENERGY

Renewable energy will be **generated, stored and used on site**, helping reduce reliance on the grid and reducing carbon.



## SUSTAINABLE LIFESTYLES

Design and management approaches will help **foster a culture of sustainable living**, enabling a high quality of life with less resource consumption.



## CIRCULAR ECONOMY

Innovative approaches will be taken to the **circular use of resources and materials**; buildings will be adaptable during their lifespans and suitable for reuse.



## FABRIC-FIRST DESIGN

Modern methods of construction will help to achieve **high levels of building performance** thereby reducing energy bills for residents.



## ZERO CARBON

Buildings and infrastructure will be designed to **minimise embodied carbon and operational energy requirements**, and to achieve a net zero carbon standard.



## WATER EFFICIENCY

Water will be recognised as a scarce and valuable resource and will be **carefully managed** at neighbourhood and building levels.



## NEIGHBOURHOOD HUBS

**Mobility hubs** will provide space for shared car storage, car clubs, last-mile services and community facilities, helping **reduce car use across the site**.



## LOW-CARBON MOVEMENT

The Core Site will be designed to have **active travel at its heart**, with walking and cycling the main modes of travel, supported by excellent local train and bus service.



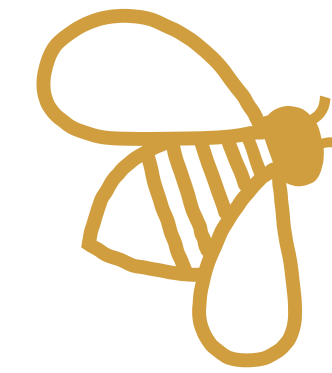


# INTEGRATED WITH NATURE

Torenallee, Eindhoven



# INTEGRATED WITH NATURE



The Core Site will incorporate **nature and wildlife** throughout its buildings, gardens, streets and parks.

It will offer the opportunity to **experience nature** at first hand — through food growing, conversation initiatives and exploring wild places, and using nature to enhance wellbeing.

We'll **learn from nature** in developing innovative approaches to design, construction, energy production and water management.





## DIVERSE GREEN SPACES

Multi-functional green spaces will provide **natural amenity** from shared gardens to neighbourhood parks, will connect to larger green spaces beyond the development.



## EXPERIENCE OF NATURE

Day-to-day interactions - birdsong, tree-climbing and pond-dipping - will help **foster wellbeing** and an **appreciation of the natural world**.



## INTEGRATING WILDLIFE

Buildings and public realm will be **designed for nature as well as humans** - with integrated bird and bat boxes, and hedgehog highways.



## GREEN ROUTES

A network of **green walking and cycling routes** will provide natural environments for daily movement within the site and connecting to neighbouring areas.



## GREEN BUILDINGS

The incorporation of **greenery into streets and buildings** will help support mental health and wellbeing, and mitigate climate change impacts.



## SUSTAINABLE URBAN DRAINAGE

A **natural approach to rainwater management**, working in tune with the site, will reduce environmental impact and enhance amenity.



## WILDLIFE CORRIDORS

Planting will be planned to **enhance biodiversity** and connect habitat areas, **allowing movement** of birds, mammals and pollinating insects.



## LOCAL FOOD GROWING

Opportunities for **local food growing**, at home, in shared gardens and through community food projects, will help form community and establish a local food culture.





# STREET LIFE



# STREET LIFE



In large part **free of cars**, streets at the Core Site will take on many new roles — places for children's play, exercise, cafe tables and natural landscaping.

The Core Site's streets will be home to a **variety of uses**, providing places to work, shop and have fun within easy walk of home.

Streets will enable walking, cycling and **low-carbon modes of movement**, with excellent bus connections, nearby employment areas and easy access to Cambridge North station.





## WALKING AND CYCLING

Streets will be designed to make **walking, cycling and micromobility** the norm for daily movement, reducing pressure on local transport infrastructure.



## CHILD FRIENDLY

Streets will provide diverse opportunities for **children's play and learning**.



## SAFE STREETS

Streets will be **made for people** before cars and designed with the more vulnerable in mind.



## SCHOOL STREETS

Routes to school will be designed and managed to **enable children to travel** with greater independence.



## CAR-FREE STREETS

A low-traffic neighbourhood approach will enable most streets to be largely **free of cars**, creating a safe and healthy urban environment.



## VARIETY AND DIVERSITY

Adopting a 15-minute neighbourhood approach, a rich **mix of uses and amenities** will be provided to meet people's day-to-day needs.



## SOCIABLE STREETS

Residential streets will be designed to **encourage the daily interactions** that help make community.



## GREEN STREETS

Planting will be integrated throughout the street network, with certain streets designed as strategic **biodiversity corridors**.



# OUR PROCESS

8 Albert Embankment, London - U+I

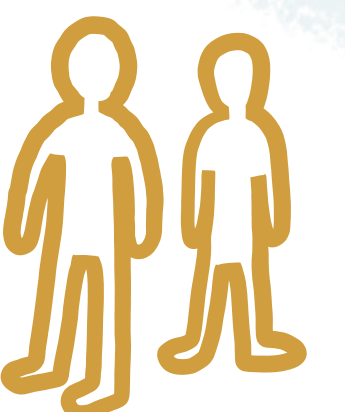


# ENGAGEMENT

The target submission date for the application is in 2024, which puts us in the privileged position of having three years to run a **comprehensive communications programme** that gives ample opportunity to **explain processes, opportunities and constraints**, whilst also giving local people a voice and a number of **chances to influence important decisions**.

Consultation is due to **launch in early summer 2021** and we propose to divide the consultation into three stages (one each year) to share **emerging ideas** and seek further **understanding of the needs and concerns** of local people at every opportunity.

We will talk with people across Greater Cambridge to hear a **cross-section of views** to gain an understanding of opinions across the community. The target audience will be diverse and includes **Councillors and community representatives, local businesses and residents, potential new residents and the wider Cambridge population**, including minority groups, and those who may not usually show interest in planning and development plans.





We are proposing a **wide range of activities to raise awareness of the plans**, communicate information and encourage feedback. The impact of Covid-19 is likely to have long-lasting impact on the way we consult, but we hope to host and attend some face-to-face events. We will utilise a **range of communications mechanisms** including letter box drops, local press, websites, social media, webinars, 1-2-1 meetings and telephone calls.

We are regularly talking to **project partners** to ensure we learn from previous consultations and share experiences that will shape the planned engagement programme.

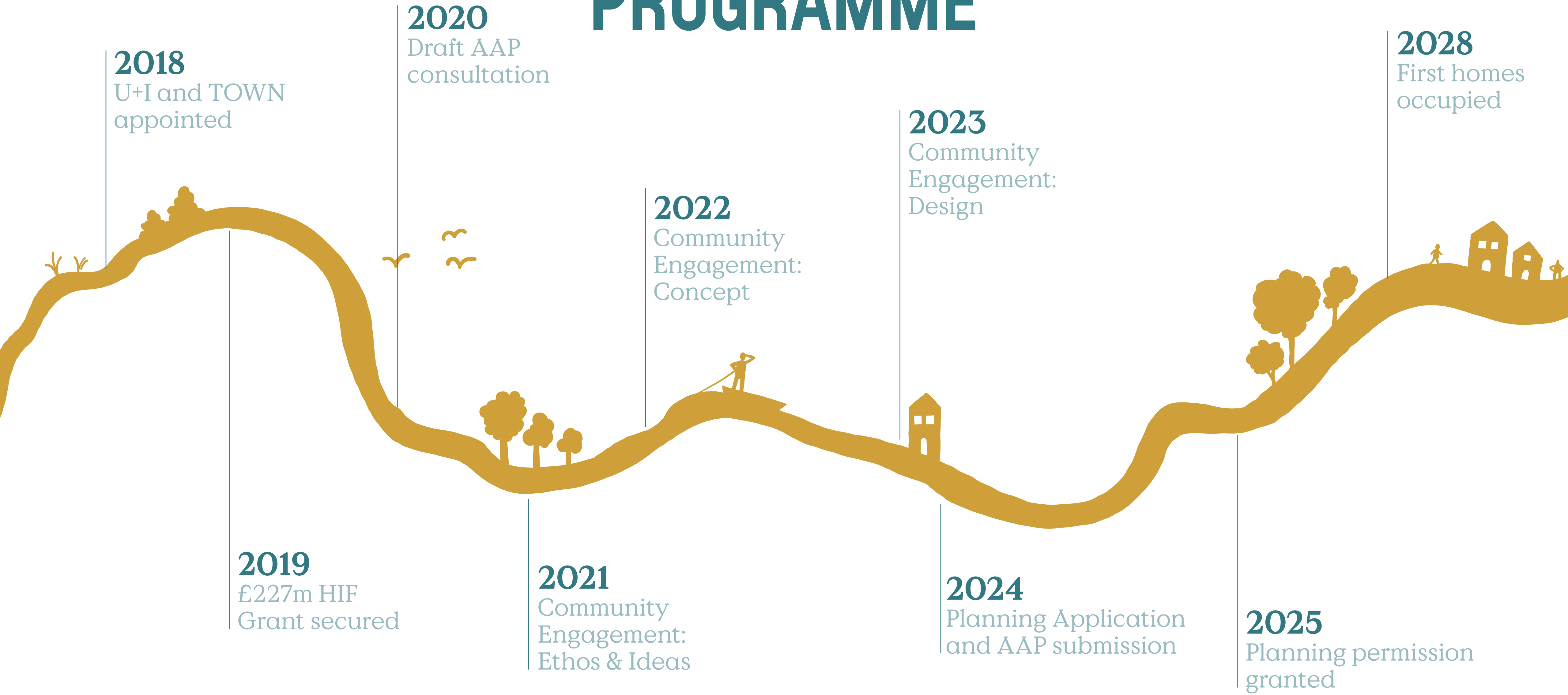


Alongside more traditional forms of consultation, we are also proposing to utilise **new technology and creative ideas** to help us connect with a wider audience and spark curiosity.

This consultation is **not just a tick box exercise**, we want to get people talking about local and national issues that are shaping new developments, we want people to **share stories about their community** and enable people to **play a part in shaping the future** of Greater Cambridge.



# PROGRAMME



Anglian Water Relocation





**GET IN TOUCH:**

**CAMBRIDGE@UANDIPLC.COM**

**THANK YOU**





TOWN. u+!

January 2021



# IMAGES INDEX

CGI OF NEW HIGH STREET ON THE CORE SITE  
SOURCE: CITYSCAPE



VIEW FROM AN EXISTING BUILDING ON THE CORE SITE  
SOURCE: U+I



AERIAL IMAGE OF CORE SITE  
SOURCE: U+I



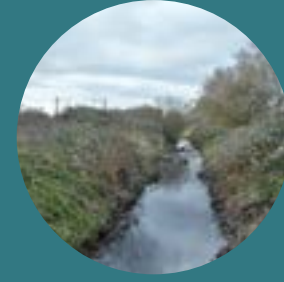
NEC AAP VISION  
SOURCE: NEC AAP, GREATER CAMBRIDGE SHARED PLANNING SERVICE



TOWN'S MARMALADE LANE COHOUSING DEVELOPMENT, CAMBRIDGE  
SOURCE: DAVID BUTLER



EXISTING FIRST DRAIN ON THE CORE SITE.  
SOURCE: U+I



U+I'S DEPTFORD MARKET YARD REGENERATION DEVELOPMENT, LONDON  
SOURCE: U+I



MARKET SQUARE, CAMBRIDGE  
SOURCE: STOCK IMAGE



SHEPHERD'S BUSH MARKET TRADERS, LONDON  
SOURCE: U+I



SCIENTIST WORKING IN A LABORATORY  
SOURCE: STOCK IMAGE



U+I'S 8 EMBANKMENT REGENERATION DEVELOPMENT, LONDON  
SOURCE: U+I



CLIMATE CHANGE PROTEST IN 2019  
SOURCE: STOCK IMAGE



EXISTING VICTORIAN BUILDING ON THE CORE SITE.  
SOURCE: U+I



COMMUNITY ENGAGEMENT WORKSHOP BY TOWN, WOLVERTON  
SOURCE: TOWN



ACADEMY OF URBANISM CONFERENCE, AMERSFOORT, NETHERLANDS  
SOURCE: TOWN



TOWN'S MARMALADE LANE COMMUNITY CONSULTATION BOARD  
SOURCE: TOWN



RESIDENTIAL DEVELOPMENT, AMERSFOORT, NETHERLANDS  
SOURCE: TOWN



SHEPHERD'S BUSH MARKET TRADERS, LONDON  
SOURCE: U+I



MINECRAFT WORKSHOP WITH YOUNG PEOPLE  
SOURCE: SIMON BECKETT



DESIGN FOR CHANGE COMMUNITY WORKSHOP, GLEADLESS VALLEY  
SOURCE: URBED



NEW HOUSING DEVELOPMENT IN VIENNA, AUSTRIA  
SOURCE: TOWN



U+I'S CIRCUS STREET MIXED-USE DEVELOPMENT, BRIGHTON  
SOURCE: U+I



HOVENRING, FLOATING CYCLE ROUNDABOUT, EINDHOVEN, NETHERLANDS  
SOURCE: TOWN



SANDPIT, BOSTON, USA  
SOURCE: TOWN



CONSTRUCTION WORKER ON TIMBER CONSTRUCTION SITE  
SOURCE: STOCK IMAGE



TOWN'S MARMALADE LANE COHOUSING DEVELOPMENT, CAMBRIDGE  
SOURCE: DAVID BUTLER



PEOPLE WALKING IN HAMPSTEAD HEATH, LONDON  
SOURCE: TOWN



STREET PLAYGROUND WITH TREES, BARCELONA, SPAIN  
SOURCE: TOWN



MID-RISE HOUSING ASPERN SEESTADT, VIENNA  
SOURCE: TOWN



COMMUNITY BASED HORTICULTURE AT U+I MAYFIELD DEVELOPMENT, MANCHESTER  
SOURCE: U+I



MAYFIELD, MANCHESTER  
SOURCE: U+I



USING RENEWABLE ENERGY FOR BUILDINGS  
SOURCE: STOCK IMAGE



ZERO WASTE STORE, NEWCASTLE UPON TYNE  
SOURCE: TOWN



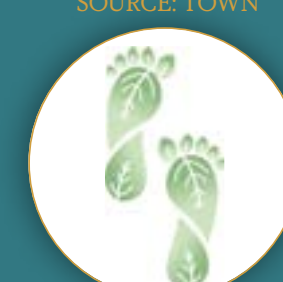
CIRCULAR ECONOMY GRAPHIC  
SOURCE: TOWN



CROSS-LAMINATED TIMBER CONSTRUCTION, MARMALADE LANE, CAMBRIDGE  
SOURCE: TOM PILSTON



ZERO CARBON FOOTPRINT GRAPHIC  
SOURCE: TOWN



CANAL-SIDE HOME, AMERSFOORT, NETHERLANDS  
SOURCE: TOWN



TRANSPORT HUB WITH ROOFTOP PLAYGROUND, COPENHAGEN  
SOURCE: STOCK IMAGE



CITY CYCLING  
SOURCE: STOCK IMAGE



GREEN STREET, TORENALLEE, EINDHOVEN, NETHERLANDS  
SOURCE: TOWN



MID-RISE HOUSING ASPERN SEESTADT, VIENNA, AUSTRIA  
SOURCE: TOWN



NATURAL CHILDREN'S PLAY, BRIGHTON  
SOURCE: TOWN



BIRDBOXES ON A BUILDING WALL, AMSTERDAM, NETHERLANDS  
SOURCE: TOWN



TREE LINED CYCLE PATH, TORENALLEE, EINDHOVEN, NETHERLANDS  
SOURCE: TOWN



GREEN BUILDING, AMSTERDAM  
SOURCE: TOWN



RESIDENTIAL DEVELOPMENT, AMERSFOORT, NETHERLANDS  
SOURCE: TOWN



ENHANCING BIODIVERSITY AND WILDLIFE IN EINDHOVEN, NETHERLANDS  
SOURCE: TOWN



COMMUNITY BASED HORTICULTURE AT U+I MAYFIELD DEVELOPMENT, MANCHESTER  
SOURCE: U+I



DEPTFORD MARKET, LONDON  
SOURCE: U+I



SHARED WALKING AND CYCLING STREET IN BARCELONA, SPAIN  
SOURCE: TOWN



A PUBLIC SPACE INCORPORATING WATER FEATURES, BRIGHTON  
SOURCE: TOWN



FUN STREET, COPENHAGEN, DENMARK  
SOURCE: TOWN



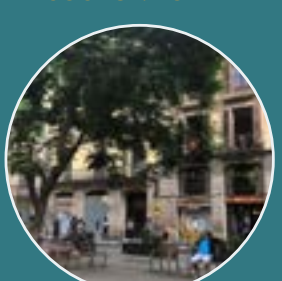
CHILDREN TRAVELLING TO SCHOOL  
SOURCE: STOCK IMAGE



PEDESTRIAN STREET, BARCELONA, SPAIN  
SOURCE: TOWN



COURTYARD, BARCELONA, SPAIN  
SOURCE: TOWN



COURTYARD, BERLIN, GERMANY  
SOURCE: TOWN



BIKES BY A CAFE WITH PLANTING, EINDHOVEN, NETHERLANDS  
SOURCE: TOWN



U+I'S 8 EMBANKMENT REGENERATION DEVELOPMENT, LONDON  
SOURCE: U+I

