



M A R E N G O  
C O M M U N I C A T I O N S

# Summary of Community Feedback

Ekin Road

May 2024

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# 1. EXECUTIVE SUMMARY

1.1 Cambridge City Council and Jones Lang LaSalle (JLL) appointed Marengo Communications, an independent specialist public consultation company, to undertake the Ekin Road public consultation for the proposed redevelopment of the Ekin Road estate.

1.2 This document provides a record of activities and summary of the community feedback in response to the public consultation, which ran from March 2024 to May 2024.

1.3 Activities undertaken as part of the consultation process have included:

- Public exhibitions on the proposals for residents and local stakeholders.
- Online webinar on the proposals for residents and local stakeholders.
- Provision of feedback forms at the exhibitions, enabling residents and local community members to provide feedback on the proposals.
- Provision of an online feedback facility via the dedicated project website.

1.4 To address the challenges for those members of the community unable to access the internet, or uncomfortable attending a face-to-face meeting, a phonenumber and email address for consultees to utilise was provided by Cambridge City Council (the Council), and postal address for consultation feedback was provided by Marengo Communications. All the postal communication to the local area has been undertaken through Royal Mail, encouraging those without internet to get in touch with the team via phone or email. A hard copy of exhibition materials and feedback form was available on request and the completed feedback could be returned to the team via Freepost.

1.5 This document demonstrates how the local community were actively informed and consulted about the proposals during this period of public consultation.

1.6 The results show broad support (76%) for building lower, prioritising family homes. Feedback also demonstrates a difference of opinion between those who actually live on the Ekin Road estate, and those further afield. A majority (44%) of local residents support the emerging plans, against 38% who do not. However, a majority (50%) of total respondents oppose the plans, against 33% who support them.

1.7 Qualitative analysis of open question responses raised a number of key themes including:

- Liking the proposals to demolish the flats; the concept of full redevelopment; the improvement of living standards; the provision of more family homes, and the proposed housing mix.
- Wanting to introduce changes, such as retaining the freehold semi-detached houses; more parking, and more play areas.
- Expressing concerns such as objections in principle to redevelopment; phasing and relocation, and height and overlooking.
- Making comments on subjects such as highlighting the poor conditions in the flats and the need to demolish them; the consultation process, and the length of time taken to reach a final decision.

## 2. PUBLIC CONSULTATION PROCESS

2.1 This consultation follows on from a previous consultation carried out in October and November of 2023 by Marengo Communications on behalf of the Council, wherein residents of Ekin Road and Ekin Walk were asked to complete a comprehensive survey, giving their experience of life on the estate and their opinions on how the Council should take forward proposals for future redevelopment. This consultation included three letters sent to residents; a community meeting; door-knocking, and a consultation website. Feedback was received largely through an online survey and notes from doorstep conversations. Residents broadly supported redeveloping the estate, citing concerns over living conditions, particularly in the flats. A significant proportion of freeholder residents of the houses expressed a preference to remain in their homes.

2.2 The objective of this further consultation process was to engage residents with an interest in the site and share the emerging designs of the proposed redevelopment, whilst inviting feedback for consideration and to inform the final decision, which will be taken by the Council’s Housing Scrutiny Committee on 18<sup>th</sup> June 2024.

2.2 This consultation process commenced in March 2024, following the publication of JLL’s Ekin Road Options Appraisal Stage 2 Report.

Two in-person public consultation events and an online webinar for stakeholders, residents, businesses, and the wider community took place in March 2024.

2.3 The consultation process is summarised in the table below.

Date	Action
26 <sup>th</sup> February 2024	Ekin Road Options Appraisal Stage 2 Report is published
26 <sup>th</sup> February 2024	Cambridge City Council publishes press release detailing public consultation
27 <sup>th</sup> February 2024	Article regarding public consultation published on CambridgeshireLive
1 <sup>st</sup> March 2024	Article regarding public consultation published on Cambridgeshire Independent
7 <sup>th</sup> March 2024	A community invitation flyer was mailed to 426 local residents and businesses via the Royal Mail
11 <sup>th</sup> March 2024	Launch of public consultation and online feedback facility on the dedicated project website
February – March 2024	Letters sent to residents of Ekin Road and Ekin Walk making them aware of consultation. Door-knocking undertaken by Council officers.
16 <sup>th</sup> March 2024, 20 <sup>th</sup> March 2024	Public consultation exhibitions were held at Barnwell Baptist Church, including preview for ward members and Save Ekin Road group
18 <sup>th</sup> March 2024	Public consultation webinar was held online
3 <sup>rd</sup> May 2024	Close of the public consultation period

2.4 The methods of engagement used during the consultation process referred to in this document are set out below.

### 2.4.1 Public Exhibition

Two in-person public exhibition events were held during the consultation process to present the emerging designs of the proposed redevelopment and capture structured feedback to inform design development.

Invitation flyers were posted to 426 addresses (residential and business) on and surrounding Ekin Road on 7<sup>th</sup> March 2024, inviting the neighbours in the surrounding area to participate in the public consultation.

A copy of the consultation area can be seen in Appendix 1a. A copy of the community invitation flyer can be seen in Appendix 1b.

A total of 59 attended the in-person public exhibition events.

The public exhibition events included the following information:

- Welcome
- The Story So Far
- The Jones Lang LaSalle Review
- The Council's Response
- How a Redeveloped Ekin Road Could Look
- Sustainability
- Next Steps
- Relocation (Tenants)
- Relocation (Property Owners)

See Appendix 1c for a copy of the exhibition banners displayed at the in-person public exhibition events. Hard copies of the exhibition materials were made available upon request at the exhibitions, as well as being held at Abbey People Hub and Barnwell Library during the consultation period.

Members of the public who attended the exhibitions were asked to complete a feedback form to record their views. A copy of the feedback form can be seen in Appendix 1d.

#### **2.4.2 Consultation Webinar**

An online webinar was held during the consultation process to present the emerging designs of the proposed redevelopment and capture structured feedback to inform design development.

Members of the project team talked attendees through the presentation, which included the information from the in-person public exhibition banners. Attendees were encouraged to raise concerns and ask questions.

Of the 25 people registered to attend the webinar, 22 logged in to view the event.

A copy of the webinar presentation is included in Appendix 1e. The questions and comments submitted during the webinar are included in Appendix 1f.

#### **2.4.3 Consultation Website**

The bespoke project website ([www.ekinroad.co.uk](http://www.ekinroad.co.uk)) provided information about the upcoming consultation and allowed members of the public and stakeholders to register for the consultation webinar. To expand the reach of the engagement process and make it accessible to the wider community, the detailed exhibition materials were able to be viewed online and visitors to the website had the option to complete and submit an online version of the consultation feedback form.

Screenshots of the project website can be seen in Appendix 1g.

#### **2.4.4 Project Email and Phonenumber**

Throughout the process, a telephone number (01223 457000) and e-mail address (EkinRoad@cambridge.gov.uk), were supplied and managed by Cambridge City Council, providing further information to residents, businesses, and stakeholders on request.

#### 2.4.5 **Media**

To reach the wider community beyond the community invitation mailing area, a press release about the proposed development was issued by Cambridge City Council (see Appendix 1h). This press release was used by media outlets including CambridgeshireLive and Cambridge Independent to inform articles published leading into the period of public consultation. (See Appendix 1i).

### 3. FEEDBACK ANALYSIS

3.1 Stakeholders, residents and members of the wider community who took part in the public consultation were encouraged to complete a feedback form in order to obtain structured feedback.

3.2 The form contained three closed questions and three open questions to allow for individual comments and feedback (see Appendix 1d).

3.3 The feedback set out in this report is drawn from 111 sets of feedback collected during the public consultation period, through all feedback mechanisms:

- 21 responses were received through feedback forms completed at the exhibition events.
- 90 responses were received through postal and online submission of completed feedback forms.

#### 3.4 Postcoding

Respondents were asked their postcodes, in order to understand who was taking part, and where they lived.

**Q1: What is your postcode? (We ask this question to understand where our feedback is coming from)**

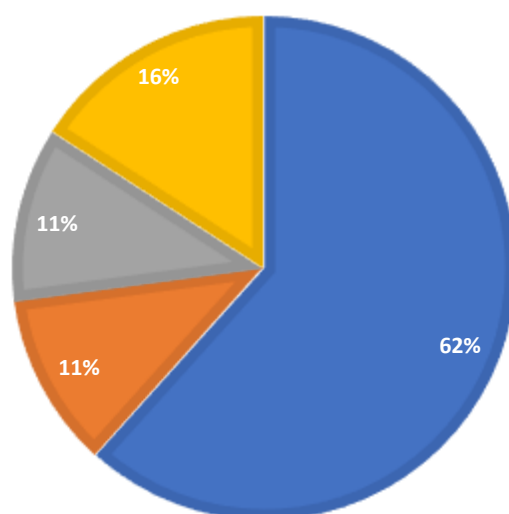
107 respondents provided valid full or partial postcodes. Feedback was received from a range of postcodes, including local residents of Ekin Road and Ekin Walk, but also from addresses further afield.

Postcodes supplied will not be reproduced in this document in order to protect respondents' privacy and ensure compliance with existing data protection obligations. However, responses have been coded based on whether their postcodes are from the estate itself, from the local vicinity (within 1 mile of the estate), from within the wider area (within 3 miles of the estate), or from further afield (more than 2 miles from the estate).

Coded postcode data is presented in the below graph.

**Postcodes of respondents**

■ Ekin Road/Ekin Walk ■ Within 1 mile ■ Within 3 miles ■ Further afield



### 3.5 Quantitative Feedback

On the feedback form available at the exhibition events and on the website, there were three closed questions on the proposals.

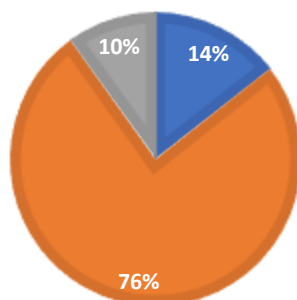
The below analysis relates to these questions. Where there was distinctive difference of opinion between the residents of Ekin Road/Ekin Walk and the total responses received, a separate chart has been presented to demonstrate this.

**Q4: When thinking about building heights, should any proposals to redevelop Ekin Road focus on:**

- **Building higher, prioritising delivering the maximum number of new homes**
- **Building lower, prioritising delivering more family homes**

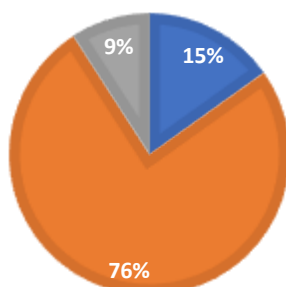
#### Respondents' priorities on height and density (All respondents)

- Building higher, prioritising delivering maximum number of new homes
- Building lower, prioritising delivering more family homes
- Did not answer



#### Respondents' priorities on height and density (Ekin Road/Ekin Walk respondents)

- Building higher, prioritising delivering maximum number of new homes
- Building lower, prioritising delivering more family homes
- Did not answer





## Summary

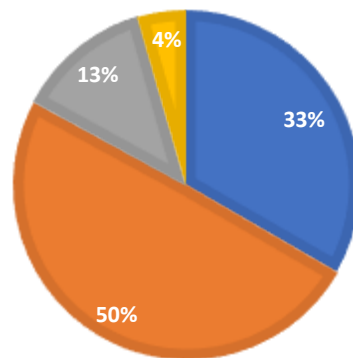
- A strong majority (76%) of respondents supported the approach of building lower, prioritising delivering more family homes.
- Dissenting views were expressed by a minority of 14%, who preferred an approach of building higher, prioritising density and maximising the number of homes on the site.
- 10% of respondents did not answer the question.
- The overall response broadly mirrored the preferences of the residents of Ekin Road/Ekin Walk, of whom 76% preferred to prioritise more family homes, 15% prioritised maximising density, and 9% did not answer.

**Q5: Do you agree with the emerging designs to include more family homes at Ekin Road?**

- Yes
- No
- Neutral

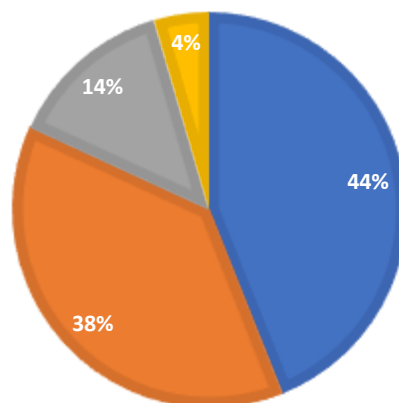
**Do you agree with the emerging designs to include more family homes at Ekin Road? (All respondents)**

■ Yes ■ No ■ Neutral ■ Did not answer



**Do you agree with the emerging designs to include more family homes at Ekin Road? (Ekin Road/Ekin Walk respondents)**

■ Yes ■ No ■ Neutral ■ Did not answer



## Summary

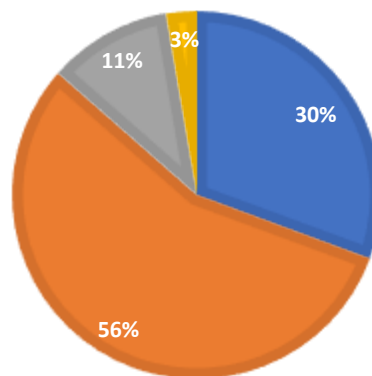
- Half of total respondents (55, 50%) did not support the emerging designs for Ekin Road.
- 37 (33%) respondents did support the emerging designs.
- 14 (13%) respondents were neutral on the subject.
- 5 (4%) respondents did not answer the question.
- Residents of Ekin Road/Ekin Walk are more favourable, with 29 (44%) supporting the emerging proposals, 25 (38%) opposing them, 9 (14%) neutral, and 3 (4%) not answering the question.

**Q6: What do you think of the proposals that would mean up to £100 million would be invested in Abbey, which could provide 275 new homes with over 70% council homes?**

- **Support**
- **Do Not Support**
- **Neutral**

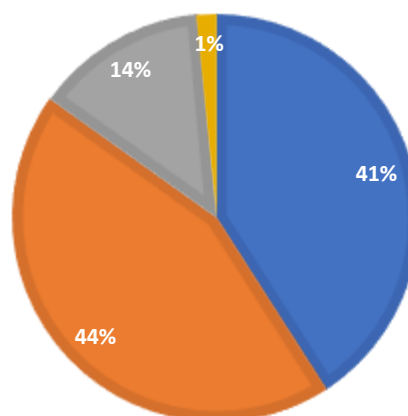
**What do you think of the proposals that would mean up to £100 million would be invested in Abbey, which could provide 275 new homes with over 70% council homes? (All respondents)**

■ Support ■ Do not support ■ Neutral ■ Did not answer



**What do you think of the proposals that would mean up to £100 million would be invested in Abbey, which could provide 275 new homes with over 70% council homes? (Ekin Road/Ekin Walk respondents)**

■ Support ■ Do not support ■ Neutral ■ Did not answer



## Summary

- The majority of total respondents (62, 56%) did not support the wider proposals for investing in Abbey.
- 34 (30%) respondents did support the emerging designs.
- 12 (11%) respondents were neutral on the subject and 3 (3%) did not answer the question.
- Feedback from Ekin Road/Ekin Walk residents was more mixed, with 27 (41%) in support, 29 (44%) opposing, 9 (14%) neutral, and 1 (1%) not answering the question.

### 3.6 Qualitative Feedback

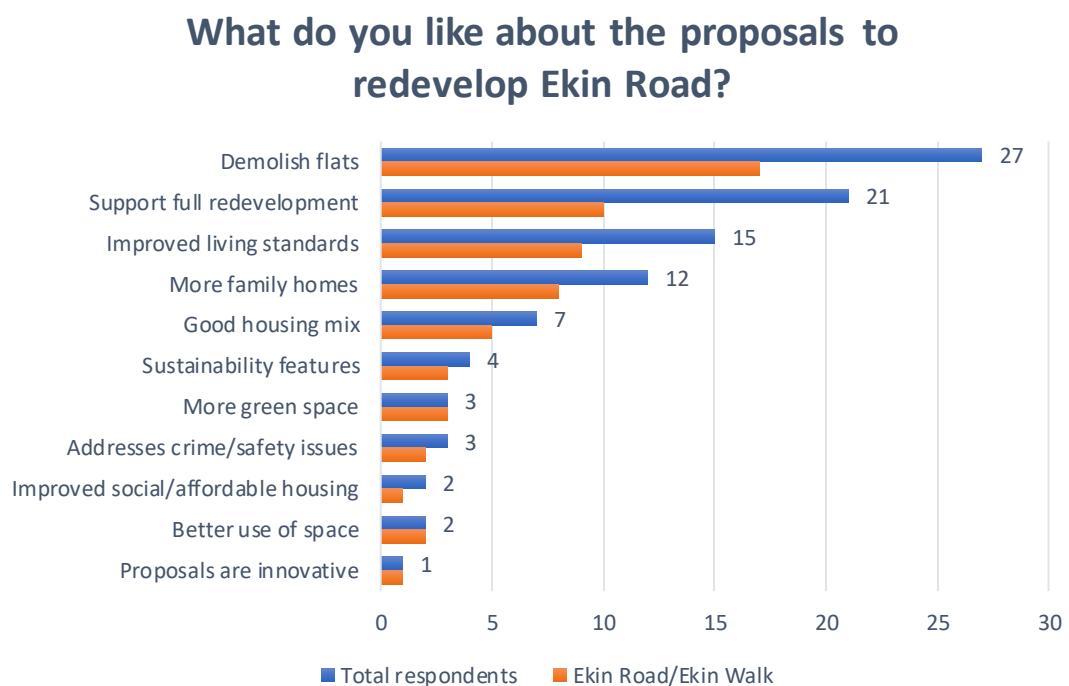
There were three open questions on the feedback form that encouraged individual comment. Responses provided to the three are summarised and exemplified, on a question-by-question basis.

Most questions produced comments touching on several themes. These themes have been identified, coded, and recorded within each question, with exemplified responses. Comments representative of the cross-section of views expressed under each question and each theme have been extracted from the feedback received and are reproduced below, with comments produced verbatim presented in italics.

Themes raised have been presented in the below chart, comparing the responses from Ekin Road/Ekin Walk to the total response. Data labels on the chart refer to the total number of responses.

The comments are recorded verbatim, other than spelling being corrected for clarity, and are shown in italics.

#### Q2: What do you like about the proposals to redevelop Ekin Road?



## Summary

- The most common theme from the responses to this question was a desire to see the flats demolished, alongside comments about their condition that indicated they were no longer fit for purpose. This was expressed by 27 (24%) respondents, of which 17 live on Ekin Road/Ekin Walk.
- The second most common theme was general support for the principle of full redevelopment. This was expressed by 21 (19%) of respondents, of which 10 live on Ekin Road/Ekin Walk.
- Other significant themes including improving living standards on the estate, providing more homes for growing families, and supporting the housing mix, including properties ranging from one to four bedrooms.

Representative example responses are included below, grouped by theme.

### Demolish the flats

*"I like that Council is proposing options to take down the flats on Ekin Rd, as they are in serious need of replacement."*

*"The houses and flats are long overdue for a revamp and bringing them up to a proper living standards."*

*"The flats are in need of change. Multiple homes have issues with mould, damp, low temperatures inside and not able to retain heat."*

### Support concept of full redevelopment

*"Redevelopment is an excellent idea."*

*"I like the idea of re-developing the whole site."*

*"I like idea of complete redevelopment."*

*"There seems to be several viable solutions. I prefer the full redevelopment option."*

### Improved living standards

*"Current living standards at Ekin Road is below par."*

*"It will be a good and better to live as well as more up to date if redevelop the ekin road"*

*"[I like] that the flat blocks are improved."*

### More family homes

*"Makes use of the space to create more family homes, with a better layout."*

*"Like the idea of more houses than flats to suit families."*

*"Get moved into a more suitable home for my children."*

**Housing mix**

*"[I like] the mix of 1, 2, 3, and 4 bed homes"*

*"Good mixture of flats and house sizes."*

**Sustainability**

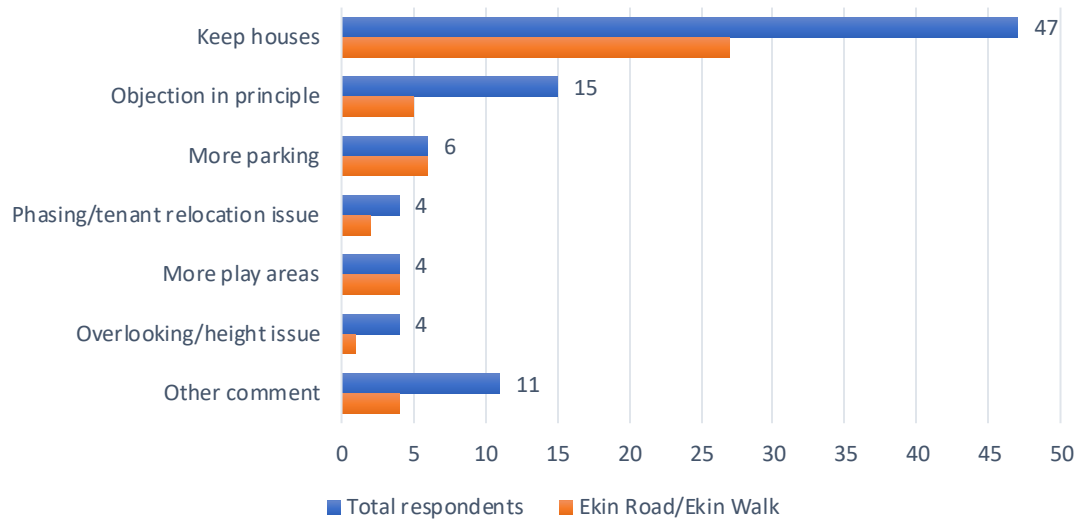
*"Sustainability aspects along with modernization of housing and living standards is necessary."*

*"Safe, energy efficient housing."*



### Q3: What would you change about the proposals to redevelop Ekin Road?

## What would you change about the proposals to redevelop Ekin Road?



### Summary

- As well as answering what they would change about the proposals, many respondents used this question to express concerns.
- The most prominent theme from comments on this question was a desire to retain the houses on the estate, expressed by 47 (42%) of respondents, of which 27 came from Ekin Road/Ekin Walk.
- In addition to these comments, 15 respondents (14%) (of which five were received from Ekin Road/Ekin Walk) expressed objection to redevelopment of the estate in principle, stating they wanted no redevelopment to take place.
- Other themes raised in response to this question include: wanting more parking, concerns raised around phasing of the redevelopment or relocation of tenants, wanting more play areas, and issues relating to height of new proposed homes and/or overlooking.

Representative example responses are included below, grouped by theme.

### Keep the houses

*“Very unacceptable to me, as it involves the demolition of the semi-detached houses on Ekin Rd. It is both wasteful and unfair on residents to take down these houses, as there is nothing wrong with them and the residents in them want to stay. I think the Council should seek a development option that retains all those semi-detached houses.”*

*“It is clear that the flats are in need of improvement. It does not follow that the houses are sub-standard though. The idea that perfectly good houses should be demolished to be replaced with houses is ludicrous. The proposals as presented represent a colossal waste of money and resources for very little gain in terms of increase in dwellings on Ekin Rd. It would, however, represent an unacceptable disruption in the lives of many families who wish to continue their lives in their homes. Other options which do not result in the demolition of the semi-detached houses should be pursued.”*

*"I do not believe that the current houses should be included in the proposals for the redevelopment of Ekin Road. It is the flats that need addressing; the houses are fine and should be left alone. It's wasteful to demolish them."*

### **Objection in principle**

*"Do not want any change of my house and my area"*

*"Abolish the whole scheme and build additional new houses on land that does not have housing (of which there is plenty in Cambridge and the surrounding areas.)"*

### **Parking**

*"Considering the amount of cars in Ekin Road now there doesn't look to be enough parking."*

*"Consider whether there is enough parking for all the new houses."*

*"I think more parking might be needed."*

### **Phasing/relocation concerns**

*"I have grave concerns about the feasibility of the decant. The Homelink cupboard of available properties is pretty bare and a number of households have already been on the top band for years. What is the basis for putting forward a two stage decant? What grounds are there for assuming that all the households can be found new homes? I am aware that there are several households that require particularly scarce types of accommodation because of disability issues.*

*I should note that there is no certainty that any of the East Barnwell Centre flats will be built in time to be available for the Ekin Road decant. The timetable for both projects is so uncertain that this cannot be relied upon."*

*"There is no guarantee that when we are moved we will get housing as close to the city centre as we currently are, no mention of if the rentals will be changed or at least limited. We simply could not afford to be moved further away and then pay higher rentals."*

### **More play areas**

*"Maybe a kids play area can be small but with more families coming to move here we would need more space for them to play."*

*"A play area for children to play safely."*

*"[A] beautiful proper play area in the middle for children."*

### **Overlooking/height**

*"We were led to believe (from previous information) that if the flats were knocked down they would be replaced by houses so they would not overlook the existing houses on Ditton Lane and Keynes Road. The current proposal shows that there could be 3 storey houses long those boundaries which would make things worse than they are at the moment - currently we back on to 2 storey houses which would be replaced by 3 storey housing so we would be overlooked more than we are now!"*

*"No three storey town houses."*

### **Other comments**

*"More 2 bedroom availability."*

*"Have access to road from Wadloes Road to ekin estate."*

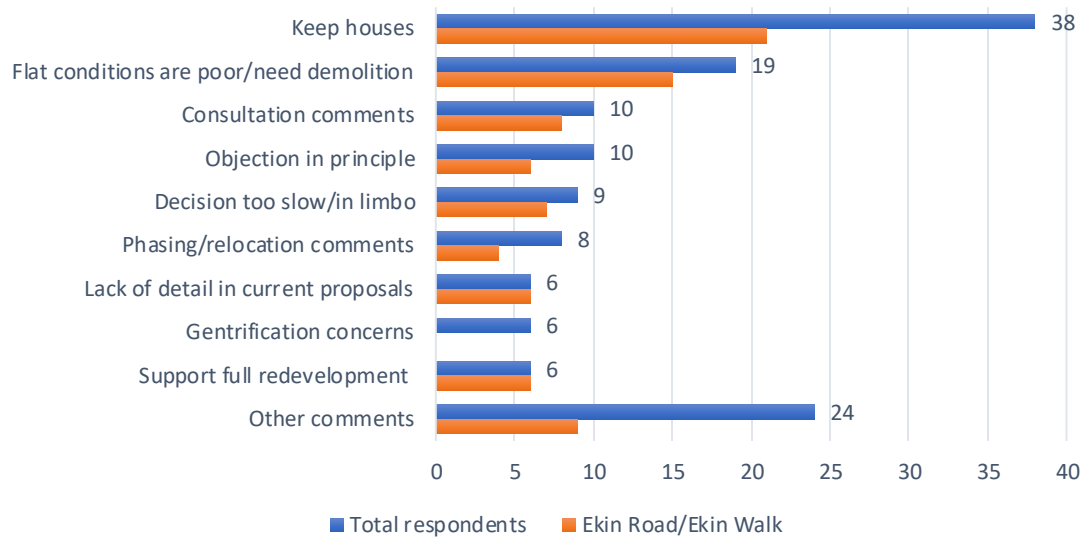
*"We are in the midst of a climate crisis, and Cambridge wants to rebuild an entire estate, with all the carbon emissions that go with it?"*

*"Clarity on public transport & active travel improvements/implementations."*

*"[I would change] How long it's actually taking to make a decision."*

**Q7: Do you have anything else you would like to say about the proposals to redevelop Ekin Road?**

**Do you have anything else you would like to say about the proposals to redevelop Ekin Road?**



**Summary**

- As with the previous question, the most prominent theme was a preference expressed to retain the freehold houses on the estate, raised by 38 (34%) of respondents, of which 21 live on Ekin Road/Ekin Walk.
- The second most prominent theme was comments setting out the problems with the flats, and expressing a preference to see them demolished raised by 19 (17%) respondents of which 15 live on Ekin Road/Ekin Walk.
- Other prominent themes included concerns around the consultation; expressing an objection in principle to any redevelopment; expressing concern around the length of time it has taken to come to a decision; raising comments and questions around the phasing of the project and/or relating to relocation of existing tenants.

Representative example responses are included below, grouped by theme.

## **Keep the houses**

*"We completely object to ANY redevelopment plan for Ekin Road that involves the demolition of ANY of the 32 semi-detached houses on the street."*

*"I firmly object to the demolition of the family homes, many of which have been bought by residents under right to buy."*

*"I have read the resident survey results from earlier consultation work. It is clear to me that the residents in the flats should be rehoused and their flats rebuilt in some way. It is also clear to me that the residents in the houses should be allowed to hold on to their existing houses. There is a fair and democratic mandate for those outcomes. The council should find a way to achieve that."*

## **Flat conditions/need to demolish**

*"The current flats and houses are not fit for purpose, they have mould issues, are poorly insulated and of poor quality."*

*"The flats are deathtraps and need to go."*

*"[M]ost of the structures need fixing and fixing will not cure the issue and best example is my flat."*

## **Consultation**

*"We are regularly 'consulted' but at the same time fed incomplete or misleading information."*

*Take the previous question: 'What do you think of the proposals that would mean up to £100 million would be invested in Abbey, which could provide 275 new homes with over 70% council homes?'*

*This is a completely loaded and misleading question, for the following reasons:*

- *What does investment in other parts of Abbey have to do with an Ekin Road consultation?*
- *The figure of "275 new homes" is spread over two sites (East Barnwell project, and Ekin Road project). What does the construction of homes in other parts of Abbey have to do with an Ekin Road consultation?*
- *With regards to the "70% council homes" statement, we understand that this is not the figure for Ekin Road, but rather the aggregate figure across East Barnwell project and Ekin road; the figure on Ekin Rd is (as we understand) closer to 50%. Moreover, no information has been given regarding the rental costs of the "council homes" - social rent, "affordable" at 60% market cost, and "affordable" at 80% market cost.*
- *This is not a question; it is misleading propaganda."*

*"The absurd and leading nature of these propaganda questions is just bizarre."*

*"The Council has not provided sufficient details for residents to comment on. This calls into question the fairness of the consultation exercise which is contrary to the second 'Gunning Principle' for public consultation which requires sufficient information to be provided to permit an intelligent consideration and response."*

### **Objection in principle**

*"I don't like any change, I would like my home be saved"*

*"Do not support, it is a waste of money."*

*"[A]fter living on Ekin road for the past 22 years i am not in favour of the redevelopment programme."*

### **Decision taking too long**

*"A clear decision needs to be made so that residents are not left in a state of "limbo"."*

*"I'd just like a decision to be made soon so I know what will happen as this has been a very lengthy process (I know that decision is only a few months away)."*

*"Just for it to all be sorted and be over with my mental health can't keep taking this I'm living in limbo land."*

### **Phasing/relocation comments**

*"Am slightly concerned about where everyone will move to and the time the process will take for the elderly and vulnerable, considering the process was originally expected to start in September 2022."*

*"Would like to know more where we would be moved to."*

*"I think the idea of phased redevelopment could be a good idea, if one half of the estate could be moved into some that have been built onto the area. This is something that I think should be considered."*

### **Lack of detail in current plans**

*"The "emerging design" option we are currently being consulted on is completely bereft of any specifics or details. All we have been provided with is a single "picture" of the potential new estate layout. We have not been provided with any details about phasing, decanting, or completion timeframes. We have not been provided with any detailed breakdown of tenure type (social/affordable/market rent), and how these would apply to each property type. We have not been provided with any cost-benefit analysis of this option, nor any details about dwelling sizes and internal layouts, nor any details about parking provisions."*

### **Support full redevelopment**

*"Partial redevelopment is not a good option as the houses left would need to be redeveloped soon anyway. Partial redevelopment would mean living in a major building site for years and still being left in sub-par housing. It is time for a fresh start for the whole community, and a fully redeveloped Ekin Road, with the plan suggested, is the best option."*

*"The proposal to redevelop Ekin Road is supported by the majority of people living in the area and we hope as majority our voices are heard."*

*"Ekin Road needs this [redevelopment] to prevent any deaths as the mould is out of control. Buildings crumbling. It needs a bright new life."*

### **Gentrification concerns**

*"What a ridiculous exercise in gentrification. Clearly the aim here is to replace the residents with well paid tech sector workers."*

*"I oppose the gentrification of Cambridge we need to build council housing (not affordable housing)."*

### **Other comments**

*"I don't support it as actually the idea of council housing is that families can afford to live here, we are 64 and 72 we would not be able to afford the projected increase cost of rent by 3 times as much!"*

*"[I]t is almost impossible to protect council homes from Right to Buy. Houses are particularly likely to be affected by right to buy. It is vanishingly unlikely that the council will be able to retain any 3 or 4 bed homes for more than a few years."*

*"Maximise the number of new homes to ease the housing crisis."*

*"The layout of Ekin Road creates a lot of wasted space (particularly unusable green areas), and lack of parking for the amount of properties."*

*"Given the already long waiting list for council homes, knocking down existing homes (houses) that could be filled makes no sense. I worry that the proposed homes will not actually be affordable for people who may wish return to Ekin Road after redevelopment. Given the push for net zero and to go zero carbon by 2030 I fail to see how these plans would help."*

### 3.7 Save Ekin Road Feedback

A number of residents holding various concerns with respect to the proposed redevelopment of the estate have formed an interest group under the name Save Ekin Road. The exact makeup of the group, including how many members they have, and how many residents of the estate they speak for, is unclear and cannot be verified.

However, they have a stated position of opposing the compulsory purchase of the freehold semi-detached houses on the estate.

The group has submitted a letter with 33 signatures from 17 Ekin Road addresses, representing approximately 14% of the households on the estate.

The letter raises a number of issues, including:

- Objection to the full redevelopment option;
- Objection to any proposals that require the demolition of any of the 32 semi-detached freehold houses on the estate;
- States signatories' belief that there was insufficient information shared during the consultation;
- Welcomes a partial redevelopment option that retains all freehold houses and is "predominantly houses-based"

The letter also offers collective responses to each of the questions in the survey. The answers are reproduced below.

#### **Q1. What is your postcode?**

The undersigned are all residents of Ekin Road. Their details include their street number, from which you can deduce the postcode.

#### **Q2. What do you like about the proposals to redevelop Ekin Road?**

Absolutely nothing. This proposal involved the demolition of our houses, which we categorically object to. Thus, in our opinion, this proposal is completely unacceptable, and we support no part of it. Moreover, insufficient information has been proposed about the proposals to enable intelligible consideration and a response.

#### **Q3. What would you change about the proposals to redevelop Ekin Road.**

We desire an approach that retains all 32 semi-detached houses on the estate. Anything short of that is totally unacceptable to us in principle, regardless of what other features the proposal has.

#### **Q4. When thinking about building heights, should any proposals to redevelop Ekin Road focus on:**

We would prefer building lower, prioritising delivering more family homes. It seems out of character for the area for Ekin Road to become an ultra-high-density street, given how low density the surrounding streets are. In addition, we are aware that many of those residents in the flats wanting to be rehoused seek larger family homes, rather than small flats. Thus, we suggest that the Council "build lower", to deliver more family homes.

#### **Q5. Do you agree with the emerging designs to include more family homes at Ekin Road?**

No. We completely oppose the current "emerging designs" in their entirety. A full demolition option is totally unacceptable by us. The emerging designs are also far too inchoate to be meaningfully consulted on at this stage.



**Q6. What do you think of the proposals that would mean up to £100million would be invested in Abbey, which could provide 275 new homes with over 70% council homes?**

We do not support this, as it is a completely loaded question and misleading question and not (as it should be) for a public consultation an open question, for the following reasons:

- What does investment in other parts of Abbey have to do with an Ekin Road consultation?
- The figure of “275 new homes” is spread over two sites (East Barnwell project, and Ekin Road project). What does the construction of homes in other parts of Abbey have to do with an Ekin Road consultation?
- With regards to the “70% council homes” statement, we understand that this is not the figure for Ekin Road, but rather the aggregate figure across East Barnwell project and Ekin Road; the figure on Ekin Road is (as we understand) closer to 50%. Moreover, no information has been given regarding the rental costs of the “council homes” – social rent, “affordable” at 60% cost, and “affordable at 80% market cost.
- This is not a question, it is misleading propaganda.

**Q7. Do you have anything else you would like to say about the proposals to redevelop Ekin Road?**

Please see our detailed comments in the main part of this letter.

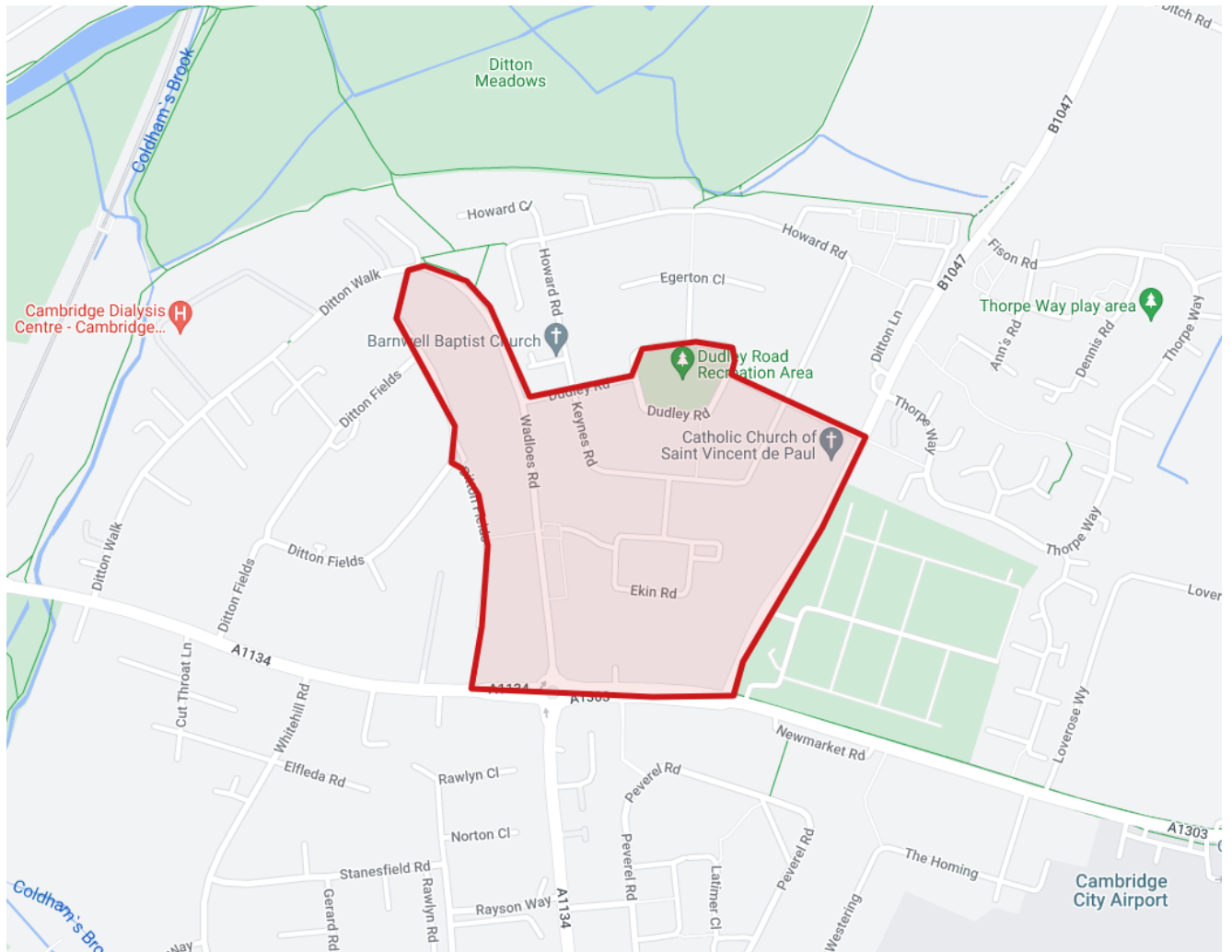
It is unclear how many of the signatories to this letter have also taken part in the formal consultation survey. As such, in order to avoid double counting responses, the Save Ekin Road response is presented here separately to the main survey data. A copy of their letter is available in appendix j. The signatories page is not included in the appendix in order to protect residents’ privacy and fulfil our obligations under GDPR and the Data Protection Act.

## 4. CONCLUSION

- 4.1 As outlined through this document, Marengo Communications has carried out a programme of public consultation on behalf of Cambridge City Council and its partner, Jones Lang LaSalle (JLL). This programme has increased awareness of the proposed redevelopment of the Ekin Road estate and offered residents and stakeholders a chance to provide feedback before a final decision is taken by the Housing Scrutiny Committee on 18th June 2024.
- 4.2 The public consultation was well publicised, advertised through the issuing of 426 community invitation flyers. Other stakeholders such as ward members have also been informed of the consultation, with exhibition materials made available electronically, through the dedicated project website.
- 4.3 Local residents and stakeholders have all had a chance to engage with the project team, to discuss the emerging designs of the proposed redevelopment and make comments. We have welcomed all feedback received, which will be used to inform the Council and its development partners' approach
- 4.4 The Council will continue to engage with residents and stakeholders following the decision of the Housing Scrutiny Committee on 18th June 2024, with all feedback returned post-public consultation relayed to the project team.
- 4.5 The consultation adheres to the Gunning Principles for public consultation. These principles are:
- **1. Proposals are still at a formative stage.** A decision on whether to redevelop Ekin Road will be taken by the Housing Scrutiny Committee on 18<sup>th</sup> June 2024. The precise details of any proposed redevelopment have not yet been finalised, meaning that there is scope for the proposals to evolve in response to public feedback.
  - **2. There is sufficient information to give 'intelligent consideration'.** The consultation focuses on the principle of redevelopment and has solicited feedback on the emerging designs, which have been shared with the public through the consultation website, at two in-person consultation events, and an online webinar.
  - **3. There is adequate time for consideration and response.** This consultation has taken place from 11<sup>th</sup> March 2024 until 3<sup>rd</sup> May 2024, a period of 52 days, approximately seven and a half weeks. This is considered to be more than sufficient time for consideration and response when comparing with the Council's Statement of Community Involvement, which notes that Supplementary Planning Documents should be consulted on for a minimum of four weeks, and that Regulation 19 Local Plan consultations should be undertaken for a minimum of six weeks.
  - **4. 'Conscientious consideration' must be given to the consultation responses before a decision is made.** This consultation report, along with JLL's technical report, will be reviewed by councillors and officers and will be used to inform the decision taken by the Housing Scrutiny Committee on 18<sup>th</sup> June 2024.
- 4.6 Appendices 1a to 1j provided below.

# 5. APPENDICES

## Appendix 1a. Consultation Letter Distribution Area



# EKIN ROAD

THE FUTURE OF  
EKIN ROAD

WE WANT TO  
HEAR FROM  
YOU!



The future of Ekin Road has been under consideration for quite some time. Many of the homes on Ekin Road have significant maintenance and structural issues.

The Council has been engaging with residents of Ekin Road since 2021 and is assessing the best option to take, considering local opinions through resident surveys and consultation events. JLL was commissioned to assess the options for Ekin Road and has recommended the estate be completely redeveloped. The Council would now like to share the emerging design for feedback. The next public consultation events will take place in March, where you will be able to learn more about the Council's plans for Ekin Road, ask questions, and give us your feedback.

It is important that local residents have their say on the future of Ekin Road. Please do take part by visiting the website to find out more, registering for the online webinar, or coming along to one of our in-person consultation events.

Turn over for  
details of our  
consultation  
events



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# EKIN ROAD

## PUBLIC CONSULTATION EVENTS



THE FUTURE OF  
EKIN ROAD

WE WANT TO  
HEAR FROM  
YOU!

### In-person drop-in events:

Saturday 16th March  
10am - 1pm

Wednesday 20th March  
4pm - 7pm

Barnwell Baptist Church,  
Howard Road CB5 8QS

### Online webinar:

Monday 18th March  
6pm

Register at [www.ekinroad.co.uk](http://www.ekinroad.co.uk)

### Any questions?

Get in touch

Find out more by visiting [www.ekinroad.co.uk](http://www.ekinroad.co.uk)



Contact Cambridge City Council on  
[EkinRoad@cambridge.gov.uk](mailto:EkinRoad@cambridge.gov.uk)  
or ring 01223 457000



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## Appendix 1c – Exhibition Banners

**EKIN  
ROAD**

**WELCOME**

Welcome to our consultation, where we are showing you our proposals for Ekin Road and asking for your feedback.

Should the Ekin Road estate be fully redeveloped, alongside the nearby East Barnwell redevelopment, this would mean up to £100 million would be invested in Abbey, which could provide 275 new homes with over 70% council homes, create new jobs, support the local economy, and improve the lives of our community.



The Ekin Road estate is part of the council's wider programme of work across Cambridge to improve accommodation standards for people living in existing council homes; to build council homes to meet local need, and to address wider housing supply issues, including much-needed larger family homes.



Your views are important to us, so that we can consider them before making a final decision on Ekin Road.

Please have your say by filling in a feedback form here today, or by visiting the website [www.ekinroad.co.uk](http://www.ekinroad.co.uk) and letting us know your thoughts online.

Members of the project team are available today to discuss the proposals with you and answer any questions that you may have.

**Thank you for taking the time to come and take part in today's consultation.**

The future of Ekin Road has been under discussion for a long time.

Many of the homes on Ekin Road are ageing and don't meet modern standards for living conditions. We have consulted the public throughout the process and are committed to engaging with you to make sure your voice is heard every step of the way.



### 2021

We started a review of the condition of the Ekin Road estate to understand the issues which are affecting leaseholders and tenants and look at the potential options for the future.

### 2022

We held an in-person event in June 2022 where we asked for your feedback. 112 people attended this event, and 63 people filled in a survey response. This survey asked residents of Ekin Road what they liked about where they lived, what they would change about where they lived, and their views on redevelopment.

### 2023

Options were further reviewed through 2023 by JLL.

A shortlist of options was presented at the council's Housing Scrutiny Committee in September 2023.

In late 2023, a survey was carried out, including door-to-door canvassing, further asking residents' views. 63 households responded to the survey, showing a majority in favour of redevelopment. This report is available on the website, or hard copies are available on request.

**Stage One**

JLL reviewed seven options ranging through minimal changes, refurbishment, partial redevelopment, or full redevelopment.

Three shortlisted options were identified, which were presented to residents and the Housing Scrutiny Committee in September 2023.

These were:

- Refurbishment
- Partial redevelopment (retaining some houses)
- Full redevelopment

**Stage Two**

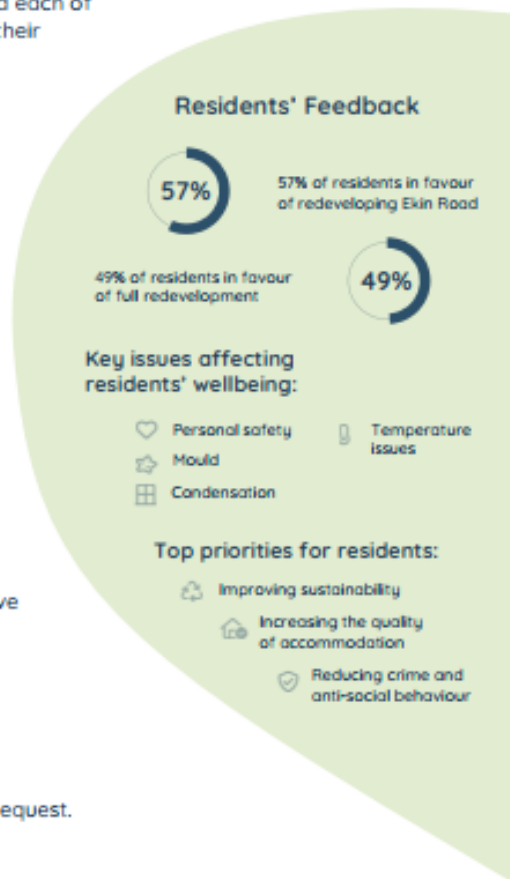
From September, JLL assessed each of these three options based on their potential economic, social, environmental, financial, and strategic benefits. Residents were asked their views on the options, their current homes and their general wellbeing in a survey.

JLL’s report notes that this option will offer significant long-term improvements. The highest number of additional homes can be created alongside providing the greatest improvement in the quality, accessibility, and safety of housing across the whole estate. JLL set out that alternative designs should be explored with a development partner should this option prove not to be financially viable for Cambridge City Council.

The report is available on:

[www.ekinroad.co.uk](http://www.ekinroad.co.uk)

Hard copies are available on request.







**The council does not believe that it is fair to residents' wellbeing to create delay and uncertainty. Therefore, we are consulting on our plans for Ekin Road now.**

The council needs to balance many competing interests, including reducing the financial risk to its budget; ensuring value for money for tenants and taxpayers; addressing the housing crisis in the City; ensuring reasonable living standards in council housing, and meeting net zero targets to combat climate change.

None of the options available to the council are financially risk-free, but the council takes its responsibility seriously to deliver the best housing outcomes for the people of Cambridge.

The challenge is how to proceed in a way that delivers high-quality, affordable homes for tenants, while being affordable to the council. The council is exploring a mixed-tenure scheme, including both affordable homes and those for market sale.

By addressing the shortage of 3-bed and 4-bed houses as well as providing a range of low-energy 1-bed and 2-bed flats, this would help meet housing need and create a balanced and mixed community across East Barnwell.

# EKIN ROAD

## HOW A REDEVELOPED EKIN ROAD COULD LOOK



Emerging Masterplan for Ekin Road

Having considered advice from public feedback and JLL's report, the council has developed a potential option for redeveloping the Ekin Road Estate, delivering a mix of affordable and market sale properties.

The design approach we are showing today would increase the number of 3- or 4-bed family homes compared to what is currently available on the estate. This would support people who are currently in overcrowded 1- or 2-bed flats to have opportunities to access larger family homes in the area. This may mean fewer but larger council homes, to meet housing need.

At least 5% of homes will be wheel chair adapted.

Below are images of the emerging designs, showing how the new development could look.



Artist's Impression of Ekin Road Street Scene

# EKIN ROAD

## HOW A REDEVELOPED EKIN ROAD COULD LOOK



Artist's Impression of Public Open Space On Ekin Road



Artist's Impression of Ekin Road - view from Waddees Road



**The council wants to see homes on Ekin Road that are modern and comfortable; easy and cheap to keep warm to address cost of living issues, and contribute to the City's climate change goals.**

The current homes on Ekin Road were built in the 1950s-1970s and do not meet the council's vision of being a net zero carbon council by 2030 and delivering sustainable housing.

This means that energy costs are higher for residents than they could be, and that they are contributing more carbon to the atmosphere than they could be.

During the recent survey, residents chose improving sustainability as their top priority for the Ekin Road Estate and made specific suggestions, such as improving insulation. Many are also experiencing problems relating to temperature control, mould, damp, and condensation.

New homes on Ekin Road would be more energy efficient and consideration would be taken to ensure the development has a net biodiversity gain, electric vehicle charging points and plenty of secure cycle storage meaning they contribute more to the City's efforts to combat climate change, and will be cheaper and easier to keep warm and comfortable for residents.

New homes could have features such as air source heat pumps; gas-free energy; reduced water usage, and improved insulation with a fabric first approach. These cannot be installed into the current properties on Ekin Road.

The council is consulting now to understand your views on their proposals to redevelop Ekin Road.

Once this consultation finishes, you will have the opportunity to respond to the consultation and give your feedback until 3rd May. After this, feedback will be analysed and used to inform the final decision, which will be taken by the Housing Scrutiny Committee on 18th June.

Once a decision has been made, the council will need to apply for planning permission. This application will be dealt with exactly the same as any other planning application and is handled by a different part of the council.

If planning permission is granted, a process will begin where existing residents of Ekin Road are relocated off the site. From there, demolition and construction will be carried out to redevelop Ekin Road. This will follow a phased approach, meaning different parts of the site will be demolished and rebuilt at different times, the details of which are under review.

### TIMELINE





#### If an option is chosen that requires you to leave your home

It is often the case that people do not wish to move twice due to the general stresses of moving - alongside any potential impact on school location, getting to / from work etc. However, returning to the completed development is an option.

You will receive financial support to assist you in the moving process. This includes an initial payment of £1250 to cover your removal costs and a home-loss payment of £8,100 once you have moved into your new home.

If you have any questions or concerns about the relocation process, please speak to a member of the team, who will be able to direct you to more support.

Confidential appointments are available for residents on request at Mandela House or in their home or online. If residents would like to arrange a meeting in person or over the phone, please contact Andrew Johnson on:

☎ 07563 421031

✉ [ekinroad@cambridge.gov.uk](mailto:ekinroad@cambridge.gov.uk)



If an option is chosen that requires you to leave your home, property owners' houses will be bought at the market rate.

Financial support for leaseholders and freeholders includes a compensation payment in addition to the value of the property. This is 10% of the agreed market rate for resident property owners and 7.5% for non-resident property owners.

The Council will arrange for a market valuation to be made and you will have 2 weeks to decide if you would like to accept the offer.

Once a decision has been taken purchases can proceed subject to normal legal procedures.

The Council seeks to work with leaseholders to resolve issues that arise.

The Council will seek as far as possible to purchase property through a process of mutual agreement. The use of a Compulsory Purchase Order is considered a last resort action only. There are important procedures and safeguards regarding the exercise of this power.

If you have any questions or concerns about the relocation process, please speak to a member of the team, who will be able to direct you to more support.

Confidential appointments are available for residents on request at Mandela House or in their home or online. If residents would like to arrange a meeting in person or over the phone, please contact Andrew Johnson on:

☎ 07563 421031

✉ [ekinroad@cambridge.gov.uk](mailto:ekinroad@cambridge.gov.uk)

## Appendix 1d – Feedback Form

# EKIN ROAD CONSULTATION

THE FUTURE OF  
EKIN ROAD

WE WANT TO  
HEAR FROM  
YOU!



**Thank you for attending  
our consultation event today.**

These responses are being collected on behalf of Cambridge City Council, to build understanding of the community's views as they prepare to make a decision on the future of Ekin Road.

Your responses to this survey will be taken into account as part of the decision-making process.

First Name	.....	Last Name	.....
Address	..... .....		
	Postcode	.....	
Email	.....		
Phone	.....		

Your details are being collected by Marengo Communications Limited, on behalf of Cambridge City Council, to build understanding of the community's views as they prepare to make a decision on the future of Ekin Road. Your responses to this survey will be taken into account as part of the decision-making process. For information on how we use your data, please visit [www.marengocomms.com/privacy](http://www.marengocomms.com/privacy). A hard copy is available upon request.

**Please turn  
over to let us  
know your  
thoughts on  
our proposals**



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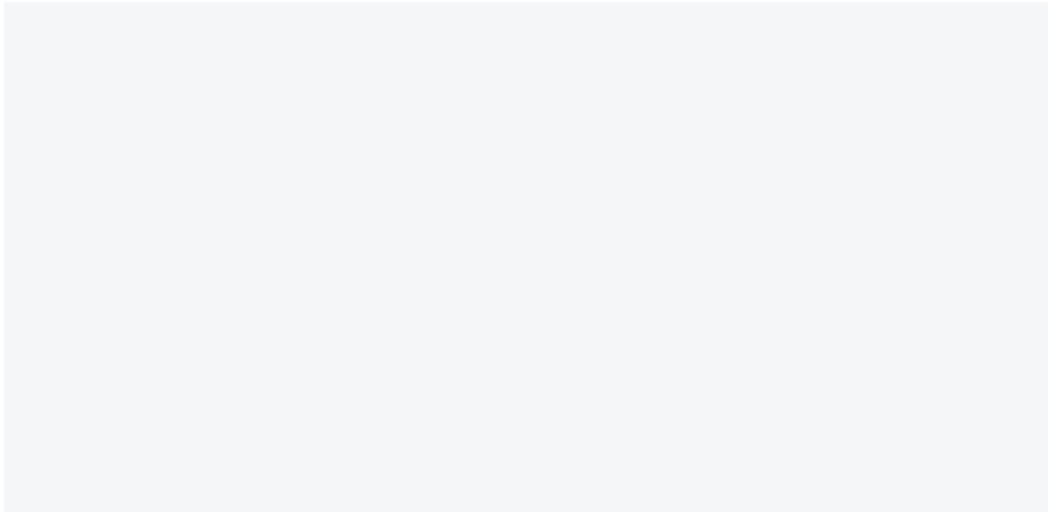


JLL

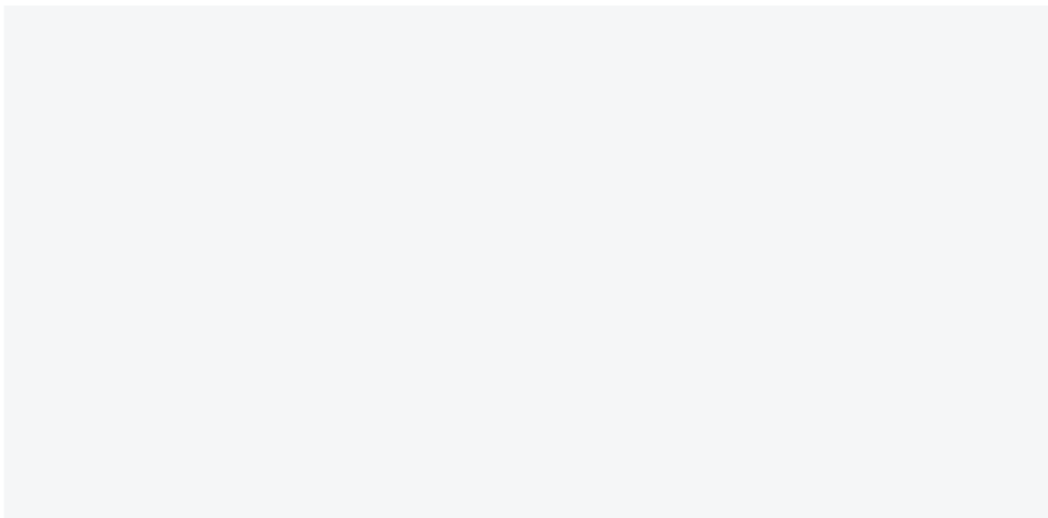


# EKIN ROAD CONSULTATION

What do you like about the proposals to redevelop Ekin Road?



What would you change about the proposals to redevelop Ekin Road?



When thinking about building heights, should any proposals to redevelop Ekin Road focus on:

- Building higher, prioritising delivering the maximum number of new homes
- Building lower, prioritising delivering more family homes

Do you agree with the emerging designs to include more family homes at Ekin Road?

- Yes
- No
- Neutral

What do you think of the proposals that would mean up to £100 million would be invested in Abbey, which could provide 275 new homes with over 70% council homes?

- Support
- Do not support
- Neutral



Cambridge  
Investment  
Partnership



JLL

Do you have anything else you would like to say about the proposals to redevelop Ekin Road?

THE FUTURE OF  
**EKIN ROAD**

WE WANT TO  
HEAR FROM  
YOU!

Thank you for taking the time to give us your feedback.

Please either leave this form with us today or post it to:

Freepost CONSULTATION REPLY  
(no stamp required)

A digital version of this form is available to fill in online at:

[www.bit.ly/EkinRoad](http://www.bit.ly/EkinRoad)

**Any questions?**  
Get in touch

Find out more by visiting [www.ekinroad.co.uk](http://www.ekinroad.co.uk)

Contact Cambridge City Council on  
[EkinRoad@cambridge.gov.uk](mailto:EkinRoad@cambridge.gov.uk)  
or ring 01223 457000



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Partnership



## Appendix 1e – Webinar Slides

**EKIN ROAD**

THE FUTURE OF EKIN ROAD

WE WANT TO HEAR FROM YOU!

**CAMBRIDGE CITY COUNCIL**

**WELCOME**

The webinar will be starting in a few minutes

Cambridge Investment Partnership JLL

**EKIN ROAD**

THE FUTURE OF EKIN ROAD

WE WANT TO HEAR FROM YOU!

**CAMBRIDGE CITY COUNCIL**

**WELCOME**

Community consultation on the future of Ekin Road

Cambridge Investment Partnership JLL

# EKIN ROAD

## Speakers

Simon Schofield,  
Marengo Communications (Chair)

Ben Binns,  
Cambridge City Council

Andrew Johnson,  
Cambridge City Council

Simone Marsberg,  
Hill Group



# INTRODUCTIONS

## Housekeeping

Ask questions using the tab on the right-hand side.

Any other questions please let us know by email: [ekinroad@cambridge.gov.uk](mailto:ekinroad@cambridge.gov.uk)

Use the tab to let us know about any technical issues.



# EKIN ROAD

The future of Ekin Road has been under discussion for a long time

Recent history:

- 2021 - Review started
- 2022 - First round consultation
- 2023 - JLL appointed



# THE STORY SO FAR



# EKIN ROAD

# THE JONES LANG LASALLE REVIEW

## Stage One

JLL reviewed seven options and narrowed them down to three shortlisted options

The options were:

- Refurbishment
- Partial redevelopment
- Full Redevelopment

## Stage Two

- Resident Survey
- JLL Report



# EKIN ROAD

# THE JONES LANG LASALLE REVIEW

## Residents' Feedback



## Key issues affecting residents' wellbeing:

- ♥ Personal safety
- ★ Mould
- 🏠 Condensation
- 🌡️ Temperature issues

## Top priorities for residents:

- ♻️ Improving sustainability
- 🏠 Increasing the quality of accommodation
- 🛡️ Reducing crime and anti-social behaviour



## EKIN ROAD

The council needs to balance competing interests, including financial risk to the budget; ensuring value for money for tenants and taxpayers; addressing the housing crisis in the city; ensuring reasonable standards of living in council housing, and meeting net zero targets to combat climate change.



## THE COUNCIL'S RESPONSE

The council is exploring a mixed-tenure scheme - offering a mix of market sale and affordable housing, with particular focus on increasing the number of family homes.



## EKIN ROAD

## HOW A REDEVELOPED EKIN ROAD COULD LOOK

- The council's design approach will increase the number of 3- and 4-bed family homes on the site.
- This would support families living in overcrowded accommodation, meaning there may be fewer, but larger homes on the estate.
- At least 5% of the new homes will be adapted for wheelchair users



# EKIN ROAD

# HOW A REDEVELOPED EKIN ROAD COULD LOOK



The current plans include:

- 22 x 1-bed
- 13 x 2-bed
- 91 x 3-bed
- 29 x 4-bed



# EKIN ROAD

# HOW A REDEVELOPED EKIN ROAD COULD LOOK



Artist's Impression of Ekin Road Street Scene



Artist's impression of Ekin Road - view from Wadloes Road



Artist's Impression of Public Open Space On Ekin Road





## EKIN ROAD

## SUSTAINABILITY

- The current homes are ageing, have high energy bills, and are difficult to keep warm
- Addressing this was the number 1 priority expressed in the recent residents survey
- New homes could have features such as air source heat pumps, that cannot be installed on the current properties



## EKIN ROAD

## NEXT STEPS

- The council is consulting until 3rd May – please give us your feedback by visiting:  
[www.ekinroad.co.uk](http://www.ekinroad.co.uk)
- The Housing Scrutiny Committee will make a final decision on **June 18th**
- Planning permission and phasing



### TIMELINE

- November 2023**  
Resident Survey
- March 2024 - May 2024**  
Consultation on emerging proposals
- 18th June 2024**  
Housing Scrutiny Committee makes final decision
- February 2024**  
JLL report and Council response published on 26th February
- 3rd June 2024**  
Ekin Road Liaison Group Meeting



## RELOCATION (TENANTS)

- Financial support - £1,250 to cover removal costs and a home-loss payment of £8,100 once you have moved into your new home
- Right of return
- Concerned?

Ring Andrew Johnson on **07563 421031** or email [ekinroad@cambridge.gov.uk](mailto:ekinroad@cambridge.gov.uk)



## RELOCATION (PROPERTY OWNERS)

- Homes to be bought at the market rate
- Compensation payment – 10% of value for resident homeowners, 7.5% for non-resident homeowners
- The council will seek as far as possible to come to a mutual agreement.
- Compulsory purchase is a last resort



**Appendix 1f – Webinar questions and comments received (anonymised, spelling and grammar edited for clarity, but otherwise presented verbatim)**

Participant 1 - Hello. How does the moving cost of £1200 work, is it a payment or do we need to send an invoice? Thank you.

Participant 2 - Can you explain why there is 91 3 beds and only 13 2 beds?

Participant 3 - Did any of the options include extension and retrofit of the existing stock? Did the feasibility study include a comparison of embodied carbon between the options?

Participant 4 - The option currently being presented was not on the list put to JLL. The clarity of the timetable and phasing is particularly important. Can residents trust the report's content, or is everything still undecided?

Participant 1 - Do you know when springstead is ready, as I look to move to that area. Thank you.

Participant 2 - So from June the final decision, how long will it be before boots on the ground? Can we see movement of people moving out and can we still move now and still receive the payment?

Participant 5 - How many of the current Ekin Road homes are council? How many would be council under the emerging proposals?

Participant 3 - Are there any new community facilities proposed to support the additional residents? Can small shops, cafes be added to make the area more attractive?

Participant 6 - To prevent further arguments and constant on hold, why isn't the meetings being separated to council tenants only, and owners and leaseholders have their own meetings, the rifts are becoming too much.

Participant 7 - Aside from this webinar, is there a form to fill in, in order to complete the consultation process?

Participant 4 - So can I assume the answer is everything is up in the air?

Participant 1 - I am in a 2bed flat with a garden. Would I be allowed a new development but a house? Thank you.

Participant 3 - Can the Wadloes Rd green verge area be built on with higher density, so it allows more green space inside the development, and have it more outward looking? The proposed pattern is inward looking and repeats the current 'cul de sac' layout.

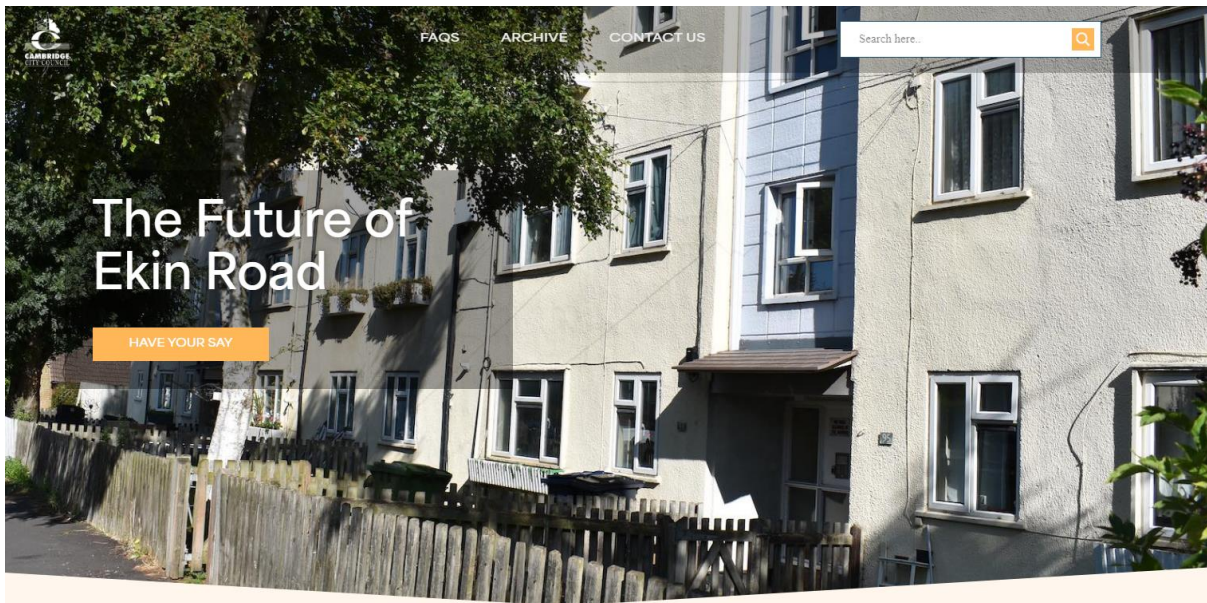
Participant 4 - I think residents want to know when they will see bulldozers!

Participant 1 - After June 18th we can start moving?

Participant 8 - On the 18th June, if redevelopment of some form is approved, will all council tenants on the estate be given emergency banding immediately? Or will some be given emergency banding later on, depending on staging of the project?

Participant 1 - Just like to say! This is a lot better than in the hall! I understand a lot better! Then people shouting! Due to needs.

## Appendix 1g – Consultation Website



### The journey so far...



#### 2021

In 2021, we wrote to residents to explain that we were undertaking a review into the condition of the Ekin Road estate to understand the issues which are affecting leaseholders and tenants and look at the potential for redevelopment.

Following the meeting of the Council's Housing Scrutiny Committee (HSC) in September 2021, we wanted to learn about your experiences of living on the estate and get your thoughts on some of the options we are considering.

#### 2022

We held an in-person event in June 2022 where we asked for your feedback. Thanks to those of you who engaged with us by completing a survey or speaking to us in person. Further information from this consultation can be found here:

-  [CONSULTATION REPORT](#)
-  [2022 WEBINAR](#)





# 2023

A long-list of options for the estate were reviewed ranging from a continuation of repairs and cyclical maintenance through to full redevelopment. The Council appointed third party consultants to evaluate these options and the scope of this appointment can be found below.

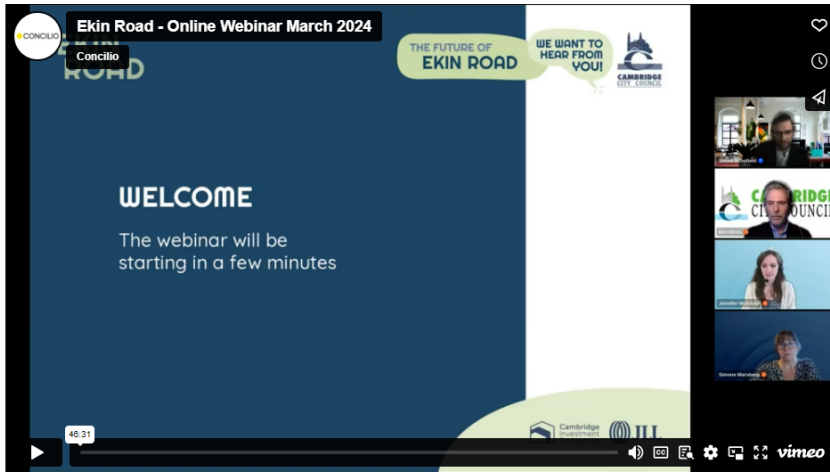
A shortlist of options was presented at the Council's Housing Scrutiny Committee in September 2023 and the report can be found below. A final proposal to the Housing Scrutiny Committee is planned for June 2024.

EKIN ROAD STRATEGY PROPOSAL

HOUSING SCRUTINY COMMITTEE - SEP 2023

VIEW PREVIOUS CONSULTATION MATERIAL

## Online Webinar



## Next steps

We are committed to engaging with you as the residents of Ekin Road and want to make sure your voices are heard at every step of the way.

To help us achieve this, Liaison Group meetings are being held quarterly to give residents a collective voice and a place to share their opinions.

If you would like to be a part of the Liaison Group, please sign-up here.

NAME

EMAIL

\*Any information you choose to provide will be processed in accordance with our **Privacy Notice** which you should read carefully

View our archive documents in the sections below:

Residents Resources

Technical Documents

## FAQ

The most frequently asked questions about our consultation process

- Regeneration overview
- Consultation
- Buildings and maintenance (inc. costs)
- Leaseholder payments
- What would a new development look like?
- Moving home / the decanting process - Tenants
- Moving home / the decanting process - Property owners

If you would like to receive more information, please contact us through this form.

\*Any information you choose to provide will be processed in accordance with our [Privacy Notice](#) which you should read carefully


[FAQS](#) [ARCHIVE](#) [CONTACT US](#)

E: [ekinroad@cambridge.gov.uk](mailto:ekinroad@cambridge.gov.uk)  
T: 0800 193 1565

Created by Studio Sustancia



**Appendix 1h – Cambridge City Council Press Release (available at: <https://www.cambridge.gov.uk/news/2024/02/26/report-provides-update-on-options-for-ekin-road-estate>)**

## Report provides update on options for Ekin Road estate

*26 February 2024*

The council announced in June 2023 that it had [appointed Jones Lang LaSalle \(JLL\) as to assess potential options for the Ekin Road estate](#) in Abbey ward.

The assessment of the Ekin Road estate is part of the council's wider programme of work across Cambridge to improve accommodation standards for people living in existing council homes; to build additional council homes to meet local need; and to address wider housing supply issues, including much-needed larger family homes.

The Ekin Road estate was identified for assessment because some of the homes have significant maintenance and structural issues and are well below the current standards the council applies to new developments.

The council has a duty either to invest in refurbishment works to improve the quality of homes, or to invest in partial or full redevelopment to build new, high-quality homes for its tenants, and, where feasible, increase the overall number or size of affordable homes to help meet local housing need.

JLL was commissioned to further investigate three shortlisted options.

[The JLL report has been published today](#)

[The council has also published its response to the report](#)

As is made plain in the report, none of the options available to the council are financially risk-free, but there is a housing crisis in the city and the council takes its responsibility seriously to deliver the best housing outcomes for the people of Cambridge.

The challenge is how to proceed in a way that delivers high quality, affordable homes for tenants, while being affordable to the council.

The next step is to discuss findings with the Ekin Road Liaison Group on 4 March. After that, the council intends to consult residents on emerging designs.

## Consultation

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Residents will be consulted on the emerging designs from 11 March to 3 May, and can access information at [www.ekinroad.co.uk](http://www.ekinroad.co.uk)

There will be consultation events at Barnwell Baptist Church on:

- Saturday 16 March, 10am to 1pm
- Wednesday 20 March, 4pm to 7pm
- Online on Monday 18 March, 6pm to 7.30pm. [Register online](#)

As always paper copies of the consultation material will be available at Barnwell Road Library and Abbey People Hub, from 12 March.

There is also an opportunity to hear about the wider plans for the ward and to help shape the future of Abbey at a meeting being held on 13 March from 5.45pm to 7.30pm at Christ The Redeemer Church.

Appendix 1i – Local Media Articles (available at: <https://www.cambridge-news.co.uk/news/cambridge-news/future-cambridge-neighbourhood-desperately-needs-28712342> and <https://www.cambridgeindependent.co.uk/news/knocking-down-cambridge-s-ekin-road-estate-and-redeveloping-9355284/>)

# The future of the Cambridge neighbourhood that desperately needs a transformation

The council is looking to improve accommodation in the area

NEWS By **Matthew Senior** Senior Reporter  
15:09, 27 FEB 2024

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Ekin Road is in one of the most deprived areas of the city (Image: Google Maps)

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A new report has been published by the city council detailing the options for the Ekin Road estate. It comes as the area is part of a programme across Cambridge to improve accommodation standards for people living in council homes.

Some of the homes in the estate were found to have significant maintenance and structural issues, including **dangerous levels of damp and mould**. The council added that they were well below the current standards applied to new developments.

An investigation into the available options was launched by estate agents JLL. These included refurbishment to improve the quality of homes, a partial redevelopment or a full redevelopment of the site.

**Read more:** ['Void' sees Cambridgeshire town road closed for 'urgent' safety works](#)

**Read more:** [New homes plan gets go ahead - despite fury over loss of 'vital' green space](#)

The report found that a refurbishment could not deliver homes to the standards the council requires. It also found that the benefits were too limited to justify the investment.

It added that a partial redevelopment would bring improvements to building safety and outdoor space, but said that there were limitations from retaining the low-density houses. They said this would result in a fragmented estate in terms of design and quality.

A full redevelopment of the estate was identified as the best option and would deliver greater benefits to the community. However, the report added that there would be significant financial pressures and that the council should consider what could deliver best value to residents and

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- Cambs village with award-winning restaurants near National Trust park
- Two vehicles crash blocks road near Cambridgeshire border
- New DWP scheme helping long-term sick people to be trialled in Cambs
- DWP issues update on which conditions will no longer qualify for PIP

council tenants.

A spokesperson for the city council said: "The council does not believe that it is fair to residents' wellbeing to create delay and uncertainty. Therefore, as advised by JLL, the council is proposing to consult on emerging designs.

"The emerging designs would increase the number of three or four-bed family homes compared to what is currently available on the estate. This would support people who are currently in overcrowded one or two bed flats to have opportunities to access larger family homes in the area.

"Should the Ekin Road estate be fully redeveloped, alongside the nearby East Barnwell redevelopment, this would mean up to £100 million would be invested in Abbey, which could provide 275 new homes with over 70 per cent council homes, create new jobs, support the local economy and improve the lives of our community."

The next steps will include discussing its findings with the Ekin Road Liaison Group on March 4 and then consulting with residents on emerging designs. The council said they would also offer support for tenants who might be impacted from relocating during any development.

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#### RECOMMENDED



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**Exact day Cambridgeshire will get a 'mini-heatwave' and how long for**



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## Knocking down Cambridge's Ekin Road estate and redeveloping it 'is best option' say independent advisers

By Gemma Gardner - gemma.gardner@liffemedia.co.uk

Published: 10:27, 01 March 2024 | Updated: 10:28, 01 March 2024



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Independent advisers have told the city council that knocking down all the homes on the Ekin Road housing estate in Cambridge and redeveloping it is the best option for its future.

They say a full redevelopment could create a "modern, cohesive estate" in Abbey ward with "areas prone to anti-social behaviour" removed – but warn it will leave the council with a £16million bill.



A report on the possible redevelopment of Ekin Road has been published

The council described the option as the "least worst" choice, compared to repair or partial redevelopment, and said its financial viability must be "seriously considered".

It pledged to discuss the findings of the report by Jones Lang LaSalle (JLL) with residents before consulting on emerging designs to increase the number of three and four-bedroom homes on the estate, which comprises 122 homes – a mixture of maisonettes, flats, bungalows and houses.

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Most of these are in council ownership, but some are privately owned. The home owners would be paid a market value plus 10 per cent under full redevelopment plans.

The report comes as the council announced a wider discussion about Abbey ward, where investments worth a potential £100million are in the pipeline.

Responding to the report findings, Cllr Gerri Bird, executive councillor for housing and homelessness, said: "The Jones Lang LaSalle report makes it clear that refurbishing the existing buildings isn't an option that would provide long-term solutions, and should be ruled out. JLL also makes it clear that there are substantial financial challenges to redevelopment.

"We're now considering what options are available to us that will best meet people's needs while also being affordable for us. There are no easy or financially risk-free options here."

The Save Ekin Road group was originally founded to campaign for all of the homes to be preserved and for the Labour-run city council to upgrade and repair the buildings.

The group said there had been concerns that many people could lose their homes "unnecessarily and against their wishes".

However, after further conversations, the group moved to advocating for the flats to be demolished and replaced, but for the houses to be retained.

In response to the JLL report, the group said: "Save Ekin Road is appalled by the recent JLL report, and council response. We completely object to the demolition of any houses on the estate. JLL and the council have ignored recent survey responses, where an overwhelming majority of house residents opposed losing their homes. They have also engaged selectively with residents, seeking reasons for full demolition while systematically ignoring good reasons to retain the houses.

"We also object to the forceful acquisition of freehold properties – family homes – on the estate. This should be worrying for all homeowners in Cambridge: no house is safe from the council. While we agree that plans to demolish the flats are warranted and long overdue, the houses shouldn't be caught up as collateral damage."

Cambridge City Council announced in June last year that it had appointed JLL to assess three potential options for the Ekin Road estate.

These include the partial redevelopment of the site, with 20 houses to the south and east retained, and full redevelopment of the site. The other option would be to retain the existing buildings and undertake essential repairs and retrofitting.

The assessment was part of the council's wider programme of work across Cambridge to improve accommodation standards for people living in existing council homes, as well as build additional council homes and address wider housing supply issues.

The estate was identified for assessment because some of the homes have significant maintenance and structural issues and are well below the current standards the council applies to new developments.

The JLL report, published on Monday, states that there is a case for change, as there are issues in relation to fire safety, health and wellbeing as well as "numerous incidents of anti-social behaviour". However, it says, the estate is in a "fair condition".

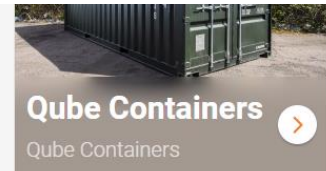
The report states: "However, the non-traditional construction flats have been identified to have met the end of their useful life with signs of cracking, poor thermal integrity, and risk of structural degradation from the effects of carbonation. Many residents have stated they are experiencing mould and condensation problems that are impacting the health and wellbeing of residents."



Ekin Road residents outside The Guildhall before the councillors meet to discuss the proposals. Picture: Keith Heppell

It says "significant investment" would be needed to improve the accommodation across the estate.

The report reveals that none of the three options is financially risk-free, with all options resulting in a loss.



JLL found that full redevelopment of the site, with 100 per cent affordable housing, provides the “least-worst financial outcome as all options produce a deficit”.

“The best, or least worst, performing option is the full redevelopment of the site with 100 per cent affordable housing at -£16,063,546, with the partial 100 per cent affordable housing closely following at -£19,201,497,” the report states, but acknowledges that a ‘do nothing’ scenario is not an option with refurbishment of the existing estate to cost the council more than £21m.

“Consequently, a more appropriate barometer of financial performance is a comparison to this appraisal and the other options. The 100 per cent affordable housing options result in improvements of £5,301,625 and £2,163,674 respectively,” it says.

The report goes on to say: “This option (full redevelopment) will offer significant long-term improvements at a lower financial deficit. The highest number of additional units can be created alongside providing the greatest improvement in the quality, accessibility, and safety of housing across the whole estate. A new green outdoor space can also be provided.”

It continues: “While it may have the greatest adverse immediate impact on residents’ health and wellbeing due to the need for relocation, the long-term benefits are substantial. This option would enable a comprehensive positive transformation of the whole estate, with all buildings being redeveloped in phases into modern, high-quality housing that aligns with sustainability and accessibility standards.”

The report adds that by “removing the outer houses, a significant number of units can be provided in their place”.

An independent resident survey was conducted as part of the report and found that many residents, particularly those in the flat blocks, are unhappy with their current living conditions.

The survey was completed by 63 households, with 42 stating that they are experiencing issues with mould, damp, condensation as well as accessibility issues (17 respondents).

“57 per cent of responding households to the survey expressed support for a redevelopment of the estate, with some in opposition (41 per cent). 49 per cent of responding households voiced a preference for a full redevelopment, while 24 per cent preferred partial redevelopment,” the report states.

The report also highlights the problems with anti-social behaviour in the estate’s alleyways and circulation routes where visibility is low.

“This is a security concern as these areas can be prone to anti-social behaviour which directly impacts the safety and enjoyment of the residents and their visitors,” it says.

There is also a known issue of fly tipping on the estate and more than five tonnes of waste were cleared during a community day in July.

The report also notes that there is a housing crisis in the city and the council takes its responsibility seriously to deliver the best housing outcomes for the people of Cambridge.

A statement by the council in response to the JLL report said it accepts the findings within the report that refurbishment cannot “resolve the long-term issues”.

“The council there accepts that the benefits of refurbishment are too limited to justify the investment. Regarding the partial or full redevelopment, the council also acknowledges that a full redevelopment scheme would deliver the greater benefits compared to a partial redevelopment option.

“However, there would be significant financial pressures for the full redevelopment option and the council would need to consider what would deliver best value for residents and council tenants.”

The next step is to discuss findings with the Ekin Road Liaison Group on 4 March. After that, the council intends to consult residents on emerging designs, which it says would increase the number of three and four-bed homes on the estate.

Cllr Bird (Lab, East Chesterton) said: “We know some of the homes at Ekin Road have significant maintenance and structural issues and are well below the current standards we apply to new developments. It is our duty to address this for our tenants, as part of our wider programme of work to improve accommodation standards for people living in council homes across the city.”

She continued: “We’re now considering what options are available to us that will best meet people’s needs while also being affordable for us. There are no easy or financially risk-free options here.

“The next steps include discussing the report with the Ekin Road Liaison Group on 4 March, and then consulting with local residents from 11 March.”

Residents will be consulted on the emerging designs from 11 March to 3 May, and can access information at [ekinroad.co.uk](http://ekinroad.co.uk).

There will be consultation events at Barnwell Baptist Church on Saturday, 16 March, from 10am to 1pm, then on Wednesday, 20 March from 4pm to 7pm. There will also be an online event on Monday, 18 March, from 6pm to 7.30pm. To register, visit [ekinroad.co.uk](http://ekinroad.co.uk).

Paper copies of the consultation material will be available at Barnwell Road Library and Abbey People Hub, from 12 March.

There is also an opportunity to hear about the wider plans for the ward and to help shape the future of Abbey at a meeting being held on 13 March from 5.45pm to 7.30pm at Christ The Redeemer Church.

To see more planning applications and other public notices for your area, visit [publicnoticeportal.uk](http://publicnoticeportal.uk)

## Appendix 1j – Save Ekin Road Letter



SaveEkinRoad@gmail.com  
www.SaveEkinRoad.co.uk

19<sup>th</sup> April 2024

### **Save Ekin Road collective response to Cambridge City Council's Ekin Road public consultation**

To the Cambridge City Council,

Save Ekin Road is aware that the Council is currently running a public consultation on the "emerging designs" for a potential project on Ekin Road. The undersigned members of our group wish to submit the following collective response to this consultation. This is in addition to any individual responses those members have submitted, previously or in the future.

Our overarching comments on this consultation are as follows:

- We completely object to ANY full redevelopment plan for Ekin Road, regardless of what the final designs for the street may be. We remain steadfast in this, and it has been our stated position for nearly two years, since our inception as a resident group.
- We completely object to ANY redevelopment plan for Ekin Road that involves the demolition of ANY of the 32 semi-detached houses on the street. Not only is it extremely harmful to us as individuals, and as a community, but it is also extremely wasteful to demolish perfectly good dwellings such as these. To be absolutely clear, not a single brick should be removed from these houses; not one.
- The "emerging design" option we are currently being consulted on is completely bereft of any specifics or details. All we have been provided with is a single "picture" of the potential new estate layout. We have not been provided with any details about phasing, decanting, or completion timeframes. We have not been provided with any detailed breakdown of tenure type (social/affordable/market rent), and how these would apply to each property type. We have not been provided with any cost-benefit analysis of this option, nor any details about dwelling sizes and internal layouts, nor any details about parking provisions. We have explicitly asked for all these details to be provided during the consultation process, and the Council has refused.
- As such, we believe that it is simply impossible for us, or indeed anyone, to provide complete, meaningful and thorough feedback on this inchoate "emerging design" option, as the Council has not provided sufficient details for residents to comment on. This calls into question the fairness of the consultation exercise which is contrary to the second 'Gunning Principle' for public consultation which requires sufficient information to be provided to permit an intelligent consideration and response.
- Subject to the above overarching comments on the fairness of the consultation process, we welcome a partial demolition plan for the street that is predominantly houses-based. Ekin Road is in a quiet, low-density residential area, and so large, high-rise, high-density housing that is mostly flats seems very out of place on such a street.

We have iterated to you, many times over the past 18 months, the immense harm that a full-demolition option would do to us. We reiterate these concerns for you again here (in summary form), in what we hope will be the final time:

- The houses on Ekin Road are well-loved family homes, and there are no intrinsic reasons to take them down. That in itself should be enough to convince you that they should be retained.
- Several of those living in these houses as council tenants have been there for over 40 years, with our longest-standing council-resident having been in theirs for over 50. That's half a century



where this person has made that their home, has diligently paid rent, and has cared for their home and raised their family in it. It is a basic principle of human dignity that these people should be able to live out their years in the home they have called their own for 40+ years, and leave on their own terms rather than be forced out by their landlord (you, the Council).

- Several of those living in these houses have physical, or mental, health issues, for which their house is their lifeline. To forcibly remove them from their home will substantially reduce their quality of life, in ways that, for many, will be irreversible. We will not articulate their (very personal) circumstances here; the Council has already been made aware of these directly from them.
- Several of those living in houses are private tenants, or housing association tenants, and as such would receive absolutely no compensation if their homes are seized and they are forced to leave. No relocation payments, no disturbance payments, and no rehousing provision. These people will literally be thrown out onto the street, with no help.
- Several of those in the houses are well into their 70s, and some are even in their 80s. Moving home is difficult enough for those who are young and able-bodied; to forcibly impose relocation on octogenarians is nothing short of callous. In addition, forcibly evicting these people might hasten their transition from independent living to aged care, completely unnecessarily. We fail to see why the Council would inflict so much harm on such vulnerable people.
- Several of those who own their own house (freehold) would not be able to purchase a house of equivalent value if the Council compulsorily purchase theirs. This is due to various factors. Some have complicated tax situations which would result in a large tax burden if there were to sell. Others would struggle to get a similar sized mortgage, or even a mortgage at all, given the recent tightening in lending criteria, and changes in personal work circumstances to new or temporary work contracts.
- It is virtually impossible to find like-for-like housing for the price of a house on Ekin Road. It is one of the cheapest streets in Cambridge, so those being forced to sell (even those not encumbered by the added financial difficulties and penalties mentioned above) would be forced to "downgrade". This would mean one or more of: obtaining a smaller home, moving further away from Cambridge, taking on a larger mortgage, or downscaling to a flat.

For the reasons detailed above, as part of this consultation process we wish to inform the Council that, should it proceed with a full demolition option, or indeed ANY option that demolishes ANY of the 32 semi-detached houses, we will be left with no choice but to challenge such a decision in the courts. This could include any, or all, of the following:

- A challenge to any planning applications made for such a project.
- A challenge (leading to Public Inquiry) to any Compulsory Purchase Order(s) (CPOs) made on the estate.
- A judicial review of any failed challenges above.
- A judicial review of any of the decisions taken by the Housing Scrutiny Committee at various stages in this project investigation.

These proceedings are not limited to just freeholders. Many in council houses on assured tenancies take the same position, and will not surrender their leases unless a CPO is in place.

Collectively, we have the resources to cover the costs of such legal (and other) actions. We would do so with regret, as we do not seek out any such litigation willingly. But, for the reasons given above, the harm to us by moving is simply too great, and we are left with no choice but to pursue all available options to retain our homes. We have already taken expert advice from a specialist planning and CPO law firm. That will continue throughout any such challenges. And we are of the opinion that our case is much stronger than any case the Council could put forward for such a demolition option as even on the Council's case the less disruptive and more proportionate partial redevelopment option results in the same if not very similar benefits. We are not trying to threaten or intimidate the Council, and this is evident from the fact that we are not asking for anything from the Council. We simply want to be left alone, so that we may continue to enjoy our lives in our homes. If the Council wishes to come and disrupt our lives, then we are left with no choice but to respond and defend ourselves as outlined above.

We have outlined our position, outlined our reasons, and outlined our intended recourse, with regards to the "emerging design" of full demolition currently proposed by the Council.

Our recommendation is that the Council now goes "back to the drawing board", to produce a proposal for Ekin Road that preserves all 32 semi-detached houses on the estate and properly and meaningfully engages with residents in doing so. Indeed, the February JLL report showed that practically all of the "critical success factors" the Council have been aiming for can also be achieved under a partial demolition model. It is abundantly clear, at least to us, that a partial-demolition option is much more viable than full demolition.

Ultimately, we are collectively very worried. We worry about our health and well-being, and the harm eviction will cause many of us. We worry about our fellow residents who do want to leave, and what delays and legal uncertainty in the project will mean for them. And we worry about our estate, and why the Council would want to consider such a high-risk option that might jeopardise the entire project. We think that these are reasonable, well-founded concerns, and hope that the Council shares these legitimate concerns with us. If so, then the only reasonable conclusion the Council should draw is that a partial-demolition option for the estate, preserving all semi-detached houses, is the only sensible way forward.

For completeness, we include here our direct responses to the questions asked in your consultation paperwork, so that you have a recorded "vote" from each of the undersigned when collecting statistics during the consultation, albeit these responses are provided in the context of our overarching concerns (summarised above) with the fairness of the consultation exercise.

Kind regards,  
Save Ekin Road

**Our responses to the specific consultation questions from**  
<http://www.tinyurl.com/EkinRoadConsultation>

**What is your postcode?**

*The undersigned are all residents of Ekin Road. Their details include their street number, from which you can deduce their postcode.*

**What do you like about the proposals to redevelop Ekin Road?**

*Absolutely nothing. This proposal involved the demolition of our houses, which we categorically object to. Thus, in our opinion, this proposal is completely unacceptable, and we support no part of it. Moreover, insufficient information has been proposed about the proposals to enable intelligible consideration and a response.*

**What would you change about the proposals to redevelop Ekin Road?**

*We desire a proposal that retains all 32 semi-detached houses on the estate. Anything short of that is totally unacceptable to us in principle, regardless of what other features the proposal has.*

**When thinking about building heights, should any proposals to redevelop Ekin Road focus on:**

*We would prefer building lower, prioritising delivering more family homes. It seems out of character for the area for Ekin Road to become an ultra-high-density street, given how low density the surrounding streets are. In addition, we are aware that many of those residents in the flats wanting to be rehoused seek larger family homes, rather than small flats. Thus, we suggest that the Council "build lower", to deliver more family homes.*

**Do you agree with the emerging designs to include more family homes at Ekin Road?**

*No. We completely oppose the current "emerging designs" in their entirety. A full demolition option is*

totally unacceptable by us. The emerging designs are also far too inchoate to be meaningfully consulted on at this stage.

**What do you think of the proposals that would mean up to £100 million would be invested in Abbey, which could provide 275 new homes with over 70% council homes?**

*We do not support this, as it is a completely loaded and misleading question and not (as it should be) for a public consultation an open question, for the following reasons:*

- *What does investment in other parts of Abbey have to do with an Ekin Road consultation?*
- *The figure of "275 new homes" is spread over two sites (East Barnwell project, and Ekin Road project). What does the construction of homes in other parts of Abbey have to do with an Ekin Road consultation?*
- *With regards to the "70% council homes" statement, we understand that this is not the figure for Ekin Road, but rather the aggregate figure across East Barnwell project and Ekin road; the figure on Ekin Road is (as we understand) closer to 50%. Moreover, no information has been given regarding the rental costs of the "council homes" - social rent, "affordable" at 60% market cost, and "affordable" at 80% market cost.*
- *This is not a question; it is misleading propaganda.*

**Do you have anything else you would like to say about the proposals to redevelop Ekin Road?**

*Please see our detailed comments in the main part of this letter.*

**We, the undersigned, agree with the full content of this letter:**

Number	Name	Signature