

CAMBOURNE TOWN COUNCIL

District of South Cambridgeshire

HIGH STREET RESPONSE

To consider how we respond to consultation on the High Street

The Full Council proposed that a response be made taking into account the feedback from the Parish Plan published June 2017.

Below are extracts from the Parish Plan relevant to the High Street

Page 19

Pubs/restaurants & cafes: Over 200 respondents indicated that they wanted additional pubs/restaurants and cafes in Cambourne. The desire for 'choice' and diversity of offering was well articulated. On a family theme brands such as Nandos, Pizza Express and Bella Pasta should be encouraged to open in Cambourne.

Shops/facilities: Mentioned by 71 respondents. Nearly all of the respondents to this theme wanted more shops and of a higher quality.

Page 34

General facilities:

- 42 respondents mentioned the need to create a centre or High Street for Cambourne. There's a need for shops but also a central space. Suggestions included a garden, plaza, paved market area.
- 9 respondents felt that we are still waiting for facilities that were promised in the original concept – e.g. golf course and high street, whilst properties have exceeded the original number.

4.5 - COMMERCE & LEISURE

“ ...Cambourne Really Needs a Post Office! ”

“ Cambourne should really try to encourage small niche shops, delicatessens, bakers shops, cafés. With the central shopping centre it would make shopping in Cambourne a much nicer experience if there was a variety of shops to choose from... ”

In this section of the community-wide survey, residents were asked their views on potential future retail and leisure provision in Cambourne.

In Question 1, we gave a list of new shops people have told us they would most like to have in Cambourne. We asked: “Tell us which ones you would most like” and, “Are there any other shops you would like to have in Cambourne?”

1,988 respondents selected a number of new shops they would like to see in Cambourne, with the most popular being a Post Office (1,857 responses).

Note: Respondents could select multiple shops in their response but were asked to limit it to 5:



There was also a request for a charity shop (443), shoe shop (426) and a toy shop (225).

In addition to these popular shop types, there were 772 additional responses suggesting the other shops people would like to have in Cambourne. Most gave a list of specifics they would like to see including retail brand names. These were summarised further below.

- 81 respondents requested no more low-end shops.
- 52 respondents emphasised why there was such a need for a Post Office in Cambourne.
- 38 respondents requested more independent shops.

Page 38

- 37 respondents requested a high street or mix of shops.
- 25 respondents repeated the need for a DIY store.
- 51 respondents requested high street bank.



Cambourne Shops

Groceries:

Respondent requests for:

- M&S: 125.
- Supermarket (general): 59;
Sainsbury: 12; Tesco: 10; Asda: 4.
- Convenience store: 29.
- Waitrose: 89.
- Delicatessen: 54.
- Iceland: 28; Aldi: 23; Lidl: 18.
- Greengrocer: 12; butcher: 9; baker: 9.

Health:

- Boots: 24; Superdrug: 5; pharmacy (general): 9.
- Opticians: 10.



Market Square

General shops:

- General shops – more / variety: 73; In addition, specific shops mentioned: Argos: 10; Wilko: 9; WH Smiths/newsagent: 5; department store: 5; health food shop: 4; charity/resale shops: 3; Mothercare: 3.
- Clothes shops – general: 26. In addition, specific brands mentioned: Next: 26; TK Maxx: 6; Fat Face: 2; Matalan, Primark: 2.
- Bike shop: 29.
- Gift shop: 62; book shop: 34; market: 24; craft shop: 21.
- Electronics: 10; phone shop: 2.
- From the Facilities section:
 - The majority of comments were general "we need more", "different", "independent", "no more cheap shops".
 - 202 respondents requested a post office.
- Requests from Young People respondents in Section 1, Question 10 of their survey was for:
 - A better variety of shops: 46.
 - 29 requested more restaurants or cafés to socialise, including independent outlets, Starbucks, KFC and Nandos.
 - 16 generally mentioned entertainment ideas including a theme/amusement park (4) or arcade (11).
 - An additional 32 requested cinema and 12 bowling.
 - 17 mentioned activities such as roller or ice skating, trampoline park, climbing wall, laser tag sky zone, indoor play area (like Funky Fun House).

Page 43

Bars:

71 respondents mentioned some form of bar/pub - main themes were quality and family and included:

- General pub – potentially including restaurant: 29.
- Wine bar / cocktail bar: 14.
- Family pub potentially including restaurant, garden, play facilities: 8.
- Gastropub: 6.
- Sports bar including pool table or table football: 4.
- Traditional, country pub – typically including a garden, real ales: 3.

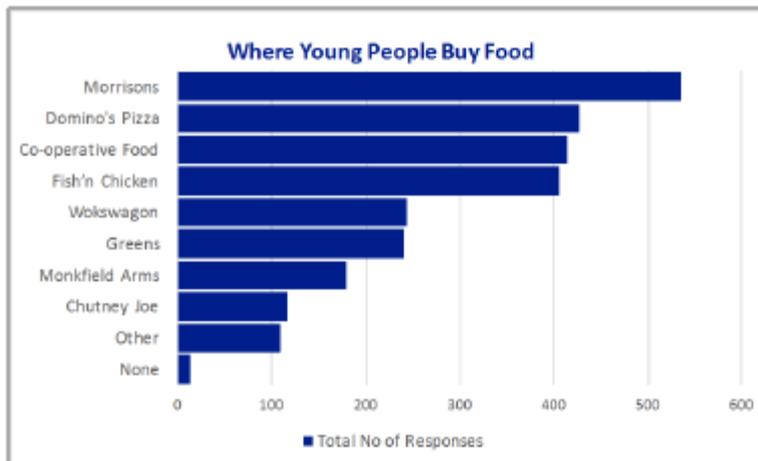
Restaurants and cafés:

- 43 respondents mentioned restaurants. Themes included quality, variety, family, fine/independent. A range of options is important for the family.
- Brands mentioned included: Prezzo, Pizza Express, Zizzi, Nandos, Pizza Hut, Harvester, McDonalds, KFC.
- 27 respondents mentioned cafés. Greens received positive comments but it is busy and needs larger premises or other cafés should be opened, independent or a Starbucks / Costa Coffee.

- In terms of additional restaurants/takeaways they would like to see, there were over 1,000 responses for a diverse range of eateries/cuisines (including KFC, Nandos, a pizzeria, Asian and burgers being the highest requests).

Page 44

- In Section 1, Question 8 of the Young People Survey, they were asked: "Do you buy food from any of the food stores/take-aways/restaurants in Cambourne? If other say which ones."



Those that responded with 'Other' included Home Bargains (71), Poundworld (53), together with Cambourne Grill and other food places at Caxton Gibbet.

- In Section 1, Question 9 of the Young People Survey, they were asked: "What new food stores/take-aways/restaurants would you like to see provided in Cambourne?"

There were 498 responses with 1027 views. The most popular were KFC (164) and Nandos (138), Burgers (96, McDonalds, GBK, BK, Byron). The next popular types were a Café, Pizza, and Asian. 32 did say no more food places were required.

Page 71

PARKING & TRAFFIC

Parking appears to be a major issue in Cambourne. Although it is a hub for Cambridge workers, public transport is limited to a lengthy bus trip to the centre of Cambridge, so most need a car to travel to work.

"Morrisons car park is now getting tight on parking after the new shops opened. The circular car park at Dominos is ridiculous to get in and out of and often full. Schools have not got adequate car parking for school drop offs. Saturday near the pitches is dangerous as parking has not been provided for the facilities. The roads are badly planned with unnecessary blind corners, junctions on bends and no thought to buses passing parked cars, navigating the narrow roads and corners or provision for laybys."

In Question 10, we asked: "Do you have adequate parking at home?"

Of 1,806 residents, 83% felt that the off-street parking at their home was adequate, however of 1,393 respondents, only 50% felt that on-street parking was adequate. Of 923 respondents, 57% felt that communal residential parking was adequate, and of 910 respondents, 54% felt the public car parks were not adequate.



In Question 11, we asked: "Do you think there is adequate public parking in Cambourne" and "If no, please give details."

Of 1,762 respondents, 46% felt the general public parking in Cambourne was adequate. There were 791 total responses, split into 1,031 views concerning public parking in Cambourne. Comments included:

- Respondents felt there were too many cars on the street and pavements blocking junctions and pedestrians.
- There was a need for more parking for schools, playgrounds and the lakes.
- There was a specific parking issue on Back Lane when matches are playing at the weekend, the overflow parking effectively makes cars pull out into oncoming traffic on a long blind bend.
- there is a need for improved planning – summary of concerns:
 - o Narrow, bendy roads make it hard for traffic, particularly buses, to negotiate safely and all road users to see and be seen.
 - o There are a limited range of jobs within the immediate locality, coupled with the restricted public transport, means that cars are a necessity for many – perhaps even 2 or more cars for working families with children over the age of 18.
 - o The lack of off-road parking for each household results in on-street parking.

Page 73

- o This all results in more on-street parking – the bendy roads result in most cars parked on or near a bend or junction creating more blind corners.
- o There are no direct routes – there are the same 2 meandering routes in and out of the village resulting in pointlessly longer journeys.
- o Traffic is exceeding original expectations.
- Respondents questioned whether allocated spaces are being used by all the residents.

Other comments related to retail parking:

- Morrisons car park was close to capacity at busy times since the three new retail units opened.
- The Co-op store and Caxton House carpark were very tight and poorly laid out.
- Some residents suggested a short-stay layby to serve the takeaway, Greens and pharmacy.

“There is nowhere near enough parking in Cambourne for the amount of residents, houses have been built with very little parking causing people to park dangerously on roads obstructing traffic and making it dangerous to cross. Would be nice to have visitor spaces for houses as well as flats or communal parking areas for overflow cars.”

In Question 12, we asked: “Do you think any of the ‘specified situations’ are an issue in Cambourne?”

The majority of respondents felt there were issues with parking in Cambourne:



“Double yellow lines are not enforced - outside Wokswagon/Greens/Lloyds Pharmacy - I guarantee there is someone illegally parked there at this very moment...”

“There will be a serious accident due to people having not concept of parking on bends and opposite junctions.”

“Evenings and weekends, cars and vans are all over the grass verges. Garages used for storage due to limited storage in the houses.”

“Parking needs to be provided by the sports pitches. Parking on road very dangerous.”

“There needs to be more public parking for the shops and takeaways, people always park on the double yellow lines. Do we not monitor this? More parking on street for visitors or if you have more than two cars.”

Page 92 Youth Survey Feedback

“.... greater variety of shops would be good and keep me in Cambourne. I would love to see a swimming pools and more leisure facilities e.g. cinema.”

Page 96 Further Feedback

THE HEART OF CAMBOURNE

There is a feeling that Cambourne is unfinished; that it lacks a "heart". This theme occurs throughout the responses to the survey. There were many suggestions and, apart from finishing the barren areas such as the High Street spaces, the key idea appears to be to focus on one facility that is significant, that Cambourne becomes known for and that residents can be proud of. This facility is unlikely to appeal to all residents but satisfy the majority and attract visitors into the village:

- Build an event unique to Cambourne.
- Central space in the High Street, e.g. a plaza or paved market area. Current High Street plans are for more shops but, over 10 years on, the areas are an eyesore, residents asked if they could be landscaped until plans are finalised?
- Develop retail units for High Street shops and restaurants which are targeted at and support independent businesses or higher-quality stores rather than low-cost "sheds".
- Provide a large arts or performance facility to house theatre, music, comedy and art workshops and exhibitions. The Hub is not designed for this purpose, has a noise limiter and is too small for the current population. Cambourne Village College has facilities designed for amateur productions.
- An entertainment complex housing a cinema and bowling was often mentioned, similar to the types found in most towns. It seems an obvious choice, considering the proportion of children in Cambourne but would not be distinctive.
- Become a regional centre of excellence for a given sport with a competition-sized (30m+) swimming pool, athletics stadium, closed road cycle circuit or velodrome.

"Cambourne needs a central area where there is the possibility of footfall. At the moment Morrisons takes the place of the centre and we need a functioning and accessible area."

"It's disgraceful to build an area like Cambourne and to never build the High Street as promised. Small units are needed as well as the large retailers. Small units with low cost rates to encourage those businesses to start up. It would be hard for any small business to now compete with Morrisons. Perhaps in the future smaller units in a High Street would be a better way to start?"

"Cambourne has a huge opportunity to provide the region's leading theatre and concert hall, for the provision of high quality concerts, musicals, opera, theatre and dance. The growing population of the region requires cultural venues that are commensurate with the highly educated, professional people from Cambourne itself, but also of surrounding areas. It would provide a substantial economic boost to Cambourne and set an example of development excellence to other communities in the UK. Imagination please: Cambourne is not just a warehouse for people who can't afford to live in Cambridge or London."