

Cambridge Growth Company and Advisory Council Members

B Memorandum of Understanding – *Advisory Council Role*

Document 2

7 February, 2025

The Advisory Council

A guided, collaborative approach

A key part of the Growth Company will be the Advisory Council which will be composed of local political leaders and thought leaders. The initial membership and first steps are set out below.

Overview

The Advisory Council is a key component of the Cambridge Growth Company. It will provide insights, challenge and recommendations to the CGC Board, acting as a continuous sounding board as work progresses and ensuring the vision is properly informed.

Convened by the Chair of the Cambridge Growth Company, the Advisory Council is formed of the four locally elected political leaders (from Cambridge City Council, South Cambridgeshire District Council, Cambridgeshire County Council and from the Cambridge & Peterborough Combined Authority). Baroness Sally Morgan (Master of Fitzwilliam College and Chair of the Cambridge Hospital) and Dr Paul Leinster (Chair of the Water Scarcity Group and a leading expert on the water industry) are the first two additional members. Further members will be added over time to provide expertise in innovation, transport, finance, design and sustainability. All of this expertise will ensure that our plans are well founded, robust, visionary and evidence-led.

The Advisory Council, which met for the first time in December 2024, will primarily focus on Cambridgeshire although its findings and the wider work of the Growth Company will also inform the national approach to how we get Britain building again, for example through the New Towns programme or the Ox-Cam 'Growth Corridor'. The experience of Greater Cambridge will set the standard for processes that deliver sustainable growth of the highest quality.

Shared beliefs

At the heart of our shared vision is a belief that new development should not just be more attractive than the norm but also bring far wider benefits to residents in terms of better transport, health, job opportunities, and by fostering a stronger sense of community and social cohesion. The Advisory Council believes the built environment has an enormous role to play in doing so.

The careful co-location of homes and jobs and leisure activity make places more vibrant and travel less stressful and more sustainable. By promoting mixed-use neighbourhoods and gentle densification set around attractive public open space, each area becomes a vibrant meeting place, where people feel at home in their whole neighbourhood not just inside their front door.

To achieve large scale growth of this quality we will need the support of the community and the private sector and the creative minds of architects, engineers and academics from many fields. We will also need to demonstrate that it is possible to create a “broad coalition” aligned around values that embrace both a generosity of spirit and commercial common sense. The two can go hand in hand.

To promote this alignment, it is necessary to masterplan at scale, allowing each extended neighbourhood to offer a rich variety of spaces and activities. Building on Greater Cambridge’s good examples of design excellence in many of its recent housing projects, (recognised by multiple national awards for design, architectural and social housing, including Passivhaus); the role it has played locally to curate what is one of the most important innovation clusters in Europe (fastest growing UK city - Centre for Cities 2025), and one of the best places to live and work, offering a very high quality of life (Glassdoor 2023); and Cambridge University’s placement within the top five universities world-wide over the past decade (T.H.E ’25); we will work together to further leverage these qualities and Cambridgeshire’s capacity to deliver sustainable, mixed use schemes of the highest quality.

Shared values

The members of the Advisory Council, selected for their in-depth understandings of its communities and expert knowledge of Greater Cambridge will inform, feedback on and challenge CGC activity to ensure outcomes are informed, sensitised to local conditions and responsive to local demands. In this connection, members have agreed the following set of shared values that underpin its collective sense of purpose and commitment:

- Long-term – it is important to create a resilience and sustainable pathways to growth which address the evolving needs of Greater

Cambridge over the next 25 years and beyond, anticipating future opportunities as well as challenges.

- Collaborative – it recognises that no single entity can tackle Greater Cambridge's issues alone and that there is a need for a collaborative approach which fosters transparent partnership working towards shared priorities.
- Evidence-led – that decision-making is informed by evidence, with data-driven insights and evidence from institutions and organisations welcomed to create informed strategies towards shared priorities.
- Infrastructure first – that it is important to address the current infrastructure deficits and constraints alongside the additional infrastructure required to meet a long-term plan for growth. This is to ensure that delivery of additional development will resolve infrastructure deficits rather than increase them. That is not only fair to existing residents and businesses, but necessary to maintain Greater Cambridge as a location able to attract more employment and residents.
- Mixed use place making – That urban and rural design should be defined and underpinned by social and physical infrastructures as a vital approach to the creation and extension of a flourishing city.
- That by working together constructively and collaboratively, the growth of Greater Cambridge can be realised in a way that both secures its future as a global leader in innovation and improves the quality of life of all its residents.

Shared priorities

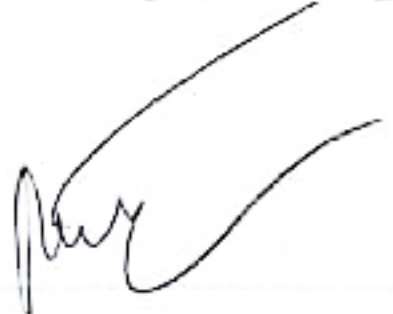





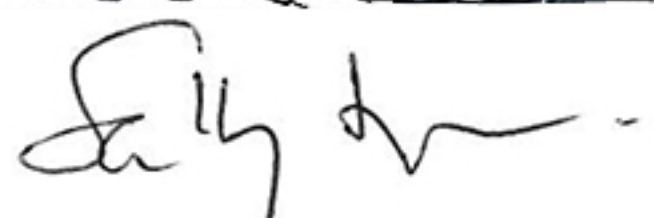

- Transport – improving connectivity and air quality with reduced congestion including maximising the benefits of East West Rail in the city.
- Water – addressing shortages of supply in sustainable water sources as well as improved water quality.
- Housing – improving housing affordability with greater supply of and mix of housing tenures and types for all demographics.
- Sustainability and the environment – enhancing, protecting and restoring the natural environment.
- Health and social care – improving access to health and social care services, with more neighbourhoods that encourage healthy lifestyles.
- Education – improving access to educational facilities for all ages.

- Science and innovation – ensuring better provision of the necessary digital and power infrastructures and the expansion of technology, knowledge, and life-science sectors
- Business – making it easier to set up and run a business and increasing the supply of commercial and laboratory spaces for key sectors in the city.
- Design and placemaking – delivering more high-quality, mixed-use neighbourhoods.

Cambridge Growth Company and Advisory Council Members

C Memorandum of Understanding – Signatories

Cambridge Growth Company and Advisory Council Signatories

		Date
Peter Freeman (Chair) Chair of Advisory Council		11.2.25
Mayor Dr Nik Johnson Mayor of Cambridgeshire and Peterborough		26/02/2025
Cllr Mike Davey Leader, Cambridge City Council		11.2.25
Cllr Bridget Smith Leader, South Cambridge District Council		11.2.25
Cllr Lucy Nethsingha Leader, Cambridgeshire County Council		11.2.25
Dr Paul Leinster Chair, Cambridgeshire Water Scarcity Group		11.2.25
Baroness Sally Morgan Master, Fitzwilliam College Chair of Cambridge University Hospitals NHS Foundation Trust		20.02.25
Dr Diarmuid O'Brien Pro-Vice-Chancellor for Innovation at the University of Cambridge		14.03.25