An extraordinary meeting of the **CABINET** will be held in the **CIVIC SUITE (LANCASTER/STIRLING ROOMS), PATHFINDER HOUSE, ST MARY'S STREET, HUNTINGDON, PE29 3TN** on **TUESDAY, 24 NOVEMBER 2026** at **7:00 PM** and you are requested to attend for the transaction of the following business:-

AGENDA

APOLOGIES

1. MEMBERS' INTERESTS

To receive from Members declarations as to disclosable pecuniary, other registerable and non-registerable interests in relation to any Agenda item. See Notes below.

Contact Officer: Democratic Services - (01480) 388169

2. REGENERATION PARTNERSHIP (CAPITAL & CENTRIC) GATEWAY 1 REPORT (Pages 7 - 322)

To receive a report providing a summary of the Gateway 1 report produced by Capital and Centric (C&C), an assessment of the evidence base and the strength of the case for further work, and clear officer recommendations on why officers are not making a recommendation for the Council to progress to Gateway 2.

Contact Officer: M Gildersleeves
Mike.Gildersleeves@huntingdonshire.gov.uk

P Scott
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16 day of November 2026

Michelle Sacks

Chief Executive and Head of Paid Service

Disclosable Pecuniary Interests and other Registerable and Non-Registerable Interests.

Further information on Disclosable Pecuniary Interests and other Registerable and Non-Registerable Interests is available in the Council's Constitution

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The District Council also permits filming, recording and the taking of photographs at its meetings that are open to the public. Arrangements for these activities should operate in accordance with guidelines agreed by the Council.

Please contact Democratic Services, Tel No: (01480) 388169 / e-mail: Democratic.Services@huntingdonshire.gov.uk if you have a general query on any Agenda Item, wish to tender your apologies for absence from the meeting, or would like information on any decision taken by the Committee/Panel.

Specific enquiries with regard to items on the Agenda should be directed towards the Contact Officer.

Members of the public are welcome to attend this meeting as observers except during consideration of confidential or exempt items of business**.**

Agenda and enclosures can be viewed on the District Council's website.

Emergency Procedure

In the event of the fire alarm being sounded and on the instruction of the Meeting Administrator, all attendees are requested to vacate the building via the closest emergency exit.

Attending Council and Committee Meetings

Huntingdonshire District Council welcomes members of the public to attend meetings that are open to the public.

Members of the public may attend, film, photograph, and report on meetings that are open to the public. *

In some circumstances, a meeting may resolve to exclude the public and press to consider confidential or exempt information. Where this occurs, members of the public and press will be asked to leave the meeting room for that part of the meeting.

Most public meetings are webcast live, and recordings are available afterwards. This means you do not need to attend in person to follow proceedings.

The council permits public speaking at the Development Management Committee (planning) meetings.

View further information about **public speaking at Development Management Committees [PDF, 0.5MB]**

The council permits public questions at full council meetings. View further information about **submitting a question [PDF, 0.1MB]**.

Public access and seating

Meetings that are open to the public can be attended by anyone.
Seating in public areas is limited. Where demand exceeds the number of seats available, admission will be managed on a first-come, first-served basis, with priority given in the following order:

1. People who live, work or own property within the Huntingdonshire District
2. Other interested members of the public.

This means that attendees within each priority group will be admitted in the order they arrive, subject to the number of seats available.

Reserved seating

Council Meetings - If you have registered in advance to ask a public question at a meeting of Full Council in accordance with the Council's **Constitution [PDF, 1.5MB]**, a seat will be reserved for you.

Development Management, Licensing and Other Regulatory Hearings - If you have registered to speak or make representations in relation to an application or matter being considered by the Committee, a seat will be reserved for you.

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When seating is full

Once all public seats are occupied, no further admission will be possible.
Standing is not permitted in meeting rooms. Additional seating cannot normally be provided, except where required as a reasonable adjustment for accessibility needs, including carers or support workers.
For meetings of the Development Management Committee, Licensing Committee and other regulatory hearings, priority will be given to applicants, objectors, registered speakers and other parties directly involved in agenda items.

Arrival, sign-in and security

All visitors must sign in on arrival.

If attendance is expected to exceed capacity, you may be asked to provide evidence that you live, work or own property within the Huntingdonshire District so that seating priority can be allocated fairly. In these circumstances, we would request a photographic ID and evidence of your address or work premises
We recommend bringing only essential items.

Bags and personal belongings may be subject to security checks. Where necessary, security staff may also conduct further searches.

These arrangements apply equally to all public attending and are intended to help ensure meetings can take place safely and without disruption.

Any personal information collected as part of the sign-in process will be used only for meeting management and safety purposes in accordance with the **Council's Privacy Notice**. Information will be retained no longer than is necessary.

Items not permitted

- Placards, banners, flags or similar items
- Knives, scissors or other sharp objects
- Whistles, air horns, loudhailers or other noise-making devices
- Bottles or other containers containing liquids, except drinking water intended for personal use during the meeting
- Any item that security staff reasonably believe could compromise safety or disrupt the meeting.

If you wish to bring large or specialist equipment into the meeting, such as recording equipment, please contact **Democratic Services** in advance via email to help avoid delays when entering the meeting.

Behaviour at meetings

Everyone attending a meeting is expected to treat others with courtesy and respect. Any form of verbal or physical abuse will not be tolerated. Anyone presenting such behaviour will be asked to leave immediately.

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If you have any accessibility requirements, it would be helpful to contact **Democratic Services** before the meeting so we can fully support you.

Speaking at a meeting or asking a question

Members of the public may ask questions at meetings of Full Council.

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Feedback

If you have concerns about how these arrangements were applied at a meeting, please contact **Democratic Services**.

Legal framework

*Public access to meetings, and the right to film, photograph, record and report proceedings, are governed by legislation including the Local Government Act 1972, Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012, Local Audit and Accountability Act 2014 and Openness of Local Government Bodies Regulations 2014.

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Agenda Item 2

Cabinet	24th November 2026
Report by:	Mike Gildersleeves – Deputy Chief Executive and Corporate Director - Place
Lead Cllr:	Executive Councillor for Economy, Regeneration and Housing

Wards	Open / Exempt	Key Decision?
All wards in Huntingdon, St Ives and St Neots	Partially Exempt – Finance information redacted under Local Government Act 1972 Schedule 12A part 3	No

Regeneration Partnership (Capital & Centric) Gateway 1 report

Executive Summary:

This report should be read in conjunction with and seen as an extension of the "Regeneration Opportunities" report from July 2025. The work and activities undertaken by Capital and Centric having been approved via that report, in particular the work responds to recommendations a-c of that decision.

Gateway 1 of the exploratory partnership with Capital and Centric has been completed. Various sites and potential opportunities were explored. Concept designs for residential led mixed use schemes on four Council owned sites in Huntingdon, St Neots and St Ives (development of approximately 248 homes in total) have been brought forward and produced, supported by extensive surveys, pre-application advice and public engagement.

Public engagement in August 2026 generated more than 3,500 responses, with opposition ranging from 87% to 91% across the three towns. The predominant concern was the impact of redeveloping central surface car parks on accessibility, linked trips and town-centre vitality. Pre-application advice from the local planning authority underlined the same strategic issues and advised that a town-wide parking strategy should be in place before any application.

While the economic benefits assessment indicates potential Gross Value Added of £75.4 million and other positive metrics, the Gateway 1 report itself acknowledges that this does not demonstrate that these specific sites are the most appropriate vehicle for delivering regeneration. Viability is stated to require public grant support in the range of £50,000–£100,000 per plot, with no clear route to securing that support at the necessary scale evidenced. If the work were to proceed to Gateway 2, through that process, detailed discussion would need to be undertaken with Homes England (who are a C&C partner/funder on other sites) in respect of available funding routes.

Having assessed the evidence base, officers conclude that the report does not provide a sufficiently robust justification for committing further public resources to Gateway 2 on the current schemes. The scale and consistency of public opposition is focused on the fundamental choice of sites rather than design detail; unresolved strategic parking and accessibility issues remain; and the economic case does not outweigh the identified concern regarding parking function and public feedback. There may be alternatives or other opportunities that could come forward. What this work has demonstrated is that the scope for large scale, single site interventions, within the C&C model, are limited within our Market Towns and not suitable at this current juncture.

The July 2025 Cabinet decision authorised work only to the end of Gateway 1. There is no contractual or other obligation to progress further. Officers therefore recommend that the Council does not progress to Gateway 2 on the current schemes and that the existing commission is brought to an orderly conclusion, while retaining the valuable technical evidence base for any future, separately commissioned work.

However, it is considered that the general principles relating to regeneration that seeks to bring forward economic and housing led opportunities which will contribute positively and create new homes, jobs and other benefits remain relevant to the Council in respect of its ambitions for our places and communities; and remain aligned with the Councils Corporate Plan and our ‘do’, ‘enable’ and 'influence’ activities. Thus, these principles should continue to be preserved and pursued.

Recommendations

To note:

1.1. the receipt of the report at the end of Gateway 1; completion of Gateway 1 and the evidence base produced, including technical work and surveys, concept designs, pre-application advice, engagement data and the economic benefits assessment.

1.2. there is no formal decision required to cease work at the end of Gateway 1.

1.3. that the Council does not intend to progress to Gateway 2 with Capital and Centric on the current schemes, for the reasons set out in this report.

1.4. that the independent review of the Capital and Centric commission and activity will continue as a separate process and that the technical evidence base will be retained and catalogued for potential future use.

	Key Corporate Plan Priorities
1	Improving quality of life for local people: through the underlying regeneration principles of creating more vibrant, accessible market towns that support local spend, footfall and community wellbeing.
2	Creating a better Huntingdonshire for future generations: by exploring opportunities for new homes (including accommodation suited to younger people), jobs, and sustainable economic growth

	Place Strategy Priorities
1	Pride in Place: supporting the long term vitality and attractiveness of the market towns of Huntingdon, St Neots and St Ives as centres of community, social and economic life.
2	Inclusive Economy: seeking opportunities that generate new homes, jobs, local spend and Gross Value Added, while recognising that large scale, single site interventions of the type tested are currently limited.

Report Author(s)
Mike Gildersleeves, Deputy Chief Executive and Corporate Director – Place (Mike.Gildersleeves@huntingdonshire.gov.uk)

Pamela Scott, Head of Economy, Regeneration and Housing Delivery (pamela.scott @huntingdonshire.gov.uk)

1. PURPOSE OF THE REPORT

1.1 This report provides Members with a summary of the Gateway 1 report produced by Capital and Centric (C&C), an assessment of the evidence base and the strength of the case for further work, and clear officer recommendations on why officers are not making a recommendation for the Council to progress to Gateway 2. The Gateway 1 report is presented as received in final form from C&C save for necessary redactions; this overarching report does provide additional commentary and professional or technical opinion from Officers.

1.2 This report also seeks to respond to the approved resolution by Overview and Scrutiny (Performance and Growth) of Cllr Martin's motion from 4/11/26 against Cabinet Procedure rule 2.7. A copy of which is attached as Appendix 9, and also the request under Cabinet Procedure rule 2.8 for the item to be placed on the agenda.

1.3 This report should be read in conjunction with and seen as an extension of the "Regeneration Opportunities" report from July 2025. The work and activities undertaken by Capital and Centric having been approved via that report, in particular the work responds to recommendations a-c of that decision. It is important to note that the July 2025 Cabinet decision authorised exploratory work only to the end of Gateway 1. Positive progression requires a new formal decision. The Monitoring Officer has advised that there is no requirement for a separate formal decision simply to stop progression beyond the current stage; that said, in the interests of transparency and openness, this report is presented along with the Gateway 1 report from Capital and Centric.

1.4 Members will also recall the consideration of, and sentiments given at Full Council in September 2026 of matters pertaining to this project and ambition following the public engagement that took place during the Summer. This report does not seek to reopen or repeat that discussion; it is simply noted here for completeness.

1.5 Members will also be aware of the current, live petition submitted by Cllr Keane and which is currently on the Councils website. This runs fom 25/9/26 – 24/12/26 and as at the time of writing has 335 signatories. This seeks to request that Cabinet "…*formally bring to an end the current Capital & Centric regeneration proposals involving the former Cattle Market car park in St Ives, Princes Street car park in Huntingdon and Tebbutts Road car park in St Neots."*

2. BACKGROUND & CONTEXT

2.1 In July 2025 via the ''Regeneration Opportunities' report, Cabinet confirmed its commitment to exploring regeneration opportunities within the Market Towns, with a desire to bring forward projects which would bring forward economic and housing led opportunities which will contribute positively and create new homes, jobs and other benefits. These aims being aligned to both the Corporate Plan, and Place Strategy.

2.2 Further, Cabinet approved an exploratory partnership with Capital and Centric (C&C) to identify potential regeneration opportunities in the market towns of Huntingdon, St Neots and St Ives. The remit was limited to Gateway 1 (concept design) work only; progression to Gateway 2 was explicitly made subject to a further formal decision.

2.3 These decisions provide the strategic, political direction, for the overall project that has been undertaken. That report provides a clear framework, and overall risk appetite that the Council was willing to operate within. Officers have taken the work forward on this basis.

2.4 Gateway 1 has now been completed. Numerous sites were assessed across Huntingdon, St Neots and St Ives. Concept designs for residential led mixed use schemes on four Council owned sites have been produced (approximately 248 homes in total), supported by extensive technical work and surveys, pre-application advice and public engagement.

2.5 The work was commissioned following approval by Cabinet in July 2025 and continued until the Gateway 1 report was issued in November 2026. A high level description of activities is included below for reference. This includes a summary of activity leading up to the July 2025 report.



Regeneration Partnership Timeline

Huntingdonshire District Council & Capital & Centric

Market Towns Programme: Huntingdon • St Ives • St Neots

Key stages in the development of the regeneration partnership between Huntingdonshire District Council and Capital & Centric.

• Key decision / formal stage • Most recent (under review)

2024	Initial discussions began between HDC and Capital & Centric regarding regeneration opportunities in Huntingdon, St Ives and St Neots.
Early–mid 2025	Officers and members undertook due diligence, including visits to Capital & Centric schemes and engagement with other councils. Initial concept proposals developed.
16 June 2025	Notice of proposed key decision published for the Regeneration Opportunities Report.
8 July 2025	Overview and Scrutiny Panel (Performance and Growth) considered the report.
15 July 2025	Cabinet approved the initial partnership with Capital & Centric to explore regeneration opportunities in the three market towns (decision effective 26 July 2025).
16–17 July 2025	Public announcements of the partnership.
August 2025 onward	Capital & Centric appointed via Direct Award under the Bloom / NEPRO framework. Work Order put in place with formal gateway controls.
October 2025	Capital & Centric announced informal "Meet the Neighbours" drop-in events.
3–4 November 2025	Introductory "Meet the Neighbours" public drop-in events held in St Ives, Huntingdon and St Neots. No specific schemes presented.
6 November 2025	Member drop-in / briefing session held.
11 March 2026	Briefing meeting with members of the Cabinet, held with C&C.
June 2026	Cabinet and briefings on emerging plans held. Invitation to all Councillors for a wider briefing also issued and held.
w/c 17 August 2026	Public engagement events held in the three towns on early-stage concept designs.
4 September 2026	Public engagement activity closed. Feedback to inform the Stage 1 / Gateway 1 report.
11 November 2026	Gateway 1 / Stage 1 final report

Note: Highlighted rows indicate key formal decisions or gateway stages. The Gateway 1 / Stage 1 final report is currently under review by the Council.

3. INDEPENDENT REVIEW

3.1 At Full Council on 9th September 2026 it was confirmed that an independent review of the Capital & Centric proposals would be commissioned. The review is intended to establish facts, test governance and controls, assess value for money and contractual performance, and identify practical lessons. It is intended to provide independent, external, professional opinion; identify key findings and recommendations; provide assurance where applicable; and overall provide a basis upon which the Council's relevant Committees will be updated and asked to consider. This process is being managed by the Monitoring Officer, within their

responsibilities and there is a separation of duties from the management of the C&C proposals as a corporate project.

Scope of the review

3.2 The review will not be reconsidering regeneration as a policy objective or seek to redetermine the July 2025 decision; it will look to focus on the actions, activities, and decisions taken following the July 2025 decision.

3.3 This report stands apart from that review, which is to commence imminently following procurement. Whilst it is relevant to note this activity taking place; the review should have no bearing on the report presented which seeks to report on the work that was commissioned and consider the way forward. The two matters are linked, but are mutually exclusive, with different aims and objectives.

3.4 This report does not seek to duplicate the independent review process, nor does it seek to address wider questions, scrutiny or matters of political judgement which are best saved for other forum and reporting. This report simply seeks to report on the outcomes from Gateway 1, and what next steps are to be taken.

4. SUMMARY OF GATEWAY 1 REPORT

4.1 The Capital & Centric business case which was attached to and formed part of the July 2025 report, set out the proposed gateways and delivery approach; it originally programmed Gateway1 at five months duration. In practice, the inherent difficulties of coordinating multiple, complex, and partly constrained sites, including parking impacts, third-party land negotiations, heritage sensitivity and viability challenges, combined with the May 2026 local elections meant the overall Stage 1 timeline extended beyond the initial estimate.

4.2 Based on Officer experience, this was not unreasonable and was necessary to enable the exploratory nature of the work to take place to an appropriate standard. Officers did not object to this extension, given the overall political direction/mandate given by the July 2025 decision. Progress updates on this work were provided to Cabinet and wider Members at various stages throughout the period, including both before and after the May 2026 local elections, including through briefings.

4.3 The Gateway 1 report produced by Capital and Centric, which brings this stage to a close, has been submitted for consideration by HDC. This is Capital and Centric's assessment of the regeneration activity that they have undertaken and outlines the recommendations which they are making to HDC in response to the commission. The report covers the concept design work (RIBA Stages 1–2) for the three towns, the suite of technical site surveys and investigations undertaken, the public engagement events (November 2025 introductory sessions and the main August 2026 engagement activities), the pre-application advice received from the Local Planning Authority, and the resulting design revisions.

4.4 The report also includes high level development appraisals, a summary of the economic benefits assessment, a short note on early grant-funding discussions, and a brief social-impact reference. The final section sets out town by town observations on the strength of public and planning feedback and recommends next steps before any decision on progressing further. Seven appendices are attached: successive design packs (November 2025, June 2026 and the final August 2026 versions), the full public consultation reports, the pre-application comments and responses, and the economic benefits report

4.5 Submission of the Gateway 1 report confirms that all required activities, have been completed across the three chosen Huntingdonshire market towns. The required key outputs have been delivered, including initial concept design work to RIBA Stages 1 and 2, technical work including site surveys and investigations, public engagement, and the submission of a pre-planning application to the local planning authority. As far as possible the report has been published in its entirety in the interest of openness and transparency, however some elements of the published report have been redacted on the basis of commercial sensitivity – in particular relating to value/financial information relating to land and property.

Site selection and Concept Designs

4.6 The Gateway 1 report sets out the approach taken to the identification and selection of sites (see the Initial Conceptual Design Work section). Capital & Centric examined each town in its wider context and considered a range of potential locations beyond those that ultimately formed the basis of the public consultation.

4.7 Numerous sites were assessed across Huntingdon, St Neots and St Ives. Some were progressed to concept design stage before becoming unavailable (for example, through acquisition by third parties). Others were unavailable from the outset or depended on third party acquisitions that did not complete.

4.8 The schemes presented are residential led mixed use proposals on four Council owned properties:

- Huntingdon: Princes Street car park and Huntingdon Bus Station – proposing 78 homes.
- St Neots: Tebbutts Road car park – proposing 83 homes.
- St Ives: Cattle Market car park – proposing 87 homes.

4.9 The combined total is approximately 248 apartments, together with commercial ground-floor uses, resident amenity and proposals intended to retain or replace a significant proportion of public parking. Designs were iterated during the process to respond to technical information/data and to retain more parking than earlier iterations (for example via parking decks). The reduction from earlier higher housing figures was driven by the need to retain more parking on the sites.

Public Engagement

4.10 Public engagement events have been held in November 2025 and in August 2026.

4.11 The first events in 2025 were framed as ‘Meet the Neighbours’ events and were focused on early engagement and discussion rather than specific proposals. Attendance was low.

4.12 The subsequent engagement events presented more detailed scheme options, and were held on 17, 18 and 19 August in each of the towns. The events generated a very high volume of responses, with more than 3,500 people providing feedback across the three towns. Opposition was consistently strong:

Location	Proportion opposed	Total no of responses
Huntingdon	87%	587
St Neots	89.8%	1737
St Ives	91.2%	1559

4.13 The predominant theme across all three towns was concern about the potential impact of changes to surface car parks on accessibility, convenience, linked trips and town centre vitality.

4.14 These concerns align closely with the planning authority's pre-application advice, which emphasised that parking is not solely a matter of numbers of spaces but also of location and function. The planning authority advised that a town wide parking strategy should be in place before any application, demonstrating that accessibility, vitality and performance will be maintained.

Economic Benefits Assessment

4.15 Capital and Centric appointed GC Insight to assess the economic benefits deliverable from the three schemes. The assessment forecasted that the schemes would generate:

- £75.4 million of Gross Value Added (GVA)
- 713 temporary full-time equivalent jobs and seven apprenticeships during construction
- 248 homes (approximately 25% of Huntingdonshire's annual housing target)
- Additional local spend in the economy from 360 new residents and business rates benefits
- Approximately 9,300 sq ft of commercial food and beverage space and 9,500 sq ft of public realm

4.16 The Gateway 1 report itself notes, however, that while the economic assessment makes a strong case for the value of regeneration, it does not by itself resolve whether these sites and schemes are the most appropriate way to deliver those benefits.

4.17 While the economic benefits assessment indicates potential GVA of £75.4m and other positive metrics, the report itself acknowledges that this does not demonstrate that these sites are the most appropriate vehicle for delivering regeneration.

Recommendations from the Report

4.18 Capital and Centric's overall recommendations outlined in their report, do consider the significant community and planning concerns identified, particularly regarding parking location and function, accessibility, linked trips and town centre vitality.

4.19 Capital and Centric encourage HDC to fully consider these responses and to consider changes to some of the existing proposals and potentially considering alternative sites and changes to the existing proposals that may be considered more beneficial, including greater car parking provision.

4.20 This includes the following sites and locations:

- **Huntingdon:** Former Fire Station / Brooke House (residential-led opportunity with improved connectivity) and 111 High Street (potential food & beverage destination);
- **St Neots:** Alternative approaches to the Tebbutts Road proposals given the strength of opposition to parking loss in that location;

- **St Ives:** Substantially revised approaches to the Cattle Market (or alternatives such as land adjacent to the park-and-ride) in response to strong local opposition.

5. OVERALL ASSESSMENT OF THE C&C REPORT

5.1 The Gateway 1 report and its supporting material have generated a substantial body of technical, design, engagement and economic evidence. The following sections seek to provide an Officer assessment of the report, and its findings, and also provide other salient information and professional officer commentary in order to enable Members to make informed choices.

Specific strengths include:

- A comprehensive suite of surveys and investigations (topographic, utilities, transport, heritage, acoustic, tree, site investigations, CCTV, drainage, measured, archaeological, bat, 3D laser scan, arboriculture, drone, ground-penetrating radar, environmental noise, preliminary ecological appraisal, and additional surveys specific to Cowper House). These significantly informed the design process and remain available as a resource. Officers consider that these documents are what would professionally be expected in connection with the commission and with taking forward development proposals of the type and nature envisaged by the overall project aims.

- Concept design work to RIBA Stages 1 and 2 across all three towns, with numerous iterations responding to technical data/information, local context, heritage constraints and the need to retain more parking. These are articulated in detail in the Gateway 1 report; and reflective of what would typically demonstrate an iterative design/conceptual approach.

- Pre-application advice obtained from the local planning authority in June 2026, with a detailed Urban Design engagement response. The advice treated the proposals as strategic town-centre matters and set out clear requirements around parking location, accessibility, bus and taxi facilities, mass, scale, heritage and the need for a town-wide parking strategy. The advice is clearly presented as advice between the local planning authority and C&C and does not seek to involve itself with matters of principle, whether the proposals are a good idea or not, or overarching decisions that would fall to the Council as landowner. Further commentary on this is given later in this report,

- An economic benefits assessment by GC Insight quantifying potential GVA, temporary construction employment, council tax income, local spend and business rates benefits. These do represent significant economic benefits resulting from the development of the identified sites.

- Transparency within the report about the strength of public opposition and the planning authority's concerns regarding parking location and function. The report is open about this and recognises it as a challenge.

- The report also identifies other sites and opportunities which the Council may wish to consider taking forward; these are captured under recommendations within the Gateway 1 report

Key challenges include:

- The scale and consistency of public opposition is very high (between 87% and 91% opposed, of just over 3,500 respondents) and is focused on the fundamental choice of sites (central surface car parks) rather than on design detail that could readily be amended through further technical work.

- Pre-application advice and public feedback both underline unresolved strategic issues around parking location, accessibility, linked trips and town-centre vitality.

- The planning authority emphasised that equivalent or better facilities must be demonstrated and that a town-wide parking strategy should be in place before any application. These are not issues that further detailed design work alone is likely to resolve.

- The economic benefits case, while positive in absolute terms, does not demonstrate that these specific sites are the best or only means of delivering regeneration benefits, nor that the benefits outweigh the identified harm to parking function and negative public feedback. The report itself accepts this limitation.

- Viability is stated to require public grant support in the range of £50,000–£100,000 per plot. No clear route to securing that support at the necessary scale is evidenced; but it is recognised that this would likely be considered in more detail under Gateway 2.

- Subsequent decisions, notably the decision not to acquire Cowper House in Huntingdon, by HDC, due to excessive costs identified by building condition surveys, have already reduced the regenerative scope of one of the schemes.

- In St Neots, Policy PT3 of the Neighbourhood Plan, which resists the loss of town-centre parking unless vitality and viability are protected, was frequently referenced in feedback and resonates with the planning authority's advice. Similar place-specific constraints apply in the other towns.

Other issues for consideration

Public Engagement

5.2 The original July 2025 report and associated business case both indicated that stakeholder engagement would be part of the commission; and as such, a deliverable expected as part of the Gateway 1, to be undertaken by C&C. This public engagement took place throughout the project in various forms as indicated elsewhere in this report; and following Member briefings in June 2026, in August 2026 C&C undertook public and stakeholder engagement - in accordance with the expectation of the commission and within the context of the expectations created by the July 2025 decision of Cabinet.

5.3 That public engagement, while extensive in volume, occurred late in the Gateway 1 process and concept schemes had already been developed to a reasonable level. Earlier "Meet the Neighbours" events in November 2025 were lightly attended and the proposed sites were disclosed primarily in discussion with attendees rather than being publicised more clearly in engagement publicity.

5.4 Clearly, based on the feedback on the schemes to date, further, intensive work would be required if the work were to progress under Gateway 2; and based on how the engagement was received locally, is a risk to progression. It must also be recognised that there was a

significant reaction on social media, and particular narratives were played out publicly and politically. Those reactions were also based on the limited information that was available in the public domain, rather than a fuller picture which is presented within the Gateway 1 report. These are all factors which would need more in-depth consideration if the proposals were taken forward.

Pre-application response

5.5 The original business case which underpinned the July 2025 report explicitly identified that as part of Gateway 1, a 'pre-planning application' submission would be made; ie a pre-application request. As such, it is in accordance with the agreed approach that a pre-application would be made to the Council as Local Planning Authority. Officers note that this has been completed, and that feedback on the proposals from the Local Planning Authority was provided. Those comments were from that area of the Council, focused on their remit.

5.6 As with any matter where the Council has both a regulatory role, and another remit (in this case a regeneration objective); Officers adopt appropriate boundaries to create a clear separation of duties and in effect create 'chinese walls' as they are commonly known – this is an approach that is adopted in many other sectors.

5.7 In this instance, the pre-application advice was between C&C as the requestor, and officers within the planning team undertaking their role on behalf of the local planning authority. The advice provided is to C&C in response to the proposals presented. How the proposer (in this case C&C) considers the advice given, and whether or not it considers it to be robust, informative, or can be addressed/overcome, is a matter for them. No elected Members were involved in this process, or privy to the advice – nor would this be expected within the normal course of events where the pre-application advice is given to any requestor. Equally, officers within the Regeneration Team were not engaged on that advice, nor the response to it, beyond general discussion in design meetings led by C&C.

5.8 In order to provide a rounded picture of the concept options, and issues that would need to be addressed, the Gateway 1 report appropriately reports on and grapples with the pre-application response and the issues it raises. C&C have undertaken some initial work to address the matters through design, and have thoughts on how the wider issues could be managed/overcome. The pre-application response forms one other element of the work, which in its widest sense, would need to be addressed if the work were to proceed.

5.9 The advice given does not, of itself, represent a basis for not moving forward, it simply seeks to advise on those matters which would require more detailed and in-depth consideration for a favourable planning decision to be made. Moreover, the grant of planning permission (if it were obtained) equally does not determine of itself that development should or should not proceed, it is step along a development journey part of a package of considerations which the Council would need to have regard to, if it determined that the project and development of the site(s) were to move forward.

5.10 However, when reviewing the advice in the wider context of the Gateway 1 report, Officers advise that the issues raised would be likely to require significant resource and additional work to overcome and note that this could have an impact on the anticipated resourcing (and financials) for Gateway 2 if the work were to proceed to that point. If the work were to cease at the end of Gateway 1, this response would still remain of relevance and use if alternative proposals were to come forward.

Evidence base and future work

5.11 The report has generated a useful body of technical survey data, concept design material, pre-application advice and quantified economic analysis. These outputs have value beyond the specific schemes proposed and should be retained. Regardless of any further involvement with Capital and Centric, the Council may wish to consider the following in due course:

- Retaining and cataloguing the full survey and technical evidence base so that it remains available to inform any future, separately commissioned work.

- Exploring alternative regeneration opportunities on sites that do not rely on the redevelopment of the most convenient central surface car parks, should Members wish to pursue town-centre investment in future.

- The Gateway 1 report itself identifies a number of other previously considered locations (including the Former Fire Station and Brook House area, and 111 High Street in Huntingdon, and land adjacent to the park and ride in St Ives) that could be re-examined in a different process. It should be noted that these properties, however, are not in the control of the District Council. Maintaining and retaining the emphasis of the original July 2025 report in relation to potential acquisitions by the Council should be preserved; to enable the Officers to be able to act on opportunities should they arise, where they align with the adopted Corporate aims and ambitions of the Council, including those of the Place Strategy.

- Using the economic benefits methodology as a reference point for assessing future proposals, while ensuring that any such assessment is balanced against community, planning and place-specific considerations.

General matters/considerations

5.12 An independent review of the Capital and Centric approach is due to commence imminently, will examine process, governance and lessons learned – this is discussed elsewhere in this report. Any decision on future work should avoid prejudicing that review.

5.13 The Council's published position, consistent with this report's recommendations, has always been that the project does not automatically progress, the Council is under no obligation to move to Gateway 2, and in the absence of a formal decision to proceed, the work can be brought to an orderly close. Members in deliberating whether the work should move forward will also recall the sentiment of Council in September 2026.

5.14 The work has considered multiple sites, across three of the four Market Towns, and demonstrates that there are limited opportunities for large scale regeneration opportunities. Whilst it may be that the opportunities for a Capital & Centric style model (i.e. new build, modern living, specially designed for a rental model for younger people) may be limited, this does not preclude other forms of regeneration. The underlying ethos of encouraging more in-town living; facilitating accommodation for younger people; to increase footfall, local spend and vibrancy; and other wider place-outcomes for our places and market towns; remain valid and relevant regeneration principles. For example it may be that a piece-meal, or cumulative collection of multiple sites approach may be more suitable; or looking at empty spaces above shops/town centre units that could be converted to residential accommodation; both of which have been successful elsewhere. Equally, in early 2026, it

was suggested by C&C in discussions that alternative approaches, such as creation of buildings which could transition between self-contained 'apart-hotel' or residential models, which would be suitable for tourists/visitors and which could support likely increased demand as a result of Universal Studios (Bedford), may be suitable and present opportunities for further exploration. Whilst not translated to the Gateway 1 report, such options do and will continue to exist.

Value for Money

5.15 In the context of this report and that officers are not recommending to progress to Gateway 2, this section addresses the expenditure incurred on Gateway 1 and whether the commissioned work represents value for money.

5.16 The appointment was made by direct award under the Bloom / NEPRO framework, which was competitively procured and uses an outcomes/consumption-based payment model. Fee levels and rates were assessed as part of the original framework tender. Progress was monitored through weekly Progress Group meetings. No material concerns about performance, delivery, cost, scope or quality were raised during the commission.

5.17 The work authorised by Cabinet in July 2025 was limited to Gateway 1 (concept design / early feasibility). Gateway 1 expenditure totalled £1,058,720.61. No further expenditure on the current schemes is proposed or has been undertaken. This is approximately 5% (£58,720.61) above the original £1 million allocation authorised in July 2025.

5.18 The overspend was reviewed and approved by Officers on the basis that the additional work contributed materially to the required Gateway 1 deliverables, and would make the outcomes under Gateway 1 more robust as a result of bringing forward some work originally considered to feature in later work under Gateway 2. This is not considered to represent a material deviation from the overall authorisation and falls within the scope of responsibility vested with Officers. In overall terms the expenditure is broadly in line with what the Council committed to in July 2025, and whilst there is a modest overspend, that of itself is not detrimental to the project or the Councils overall budget framework; it is a lawful and legitimate spend, albeit it is recognised that this is an overspend, but it is one that can and has been managed.

What the expenditure delivered

5.19 The commission was broad and looked at a range of sites/opportunities across three of the Market Towns, before settling on four Council-owned sites across three towns. The work undertaken and produced concept proposals for approximately 248 homes, together with commercial space, public realm and parking proposals. It included:

- Architectural concept design to RIBA Stages 1–2 with multiple design iterations.
- Multi-disciplinary engineering (structural, MEP, landscape).
- Extensive site surveys and investigations (topographic, utilities, archaeological, ecological, drainage, acoustic, arboricultural, ground investigation and others).
- Planning, heritage and transport advice.
- Cost planning, development appraisals and viability work.
- Project and development management.
- Pre-application engagement with the local planning authority.
- Public engagement generating more than 3,500 responses.

- An economic benefits assessment.

5.20 The scope was therefore materially broader than a pure architectural concept design appointment.

5.21 Indicative forecast construction costs for the three schemes total approximately £68 million. Against that figure:

- Gateway 1 expenditure equates to roughly 1.56% of indicative construction value.
- Expenditure per proposed home is approximately £4,270.

5.22 Architectural fees formed only part of the total (around 30%); the balance covered development management, project management, engineering, surveys, cost advice and other specialist inputs. On this high-level comparison, the overall sum is not evidently inconsistent with the scale and complexity of a multi-site, town-centre regeneration feasibility programme that included extensive surveys, public engagement and multi-disciplinary advice.

5.23 It is also pertinent to note that the above was being brought forward at pace - primarily owing to the looming impact of Local Government Reorganisation (LGR). When the Council began discussions about developing and committing to this work (early 2025), the LGR landscape was still relatively immature and unclear; by the time the work formally commenced, LGR was more advanced, with an expectation of a decision at the end of 2025/early 2026, in this context, if the Council were able to be in a position to take forward any of the C&C proposals to a more advanced stage, it would have to do so promptly and before any formal Structural Changes Order or other direction from Government was made which would prevent the Council doing so.

5.24 Similarly, there was a mindfulness from both Officers and C&C regarding funding pipelines from Government (via Homes England) and the desire to bring forward schemes which could deliver homes within this current Parliament. Both of which speak to the pace required if the proposals were going to progress to on-site delivery . This context is important as it goes to the pace at which C&C were working to, with their consultant team, to develop proposals.

5.25 Within this context, it is considered that the outputs are substantial, and whilst further work would be required if the proposals were to move forward at pace to meet the timeline challenges presented by LGR, but also to deliver a substantial number of homes, on brownfield sites, within the current Parliament – and thus potentially feed into Homes England pipeline planning for funding which would be required. This is arguably more important than LGR but would also compliment the Councils ambitions under LGR as a demonstration of our ability to deliver against the national Government agenda.

Officer assessment and residual value

5.26 Officers consider that the expenditure has delivered a professionally executed body of work that met the Gateway 1 scope authorised in July 2025. The technical outputs form a usable evidence base.

5.27 However, value for money must also be judged against the outcome of the work. The process has demonstrated that the current schemes face fundamental barriers (consistent public opposition focused on site selection, unresolved strategic parking and accessibility issues, and viability requiring substantial public grant support with no clear funding route).

As a result:

- Baseline technical surveys, planning/heritage/transport advice and the general understanding of constraints retain residual value for any future work.
- Concept specific architectural design and engagement materials prepared around the current proposals have more limited continuing utility if the schemes do not progress.

5.28 It must be remembered that the Council committed to a staged process for precisely this reason, to minimise risk and exposure. This work was exploratory and limited to RIBA Stage 1 & 2 (Concept), thus, it was always the case that there was no guarantee that the work would progress, and that the Council would be left with some outputs which may or may not be useful in future - this is an accepted feature of exploratory feasibility work. Officers have acted upon the overall political mandate and direction that was given as a result of the July 2025 report and recommendations.

5.29 Whilst there has been a focus publicly on the c£1m spend, it was a figure which in July 2025 the Council considered was reasonable and comfortable with for the work that was proposed and was 'eyes open' about the work being exploratory; the work has not significantly exceeded this framework figure, and that additional spend is considered reasonable and justified against the outputs that have been delivered. In short, the Council was willing to take the limited risk, within the financial envelope, that the work may or may not progress; but some outputs would be produced; again, this is in accordance with the overall political mandate and direction that was given in July 2025.

5.30 While the overall expenditure sits within a credible range for the breadth of work undertaken, whether this represents optimal value for money based on the available evidence is subjective and will be a matter for the individual reader. As part of this report, no assessment has been undertaken to independently test or compare the individual fees, hours, rates and deliverables against comparable public-sector regeneration commissions, scope changes and residual value. It is also likely to be an area which is commented in more detail within the independent review and other political forums.

5.31 Publicly and politically, the focus recently has been on the more worked up proposals for the three car park sites – The Cattle Market, Princes St and Tebbutts Road – as these have been the only proposals which have been in the public domain and which have been put out to public engagement/ conversation.

5.32 There has been clear objection to these proposals which clearly represent a credible barrier to these proposals being taken forward. However, it is clear that if the proposals were to move forward (in full or in part) beyond Gateway 1, significant levels of additional work would be required to consider the impact of the loss/ reduction of car parking - and how this could be addressed as part of the solutions or "whole town" approaches to car parking, as well as considering the Council's recently adopted Car Parking Strategy, including its aims, objectives, and policies, as well as further public engagement.

5.33 Notwithstanding the above, whilst these three sites have been and are central to the work, and the proposed re-development schemes which have been worked up in more detail; it is clear from the Gateway 1 report that this has been an iterative piece of work, and that other sites (21 in total) were also considered by C&C. Whilst for various reasons these sites were not proposed to be taken forward, for example as a result of ownership, or not fitting the

C&C model, this context is important as it shows that the C&C work was much bigger than the "building on car parks" narrative which has played out.

5.34 It is this iterative approach, being brought forward at pace, which is reflected in the spend against the project. This is not simply a three site, three solution piece of work, delivered over a more elongated timescale. Had it been so, Officers would have reasonably expected the work to have been able to be delivered at a lower cost.

5.35 Further, C&C have also worked with HDC as a "regeneration partner", offering advice, guidance, and access via their own networks, for example one of the prospective purchases located in St Ives, referenced in the report, the Council were 'locked out' of discussions by the local agent, but following C&C discussions with their national contacts, HDC were able to enter into discussions regarding a potential purchase.

5.36 Equally, their understanding of access to funding streams (including those of Homes England, with whom they are a partner on sites such as Northstowe) has been valuable in understanding the funding context, and timelines, noting the Governments desire to secure increased housing delivery, with a focus on brownfield sites. These factors represent added value which should be accounted for in weighing up the value of the work.

5.37 Clearly the proposed sites and solutions were not well received publicly, which in turn makes it hard for those sites to progress. However, it should be noted that the report identifies that those schemes would:

- Generate £75.4m of Gross Value Added (GVA) while supporting 713 temporary Full time equivalent (FTE) jobs and seven apprenticeships, placements or traineeships during construction.
- Deliver 248 one- and two-bedroom apartments on previously developed land, which equals 25% of Huntingdonshire's annual housing target
- Add around 360 new residents and £533.9k of council tax income. The new residents' discretionary spend is estimated to generate around £3.9m directly into the towns, further supporting around 21 FTE jobs and £1.0m GVA per annum.
- Provide 9,300 sq ft of commercial food and beverage space which would support 42 FTE jobs and £2.0m of GVA per annum, and the benefit of this will allow a further 20 FTE jobs and £1.7m GVA in the wider economy, allowing around £21,200 income in business rates per annum.
- Provide 9,500 sq ft of public realm to allow for the towns to have stronger pedestrian routes and a feel of community for all town residents to benefit from.

5.38 These potential benefits are significant and should not be discounted purely on the basis of public opposition to the sites and solutions proposed. These should be weighed properly in the balance alongside the public feedback; and the overall aims and outcomes which are sought. Regeneration schemes or indeed development schemes in general are often divisive and require difficult decisions and choices to be made.

Conclusion on value for money

5.39 Whether the outcomes of this work represent value for money or whether this represents optimal value for money based on the available evidence is subjective and will be a matter for the individual reader/decision-maker/stakeholder. But this must be viewed in the context of the strategic direction given by the July 2025 report, and the principles it established.

5.40 The £1.06 million spent has produced a comprehensive Gateway 1 evidence base that aligns with the authorised scope and is not obviously excessive relative to the scale and complexity of the programme. In that limited sense, the expenditure can be regarded as reasonable. In respect of wider context, it must be remembered and recognised that undertaking exploratory and feasibility work of this nature does come with an opportunity cost – this was articulated through the July 2025 report. Officers professional understanding, there are many examples across the country where Councils and other public bodies have spent considerable sums of money on projects which have not then progressed for various reasons. Non-progression, of itself does not indicate that the work undertaken is not value for money.

5.41 The work has also established that the specific schemes tested are not viable to take forward without resolving strategic issues that further design work alone cannot address. In particular it is noted that there is considerable public angst towards the proposals and C&C (as a company); and from the information available it is clear that the opportunities for a C&C model within the Market Towns is currently limited at this present time. Continuing to Gateway 2 would not represent value for money.

5.42 Closing the commission at this point protects the residual value of the technical evidence base, limits further financial exposure, and avoids committing additional public resources to proposals that face clear and unresolved barriers. That said, in terms of what the Council set out to achieve through the July 2025 report and sought to achieve through working in partnership with C&C, it is considered that the outcomes at the end of Gateway 1 are consistent with expectation of exploratory work.

5.43 In respect of C&C as a partner, there has been wider value to the Council.

5.44 Whilst there has been local opposition to the proposals, and this has been translated into concerns regarding C&C as a company and partner for the Council; such concerns need to be managed. The report in July 2025 was clear in the reasons for choosing C&C as a partner for this work, and thus, it would not be appropriate to unpick or critique this at this stage, solely on the basis of public or political concern. The Council should be mindful of reputational impacts for C&C as a company – principally to prevent the Council being liable for claims against reputational damage.

5.45 Wider consideration can be given to this within the independent review, or scrutiny through other forums. Nor would it be acceptable to say C&C have failed to deliver, simply because the schemes were not received favourably locally or indeed that the work does not progress beyond Gateway 1. If the Cabinet determines that it does not wish to progress further, there are perfectly legitimate reasons for this, and there was no expectation that matters would progress within the July 2025 report.

5.46 Thus, it is acceptable for C&C and the Council to draw matters to an organised and orderly conclusion, without further duress or impact for either party and their organisational relationships.

5.47 It is considered that the wider principles and policy objectives as set out in the ‘Regeneration Opportunities’ report remain valid and relevant and should continue to be explored and pursued. Equally, the recommendations of the Gateway 1 report should continue to be considered in the context of future work to support our Market Towns. This remains aligned to both our Place Strategy and Corporate Plan and aligns with Government ambition at a national level.

5.48 As such, there may be alternatives or other opportunities that could come forward. What this work has demonstrated is that the scope for large scale, single site interventions, within the C&C model, are limited within our Market Towns and not suitable at this current juncture. Thus, closure of this project at the end of Gateway 1 and not progressing to Gateway 2 represents a prudent course of action.

5.49 Based on the above matters within this section and taking in all the other salient factors set out throughout this report; Officers would advise that the work does represent value for money.

6. NEXT STEPS

6.1 If the recommendations are accepted, the following next steps are proposed:

- Officers will proceed with the orderly conclusion of the existing contractual arrangements with Capital and Centric for Gateway 1, protecting the Council's legal, financial and intellectual property interests.
- No further work or expenditure will be authorised on the current schemes.
- The independent review of the Capital and Centric approach will continue as a separate process. Officers and Members will cooperate fully with it. This is being led by Monitoring Officer, with the Chief Executive as project sponsor. Findings will be reported through the appropriate routes once available.
- The technical evidence base (technical surveys, design material, pre-application advice, engagement data and economic assessment) will be retained and catalogued so that it remains available to inform any future, separately commissioned work.
- Any future proposals for regeneration of the sites proposed, or alternative sites, would be considered afresh through a new, transparent process supported by a clear business case and meaningful engagement, and would take account of the outcome of the independent review and the implications of local government reorganisation.

6.2 However, the general principles of regeneration remain relevant to the Council's ambitions for our places and communities. These principles seek to bring forward economic and housing-led opportunities that will create new homes, jobs and other benefits. They also remain aligned with the Council's Corporate Plan and its 'do', 'enable' and 'influence' activities. They should therefore continue to be pursued.

7. COMMENTS OF OVERVIEW & SCRUTINY

7.1 This item is part of a motion approved by Overview and Scrutiny under section 2.7 of the Cabinet Procedure rules. No pre-scrutiny has been undertaken or is deemed to be appropriate, given that Scrutiny have made the request of Cabinet. Further, 'call-in' does not apply as there is no formal decision to be taken

7.2 It is noted that Overview and Scrutiny (Performance and Growth) has also previously accepted an item relating to this topic as a retrospective review and this can be looked at the most appropriate juncture (likely linked to the receipt of the independent review findings).

7.3 The independent review will be reported through the appropriate committee(s) in due course.

8. POST-DECISION IMPLEMENTATION

8.1 If Cabinet accepts the recommendations, officers will:

- Proceed immediately with the orderly conclusion of the existing Gateway 1 contractual arrangements with Capital and Centric, ensuring the Council's legal, financial and intellectual property interests are fully protected.
- Catalogue and securely retain the full technical evidence base (surveys, concept designs, pre-application advice, engagement data, economic benefits assessment and related materials) so that it remains available for any future, separately commissioned work.
- Continue to support the independent review of the Capital and Centric commission as a separate process, led by the Monitoring Officer with the Chief Executive as project sponsor. Findings will be reported through the appropriate channels in due course.
- Continue to look at opportunities for regeneration, aligned with the established principles, in accordance with the Councils established priorities including as set out within the Corporate Plan and Place Strategy.

9. IMPLICATIONS OF THE DECISION

Council Key Priorities and Performance

9.1 The recommendations align with the Council's Corporate Plan priorities relating to place-making, sustainable growth, housing delivery and vibrant market towns. By concluding the current schemes at Gateway 1 while retaining the evidence base and reaffirming the underlying regeneration principles (new homes, jobs, increased footfall and local spend), the decision supports a more realistic and publicly supported approach to delivering those priorities. It also protects the Council's ability to pursue alternative, better-aligned opportunities in the future.

Financial Implications

9.2 Gateway 1 expenditure totalled £1,058,720.61 (approximately 5% above the original £1 million allocation authorised in July 2025). The modest overspend was reviewed and approved, within Project Progress meetings held weekly between HDC and C&C, on the basis that it contributed materially to the required deliverables – and sought to bring forward some expenditure considered necessary which was originally planned to be within Gateway 2, but which was appropriate to bring forward based on site sensitivity, and which would have reduced cost under Gateway 2 if the development were to proceed.

9.3 This was a conscious decision, taken by Officers; in accordance with professional discretion and established approval arrangements. No further expenditure on the current schemes is proposed. Closing the commission at this stage limits further financial exposure, avoids committing additional public resources to proposals that face clear and unresolved barriers, and protects residual funds and intellectual property. Any future regeneration proposals would require fresh budgetary authority supported by a clear business case.

Policy Implications

9.4 The decision is consistent with the Council's adopted Place Strategy, Corporate Plan and recently adopted Car Parking Strategy. It does not alter the Council's overarching commitment to regeneration that delivers economic and housing-led benefits. Instead, it recognises that the specific sites and schemes tested through Gateway 1 are not the most appropriate vehicle for delivering those benefits at the present time, particularly given unresolved strategic parking, accessibility and town-centre vitality issues and the absence of a clear route to the public grant support required for viability.

Legal & Constitutional Implications

9.5 The July 2025 Cabinet decision authorised exploratory work only to the end of Gateway 1. Progression to Gateway 2 requires a new formal decision. The Monitoring Officer has advised that there is no requirement for a separate formal decision simply to stop progression beyond the current stage. Officers will ensure that the orderly conclusion of the existing contractual arrangements protects the Council's legal, financial and intellectual property interests. No further contractual commitments should be entered into in relation to the current concept schemes. The independent review will proceed as a separate process and will not be prejudiced by this decision.

9.6 The potential land value of other identified sites has been redacted under the Local Government Act 1972 Schedule 12A part 3 namely "Information relating to the financial or business affairs of any particular person (including the authority holding that information)" as detailing the estimated value of the land may prejudice the Council in future negotiations.

Community Impact

9.7 Public engagement in August 2026 generated more than 3,500 responses, with opposition ranging from 87% to 91% across the three towns. The predominant concern related to the impact of redeveloping central surface car parks on accessibility, linked trips and town-centre vitality. The recommendation not to progress the current schemes responds directly to this clear expression of community views while preserving the technical evidence base for any future, more broadly supported proposals. Closing the commission in an orderly manner helps maintain confidence in the Council's decision-making processes.

9.8 This report also recognises the views expressed online and within Council in September 2026.

Health & Wellbeing Implications

9.9 No significant adverse health or wellbeing impacts are identified from the decision not to progress the current schemes. By avoiding the potential loss or significant reduction of convenient central parking without a robust town-wide strategy in place, the decision supports continued accessibility for residents, including those who rely on private vehicles for health, shopping and social trips. Any future regeneration proposals would be subject to appropriate health and wellbeing assessment at the relevant stage.

Environment & Climate Change Implications

9.10 The Council has a duty to deliver sustainable place-making and has adopted environmental principles and a Climate Strategy committing it to be a net carbon zero Council by 2040, an enabler of action within communities, and an encourager of climate action.

9.11 The decision recommended in this report is not to progress the current schemes. No significant environmental impacts arise from concluding the Gateway 1 commission. Any future proposals for regeneration would need to demonstrate alignment with the Council's climate and environmental commitments and would be assessed accordingly.

Equality & Diversity Implications

9.12 The Council has a statutory duty to promote equality of opportunity, eliminate unlawful discrimination, harassment and victimisation and foster good relations in respect of the nine protected characteristics.

9.13 The decision recommended in this report is not to progress the current schemes. No adverse equalities impacts are identified from ceasing further work on these proposals. Any future regeneration proposals would be subject to appropriate equalities assessment at the relevant stage. The extensive public engagement already undertaken has provided a clear expression of community views on the current schemes.

Implications on Resources

9.14 Gateway 1 expenditure has been set out elsewhere in this report. No further expenditure on the current process is proposed. Closing the commission at the end of Gateway 1, will avoid any additional expenditure. Officer time will be required to manage the orderly close-down and to support the independent review. This is considered manageable within existing resources.

10. LOCAL GOVERNMENT REORGANISATION (LGR) IMPLICATIONS

10.1 LGR was a consideration within the work undertaken during Gateway 1, in particular the impact it had on timescales and potential to bring forward development on the sites prior to any Structural Change Order being brought in to place and limiting the Councils functions and ability to take significant decisions with longer term contractual impacts.

10.2 The ongoing uncertainty surrounding local government reorganisation in Cambridgeshire and Peterborough reinforces the case for not progressing the current schemes to Gateway 2.

10.3 Further commitment of resources or longer-term contractual arrangements would risk binding a future authority to projects that face significant public opposition and unresolved strategic barriers. An orderly conclusion of the Gateway 1 commission limits residual liabilities while preserving the technical evidence base as a transferable asset for any successor authority.

11. RISK MANAGEMENT

11.1 The principal risks associated with not accepting the recommendations of this report and progressing to Gateway 2 on the current schemes are:

- Reputational risk arising from proceeding in the face of very strong and consistent public opposition and key stakeholders – noting that this is focused on fundamental site selection rather than design detail.

- Planning risk: pre-application advice indicates that a town-wide parking strategy, considering these specific proposals and demonstrating maintenance of accessibility, vitality and performance, is required before any application. Absence of such a strategy creates a significant obstacle to obtaining planning permission. These will be additional work items which may impact on the approved budget for Gateway 2. If the work were to proceed a review of the budget envelope would be recommended.

- Finance risk: Gateway 1 expenditure has exceeded the original £1m allocation by approximately 5% (£58,720.61) which can be managed within the Councils overall budget envelope. Whilst the Council has indicated a budget availability for up to a further £1m, this should be reviewed as it may be insufficient. Any further commitment would require fresh budgetary authority. Closing the commission now limits further financial exposure and allows residual funds (if any) and intellectual property to be protected.

- Opportunity cost and resource risk: further expenditure and officer time would be committed to schemes that face material unresolved strategic barriers.

- Lack of certainty and policy changes: there are significant unknowns in relation to the schemes progressing under Gateway 2 which could be impacted by time, lack of certainty of decisions, and potential policy changes. For example the recently adopted Car Parking Strategy is an updated policy position which would have to be addressed in addition to gaining planning permission etc if the development were to move forward; equally funding and development viability are uncertain at present, particularly in light of wider economic factors

- Prejudice to independent review: any decision to proceed could be perceived as pre-empting or constraining the findings of the independent review now being commissioned.

11.2 Conversely, the risk of not progressing is limited. The July 2025 decision authorised work only to the end of Gateway 1. There is no contractual or other obligation to move to Gateway 2. The technical evidence base can be retained and applied to any future, separately commissioned proposals.

12. BACKGROUND PAPERS– LOCAL GOVERNMENT (ACCESS TO INFORMATION) ACT 1985

Regeneration Opportunities report – Report to Cabinet - July 2025
Full Council – September 2026
Capital & Centric FAQs - Huntingdonshire.gov.uk
ePetition - Stop the current Capital & Centric car-park proposals - Huntingdonshire.gov.uk

Document List
Appendix A: Appendix 1: C&C Gateway 1 report including:

Appendix 2: Huntingdonshire locations and approach
Appendix 3: Huntingdonshire proposal development
Appendix 4: Huntingdonshire final design pack
Appendix 5A: 240902 St Ives presentation
Appendix 5B: 240923 St Neots & Huntingdon presentation
Appendix 6a: Consultation analysis - Huntingdon
Appendix 6b: Consultation analysis – St Ives
Appendix 6c: Consultation analysis – St Neots
Appendix 7: Pre-application comments
Appendix 8: Architect and design (Shed_ pre-application response
Appendix 9: GC Insight economic report
Appendix 10: Cllr Martin's motion (4/11/26)

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REGENERATION OPPORTUNITIES - HUNTINGDONSHIRE MARKET TOWNS

GATEWAY 1 REPORT

CAPITAL&CENTRIC

Report Title	Project Update Following the Conclusion of Gateway 1
Date / Revision	October 2026
The Programme	Huntingdonshire Market Towns - Huntingdon, St Neots and St Ives
Contracting Parties	Capital&Centric (Off the Wall) Limited and Huntingdonshire District Council
Action	This paper provides a summary of the works undertaken across three of Huntingdonshire's market towns to Gateway 1, including the completion of initial concept design work, fee and option strategy, site surveys and investigations, and initial pre-application engagement with the local planning authority.
Report By	Martin Crews, Development Director

IMPACTS	
Finance Summary	The contract is being funded by Huntingdonshire District Council ('HDC') via a Services Delivery Framework under the Bloom Framework to review and develop design for the regeneration and development of sites in Huntingdon, St Neots, and St Ives. HDC awarded a contract to Capital&Centric (Off the Wall) Limited ('C&C') in the amount £1,000,000 for the Development of the design across the three towns in Huntingdonshire to complete Gateway 1 concept design proposals. A further £1,000,000 was allocated to a gateway 2 process, including planning application development. Progression to gateway 2 is subject to HDC approval. C&C have completed Gateway 1 and have spent £1,058,720.61. This is 5% above budget due to additional work to support scheme development and ensure best value, as recommended by C&C. Six draw down requests were issued between 23.02.26 and 10.08.26 to cover the cost of professional fees, surveys and other works as detailed in the proposal, with all costs paid.
Gateway 1 Outputs	• Initial conceptual design work to Royal Institute of Building Architects (RIBA) 2 • Site surveys and investigations • Public Engagement • Submission of a pre-planning application
Development Description	Concept stage proposals for residential led mixed use development on sites in the three market towns of Huntingdon, St Ives and St Neots, including new homes, commercial uses, resident amenity space and measures to retain or enhance public parking and bus facilities. The work was limited to RIBA Stages 1 2 concept design and supporting evidence

EXECUTIVE SUMMARY

Gateway 1 has been completed across the three chosen Huntingdonshire market towns of Huntingdon, St Neots and St Ives. All key outputs have been delivered, including the completion of initial concept design work to RIBA Stage 1 and 2, agreement of fee and option strategies for the key sites, commencement of site surveys and investigations, and the submission of the pre-application with the local planning authority.

The project takes a consistent design led approach across all three towns using efficient, well tested residential typologies that provide cost certainty through benchmarked above ground construction costs, while responding sensitively to each town's distinct character, heritage and infrastructure constraints.

Across the three towns, the concept designs propose 248 new homes, with active commercial ground floor uses and resident amenity at each location. Crucially, the schemes are designed to work with existing infrastructure rather than against it – retaining bus stops, preserving significant public car parking and creating routes that activate previously underused back of house areas and town centre edges.

Development appraisals have been developed throughout the process to ensure the design is deliverable. We currently forecast that, as with comparable Capital&Centric schemes elsewhere in the UK, a level of public grant support will be required to bridge the viability gap on these town centre, mixed use schemes. This is consistent with grant requirements seen nationally, typically in the range of £50,000 to £100,000 per plot depending on site-specific constraints and local values.

A public consultation was held in August to present the proposals to the public and obtain feedback. There was a substantial response across all three towns. The predominant theme was concern about the potential impact of changes to surface car parks on accessibility, convenience, linked trips and town-centre vitality. These concerns align closely with the planning authority's pre application advice, which emphasised that parking is not solely a matter of numbers of spaces but also of location and function.

Capital&Centric appointed GC Insight to highlight the benefits deliverable from the three schemes through an economic benefits assessment. The schemes would generate £75.4m of Gross Value Added (GVA) while supporting 713 temporary Full time equivalent (FTE) jobs and seven apprenticeships, placements or traineeships during construction. The 248 one- and two-bedroom apartments delivered equals 25% of Huntingdonshire's annual housing target which in turn will add around 360 new residents and £533.9k of council tax income. The new residents' discretionary spend is estimated to generate around £3.9m directly into the towns, further supporting around 21 FTE jobs and £1.0m GVA per annum.

In addition to this, 9,300 sq ft of commercial food and beverage space would support 42 FTE jobs and £2.0m of GVA per annum, and the benefit of this will allow a further 20 FTE jobs and £1.7m GVA in the wider economy, allowing around £21,200 income in business rates per annum. The 9,500 sq ft of public realm will allow for the towns to have stronger pedestrian routes and a feel of community for all town residents to benefit from.

This report therefore confirms that Gateway 1 has generated a substantial body of technical, design, survey and economic evidence demonstrating the potential benefits of carefully designed town centre investment. At the same time, the public consultation and pre-application feedback have identified significant community and planning concerns – particularly around parking location, accessibility, linked trips and town centre vitality that should genuinely shape what happens next. While the economic assessment makes a strong case for the value of regeneration, it does not by itself resolve whether these particular sites and schemes are the most appropriate way to deliver those benefits. The final decisions will rest with elected members.

1. INITIAL CONCEPTUAL DESIGN WORK

A professional design team was appointed to deliver RIBA Stage 1 and 2 concept design work across Huntingdon, St Neots and St Ives. This early stage process, which was initiated after HDC Cabinet approval in July 2025, included the identification and assessment of option / sites for inclusion and further concept development, based on deliverability and impact. Sites which were not taken forward, as highlighted in para 1.1.1, were discounted on this basis and not recommended for further development. A copy of the final concept design pack is included at Appendix 4. There were significant changes in the design throughout the process to respond to survey information and the potential impact on parking. The numerous iterations also responded to the local context to ensure the schemes were suitable for each town's setting.

The design approach across all three towns looked to use building typologies that Capital&Centric have explored on other projects across the UK whilst ensuring they responded to the local context. This approach provided cost certainty, as above-ground construction costs can be benchmarked against other live tendered prices, and ensures the schemes are highly efficient and, more importantly, deliverable. An iterative approach in design was also employed to take into account potential improvements and feedback throughout the project, from prior to the July 2025 report to Cabinet, which informed the initial approaches, to during the engagement events held during August 2026.

Detailed site by site concept descriptions, room schedules and combined totals for Huntingdon (78 homes), St Neots (83 homes) and St Ives (87 homes) – total 248 homes – remain as set out in the scheme proposals prior to commencement of engagement exercised in August 2026, and are not repeated here for brevity. The reduction from earlier higher residential units was driven by the need to retain more parking on the sites and as part of our iterative approach taken to design, and in response to feedback during engagement events.

1.1 HUNTINGDON

1.1.1 SITE IDENTIFICATION

As part of the instruction, Capital&Centric undertook a review of the potential development opportunities in the town. The following sites were reviewed and assessed:

111 High Street- This is a significant development opportunity in the town, with the current vacant unit prominent on the Market Square, causing a significant blight on the town centre. Through poor ownership and recent criminal activities in the building, its resurgence is deemed critical as part of the towns development. Whilst the site is not under HDC or C&C control, we envisage that it should form the centre of the regeneration of the town. We discovered recently that the owners arranged a lease on the building making a purchase more difficult. We attempted to contact the owner to discuss acquiring the site, but received no response. This remains a key target property to bring forward a new food and beverage offer in the centre of the town to help drive footfall and nighttime economy.

Wykeham House, Market Hill- A planning application was rejected to convert the Grade II Listed building into an HMO. As it is in third party ownership it was not something that was fully developed as a proposal, but it was a property that we looked at to potentially bring forward.

The George Hotel- The George Hotel was marketed by Savills for £1.25m with a large car park to the rear, 26 rooms and a 92 cover bar and restaurant. We spoke to the agent and considered the acquisition but felt that conversion of a hotel into residential accommodation would not be positive for the town. We understand the hotel requires significant investment. The listed nature of the building and risks associated with taking it on are significant. We believe there is scope for a further high-quality boutique hotel in Huntingdon (to complement the Old Bridge), and the best scenario would be for the George to be upgraded and be retained as a hotel. At present, this falls outside of the scope of our work.

Cowper House- We worked with HDC to progress the acquisition of the building for [redacted]. The strategy was to restore the Grade II* listed building onto the High Street and repurpose the former Hunts Post building to the rear. As part of a plan to develop Princes Street car park, it provided a central resident hub providing extensive amenity space including a gym, residents lounge and mini cine. Prior to acquisition and following survey, design and investigation work, which indicated significant repair / reinstatement costs, HDC decided not to acquire the building.

27/28 High Street- The property was considered as part of the acquisition of Cowper House but was quickly placed under offer by a third party. It was also deemed less suitable to acquire than Cowper House due to the size and the lack of additional structures to the rear. The grounds were also smaller. As such, we recommended not to acquire the building. It was subsequently sold at auction for £310,000.

Former Huntingdon Fire Station- When Capital&Centric were appointed, the Former Fire Station was under offer from McCarthy and Stone the retired living specialist. We believe they withdrew from the purchase in March 2026, but it has always been a site of significant interest given its proximity to the town. We see significant potential to develop the site into a new residential neighbourhood and suggest that the site is considered as a potential option to bring forward in partnership between Capital&Centric and HDC

Brook House- The vacant office building adjacent to the Former Fire Station is owned by Places for People Housing Association who we believe originally planned to deliver an office to residential conversion. We understand that the building does not convert well and they are currently exploring their options including demolition. We recommend that HDC consider whether they would acquire the building and add to the adjacent Fire Station site to provide a significant opportunity to bring forward a new neighbourhood in Huntingdon.

ATS Site, Nursery Road- This site was marketed by Hartnell Taylor Cook, and following a recommendation from C&C, HDC made an offer to acquire the 0.5 acre site for [redacted]. The offer was not successful as the site was acquired by another garage operator. There were many potential uses explored for this site including layover for the buses from the bus station and residential use.

Former Magpas Offices- This was a site that was on the market when we started discussions with HDC and it was deemed attractive as it included parking adjacent to the site near Mill Common. A private developer acquired the site and is currently on site delivering residential accommodation.

Princes Street Car Park- This is a well utilised car park adjacent to the south of the high street with access to the Commemoration Hall. It is popular due to its proximity to the ring road and the ability to park there and avoid the town gyration. It is also adjacent to the existing first floor car park of St Benedicts Court shopping centre which we understand has parking capacity. Upon review it was determined that the potential development of this car park could only be done in conjunction with the wider HDC parking strategy, and that some parking would need to remain on the site along with market-day lay down space as currently provided. Further, to consider its development additional parking at Mill Common also needed to be delivered in conjunction to ensure the impact on the town was limited.

Bus Station- The bus station forms a significant role in the towns transport strategy. Its current location provides good accessibility to the town but its proximity to the train station means the transport is not a connected interchange. It was determined early that there was no desire to move the bus station but to provide an enhanced service. The land also currently provides significant space for bus layover with the parked buses being the first thing you see when entering the town. The old station is also of poor architectural quality and whilst it provides a significant, much needed facility, the waiting room and bathroom facilities require some investment. Any proposal to develop the site has been developed in conjunction with a strategy to ensure the bus service was maintained, layover area was provided and the facilities were enhanced to encourage active travel. HDC have met with the bus companies and whilst they want involvement in the process, they were supportive of the improvement and regeneration to the bus station.

Land off Mill Common Road- There are two parcels of land formerly owned by the Huntingdon Freemans Trust adjacent to the Mill Common car park which were acquired by the Highways Agency as part of a CPO process to build the new A14. HDC have been in dialogue with the Highways Agency and the Huntingdon Freemans Trust to acquire a leasehold interest on the site to provide over 90 parking spaces to replace and supplement some of the parking that would have been taken by the potential development of the Princes Street Car Park, and to provide parking to residents of the development.

1.1.2 PROPOSED SITES

Due to the ownership structure and the strategic impact, the development of the sites would have on the town, it was determined that the best strategy was to develop a proposal for the following:

- Homes on the Princes Street car park whilst retaining significant parking provision for the Commemoration Hall, blue badge holders and the market traders
- The re-development of the bus station providing homes at upper level, providing a new enhanced waiting area, toilets and off-site bus layover provision. Further improving the pedestrian axis from the train station into the town with a new urban linear park.
- The acquisition of the land at Mill Common to provide additional parking for the town and residents
- Acquisition of Cowper House and utilise the Hunts Post building as resident amenity and provide a coffee shop onto the high street
- Keep the acquisition of 111 High Street under review to bring forward a placemaking F&B offer subject to engagement from the owner.

1.1.3 SITE CONTEXT AND CONCEPT

Huntingdon is a market town and principal shopping centre of Huntingdonshire District. The proposed development focuses on two key sites, the current bus station site and Princes Street car park, which together offer a significant opportunity to deliver new homes in a well-connected central location. The sites have a strong design relationship to the high street and utilise Cowper House to connect to the main town centre, whilst restoring an important historic asset. The development forms a connected, coherent neighbourhood creating a gateway development into the town on the bus station site and then further homes on the Princes Street car park.

1.1.4 ZONE 01 - BUS STATION SITE

Zone 01 occupies the current bus station site, which represents a significant opportunity to unlock a gateway location on the edge of the town centre. The concept design proposes a residential-led building of up to 5 storeys, designed to respond to key view corridors from the station approach, A1307, Castle

Moat Road, Malthouse Close, Princes Street and Walden Road, all of which have been assessed through a detailed heritage Zone of Theoretical Visibility (ZTV) analysis. This analysis allows us to understand where you can see the new building from across the town to ensure its impact is minimised. We acknowledge the height and mass of the building needs to be tested to ensure it is fully in keeping with the urban setting but there is a need to develop a structure of significance to have an impact.

The building is configured as a deck access apartment block with two cores. The ground floor incorporates residential homes with front doors onto the rear walkway, creating active frontages to the street to provide security and activity to the back of the development. A new bus facility will be developed as part of the scheme to replace the current waiting room and toilet block. The new facility would be a significant upgrade ensuring that the users have a safe, warm environment to wait for the bus.

The floor plan is efficient and highly lettable, with the residential mix weighted toward one-bedroom apartments reflecting likely occupier demand in this location.

Zone 01 Room Schedule:

Level	1 Bed	2 Bed	Total
Level 00	8	2	10
Level 01	8	3	11
Level 02	8	3	11
Level 03	8	3	11
Level 04	8	3	11
Total	**40**	**14**	**54**
Mix	**74%**	**26%**	

1.1.5 ZONE 02 - PRINCES STREET CAR PARK AND COWPER HOUSE

Zone 02 is the Princes Street car park, immediately adjacent to Cowper House, and is the scheme's crucial link between the new residential neighbourhood and the high street. The concept design proposes a 3-storey building on the car park with a more intimate scale than Zone 01, responding to the character of the surrounding streets and the presence of the Grade II* listed Cowper House.

The initial proposal indicated development across the entire car park, but upon review and feedback from the Commemoration Hall, it was determined that 50% of the spaces should remain and the same number of blue badge parking spaces to be retained. This would ensure that the patrons of the Commemoration Hall were able to park adjacent to the building in evenings. The proposal also retained the market day trader parking. The proposal also relied upon not only replacing the existing parking but providing additional parking on the land off Mill Common. This parking area would also be used by residents of the buildings.

At ground floor of Cowper House, a resident amenity space serves the whole development and, critically, a public facing café is proposed that opens directly off the high street. This café is not a secondary or back-of-house offer, it is designed as an activated, welcoming destination that brings new footfall to this edge of centre location and creates a natural reason for residents and visitors alike to pass through rather than around the site. Cowper House itself sits alongside this zone and is considered as part of the wider concept, with the amenity and café uses helping to animate its setting and support any future use or activation of the building.

The residential mix in Zone 02 is weighted toward two-bedroom apartments, reflecting the more settled, family and professional occupier profile expected in this quieter, more residential part of the scheme.

Zone 02 Room Schedule:

Level	1 Bed	2 Bed	Total
Level 00	2	6	8
Level 01	2	6	8
Level 02	2	6	8
Total	**6**	**18**	**24**
Mix	**25%**	**75%**	

1.1.6 HUNTINGDON COMBINED SUMMARY

Type	Zone 01	Zone 02	Total
1 Bed	40	6	46
2 Bed	14	18	32
Total Homes	**54**	**24**	**78**
Mix			**59% 1-bed / 41% 2-bed**
Commercial / Amenity		**Ground floor public café + resident amenity**	

1.2. ST NEOTS

1.2.1 SITE IDENTIFICATION

As part of the instruction, Capital & Centric reviewed potential development opportunities in St Neots. Given the limited availability of undeveloped land in the town centre, the approach focused on existing buildings and surface car parks. Any proposals involving surface car parks were considered alongside HDC's emerging parking strategy, with the aim of ensuring that sufficient parking provision could be retained or replaced. Scheme identification and concept development were informed by parking data supplied by HDC, recognising the need to balance the potential economic benefits of regeneration against the functional role of town centre parking.

Former Beales Store- When we first discussed the potential regeneration of St Neots the former Beales department store, associated adjacent building and parking were the primary focus. The building was in private ownership, and a sketch scheme was drawn up to propose a mixed use residential led scheme to revitalise that end of the high street. Prior to being able to acquire the site, the landlord let one unit to Poundland and the other to Pure Gym. This impacted our ability to bring forward a development on the site.

Rowley Arts Centre- The Rowley Arts Centre is in the ownership of HDC with the provision of a cinema, and at the time of C&Cs appointment empty former restaurant units. The car park on the site is underutilised during the day and we explored the potential of building homes on the car park. We also understood that the cinema operator was paying a below market rent, so we undertook a strategic review of the site's potential, looking whether we could repurpose the building for alternative leisure use such as padel courts. Changing the use of the cinema was rejected due to the economic impact of losing the current operator on the wider town. We also worked with HDC to consider how to activate and let the commercial units. Fortunately, small independent businesses came forward to take the units which meant we were not required to develop plans further. A proposal to install a deck car park over the existing car park at Rowley Arts Centre to facilitate the development of the Tebbutts Road site was part of our proposal.

Tebbutts Road Car Park- Following the letting of the former Beales store, in conjunction with HDC, we identified the Tebbutts Road car park as a potential development site, on the proviso that the car parking would be replicated elsewhere in the town maintaining suitable provision in accordance with the parking strategy being developed by HDC. Further, parking provision for blue badge parking on the site was proposed to be retained to allow access to the local medical facilities.

Riverside Car Park- Whilst this was an attractive potential development site on the river, it was dismissed due to it being a designated flood zone. It was considered as a potential location to provide additional parking on a single metal deck to free up other surface car parks like Tebbutts Road, but the impact on the river setting and flooding deemed it not viable at this stage without significant further investigation.

Former Marks and Spencer Store- Marks and Spencer stated that they would not renew their lease as they were moving to an out-of-town site in Wintringham in line with their wider company policy. The lease had not expired at the time of developing the designs, but it remains the intention as part of any further development of Tebbutts Road car park, to discuss acquisition of the store and convert into a foodhall to drive footfall back to the eastern end of the high street. It is the intention to speak to the owner of the building during the next gateway.

1.2.2 PROPOSED SITE

Following a review of the sites and the letting of the Beales store, it was agreed between C&C and HDC to develop a proposal to regenerate the Tebbutts Road car park. This was done on the proviso that sufficient parking was left on the site to cater for the GP and dental surgery, including blue badge spaces, and the 210 parking spaces that currently occupy the site would be replaced in other car parks in the town, notably with a deck car park to the Rowley Arts Centre in accordance with HDCs parking strategy.

1.2.3 SITE CONTEXT AND CONCEPT

St Neots is Huntingdonshire's largest town and has been the focus of significant master planning and regeneration investment through the Masterplan for Growth and Future High Streets Fund programme. The concept design for St Neots focuses on the Tebbutts Road car park, a surface car park that currently represents a highly used centrally located surface that creates a back of house feel to the area. By developing the site, the hope is to build high-quality architecture that opens up the space and supports the existing high street. It was acknowledged throughout the process that any development on the site would need to be undertaken in conjunction with HDCs parking strategy and the parking would be replaced within the town. Retaining parking for blue badge holders and those looking to use the medical centres remained a key consideration throughout the design process plus the continued provision of public toilets.

By developing the car park and activating the ground floor frontage facing the route from the car park to the High Street, the scheme creates a new destination that draws people through, turning a forgotten rear service route into a genuine part of the town centre experience. The town has several lovely shopping precincts that connect the high street to the north which have been taken up with wonderful independent operators who thrive away from the main through traffic of the High Street. The provision of replacement parking is critical to ensuring the scheme could be brought forwards.

1.2.4 PROPOSED TYPOLOGY

The building is shown as a deck apartment scheme of up to 5 storeys. We have tested the height of the building, and 5 storeys was deemed to be the highest it could be developed, and it's more likely to eventually be a 4-storey building based on the local surrounding structures. Significant consideration was given to the three main historic focal points within the town Paines Mill, Parish Church of St Mary, and St Neots United Reformed Church. The typology uses an efficient deck system, ensuring dual aspect apartments and access to fresh air from apartment front doors. The potential development provides 83 homes across the levels. The ground floor is fully activated in the building adjacent to Tebbutts Road, with 4 commercial units and resident amenity space, creating a new commercial frontage that addresses the pedestrian route through to the High Street. This ground floor activation is central to the concept - it does not treat the route as a service area but as a proper part of the town. The proposal also provides 54 parking spaces, of which the majority would be used as short term parking for the medical facilities.

The residential mix is broadly balanced, with a slight weighting toward one-bedroom apartments, reflecting the range of occupiers expected in a town centre Build to Rent scheme.

St Neots Room Schedule:

Level	1 Bed	2 Bed	Total
Level 00	0	7	7
Level 01	12	7	19
Level 02	12	7	19
Level 03	12	7	19
Level 04	12	7	19
Total	**48**	**35**	**83**
Mix	**58%**	**42%**	
Commercial Units (GF)			**4 units at ground floor**

1.3 ST IVES

1.3.1 SITE IDENTIFICATION

As part of the instruction, Capital&Centric undertook a review of the potential development opportunities in St Ives. There was a focus on the eastern end of the high street around the Cattle Market car park along with other sites that were deemed possible development sites.

Auction House- The site was marketed by Eddison and C&C recommended to HDC to acquire the building and wider site. An offer of [redacted] was made on an unconditional basis, but we understand the vendor sold the building to the current tenant. The proposal for the site was for it to form part of the wider Cattle Market development and at the end of the existing high street with a new strong frontage onto Station Road. We understand the site may be available again and could re-form part of the proposal.

Cattle Market Car Park- Due to the site's prominence in the town, it was discussed with HDC as a strategic development opportunity. This approach was based on the benefits of increasing footfall to and from this area and expanding on the role of Waitrose as an anchor, which would directly support the wider town centre. The existing car park layout was considered to be highly inefficient with scope to improve this in a mixed use development. Ensuring that sufficient parking was provided in the town, making sure the bus station was not interrupted and that Waitrose were not adversely impacted were crucial considerations in any potential development plan. HDCs parking strategy and parking data (including levels of income, which is an indicator of use, were also crucial to be considered as part of any decision to progress a development on the car park. Existing easements on the land including Waitrose having restrictions to the front section and the Fair having other easements were considered as part of the design process.

NHS Site- HDC were in discussions to acquire the former NHS Clinic on Ramsey Road in St Ives and C&C were looking to develop the site to provide circa 50 homes. The offer was rejected by the NHS as they accepted a higher offer.

Park and Ride Car Park- Although we don't have detailed data, we understand that generally the park and ride car park is underutilised. The use of this car park was considered as potential overflow parking if the number of spaces were reduced on the Cattle Market car park, albeit the walk from the car park to the town would need upgrading and would only be suitable for overflow given the potential impact to traffic by more usage of the pedestrian crossing. There are also two parcels of land to the north of the car park adjacent to the entrance off Meadow Lane that were identified as potential replacement parking for that loss at the Cattle Market or as a potential site for residential development. The land is in the ownership of Cambridgeshire County Council so not under the control of HDC, but we understand if Local Government Reform proceeds, it would likely be in the ownership of a new Unitary council so could be considered for development.

1.3.2 PROPOSED SITE

Based on the prominence of the Cattle Market car park within the town, HDCs ownership and the parking data showing that the long stay parking is underutilised, a proposal to develop on the car park was progressed.

1.3.3 SITE CONTEXT AND CONCEPT

St Ives is an historic market town on the northern bank of the River Great Ouse, with a strong independent retail offer, distinctive townscape and significant visitor potential. The concept design for St Ives focuses on the cattle market car park, a large, surface car park that offers a genuine opportunity for town centre intensification and the economic output that more homes and people bring to an urban setting. The

proposal for the site was considered in the context of ensuring sufficient parking was kept on the site, either through the installation of a single storey deck car park, or the reduction in the size of the proposed development to ensure over 300 parking spaces were retained. The retention of the bus station also formed a significant part of our proposal to ensure the town retained its connectivity.

A proposal to develop the site in 2021 was put forward under the St Ives Vision document, and the feedback from that to retain parking was considered as part of the development.

1.3.4 PROPOSED TYPOLOGY

The scheme proposes a residential-led mixed-use building of 3 to 4 storeys to the west and centre of the site, carefully positioned to retain a significant quantum of public short stay parking and to preserve the existing bus stop on site. The final height and mass are to be determined further to discussions with the planning department. The building includes a minimum of 2 commercial units at ground floor level together with a resident amenity space, both of which address the pedestrian routes through and around the site.

A key design principle is that the scheme must not compromise the town's parking offer. The masterplan level 00 layout retains 247 short-stay public parking spaces on site alongside 75 dedicated Waitrose parking spaces, maintaining the overall accessibility of the town centre for shoppers and visitors. Whilst this is a reduction in the total number there is the scope to build a single storey deck car park which would increase the parking back up towards the current number of spaces.

The bus stop is retained in its current position, ensuring that public transport users are not disadvantaged by the development. The plan was to undertake a cosmetic upgrade to the bus station building but leave the rest of the facility.

There is a Girl Guide structure on the site which would be retained but it would be the intention to undertake some upgrades including repairs and decoration. Whilst conversations were not undertaken with the Guide leaders, they attended the consultation event and were positive about the proposal to repair their facility.

The proposed development on the site has evolved during the process. The original plan developed too much of the site leaving insufficient parking. This assessment, at that point in the project, was based on usage data derived from HDC parking income generated, which indicated higher levels of demand than the concept proposals accounted for. The design progressed with alternative iterations, finally the proposal reduced the number of units and split the scheme into two zones. Zone 01 provides 66 homes across ground to level 03, with a mix weighted toward one bedroom apartments. Zone 02 provides a further 21 homes at levels 00 to 02 within the second part of the building. The overall scheme total from the masterplan is 87 homes. This is a reduction from figures presented in earlier design packs to HDC, reflecting the amended positioning of the building on the site and the priority given to retaining parking and bus infrastructure. The current plan does not show a deck car park, but the plan would be to engage with a manufacturer to ascertain how many more spaces could be delivered on the site to get back towards the existing 468 spaces.

The courtyard gardens concept shown in the design pack sketch visuals gives a sense of the quality of environment intended a softly landscaped, resident focused setting that contrasts positively with the utilitarian car park environment that currently surrounds the site.

St Ives Room Schedule (from Masterplan - latest):

Zone 01:

Level	1 Bed	2 Bed	Total
Level 00	9	4	13
Level 01	16	6	22
Level 02	16	6	22
Level 03	7	2	9
Total	**48**	**18**	**66**
Mix	**72.7%**	**27.3%**	

Zone 02:

Level	1 Bed	2 Bed	Total
Level 00	0	3	3
Level 01	2	5	7
Level 02	2	5	7
Level 03	2	2	4
Total	**6**	**15**	**21**
Mix	**28.5%**	**71.5%**	

St Ives Overall:

	1 Bed	2 Bed	Total
Masterplan Total (latest)	54	33	87 homes
Car Parking Retained			247 short-stay + 75 Waitrose
Bus Stop			Retained
Commercial / Amenity			2 Commercial units + resident amenity at ground floor

1.4 TOTAL ROOM MIX

The three projects presented at the end of Gateway 1 proposed 248 units, a reduction from the proposals previously presented to HDC. This was primarily due to a reduction in the scale of development to enable the retention of more parking on the sites.

Town	Site	Homes	Commercial / Active GF	Parking / Infrastructure
Huntingdon Zone 01	Bus Station	54		Bus infrastructure to be reviewed as part of relocation strategy
Huntingdon Zone 02	Princes Street Car Park	24	Resident amenity + public café off high street	Adjacent to Cowper House
St Neots	Tebbutts Road Car Park	83	4 commercial units at ground floor	Activated route through to High Street
St Ives	Cattle Market Car Park	87	2 commercial units + resident amenity	247 short-stay + 75 Waitrose spaces retained, bus stop retained
Total		**248**		

2. SITE SURVEYS AND INVESTIGATIONS

In order to facilitate the design work during Gateway 1, surveys have been scoped and undertaken to support the design work across all three towns. Survey information such as flood risk assessments, Stage 1 site investigations and highways analysis are critical to support the concept design work and inform the move into detailed design at Gateway 2.

An extensive suite of surveys was undertaken across the three towns and specific sites. This included the following specific surveys and investigations:

Survey	Huntingdon	St Neots	St Ives
Topographic Survey	Yes	Yes	Yes
Desktop Utilities	Yes	Yes	Yes
Transport and movement analysis	Yes	Yes	Yes
Heritage Assessment	Yes	Yes	Yes
Acoustic Report	Yes	Yes	Yes
Tree Surveys	Yes	Yes	Yes
Site Investigations	Yes	Yes	Yes
CCTV	Yes	Yes	Yes
Drainage	Yes	Yes	Yes
Measured Survey	Yes	Yes	Yes
Archaeological Assessment	Yes	Yes	Yes
Bat Survey	Yes	Yes	Yes
3D Laser Scan and Point Cloud		Yes	Yes
Arboricultural Report	Yes	Yes	Yes
Drone	Yes	Yes	Yes
GPR Utilities	Yes	Yes	Yes
Environmental Noise Survey, Creation of 3D Noise Map, Initial Feasibility Summary Report	Yes	Yes	Yes
Preliminary Ecological Appraisal	Yes	Yes	Yes

As part of the potential acquisition process for Cowper House in Huntingdon, Capital&Centric procured and managed the following surveys on behalf of HDC as part of complementary site investigations:

- Measured survey Elevations
- Measured survey Floor plans
- Topographical Survey
- Tree Surveys
- Site Investigations
- Utility Survey

- Stats Search
- Stage 1 Arboricultural Report
- Heritage Appraisal

These extensive surveys and investigations into the sites significantly informed the design process and construction details to develop a robust design that can be delivered. Whilst the potential acquisition could have formed part of a partnership with Capital & Centric, and was included in the public engagement, HDC reserved the right to progress a scheme at this location independently. Ultimately the property was not purchased due to the excessive investment required to bring the building back to a minimal state of repair.

3. PUBLIC ENGAGEMENT

3.1 OCTOBER 2025 MEET THE NEIGHBOURS

In October 2025, Capital&Centric announced meet-the-neighbour drop-in events on 03 and 04 November in each of the three towns. The original purpose of these events was to meet key stakeholders such as the town council, civic society, local councillors, Business Improvement District (BID) managers and other stakeholders, to introduce Capital&Centric and the proposed sites that were being considered. The marketing material did not specifically reference the sites, but at that stage the following opportunities had been identified:

- Huntingdon – Princes Street car park and the bus station
- St Neots – Tebbutts Road car park
- St Ives Cattle Market car park

The plan was to talk to key stakeholders about the specific sites. Difficulty in obtaining a comprehensive list of key stakeholders led to the decision to open the three events to the general public. A press release was issued on 25 October 2025 and published in the Hunts Post, as well as being shared across social media platforms.

https://www.huntspost.co.uk/news/25575159.st-ives-st-neots-huntingdon-drop-in-town-events/

The events were not well attended, although councillors from all political parties attended and the potential sites were disclosed when questions were asked. A subsequent member drop in event was held on Teams on 06 November 2025, open to all HDC councillors. The proposed sites were presented and discussed; the design pack as at November 2025 is included in Appendix 2.

3.2 AUGUST 2026 PUBLIC ENGAGEMENT

Following the May 2026 local election, a members' briefing was held on 22 June 2026 to present the updated proposals to all HDC council members, including newly elected members. An in-person meeting took place at Pathfinder House with a Teams link available. An updated design pack (Appendix 3) was presented. At that stage the proposals showed a reduced parking allowance across the three sites.

Between the members' meeting and the public engagement, a further design review was undertaken. The design progressed with the explicit aim of retaining more parking across all three sites (the scheme included in Appendix 4). This responded to member comments and anticipated public concern about the loss of parking.

Public engagement events were held on 17, 18 and 19 August 2026. The engagement events generated significant public interest and a high volume of responses.

A full report on the three public engagement events is included in Appendix 5. The predominant theme across all three towns was concern about the potential impact of changes to surface car parks. Respondents emphasised the importance of the location and convenience of parking, its role in supporting linked trips, and the contribution of convenient parking to town-centre vitality and the local economy. These points align with the planning authority's pre application advice.

While the economic benefits assessment (summarised later in this report) demonstrates substantial potential GVA, employment and local-spend benefits, it does not by itself resolve whether these particular sites and schemes are the most appropriate vehicle for delivering those benefits. The strength and

consistency of the public response indicate that any further work must carefully address location, accessibility and the functional role of parking within each town centre.

3.3 HUNTINGDON SUMMARY

The engagement event received 587 responses, of which 87% expressed opposition to the development as then proposed. The principal concerns focused on the potential impact on Princes Street car park (including its importance to the Commemoration Hall and market traders) and on the bus station. Many respondents supported the principle of improving the bus-station facilities but were concerned about any reduction in capacity or loss of indoor waiting and toilet provision.

The scheme, at the point the engagement exercises began, retained a significant number of spaces on the Princes Street site (including blue badge provision) and proposed additional parking at Mill Common, a short walk away. Nevertheless, many respondents remained concerned about the loss of convenient, centrally located parking and its effect on accessibility and linked trips.

A range of views was expressed. Some respondents supported the principle of investment in the town centre and the provision of new homes, while questioning whether these particular sites were the most appropriate locations. Others raised heritage and townscape considerations.

Many respondents were supportive of development in principle, but not on these sites. There was a clear view that Huntingdon needs investment, particularly improvement to the town centre.

3.4 ST NEOTS SUMMARY

The proposed development on the Tebbutts Road car park generated a large response, with over 1,737 responses received. Of those, 89.8% were opposed to the development as then proposed and 7.3% were supportive. The volume and detail of the comments demonstrated a high level of engagement and a deep care for the future of the town centre.

The principal concern was the impact of losing parking in that specific location – particularly its convenience for the medical centre, dental surgery and linked trips to the High Street. While the scheme retained a number of spaces (including blue badge provision) and proposed replacement parking elsewhere in the town (including a potential deck at the Rowley Arts Centre), many respondents considered the existing location of the Tebbutts Road car park to be critical to the functioning of the town centre. Policy PT3 of the St Neots Neighbourhood Plan, which resists the loss of town centre parking unless vitality and viability are protected, was frequently referenced in the planning feedback and resonates with the public comments.

3.5 ST IVES SUMMARY

The St Ives engagement exercise received 1,559 responses, of which 91.2% were opposed to the proposal to develop on the Cattle Market car park. The primary focus of concern was the potential impact on parking provision.

The latest masterplan retained 247 short-stay public spaces plus 75 Waitrose spaces (over 300 spaces in total) and kept the bus stop in its current position. Even with this level of retention, and the possibility of adding a single storey deck if required, many respondents remained concerned about any reduction in the overall quantum or the loss of convenient surface parking in this central location.

Concerns were also raised about the mass and scale of the development, although the latest plans reduced the height to 3 and 4 storeys. The bus station was raised as a concern by some, although the proposals never involved relocating or reducing the bus facility.

A significant number of respondents expressed the view that the Cattle Market car park is a heavily used and valued piece of town-centre infrastructure, and that the proposed form of development was not considered suitable for the character of St Ives. Some respondents questioned whether the town required additional commercial floorspace of the type proposed.

3.6 CONSULTATION SUMMARY

Across the three towns there was a very strong public response, with 3,883 people providing feedback. The consistent primary theme was concern about the impact of changes to surface car parks on accessibility, convenience, linked trips and town-centre vitality. Respondents also raised questions about mass, scale, heritage and whether these particular sites are the most appropriate locations for the proposed form of development. These community concerns, together with the planning authority's emphasis on location, accessibility, the functional role of parking and the need for a robust town wide parking strategy before any application, represent significant issues that should inform any decision on how (or whether) to proceed.

4. PRE PLANNING APPLICATION

A pre-planning application was presented to HDC as Local Planning Authority (LPA) on 22 June 2026, and a detailed Urban Design Engagement response was provided by the case officers. A copy of the response is included in Appendix 6.

The planning authority treated the proposals as strategic town-centre matters. In each case the feedback emphasised that redevelopment should only be supported if the wider parking network is shown to work at least as well as it does now, without harming town centre vitality. Key points raised included:

• Parking is not solely a question of numbers; location, accessibility, convenience for linked trips and the risk of displaced demand onto less convenient or residential streets are material.

• Equivalent or better bus and taxi facilities must be provided in equally accessible locations if the existing facilities are affected.

• A town-wide parking strategy should be in place before any application, demonstrating that accessibility, vitality and performance will be maintained.

• Mass, scale, impact on neighbouring properties, trees and heritage assets require careful testing.

Capital&Centric responded by revising the schemes prior to public engagement: reducing the scale of development on Princes Street (retaining >35 spaces plus blue-badge provision and proposing Mill Common parking), retaining bus stop facilities and taxi rank on site, re orienting blocks to limit overshadowing and retain trees, leaving 54 spaces on Tebbutts Road primarily for medical users, and scaling back the St Ives scheme to the western side of the site while retaining >300 spaces (with scope for a deck). These revisions addressed the quantum of parking but, as the public engagement demonstrated, did not fully resolve concerns about location and function.

Below is a breakdown of each town, and how the results of the meeting helped shape our next steps.

4.1 HUNTINGDON

The feedback from the LPA on the proposed development is as follows:

Bus Station

- Replacing the town's main transport hub with three on-street lay-bys on Princes Street would sharply cut capacity. It would also lose facilities such as toilets and an indoor waiting room.
- The submission doesn't explain how services, future growth or interchange would work, or where services would relocate.
- Earlier options, such as Mill Common Car Park and Chequers Way, have been dropped with nothing put in their place.
- The future of the taxi rank is also unclear.
- Redevelopment should only proceed if equivalent or better bus and taxi facilities are provided in an equally accessible location.

Princes Street Car Park

- Losing this central car park, along with Bridge Place car park, would substantially reduce convenient parking on the south-eastern side of the town centre.
- The concern is about function as well as numbers. Central parking supports quick, linked trips, and displaced demand could move to less convenient places, spill onto residential streets and hurt footfall.
- Nine centrally located disabled spaces would be lost.
- A town-wide parking strategy should be in place before any application, showing the network will work at least as well as it does now.

Both proposals are treated as strategic town centre matters, and neither is supported without clear evidence that accessibility, vitality and performance will be maintained.

Further comments were raised about the mass and scale of the development on the bus station and the impact the buildings could have on neighbouring properties and the impact on existing trees.

Capital&Centric Response

In response to these comments, we undertook a review of the proposals prior to the public consultation. The scale of development on the Princes Street car park was reduced leaving over 35 spaces along with a proposal to provide parking on Mill Common to increase the spaces. The proposal also retained the same number of blue badge spaces.

The bus station proposal evolved to ensure that the taxi rank remained and that the existing bus station facilities such as the waiting room and toilets would remain on the site. This formed part of the proposal taken to the public consultation.

The orientation of the blocks on the bus station were changed following the comments from the planning pre-app to ensure it limited overshadowing to neighbouring properties and retained all trees on the site.

4.2 ST NEOTS

The feedback from the LPA on the proposed development is as follows:

- The car park sits close to the High Street, the Health Centre, the United Reformed Church and Moores Walk. It also has 16 cycle stands and public toilets, and it supports linked trips.
- Early pre-application plans would move parking to Riverside Car Park and Rowley Arts Centre Car Park using deck parking, giving about 140 extra spaces overall.
- Numbers aren't the issue. The replacement sites are more peripheral, less directly connected to the shops and rely on longer, less legible walking routes. That risks fewer linked trips and weaker footfall.
- Market Square parking has already been reduced under application 23/01383/CLPD, with 32 spaces lost and 4 disabled spaces replaced by 8.
- **Required before any application:** A town wide parking strategy should show how displaced demand will be redistributed, how walking distance and accessibility compare, how wayfinding will be maintained, and what the impacts on footfall and vitality will be.
- **Policy:** Policy PT3 of the St Neots Neighbourhood Plan resists the loss of town centre parking unless vitality and viability are protected. It supports well-designed multi-storey parking within a comprehensive strategy, and better quality, safer parking.

Overall, redevelopment should only be supported if the wider parking network is shown to work at least as well as it does now, without harming town centre vitality. Concerns were also raised about the scale and mass of the building at 5 storeys and further information would be required to justify such scale.

Capital&Centric Response

The updated proposals left 54 parking spaces on the site which were proposed to be for public use, primarily for blue badge holders and those using the medical facilities. The proposal would need to be considered against the wider economic benefit for the town by bringing forward quality rental accommodation.

4.3 ST IVES

The feedback from the LPA on the proposed development is as follows:

Cattle Market car park in St Ives is one of the most significant town centre interventions and further information is required to justify its development due to the loss of parking.

- The wider site covers the Cattle Market (Bus Station) car park (197 spaces, 15 disabled), the Harrison Way section (196 spaces, 0 disabled) and the Waitrose car park (75 spaces, 6 disabled). It also has 16 cycle stands and public toilets.
- About 301 spaces would be lost, around 64% of current provision. Future deck-access parking is mentioned, but there's no detail on capacity, access or design.
- The retained area is triangular and has mature trees, which could limit how efficient a parking structure can be. Poor integration with the new housing could also create inactive frontages and an overly engineered townscape.
- Indicative access via Station Road and the Waitrose car park could add traffic through Cromwell Place and Market Hill, which are already busy with pedestrians and historically sensitive. Keeping the Meadow Lane access should be explored, as it gives a more direct route to Harrison Way and the strategic road network.
- Earlier Council master planning suggested wrapped or capped multi-storey parking within mixed-use parcels, but the submission doesn't show whether these were considered.
- It should show that replacement parking keeps accessibility and convenience, retains enough capacity, is well integrated into high-quality buildings, protects mature trees and keeps the wider network working effectively.

Without this evidence, the effects on town centre accessibility, vitality and function remain unclear.

Capital&Centric Response

The updated proposal that was taken to the public consultation scaled back the development, focusing on the western side of the site, leaving over 300 parking spaces with the potential to add a deck car park if needed. This responded to the planning comments regarding the lack of parking.

5. DESIGN DEVELOPMENT

The design team have been fully engaged and developed a significant amount of design work across the three towns. The table below provides a high level summary of the design team and survey work undertaken across the three towns. Cowper House design and surveys in Huntingdon are shown in separate, dedicated rows.

5.1 HUNTINGDON

Work Package	Discipline	Scope	Works to Date Completed
Concept Architecture - Zone 01 bus Station	Architect	RIBA Stage 1-2 concept design, floor plans, massing, view corridor studies	Concept design developed through multiple iterations from feasibility to public consultation. Coordinated GA plans, sections, elevations, massing studies, design review material, public consultation material and revised scheme to respond to HDC comments and key view corridors.
Concept Architecture Zone 02 Car Park	Architect	RIBA Stage 1 2 concept design including café and resident amenity layouts	Concept design developed through multiple iterations including revised massing, layout testing, integration with Cowper House, parking review, public consultation material and B Haus / deck access option testing.
Heritage ZTV Analysis- both zones	Heritage Consultant	Zone of Theoretical Visibility analysis across all identified view corridors	View corridor analysis completed and heritage advice issued based on pre-application schemes. Heritage visual impact material prepared to support council review.
Landscape Design both zones	Landscape Architect	Concept public realm and streetscape design	Public realm and landscape proposals coordinated into the evolving scheme. Landscape input incorporated for council review and public consultation scheme.
Structural Engineering both zones	Structural Engineer	Concept structure and foundations scoping	Primary frame coordination completed, including input on foundations, deck structure, roofs and floor arrangements. Structural input incorporated into coordinated design reviews.
MEP Engineering both zones	Building Services Engineer	Concept MEP strategy	Plant requirements, risers, service distribution and apartment and utility layouts reviewed and coordinated into the concept proposals.

Work Package	Discipline	Scope	Works to Date Completed
Cost Consultancy both zones	QS / Cost Consultant	Cost plan and development appraisal inputs	All scheme iterations live costed for client viability review throughout design development.
Planning Consultancy both zones	Planning Consultant	Pre application engagement and strategy advice	Initial meetings held and planning input provided to support strategy development and planning statement preparation for submission.
Topographical Survey both zones	Survey Specialist	Site topographical survey	Survey requirement identified and used to inform ongoing site analysis. Detailed survey information remains part of the wider investigation scope.
Utilities Desktop and Survey both zones	Survey Specialist	Utilities mapping and intrusive survey	Below ground services, site constraints and utilities surveys reviewed to inform concept design development.
Transport and Movement Assessment both zones	Transport Planner	Access, parking and movement scoping	Extensive transport review undertaken including bus layover testing, off site car parks, public consultation coordination and ongoing access and movement input.
Project Management both zones	Project Manager	Programme and delivery management	Design team meetings coordinated, briefing packs issued after each DTM, and programme managed through Gateway 1 and pre application stages.
COWPER HOUSE - Heritage Building Survey	Building / Heritage Surveyor	Measured and condition survey of Cowper House	Building surveyed and incorporated into concept planning work to support future reuse considerations.
COWPER HOUSE Concept Architecture	Architect	Concept design for adaptive reuse, café and amenity integration	Initial and revised concept layouts produced for Cowper House, including café, co working, resident amenity, gym, cinema and workspace arrangements.
COWPER HOUSE Structural Survey	Structural Engineer	Structural condition assessment	Initial structural input assumed as part of wider design coordination, with further survey and assessment to inform next design stage.
COWPER HOUSE - Heritage Assessment	Heritage Consultant	Statement of significance and initial heritage impact assessment	Heritage input provided in relation to Cowper House setting, wider scheme heritage sensitivities and pre application proposals.
COWPER HOUSE Legal / Option Costs	Legal	Option agreement, title investigation and heads of terms	Ongoing alongside site strategy and ownership review.

5.2 ST NEOTS

Work Package	Discipline	Scope	Works to Date Completed
Concept Architecture	Architect	RIBA Stage 1 2 concept design including 4 commercial unit layouts and activated frontage	Concept design completed to Gateway 1 / RIBA Stages 1-2 level.
Landscape Design	Landscape Architect	Concept public realm and pedestrian route activation design	Initial landscape and public realm concepts prepared to support the evolving design.
Structural Engineering	Structural Engineer	Concept structure and foundations scoping	Initial structural input provided to support concept testing.
MEP Engineering	Building Services Engineer	Concept MEP strategy	Initial MEP strategy input provided to support concept design.
Cost Consultancy	QS / Cost Consultant	Cost plan and development appraisal inputs	Initial cost planning and appraisal input provided.
Planning Consultancy	Planning Consultant	Pre-application engagement and strategy	Early planning and pre-application strategy input commenced.
Topographical Survey	Survey Specialist	Site topographical survey	Survey scope identified / commenced.
Utilities Desktop and Survey	Survey Specialist	Utilities mapping and intrusive survey	Initial utilities review commenced.
Transport and Movement Assessment	Transport Planner	Parking, access and movement scoping	Initial transport and access review undertaken.
Project Management	Project Manager	Programme and delivery management	Project coordination and programme management undertaken through Gateway 1.

5.3 ST IVES

Work Package	Discipline	Scope	Works to Date Completed
Concept Architecture	Architect	RIBA Stage 1 2 concept design per masterplan, including parking retention and bus stop strategy	Concept design and latest masterplan iteration completed to support Gateway 1.
Landscape Design	Landscape Architect	Concept courtyard and public realm design	Initial courtyard and public realm design prepared.
Structural Engineering	Structural Engineer	Concept structure and foundations scoping	Initial structural input provided to support concept development.
MEP Engineering	Building Services Engineer	Concept MEP strategy	Initial MEP strategy input provided to support concept development.
Cost Consultancy	QS / Cost Consultant	Cost plan and development appraisal inputs	Initial cost planning and appraisal input provided.
Planning Consultancy	Planning Consultant	Pre-application engagement and strategy	Early planning and pre-application strategy input commenced.
Topographical Survey	Survey Specialist	Site topographical survey	Survey scope identified / commenced.
Utilities Mapping	Survey Specialist	Utilities mapping and intrusive survey	Initial utilities review commenced.
Transport	Transport Planner	Parking retention strategy, bus stop and access assessment	Initial transport, parking and access review undertaken to support retention strategy.
Project Manager	Project Manager	Programme and delivery management	Project coordination and programme management undertaken through Gateway 1.

6. FINANCIAL SUMMARY

Throughout the process we have been developing appraisals using forecasted rents and our appointed Quantity Surveyors cost plans. This has enabled us to understand the issues relating to viability and to determine design development. The below summarises the appraisals for the final schemes that were presented at the public consultation and form the concluded Gateway 1 design.

6.1 HUNTINGDON

GDV	£21,550,509
Grant	£6,225,000
Total Revenue	**£27,775,509**
General costs inc acquisition	£1,300,000
Construction Costs	£21,537,970
Professional Fees	£4,922,527
Marketing and Letting	£75,000
Funding Costs	£1,999,734
Total Development Costs	**£29,835,231**

6.2 ST NEOTS

GDV	£25,908,394
Grant	£6,640,000
Total Revenue	**£32,548,394**
General costs inc acquisition	£2,250,000
Construction Costs	£22,538,050
Professional Fees	£5,383,880
Marketing and Letting	£100,000
Funding Costs	£2,306,963
Total Development Costs	**£32,578,893**

6.3 ST IVES

GDV	£25,772,687
Grant	£5,580,000
Total Revenue	**£31,352,687**
General costs inc acquisition	£300,000
Construction Costs	£23,954,550
Professional Fees	£5,447,437
Marketing and Letting	£150,000
Funding Costs	£2,080,566
Total Development Costs	**£31,932,553**

7. GRANT FUNDING

Following appointment, Capital&Centric commenced high-level discussion with Homes England in relation to grant funding to fill the viability gap on the three projects. These discussions were at an early stage, and they were also understanding the devolved funds provided to the Cambridge and Peterborough Combined Authority, who we understand only had £25m of devolved funding at the time. Progression of the grant funding application will progress following Capital&Centric getting Gateway 2 approval to progress the development.

8. ECONOMIC REPORT

Capital&Centric commissioned GC InSight to prepare an economic report to show the economic benefits of delivering the regeneration across the three towns. A copy of the report is included in Appendix 8 of this report. The key findings include:

- 248 new one- and two-bedroom apartments, equal to 25% of the district's annual housing target
- A broader housing mix in a district dominated by detached and semi-detached homes
- A stronger town centre rental offer
- About 360 new residents
- Younger, working age people staying in the area, helping to balance an ageing population
- Seven construction apprenticeships, graduate placements or traineeships
- About 713 FTE temporary construction and supply chain jobs
- About 42 FTE jobs in new food and beverage units, plus roughly 20 FTE in the wider economy
- About £3.9m a year of household spend on retail and recreation, supporting around 21 FTE jobs
- Business rates of about £21,200 a year
- Extra council tax from the new homes, which supports local services
- 9,500 sq. ft of new public realm
- More footfall through the day and evening, which helps tackle the 5pm drop-off in Huntingdon
- Better links, such as the station to town centre route in Huntingdon
- A stronger sense of safety and better perceptions of place
- More business confidence and private investment
- Homes close to major job sites like Brampton Cross and Alconbury Weald
- A better position to benefit from Universal Studios in Bedford, especially St Neots

9. SOCIAL IMPACT

As part of Capital&Centric's commitment to leveraging social value as part of their regeneration work, the first Cambridgeshire Regeneration Brainery event was held 05 09 October 2026. The event was opened up to students from across Cambridgeshire, and was a separate initiative to our partnership with HDC, however, a concerted effort was made to attract students from the Huntingdonshire region in respect of our work in this area. The event was well attended, and the wider programme has seen over 7,000 young people from underrepresented and disadvantaged backgrounds get access to a phenomenal weeklong bootcamp meeting top people from the property industry. This was made possible through the work Capital&Centric are undertaking with HDC. The Cambridgeshire Brainery now remains on the calendar, and future events are planned with a focus on attracting students from the Huntingdonshire area.

The economic evidence in Sections 5 (Design Development team and work packages), 6 (Financial / appraisal summaries), 7 8 (Economic benefits assessment by GC Insight) and 9 (Social Impact / Cambridgeshire Regeneration Brainery), continues to show significant potential GVA, employment, council-tax and local spend benefits. As noted in the Executive Summary, this evidence demonstrates the potential value of regeneration but does not, of itself, determine whether these specific sites and schemes are the right vehicle for delivering it.

10. NEXT STEPS AND RECOMMENDATIONS

Gateway 1 has been completed, and the agreed deliverables have been achieved. The work has generated a substantial and useful evidence base design concepts tested against local context and surveys, a suite of technical investigations, pre-application advice, and a quantified economic benefits assessment. At the same time, the public engagement and the planning authority's feedback have identified significant community and planning concerns, particularly around the location and functional role of parking, accessibility, linked trips and town-centre vitality. These concerns should genuinely shape what happens next.

HUNTINGDON

The Princes Street car park proposals attracted substantial criticism, focused on the impact on the Commemoration Hall and convenient central parking. The subsequent decision by HDC not to acquire Cowper House has also reduced the regenerative impact of that element of the scheme. The bus station proposals, while generating some concern about service capacity, appear more capable of being refined through detailed design and continued engagement with operators, provided equivalent or better facilities are retained on an accessible site.

Further opportunities previously identified (Former Fire Station / Brook House; 111 High Street) remain potentially significant and could be explored if Members wish to pursue alternative or complementary sites that may attract greater public support.

FURTHER RECOMMENDATIONS

1. **The former Fire Station and Brook House-** These form a significant development opportunity in the town and whilst the market had previously intervened, the recent withdrawal of McCarthy and Stone and the stalled development by Places for People show the complexities in bringing the site forwards. As such, public sector intervention in the sites will allow high quality residential to be developed with a rental tenure that will have a long lasting positive impact on the town. New pedestrian routes could be formed through the site to provide better connectivity into town and a new standard of accommodation delivered.
2. **111 High Street-** This building could form the heartbeat of the towns renaissance with a new food and beverage offer that would drive footfall and enhance the nighttime economy. The process to acquire the building will be challenging given the owners lack of engagement to date.

ST NEOTS

The response to the Tebbutts Road proposals was overwhelmingly negative. While a strategy to replace parking quantum elsewhere in the town (including a possible deck at Rowley Arts Centre) was developed, the strength of feeling about the loss of parking in that specific, convenient location makes progression of the current scheme challenging. Policy PT3 of the Neighbourhood Plan and the planning authority's advice both underline the need to protect vitality and viability. Alternative approaches or sites would need careful consideration if regeneration objectives are to be advanced.

ST IVES

The Cattle Market proposals similarly attracted very strong opposition, even after the scheme was scaled back to retain more than 300 spaces and the bus stop. Concerns centred on the principle of developing on the car park and on the suitability of the proposed form of development for the town's character. Any

further proposal on or adjacent to the site (including possible involvement of the Auction House) would require a substantially revised approach, clearer parking strategy (location as well as numbers), and meaningful engagement with the local community. Other opportunities, such as land adjacent to the park and-ride (subject to County Council / future unitary ownership), could be explored as potentially less contentious alternatives.

NEXT STEPS

Prior to any decision on progressing to Gateway 2, it is recommended that the parties meet to review the full evidence base, the design and survey work, the economic benefits case, the planning authority's advice, and the detailed engagement feedback, and to determine which, if any, sites or alternative approaches warrant further exploration. The final decisions will of course rest with elected Members. Gateway 1 has demonstrated both the potential benefits of investment and the scale of the community and planning issues that any successful scheme will need to address.

APPENDIX 1 – SEPTEMBER 24 CONCEPT DESIGN PACK

APPENDIX 2 – NOVEMBER 25 CONCEPT DESIGN PACK

APPENDIX 3 – JUNE 2026 DESIGN PACK

The Shires - Huntingdon, St Neots and St Ives concept design pack (February 2026) is attached.

APPENDIX 4 - AUGUST 2026 FINAL DESIGN PACK

APPENDIX 5 – PUBLIC CONSULTATION REPORTS

Reports on the public consultation at Huntingdon, St Ives and St Neots

APPENDIX 6 - PRE APP COMMENTS

APPENDIX 7- ARCHITECTURAL AND DESIGN (LED BY SHEDKM) PRE-APP RESPONSES

APPENDIX 8 - GC INSIGHT ECONOMIC REPORT

huntingdonshire

design development

contents

01

huntingdonshire sites

02

huntingdon

Page 74

03

st neots

04

st ives

01 huntingdonshire sites





Huntingdon is a historic market town in Cambridgeshire. It consists of a lively town centre and market square The train station provides links to Petersborough and London, whilst the existing bus station provides local transport routes to neighbouring towns.



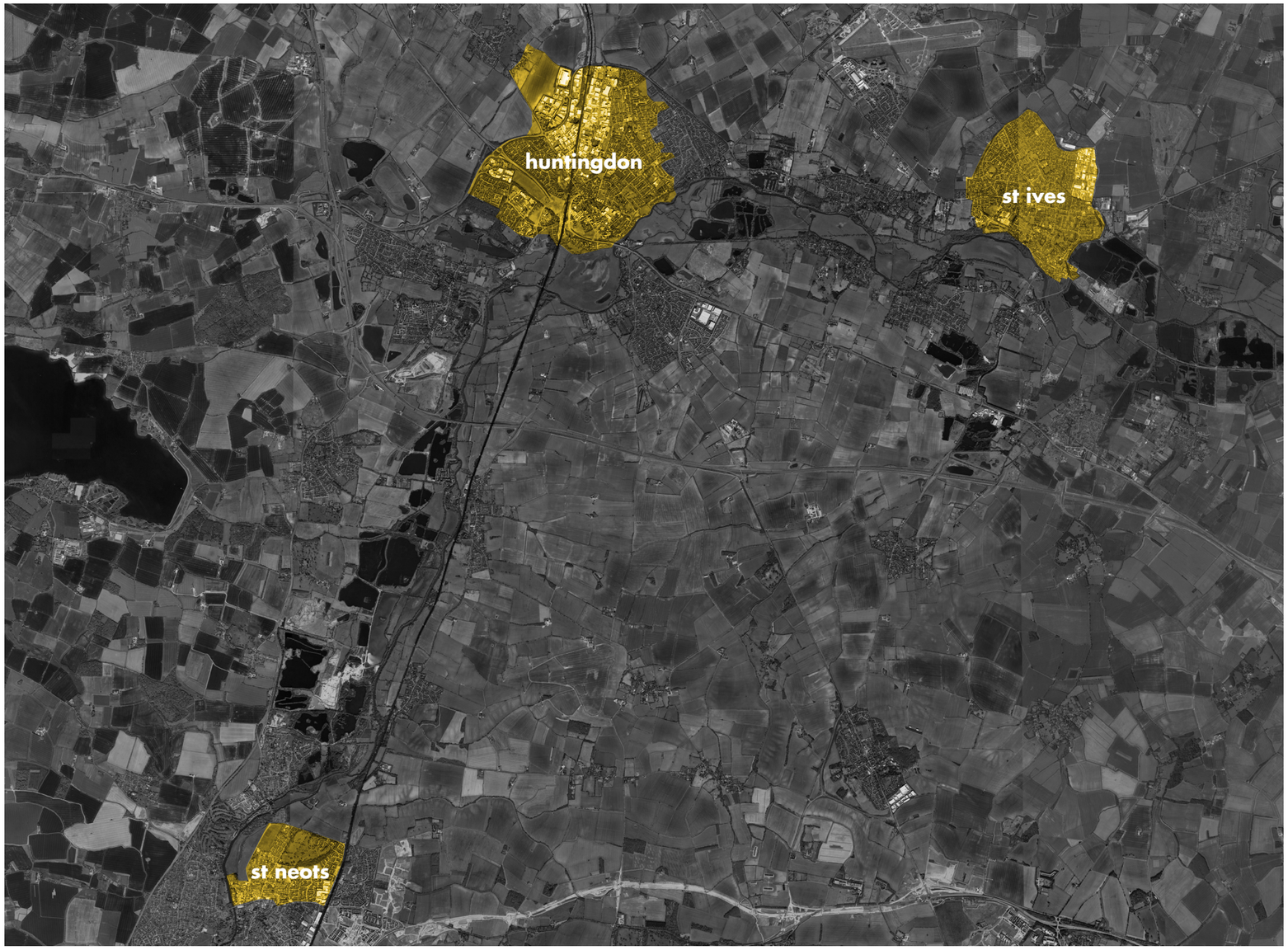


St Neots is the largest town in Huntingdonshire, straddling the River Great Ouse with a lively riverside and historic core. It grew from a medieval market and monastic site into a Victorian industrial town. Much like Huntingdon, train routes to London continue to make this town popular with commuters.





St Ives is also set on the River Great Ouse with scenic stone bridges and riverside walks. Historically the town grew around a medieval market and the cattle market. A regular street market still serves locals and visitors.



local vernacular









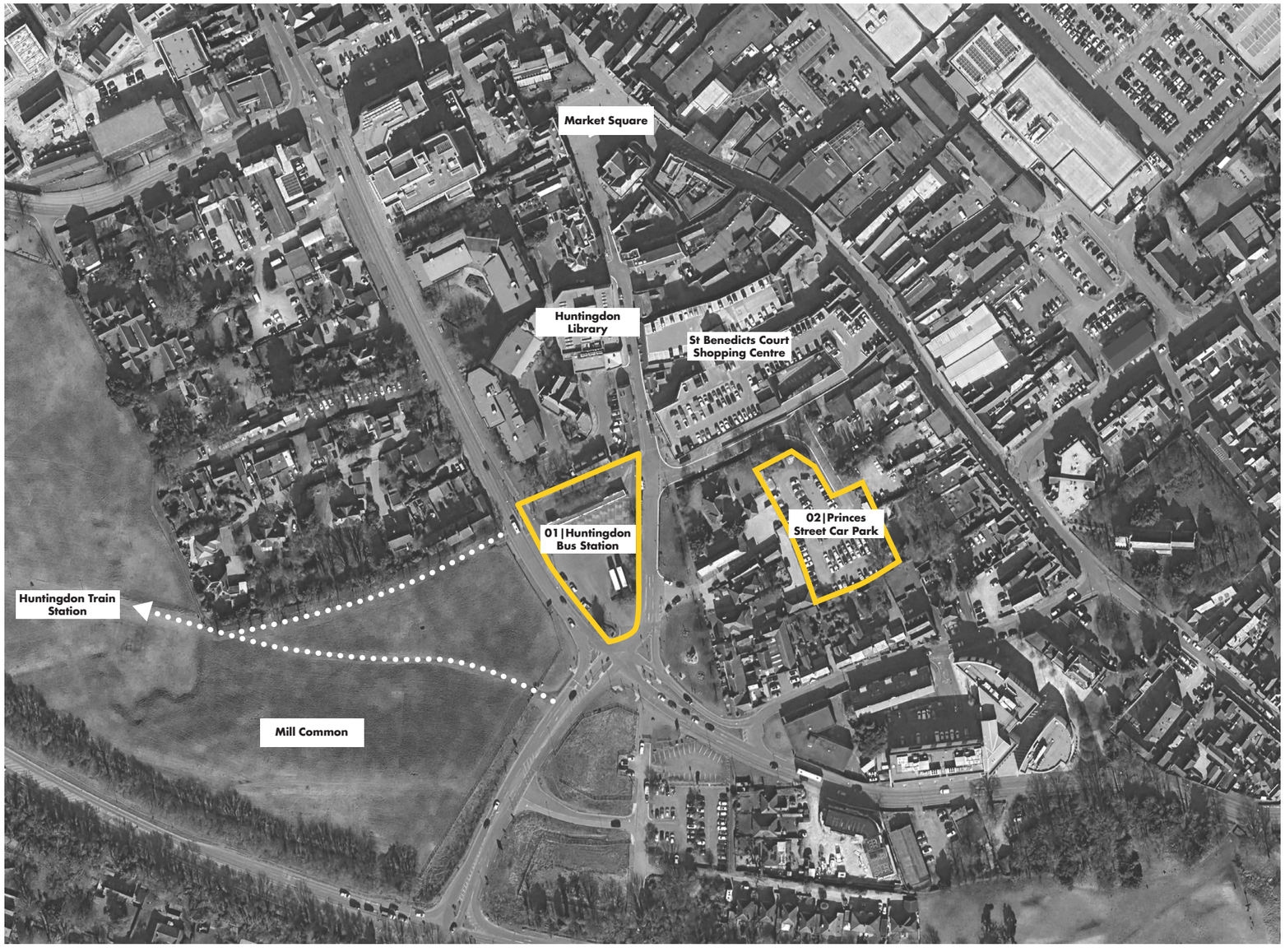




02 huntingdon







historic context



Huntingdon Town Hall Built in 1745 as a court house, the town hall sits in the historic market square and forms the centre of the market town and is grade II* listed.



Church of All Saints There has been record of a church at this site since 973AD. The existing building has been on the site since circa 1620 and is grade I listed.



The Cromwell Museum Originally built as a hospital, this 12th century building has held exhibitions relating to Oliver Cromwell since 1962. It is grade II* listed.



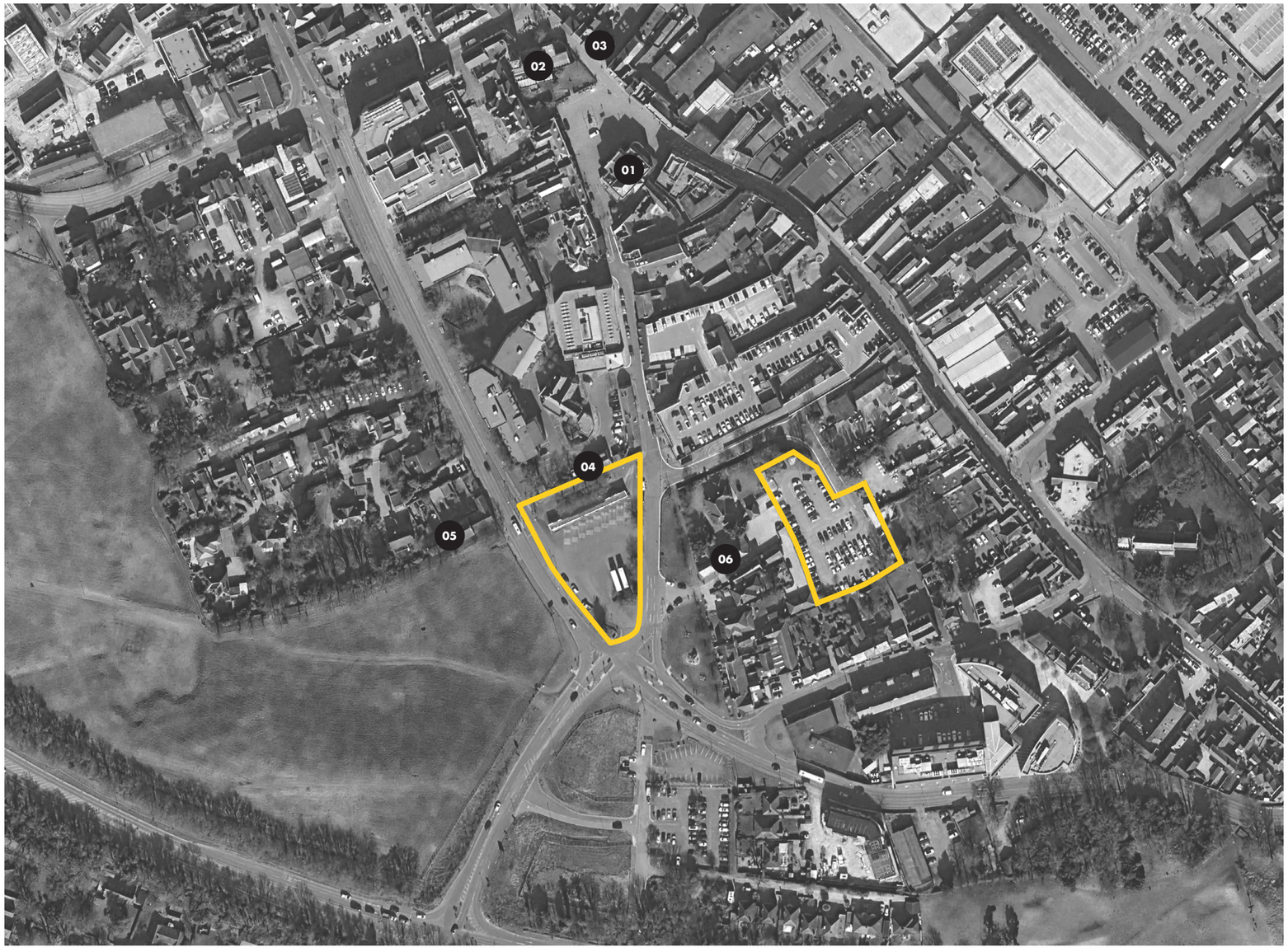
Garden Wall of Lawrence Court is grade II listed and runs to the north of the existing bus station.



The Walks A small row of grade II listed workers cottages to the west of the site that look out onto Mill Common.



St Mary's Parish Hall This active church hall sits between the two sites with historic links to the grade I listed St Mary's Church.

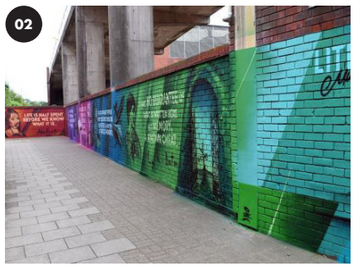


routes + connections

The pedestrianised high street is thriving, offering easy access to shops and cafés that spill onto the street and create a lively atmosphere. Connections to Princes Street and nearby residential areas through a network of smaller passageways allows for protected access to the high street. At present, the bus stop feels detached from the high street and poorly integrated with the rest of town. Given its connection to the pedestrian route leading to the train station, the bus station presents an opportunity for a gateway into the town centre. The existing Princes street car park could help to establish a pedestrian friendly route into the town centre via Literary Walk.



High Street is the centre of Huntingdon with a variety of shops and restaurants that keep this pedestrianised street busy and well used.



Literary Walk connects the high street to Princes Street car park. Despite recent murals, the route lacks natural surveillance and foot traffic.



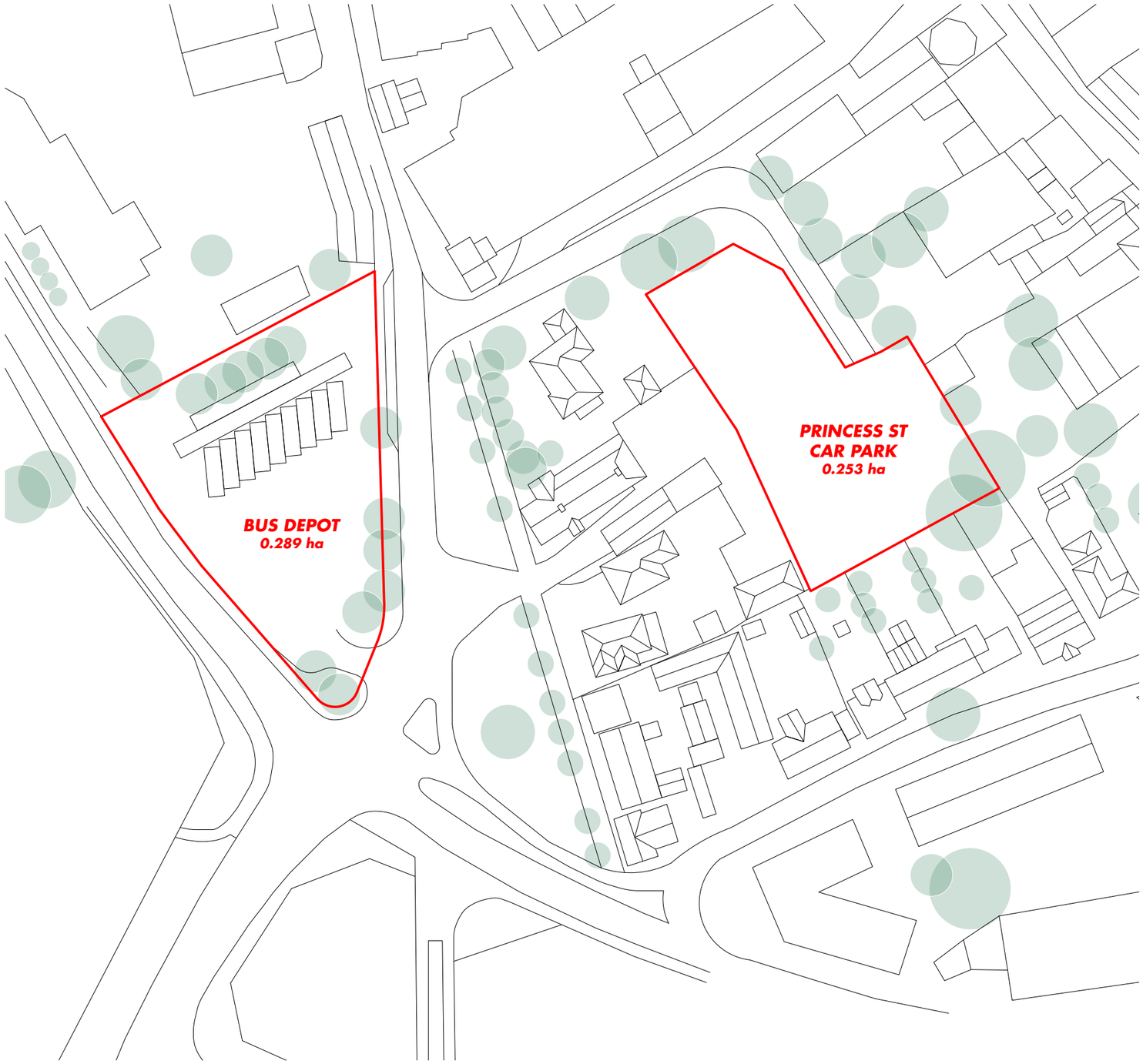
Walden Road despite a well used crossing point, the road does create a physical barrier between the town and routes to Huntingdon train station to the west. Could also create noise disturbances for new residents.



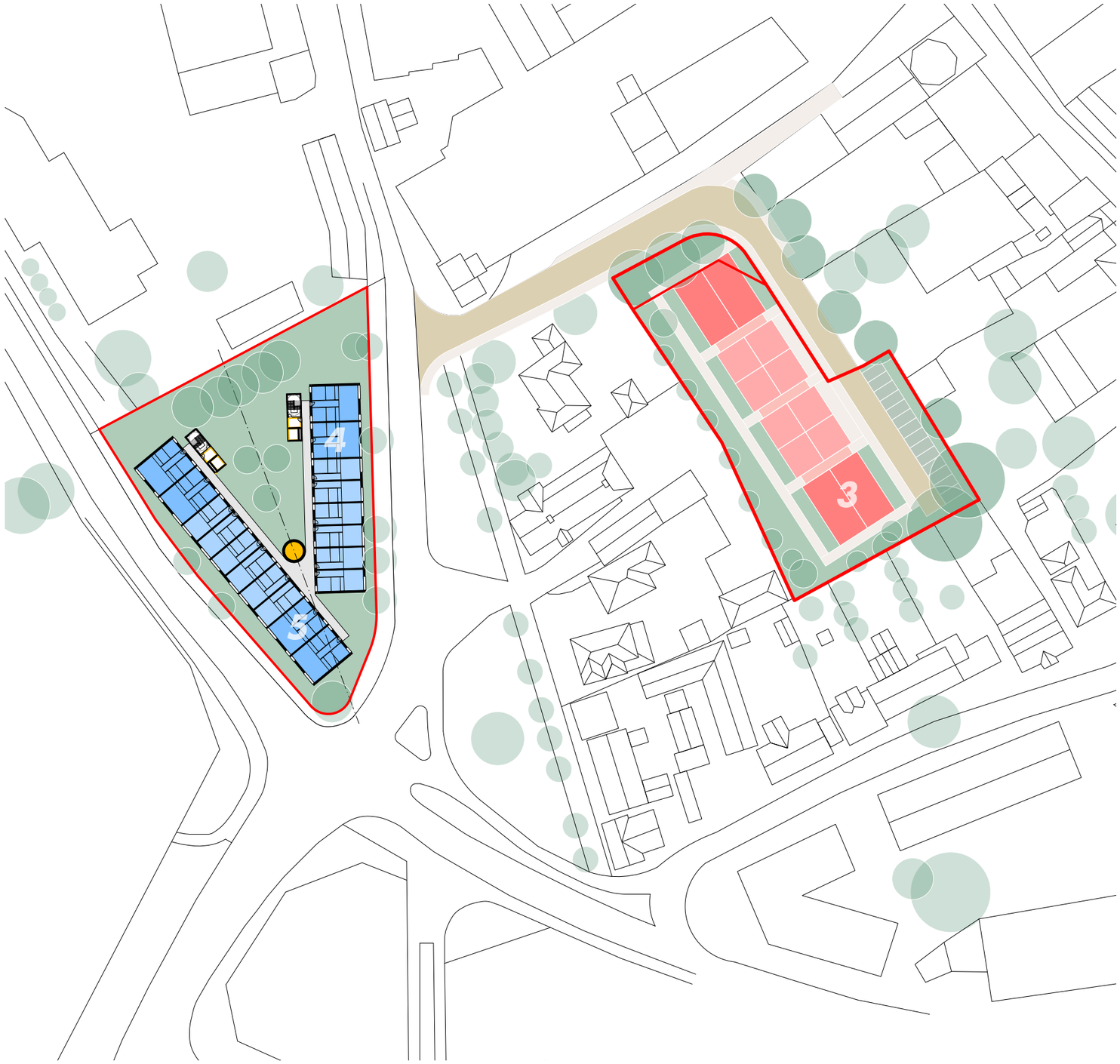
Princes St provides access for deliveries along high street and other residential areas in the town centre. This road is much quieter than Walden Street, but does not have a dedicated pedestrian crossing point.



existing sites



proposed sites



1b/2b

TOTAL 36

24 x 1b 66%
12 x 2b 34%

OTHER

residents parking (14)

APARTMENTS

1b/2b

TOTAL 78

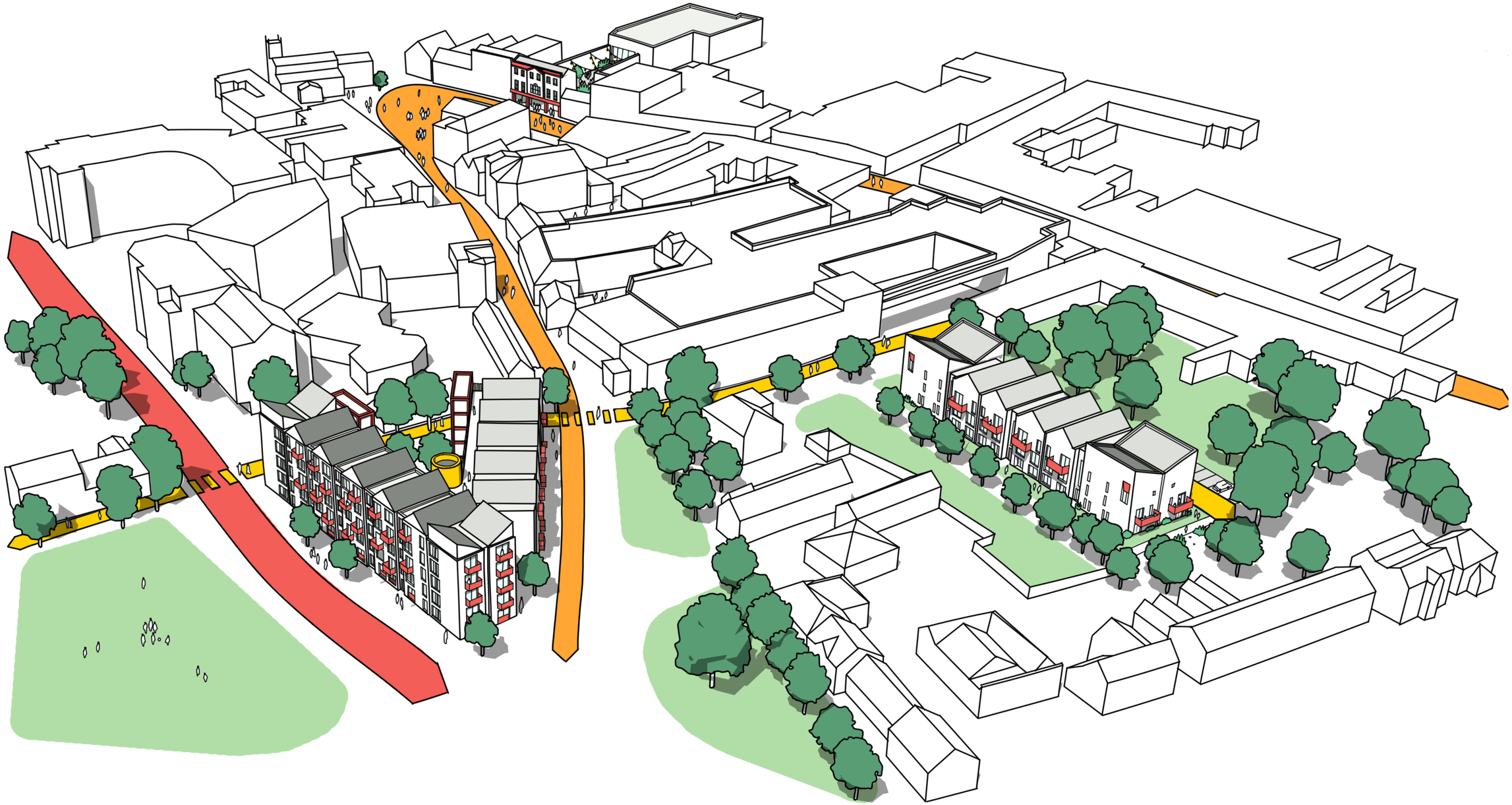
50 x 1b 64%
28 x 2b 36%

SUMMARY

TOTAL 114

74 x 1b 65%
40 x 2b 35%

site overview



site 01



1b/2b

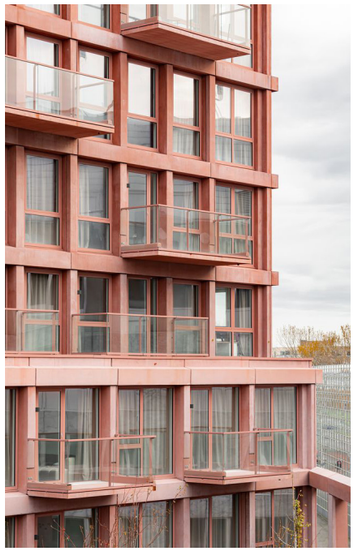
TOTAL	78
50 x 1b	64%
28 x 2b	36%

hectares	0.289
density	270 units/ha
height	4/5 storeys

precedents







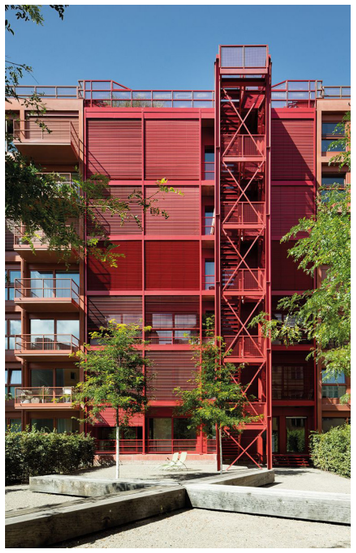












site 02



B-HAUS

1b/2b

TOTAL	36
24 x 1b	66%
12 x 2b	34%

OTHER

residents parking (14)

hectares	0.253
density	142 unts/ha
height	3 storeys

neighbourhood









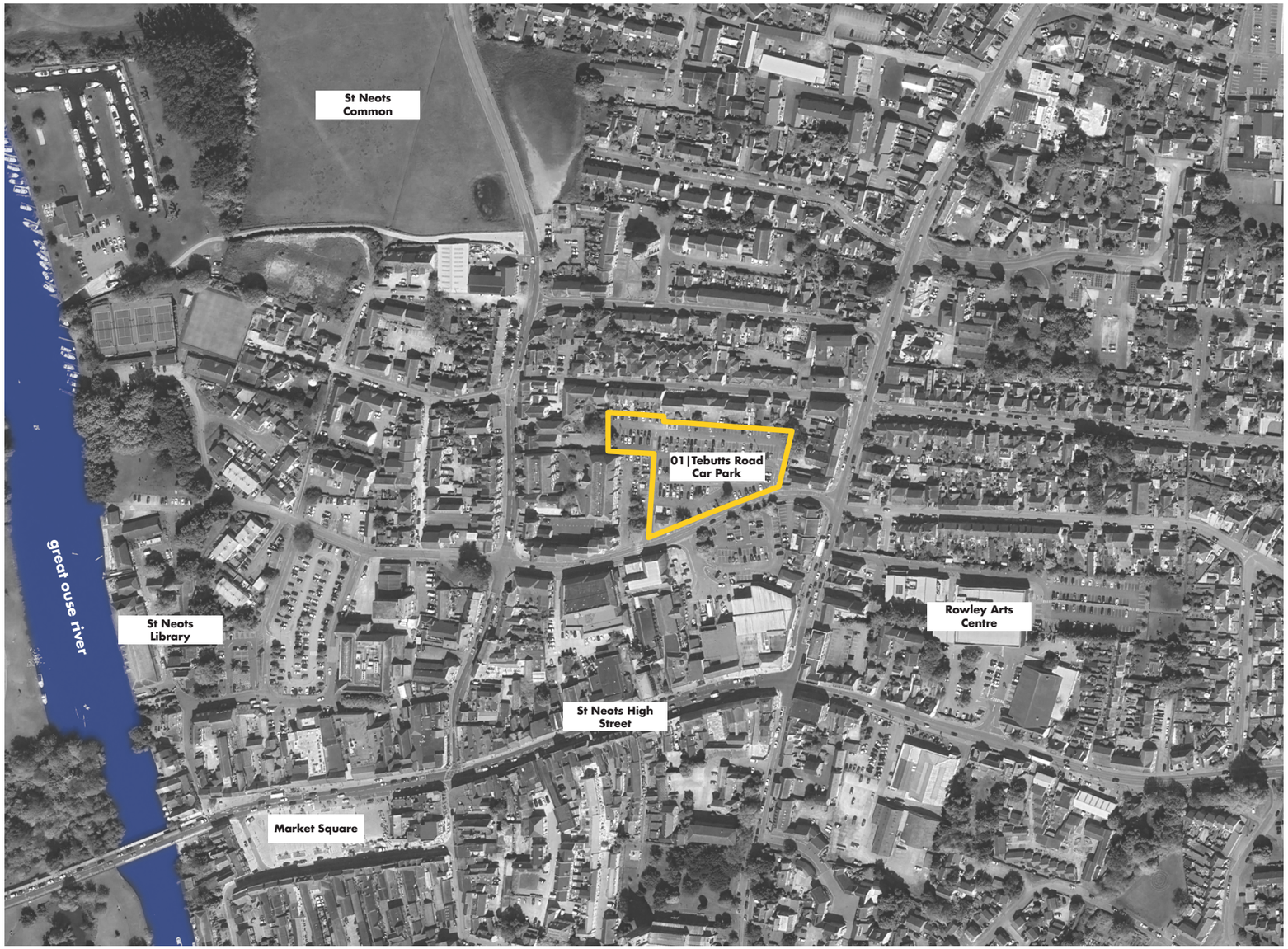






03 st neots

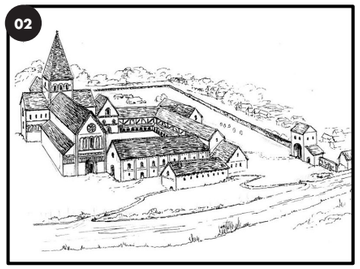

01


St Neots Common
01 | Tebutts Road Car Park
great ouse river
St Neots Library
St Neots High Street
Market Square
Rowley Arts Centre

historic context



Paines Mill is a grade II listed flour mill, completed circa 1915. The building now provides supported accommodation for young people in the area.



(site of) The Priory of St Neots was dissolved by Henry VIII circa 1540. Despite much of the area now being built over, the site is listed as a scheduled monument.



Malthouse Following the fall of the priory, a brewery was constructed on the site. The malthouse was built in 1735 and is grade II listed.



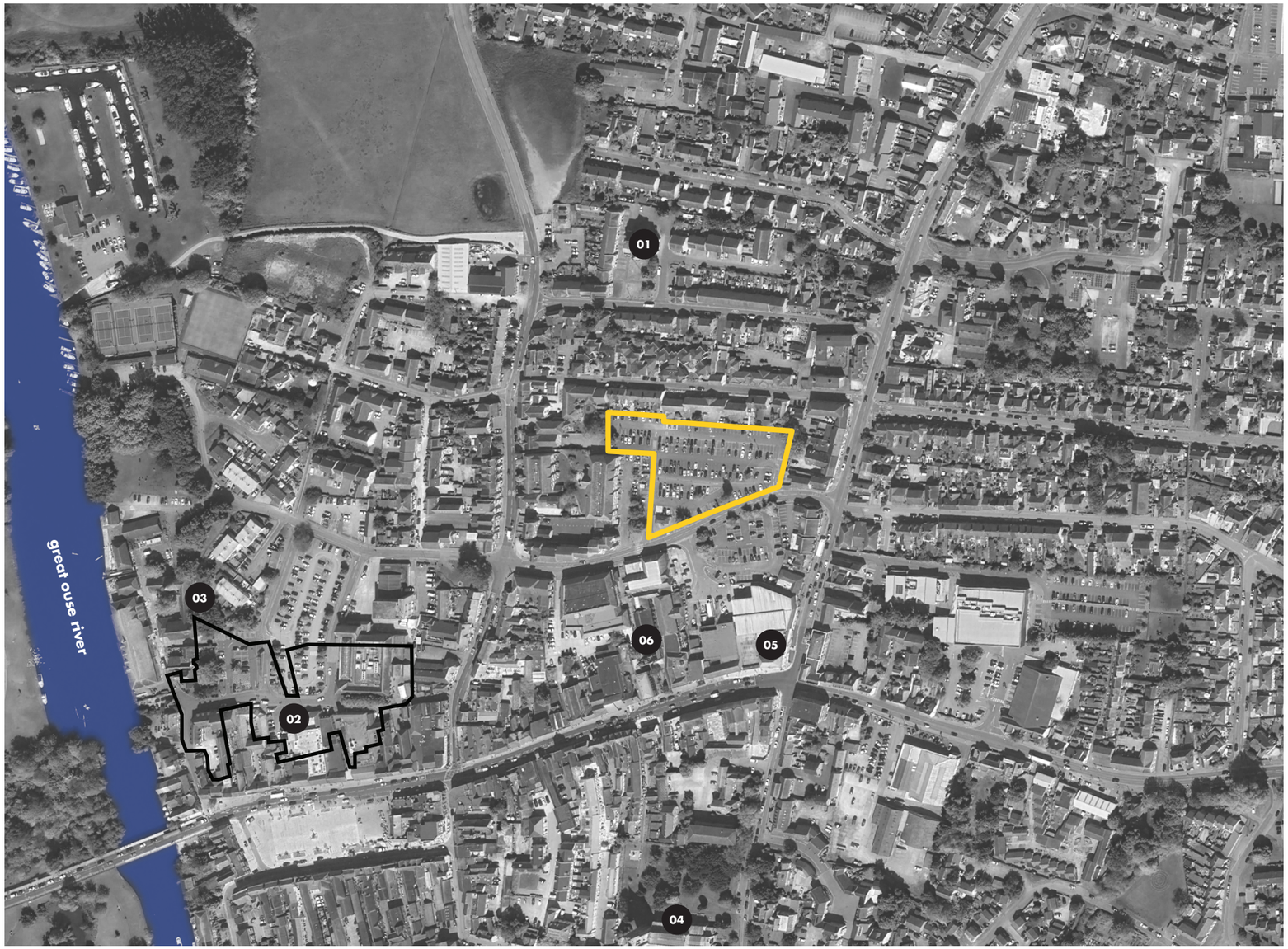
Parish Church of St Mary is an anglican church with the earliest sections dating back to the 12th and 13th century. It is grade II* listed.



57, High Street was known as 'The George Inn' until 1910 and is grade II listed. More recently it was home to 'Beales' the department store but is currently vacant.



St Neots United Reformed Church Grade II gothic church completed in 1888 and designed by Edward Jabez Paine whose family also owned the mill in St Neots.



routes + connections

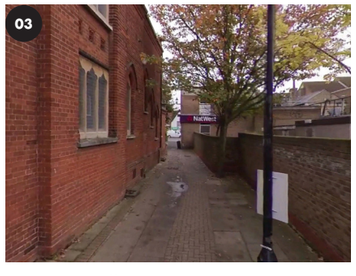
At present, Tebutts Road feel isolated with a lack of connection to the heart of the town. By creating new residential units and encouraging natural surveillance, Tebutts road can be integrated with existing pedestrian routes leading to the high street. Existing pedestrian routes to the north of town pass through the site, bringing pedestrains to the town centre. Residential units on this site will make the route feel safer and encourage its use.



Tebutts Road is primarily used for access and deliveries and suffers from a lack of natural surveillance, with residential units turning away from the street.



Tebutts Road Car Park is connected to Russell Street by a small alley. This also provides pedestrian access from the north of the town to the health centre and high street.



Moores Walk provides pedestrian access from Tebutts Road through to the high street and is lined by small businesses.



High St leads to the market square which forms the centre of the town and holds a fortnightly produce and craft market.



existing site



proposed site



APARTMENTS

1b/2b

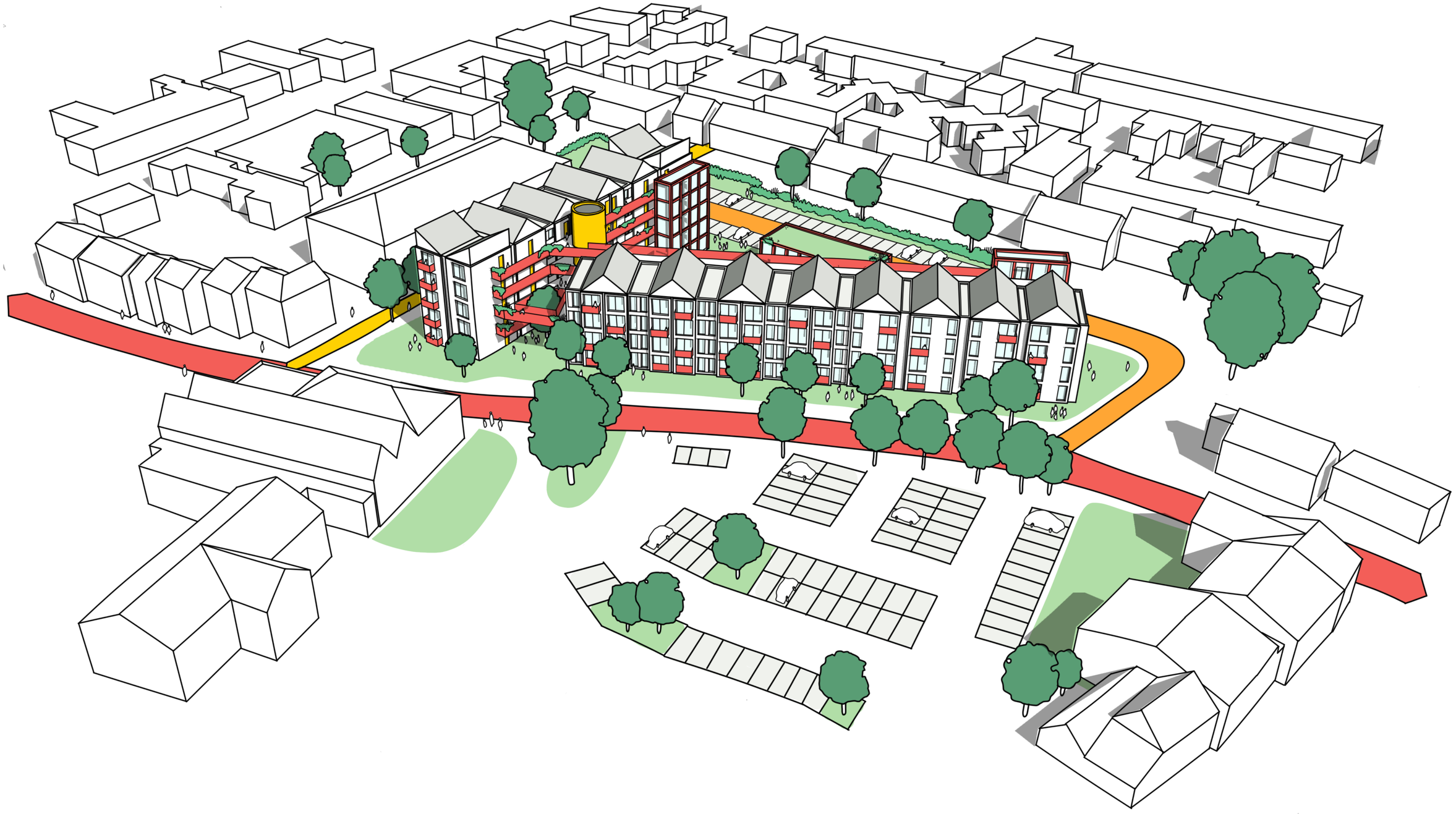
TOTAL	84
48 x 1b	57%
36 x 2b	43%

OTHER

residents + public parking (84)

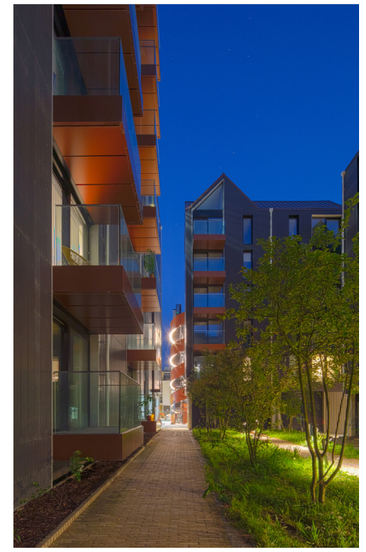
hectares	0.711
density	118 units/ha
height	4/5 storeys

site overview

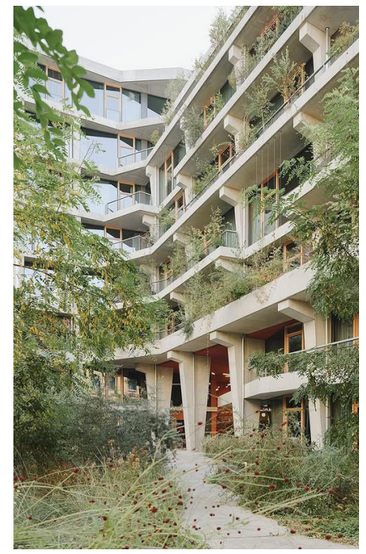


proposal







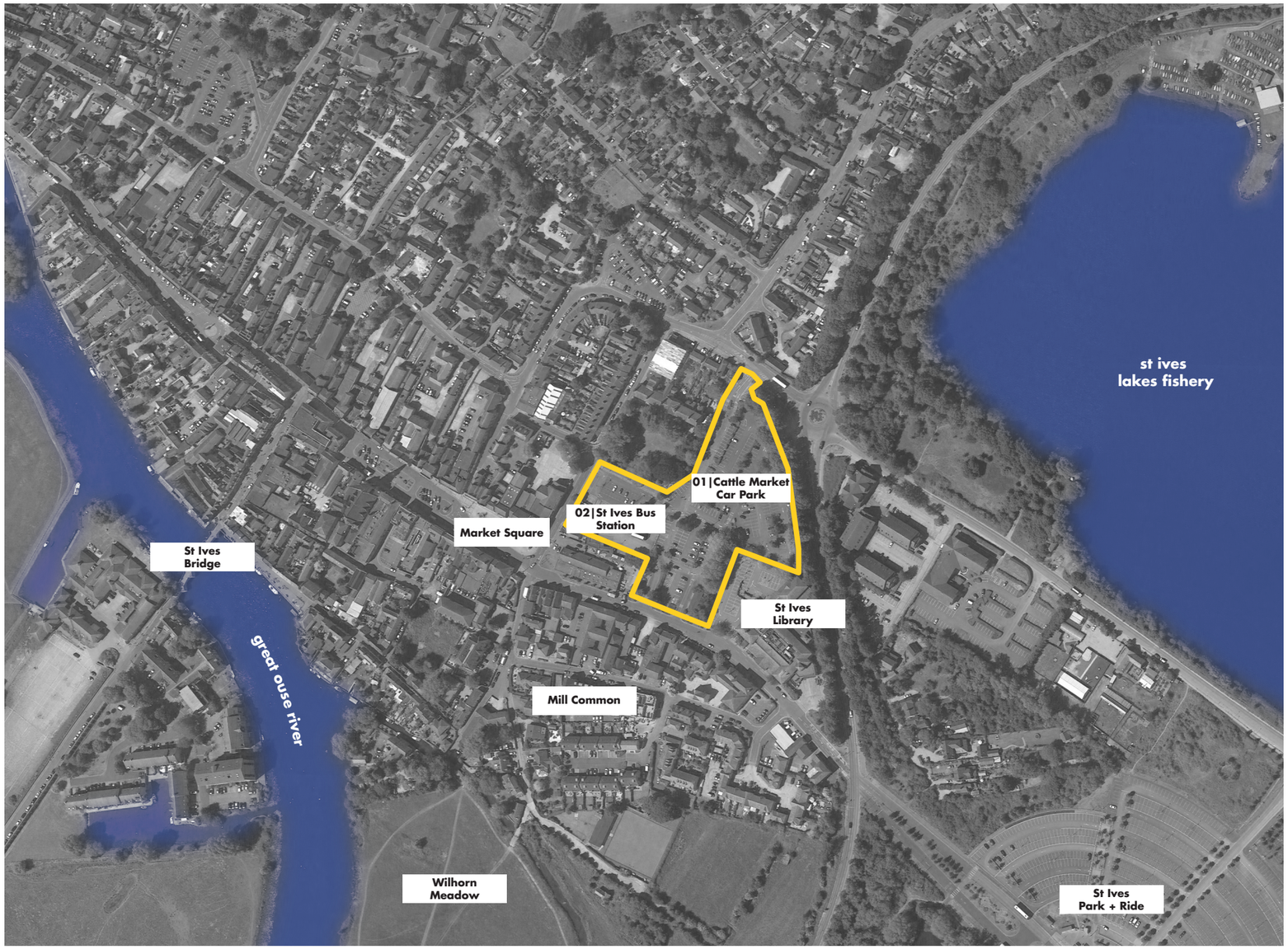




04 st ives


01


02


st ives
lakes fishery
01 | Cattle Market
Car Park
02 | St Ives Bus
Station
Market Square
St Ives
Bridge
St Ives
Library
great ouse river
Mill Common
Wilhorn
Meadow
St Ives
Park + Ride

historic context



Entrance Gates to the Cattle Market which occupied the site from 1886 to 1976. The grade II listed gates now provide entrance to the bus station.



Cromwell Terrace Grade II Victorian terrace named after Oliver Cromwell who farmed at neighbouring Slepe Hall. The terrace is accessed through a private park.



Free Church is a grade II listed church built between 1864 – 65 to house united congregations of former Independent and Baptist Chapels.



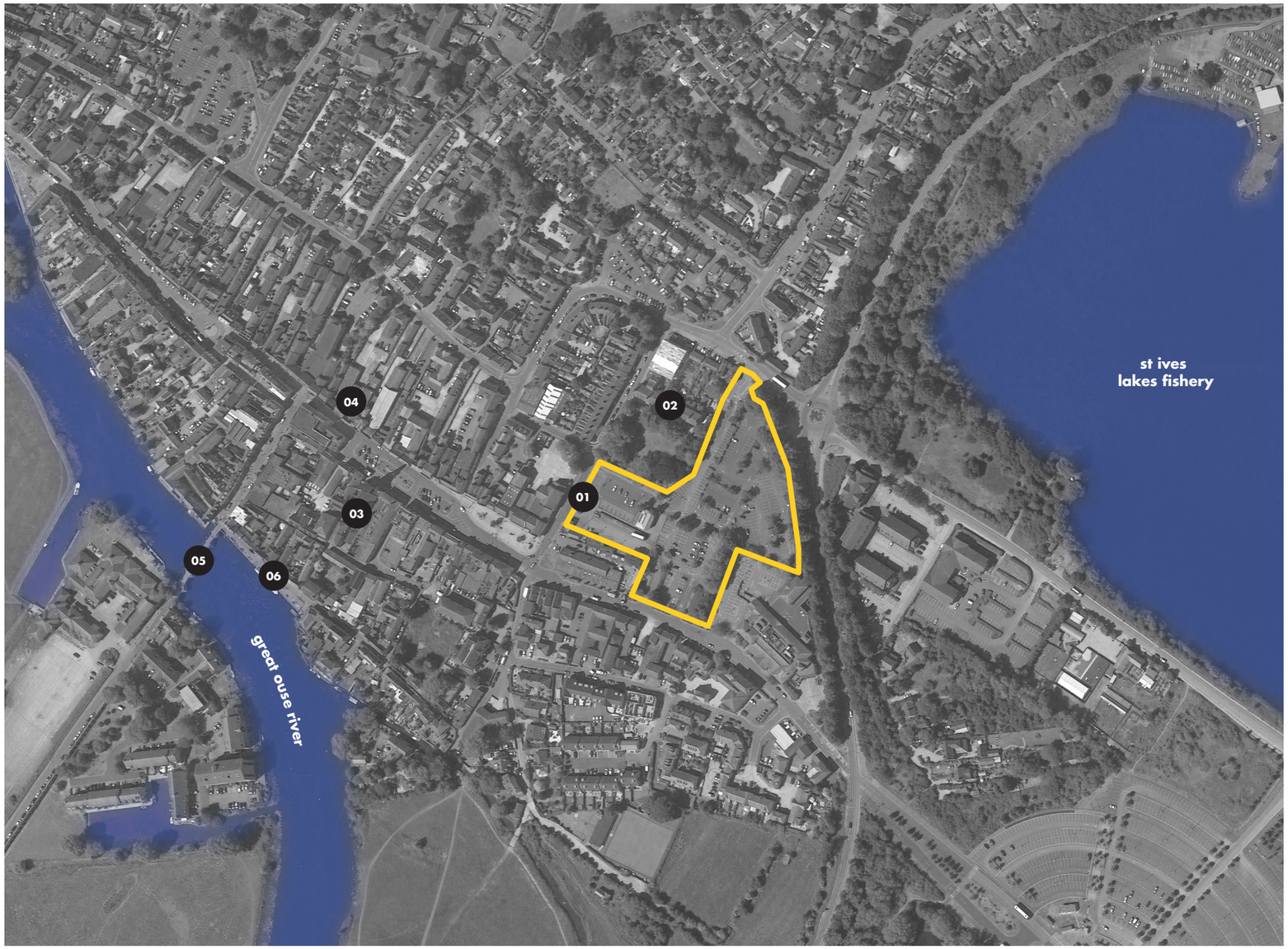
The Corn Exchange opened in 1864 and is grade II listed. Today it is used for concerts, meeting and community events.



St Ives Bridge and Chapel The first known bridge crossed the river circa 1107. This stone replacement was completed in 1425, and a chapel was added in 1426. It is grade I listed.



The Quay is an active waterfront terrace made up of a series of grade II listed buildings that reflect the local vernacular.



routes + connections

Cattle Market car park and bus station have potential to provide St Ives with high quality housing and urban design that connects the north of the town with the busy market and high street. The integration of the existing bus station into commercial and residential space will create a new transport hub that is lively and benefits from natural surveillance. As a linear route, the new development will not compete with the existing market square. Pedestrian routes will allow foot traffic to move from Meadow Lane to the north of the site to the town centre.



Meadow Lane provides entrance to cattle market car park from the north of the town. However this entrance prioritises the car with no protected pedestrian access.



Cromwell Place provides egress for cars and buses from the Cattle Market. With direct links to Market Square, this route could be enhanced with retail units and green space.



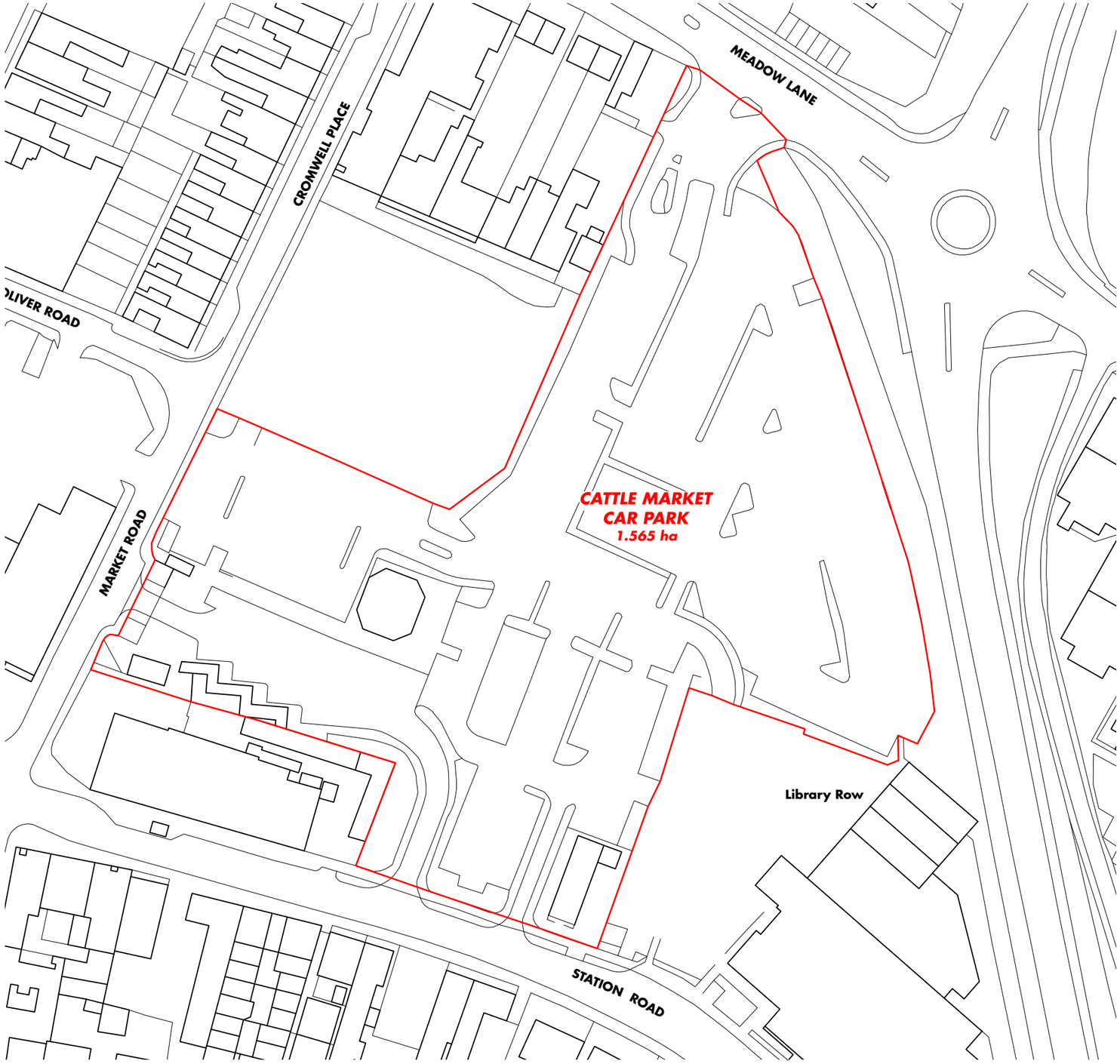
Market Square remains a lively space with weekly markets. The Cattle Market currently feels disconnected from the square.



Cattle Market Car Park prioritises cars with no pedestrian access or thoroughfare. Routes through the site could help connect the north of the town with the high street and market square.



existing sites



proposed ground floor



3b/4p

TOTAL 18

B-HAUS

1b/2b

TOTAL 44

44 x 1b 100%
00 x 2b 00%

APARTMENTS

1b/2b

TOTAL 88

43 x 1b 49%
45 x 2b 51%

OTHER

community - 250sqm

commercial - 860sqm

bus depot - 150sqm

14no makers units @ 18sqm

SUMMARY

TOTAL 150

87 x 1b 58%
45 x 2b 30%
18 x 3b 12%

proposed upper floors



3b/4p

TOTAL 18

B-HAUS

1b/2b

TOTAL 44

44 x 1b 100%
00 x 2b 00%

APARTMENTS

1b/2b

TOTAL 88

43 x 1b 49%
45 x 2b 51%

OTHER

community - 250sqm

commercial - 860sqm

bus depot - 150sqm

14no makers units @ 18sqm

SUMMARY

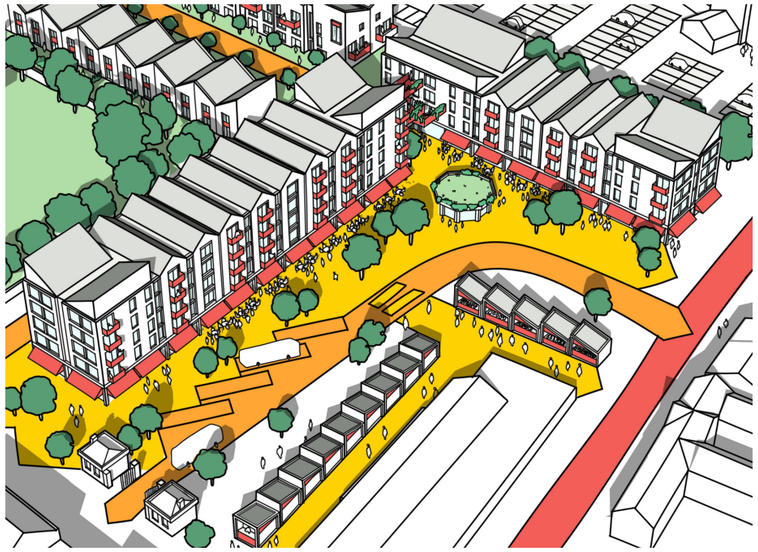
TOTAL 150

87 x 1b 58%
45 x 2b 30%
18 x 3b 12%

site overview



precedents

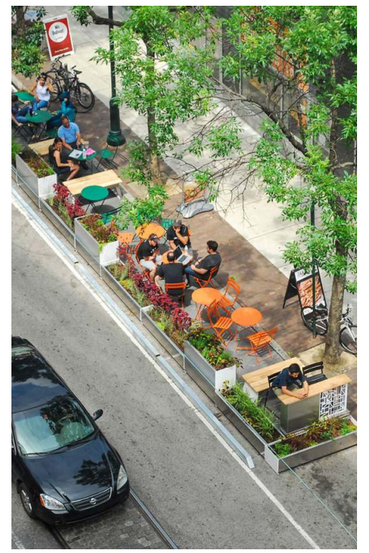






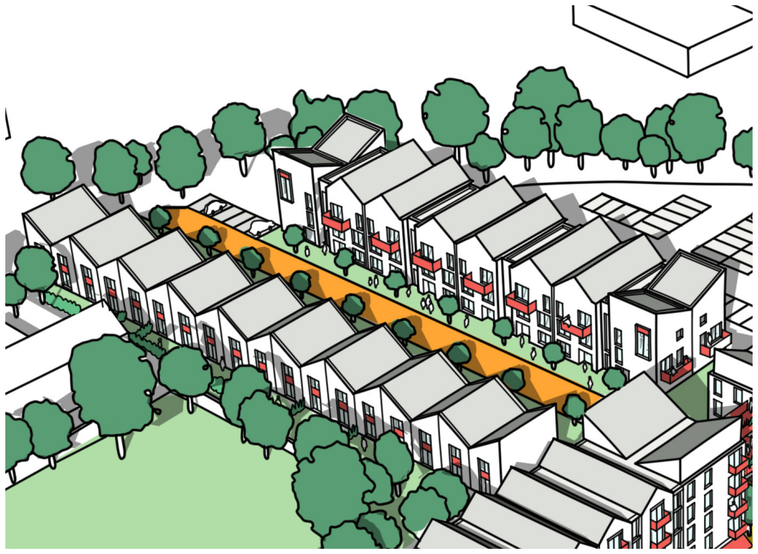






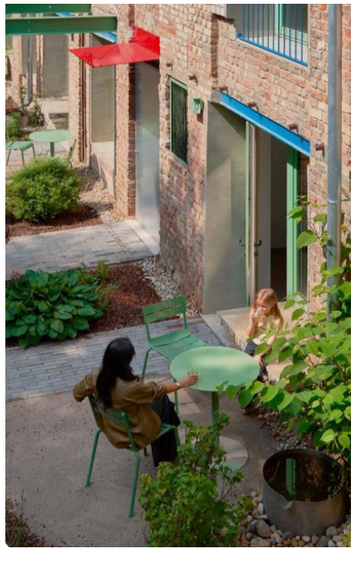


neighbourhood















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HUNTINGDONSHIRE.

CAPITAL&CENTRIC


WE ARE SOCIAL
MISSION DEVELOPERS
KAMPUS
Firefly


MAXIMU
2.1

01 huntingdon sites

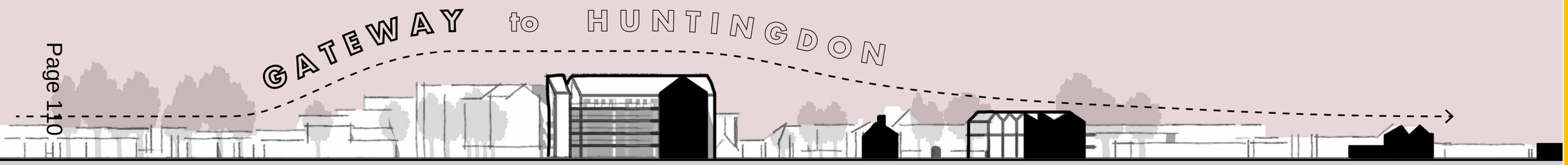
a sequence of places

character areas



one connected place

context



FROM THE STATION

APPROACH

the 'MILL'

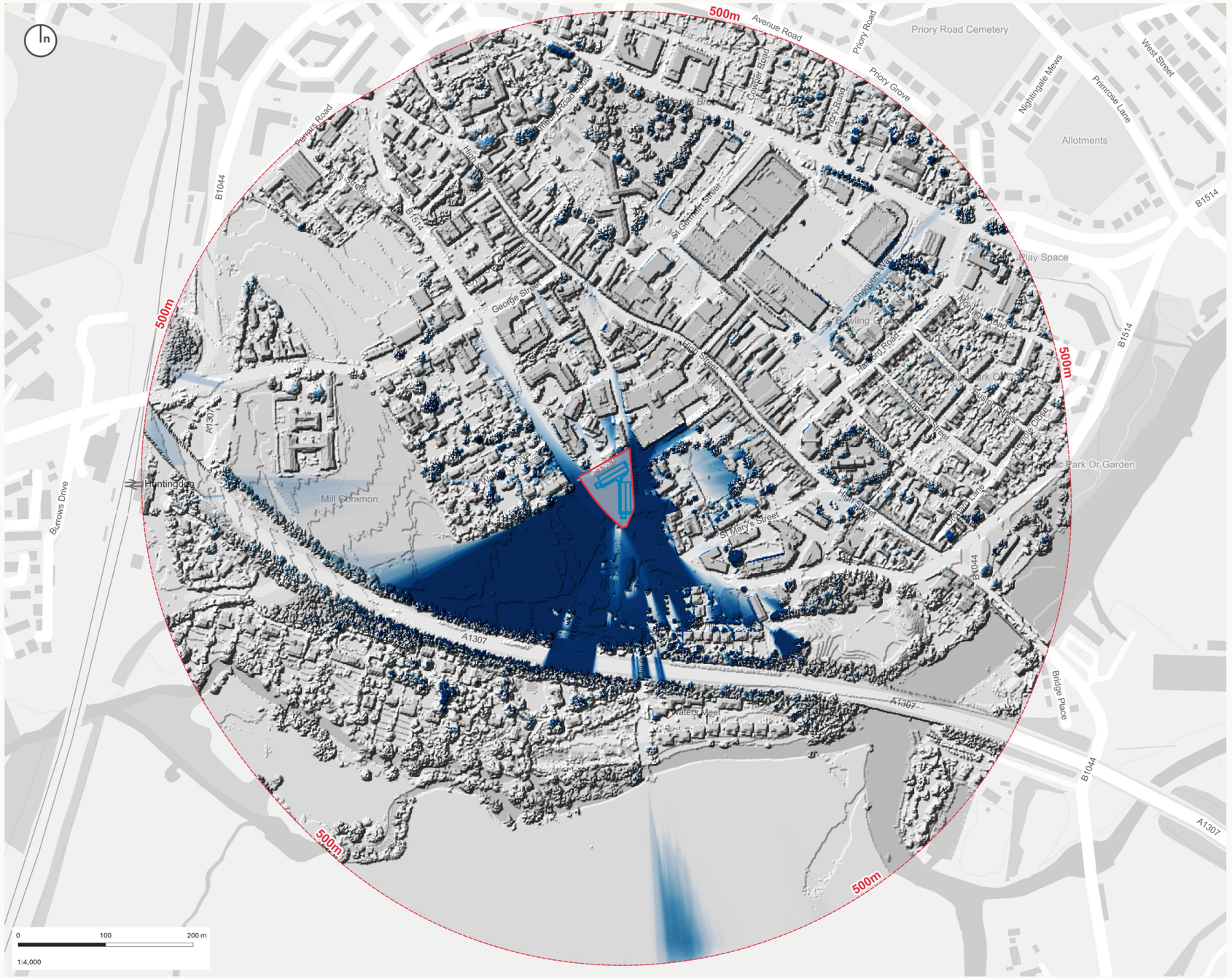
'WORKERS COTTAGES'

'PUBLIC HOUSE' HIGH STREET

Page 110

02 huntingdon zone 01

townscape + heritage visual impact



Client
Capital and Centric Ltd c/o Savills PLC

Project
Huntingdonshire Schemes - Huntingdon

Drawing
Zone of Theoretical Visibility

Project Number
05029

Drawing Number
GIS_000

Date
June 2026

Revision
1.0

Checked By
JS

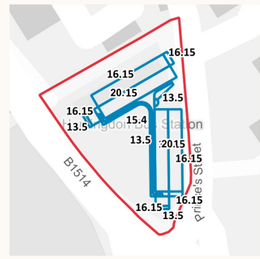
Scale
1:4,000 @ A3

Status
Draft

Study Site

Study Area

Notes:-
This viewshed was created using Lidar data from Defra Data Services Platform. The most recent data to cover this area is from 2022. The inset map shows the building heights (in metres from ground level) used for the viewshed.



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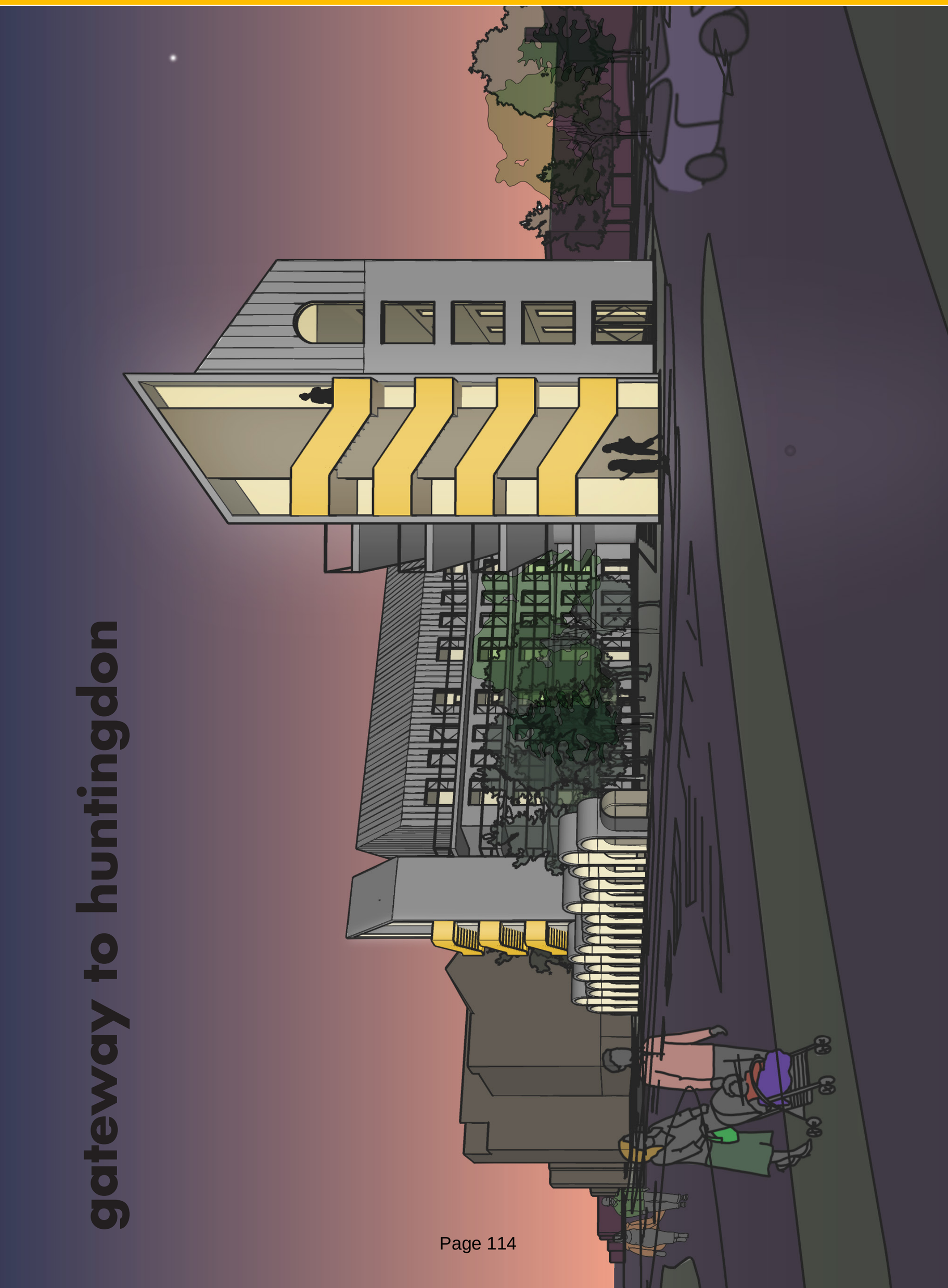
Turley

a new arrival to Huntingdon

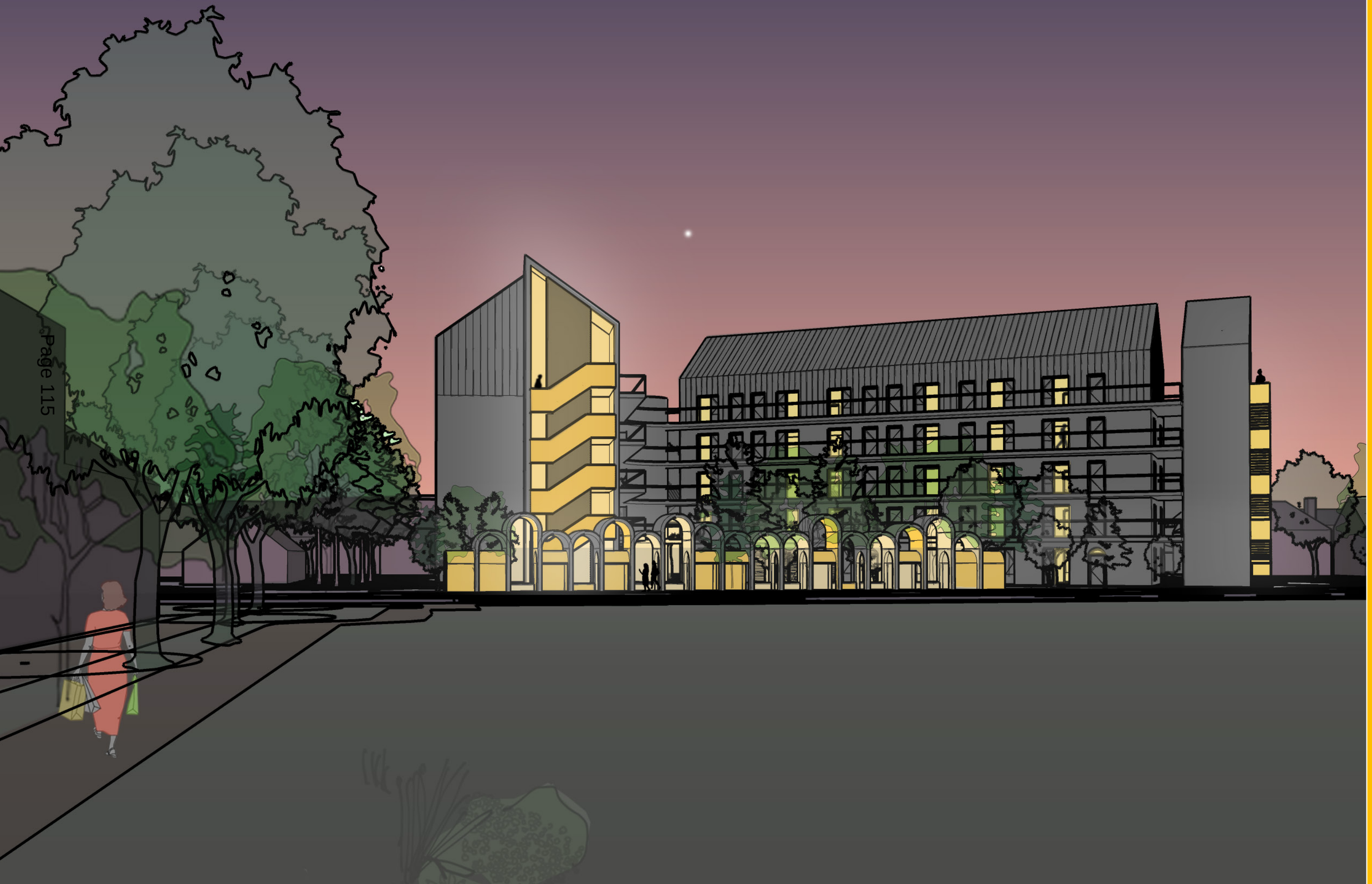
ground plan

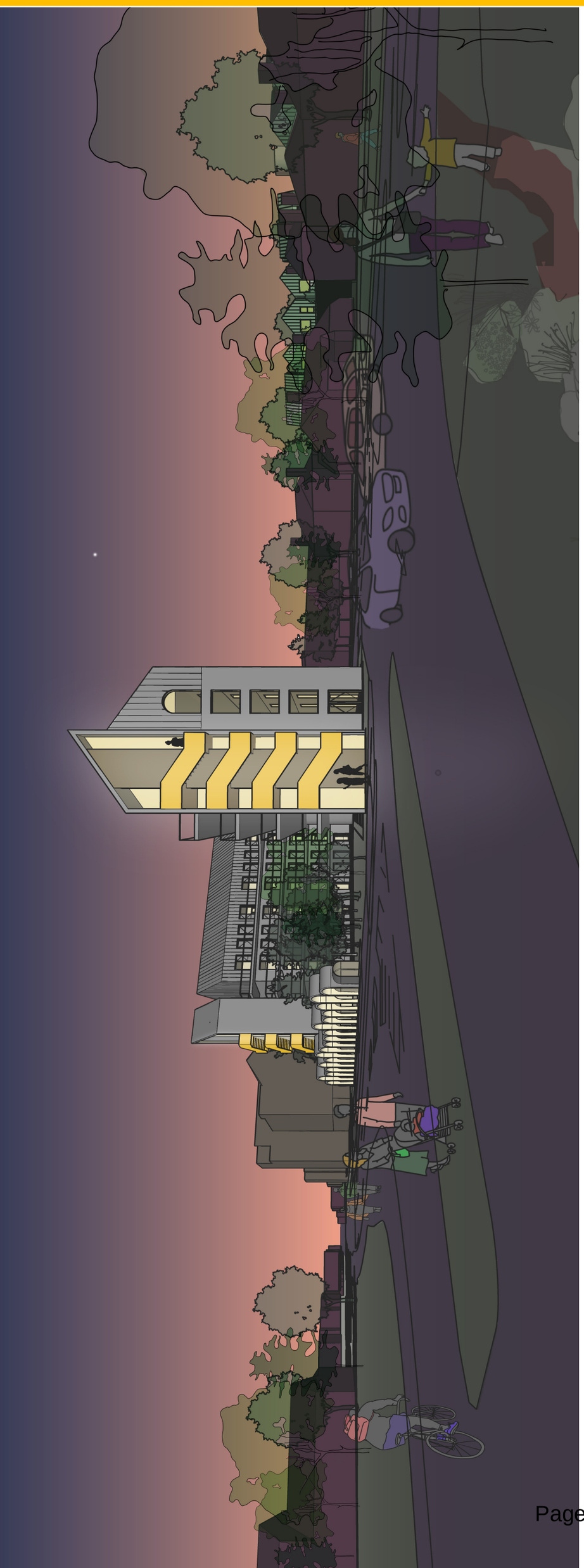


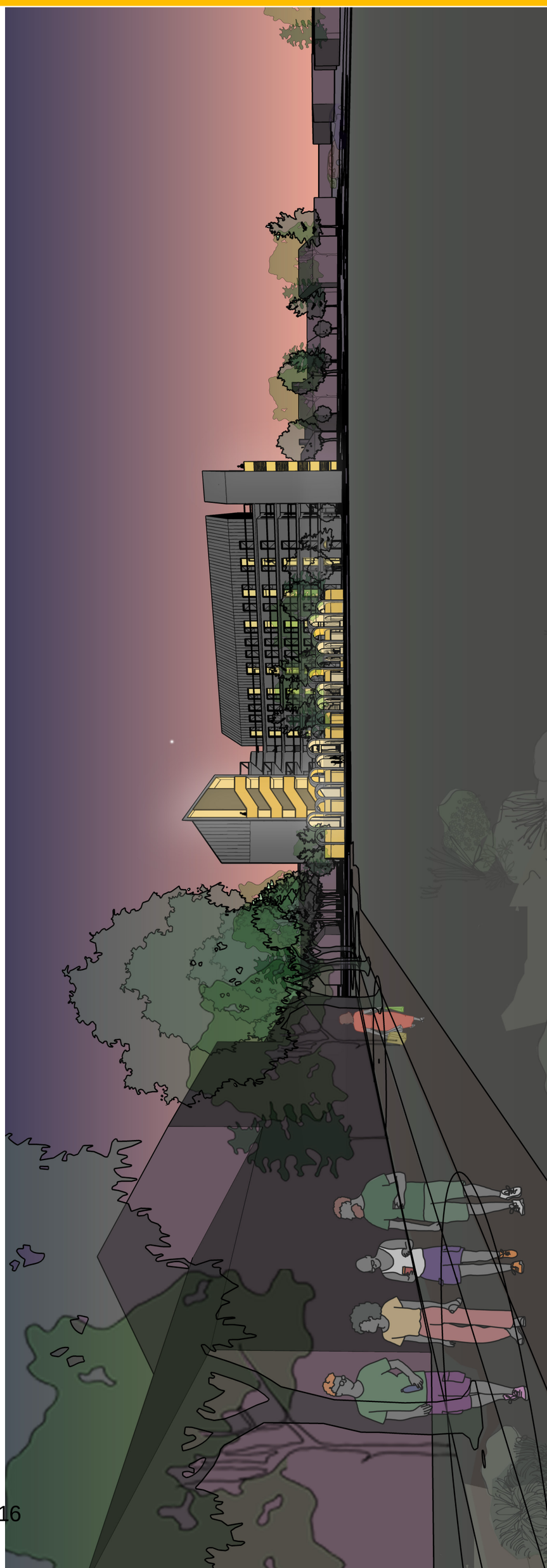
shedkm


gateway to huntingdon

welcome home...







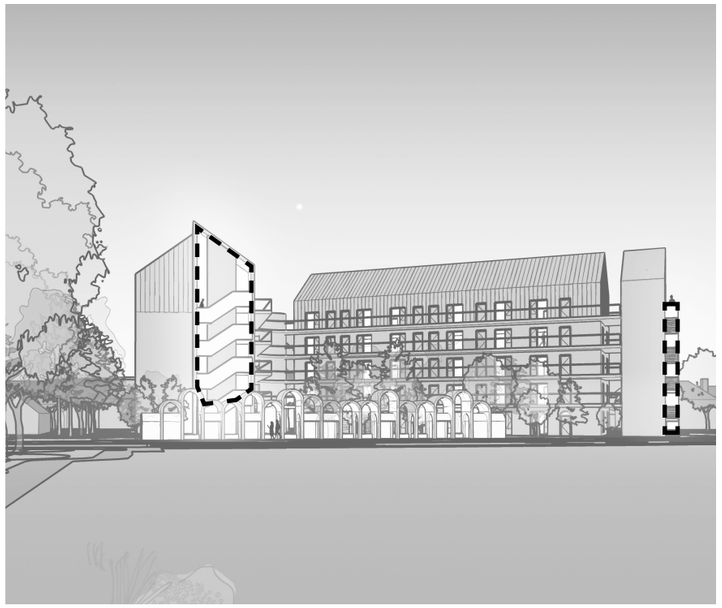
accent exploration

stair colour + materials

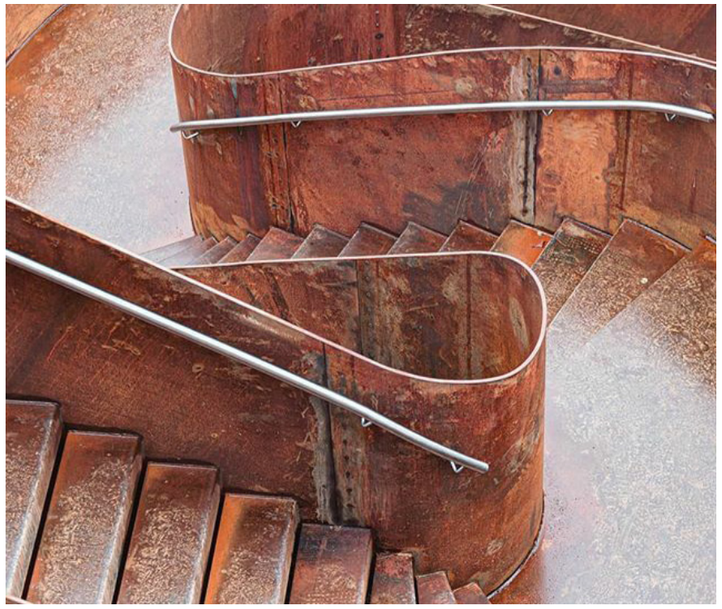






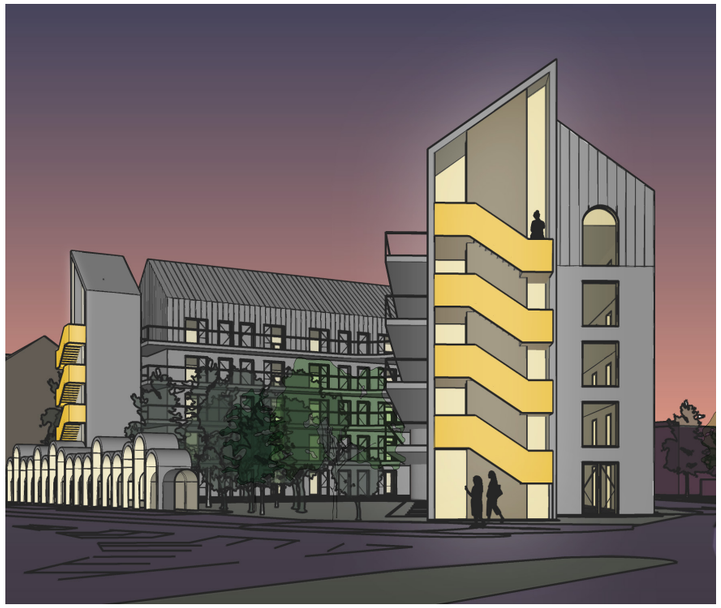


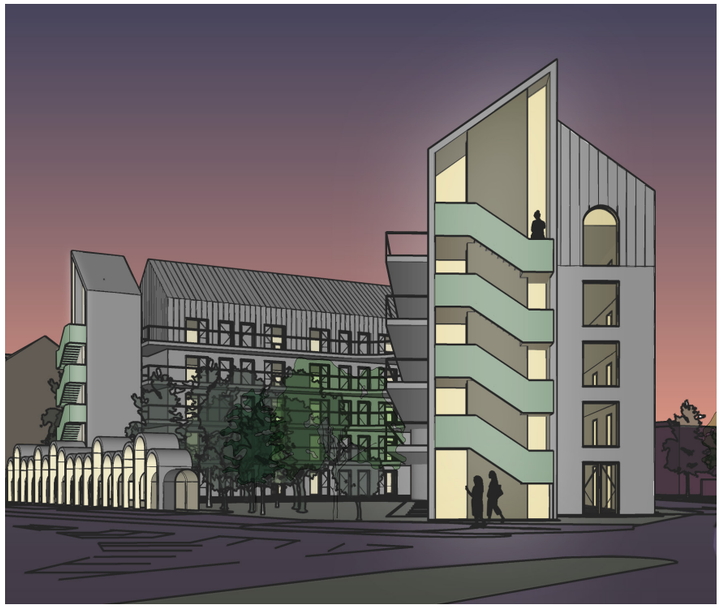


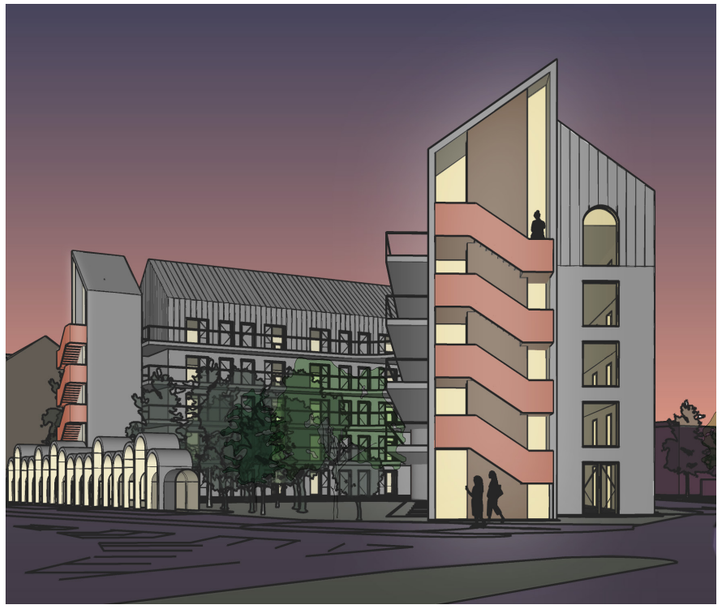


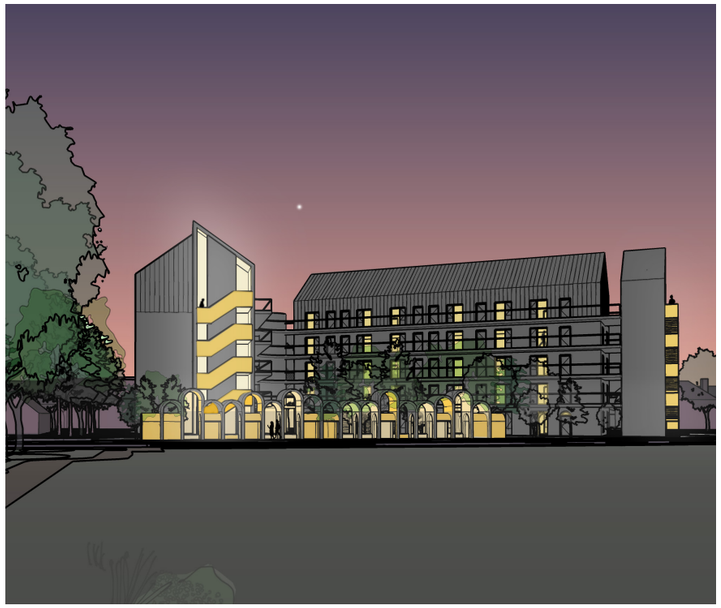
accent exploration

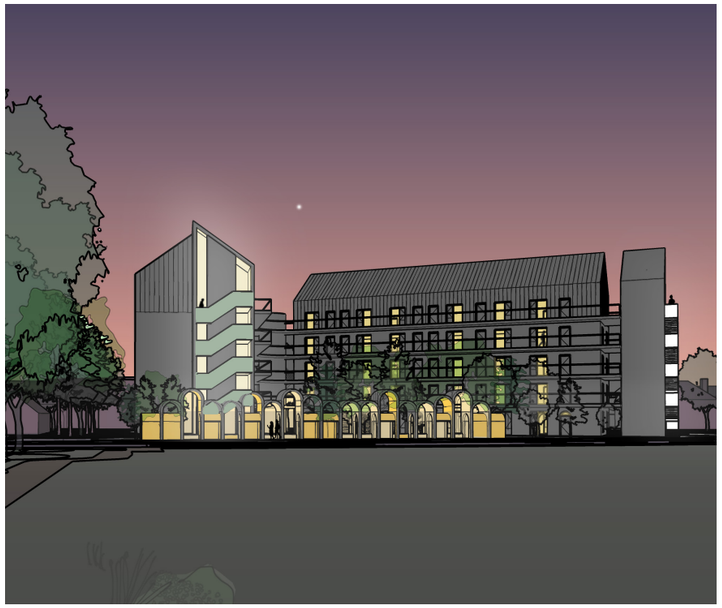
stair colour + materials

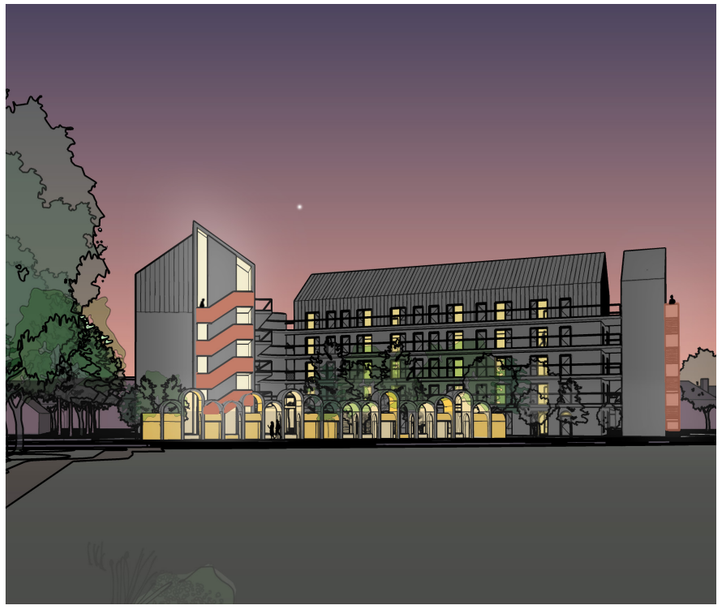










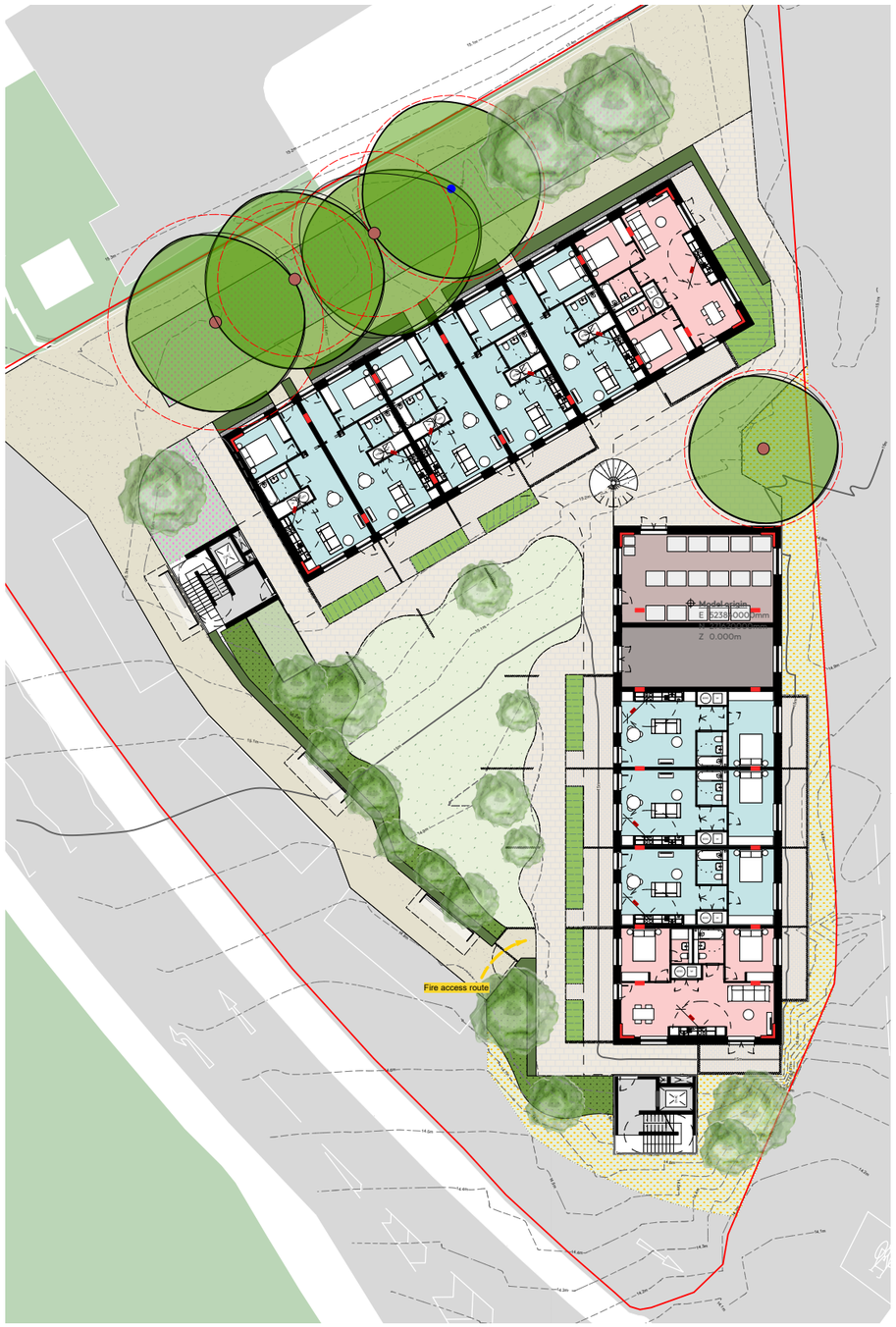


bus stop sculpture + clocktower

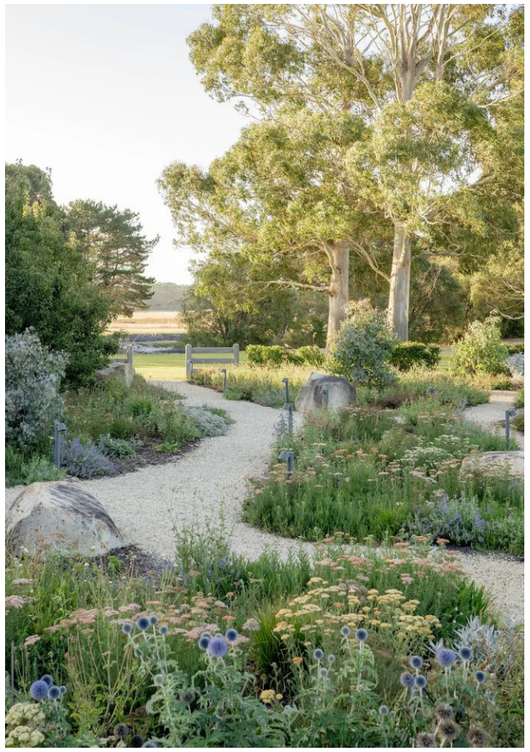
inspiration



landscaping











03 huntingdon zone 02

site consideration

existing context



key moves

concepts



key moves

concepts



an expressive skyline

concept



a nestled neighbourhood

ground plan



shedkm

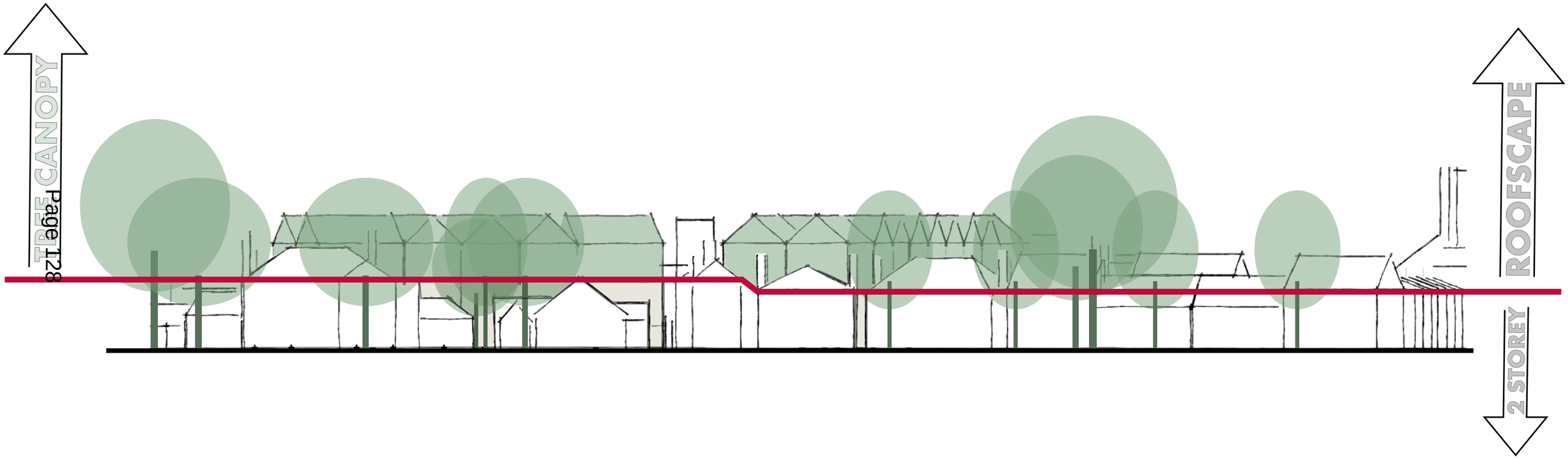
the ‘worker’s cottages’

contextual massing



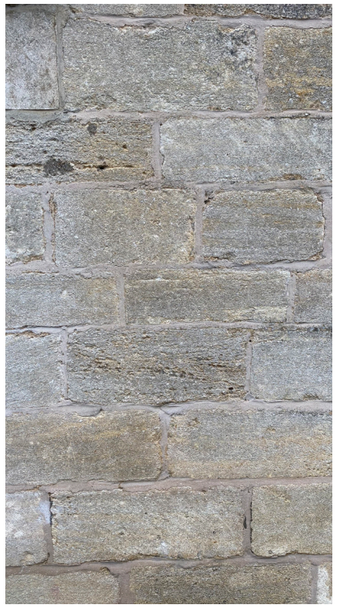
roof expression in the canopy

elevational approach



inspired by

context + precedents



cool

subtle

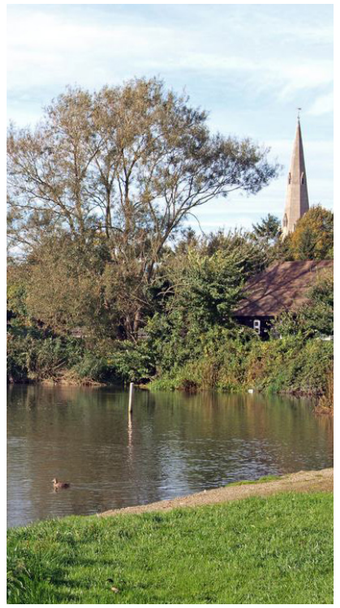
brick



bold

accent

decking



nature

greenery

roof

facade

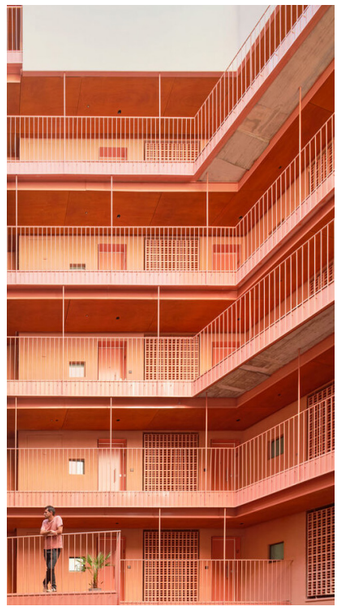
stair

facade

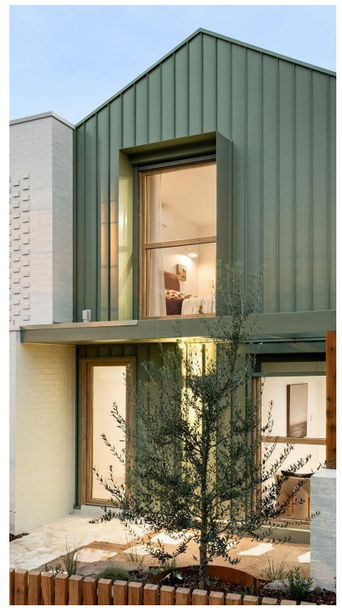








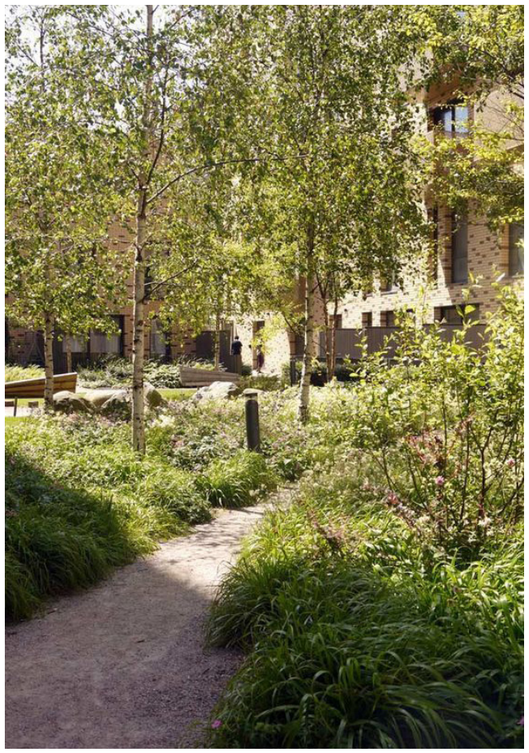




shedkm

landscaping

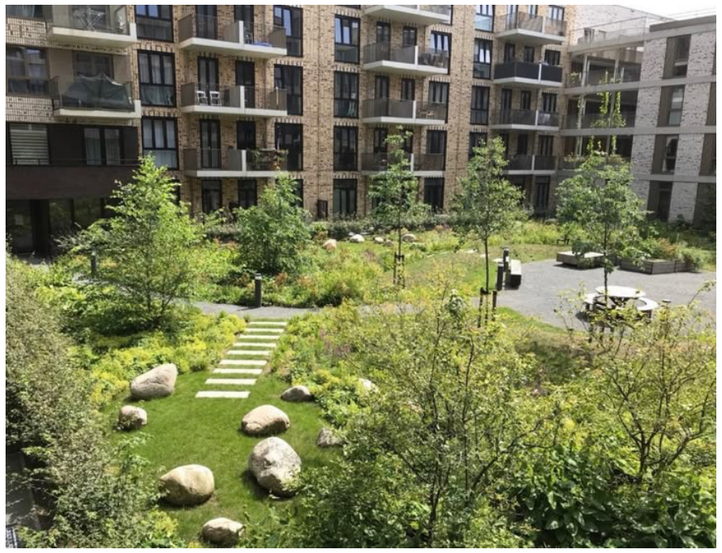












neighbourhood creation



a space for community

cowper house concept















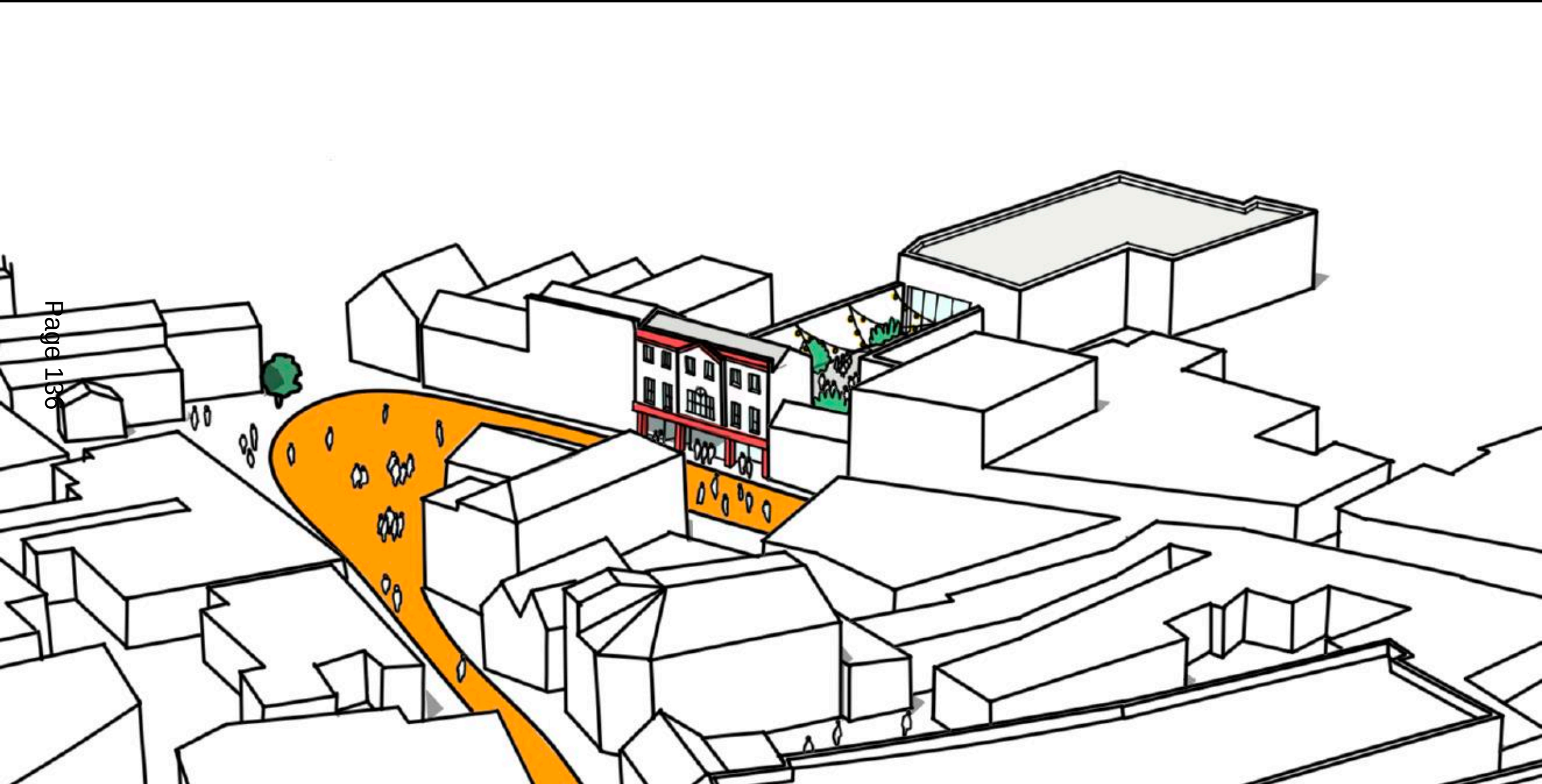
draft

CAPITAL&CENTRIC



CAPITAL&CENTRIC





04 st neots

04.01 site analysis

site as a destination

At present, Tebbutts Road feels isolated with a lack of connection to the heart of the town. By creating new residential units and encouraging natural surveillance, Tebbutts Road can be integrated with existing pedestrian routes leading to the high street. Existing pedestrian routes to the north of town pass through the site, bringing pedestrians to the town centre.

The Conservation Area Character Assessment **identifies the Site as an area that would benefit from enhancement. The car parking is recorded as making a negative intrusion into the street scene.** It notes of Tebbutts Road that structural improvements are needed to the current urban environment currently dominated by car parks. As such, the Site currently detracts from the character and appearance of the conservation area and is a key opportunity area for new development.





Tebbutts Road is primarily used for access and deliveries and suffers from a lack of natural surveillance, with residential units turning away from the street.



Tebbutts Road Car Park is connected to Russell Street by a small alley. A pedestrian route to the south also connects the site to the high street.

heritage advice

There is an **opportunity to activate and enhance the urban realm on Tebbutts Road**, this would respond to existing negative qualities identified in the conservation area appraisal and result in potential public benefits.

Three landmark towers punctuate the skyline of St Neots and are visible in long range views, that of the Bedford Street Works (Paines Mill), Church of St Neot (St Neots Parish Church) and Church of St Mary. These are identified as landmark buildings within the conservation area appraisal.

Following guidance from heritage consultants, **we sought to accurately understand the impact of the proposed development on the skyline, within the wider townscape.** We instructed a ZTV analysis which concluded that the visibility level was, for the most-part, low. (see image). Crucially, it is not visibile from across the river and has not shown to compete with the existing spires.

Development should also take account of the secondary character of development outside the historic core and **respond to key characteristics such as the urban grain, form and material palette.** Design should seek to be complementary with a clear narrative of how it will knit in with the surrounding neighbourhood. This is discussed on the following page.



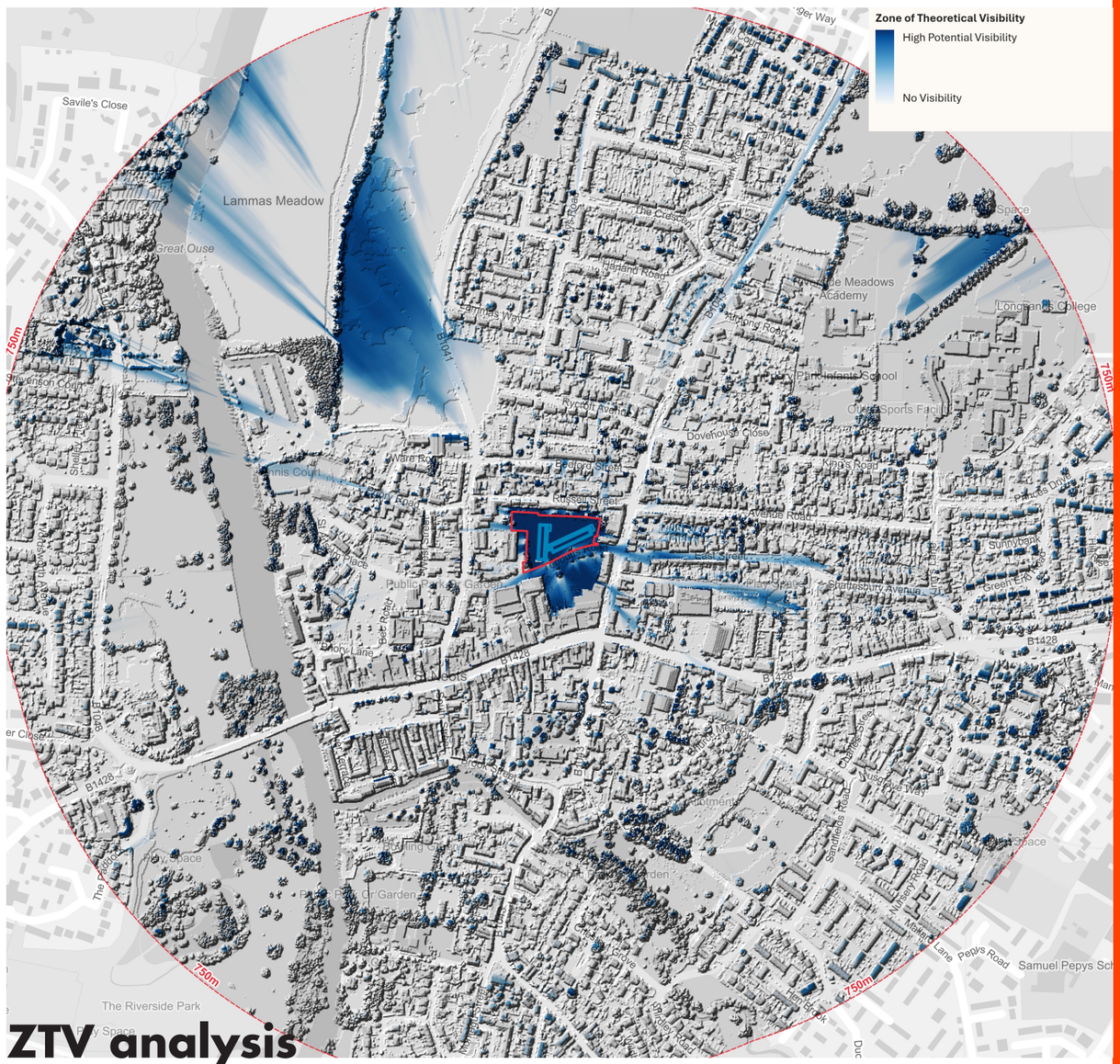
Paines Mill



St Neots Parish Church



Church of St. Mary



ZTV analysis

architecture + motifs

Romantic era gardens (late 18th to mid-19th centuries) rejected formal symmetry in favour of **untamed, naturalistic landscapes.**


walled garden, wimpole estate




audley garden + manor house

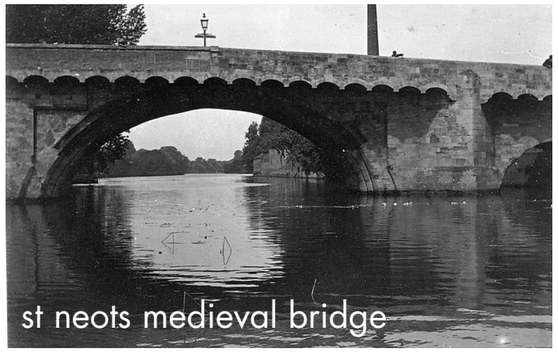
A crinkle crankle wall, also known as a crinkum crankum, **sinusoidal, serpentine, ribbon or wavy** wall, is an unusual type of structural or garden wall built in a serpentine shape with alternating curves, originally used in Ancient Egypt, but also **typically found in East Anglia.**

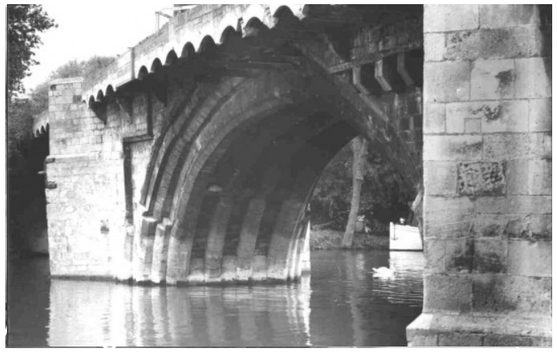





bramfield crinkle crankle wall

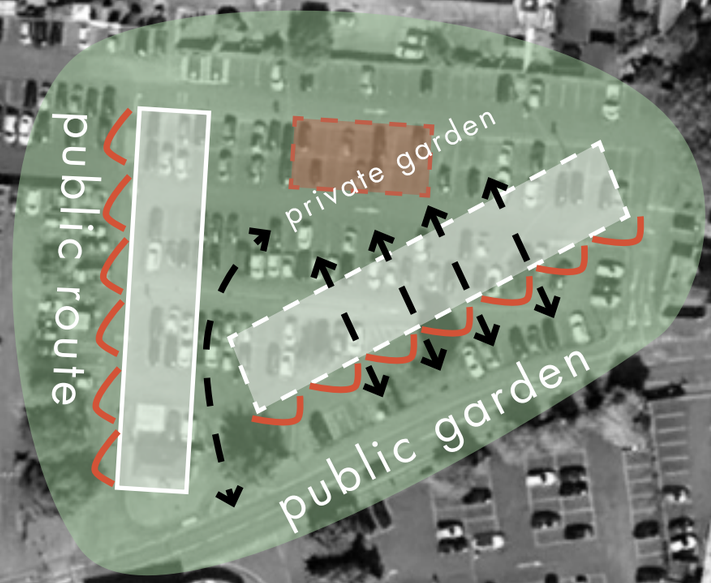
The now-demolished medieval bridge in St Neots was lined with a kind of crimped trim, reminiscent of the wavy crinkle crankle walls of the region.

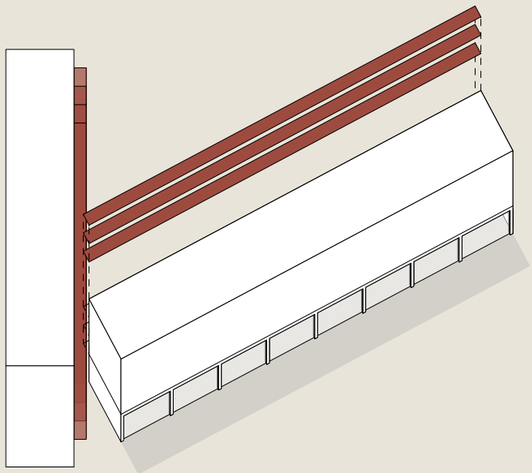

st neots medieval bridge



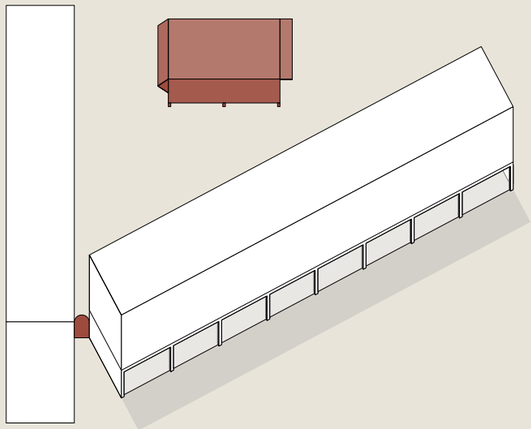


04.02 the (un)walled garden

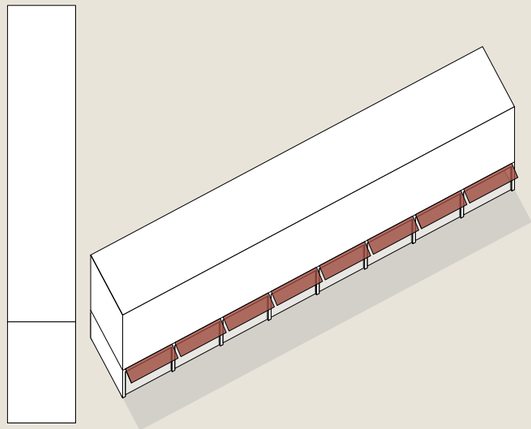




01
decks



02
courtyard



03
commercial frontage

site plan



shedkm

courtyard + pavilion

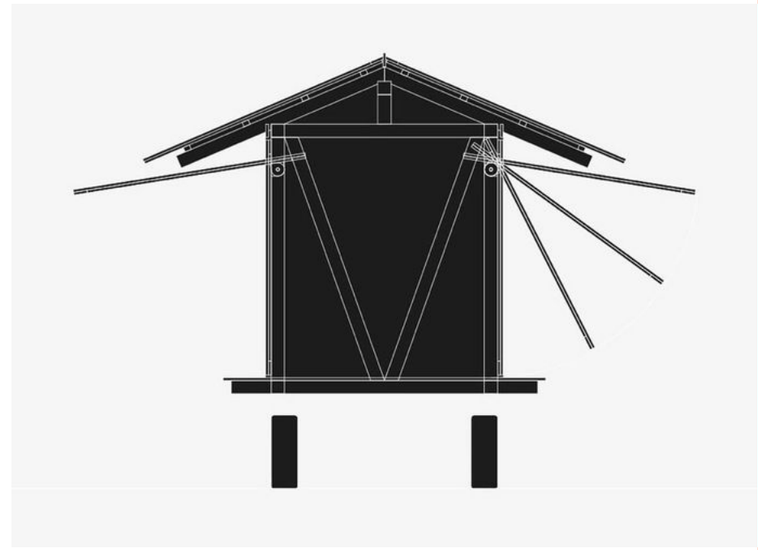






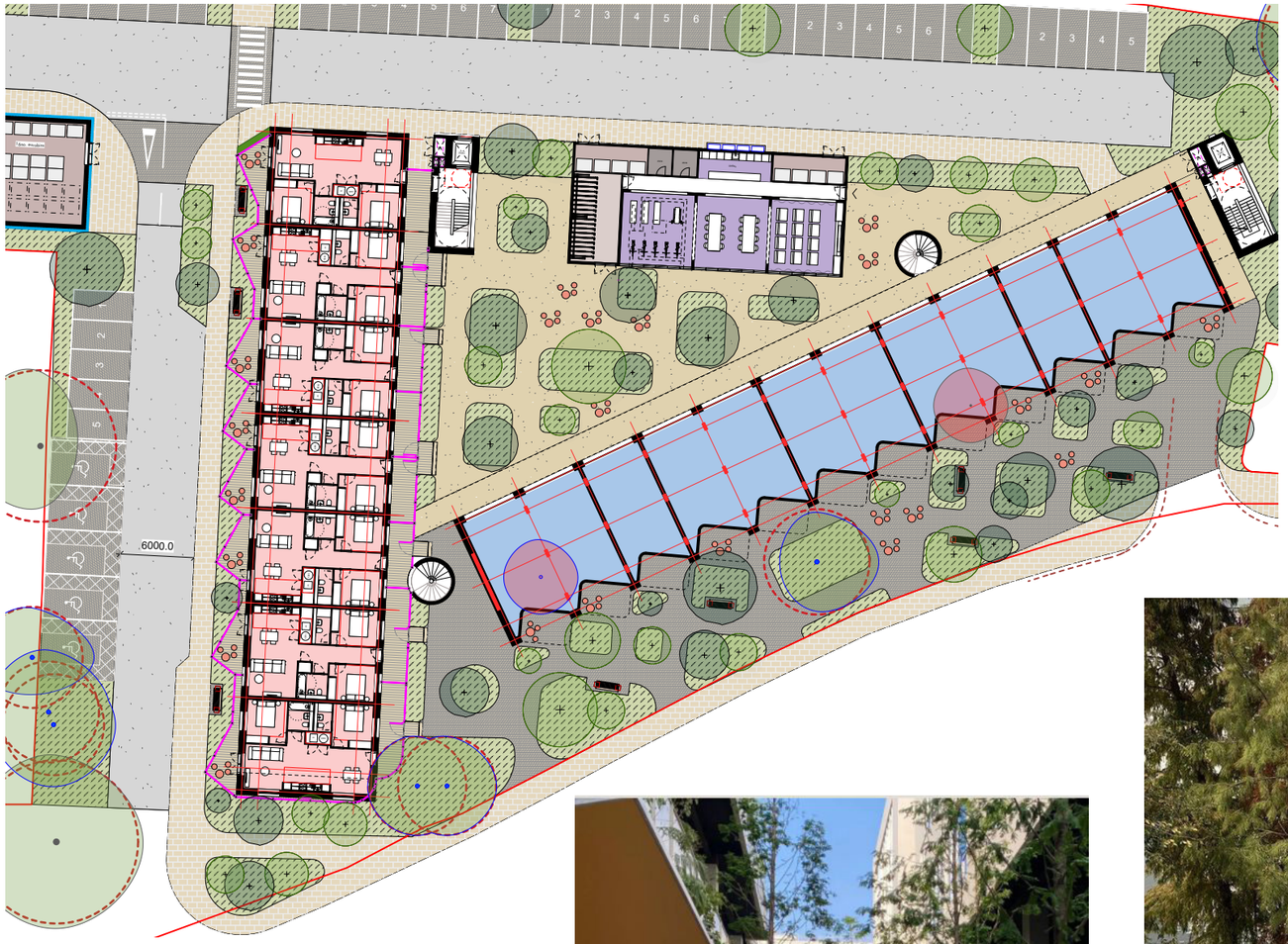






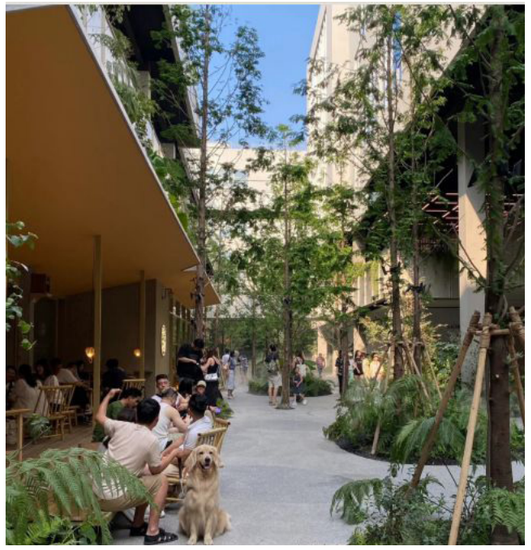
shedkm

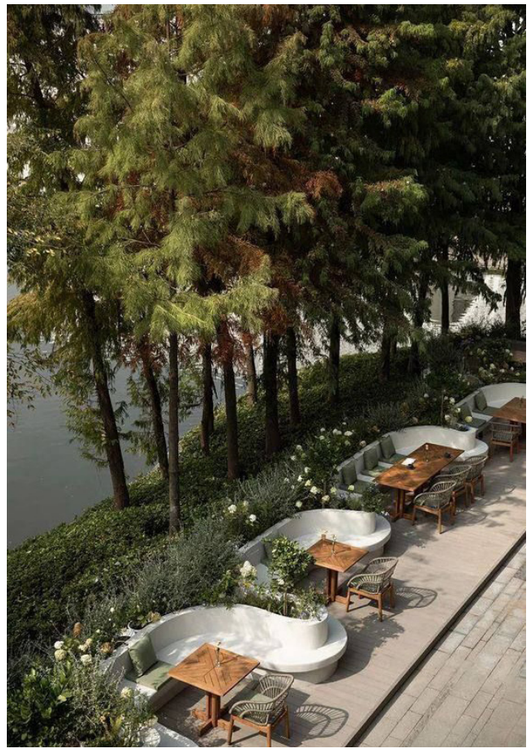
landscaping

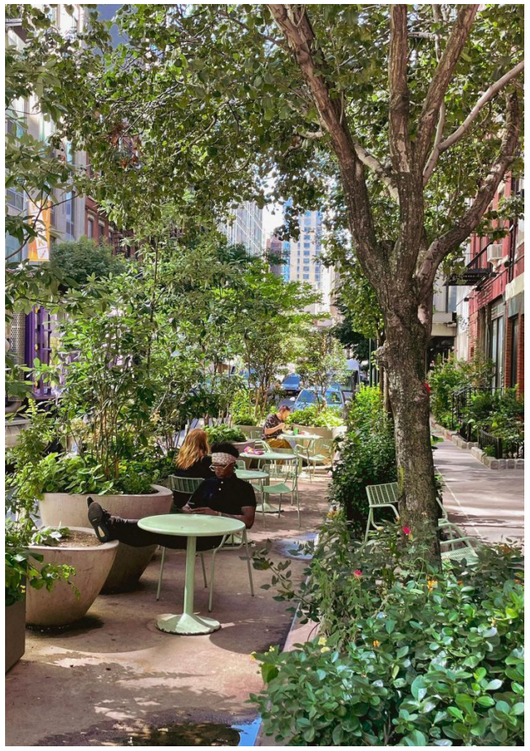












enlivening the street



tebbutts road, view west







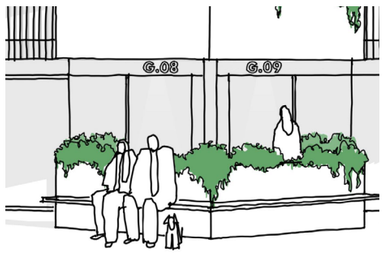


shedkm

tebbutts road, view east





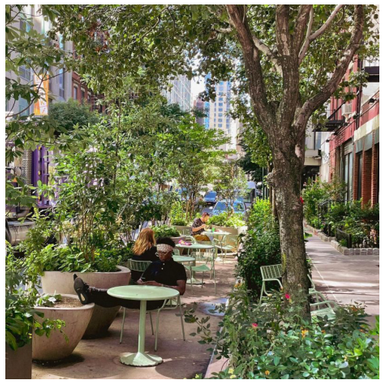




View of the ground floor terraces to the west and eastwards along tebbutts road.

tebbutts road commercial frontage









Residential and commercial units on this site will make the route feel safer and encourage its use.

05 st ives

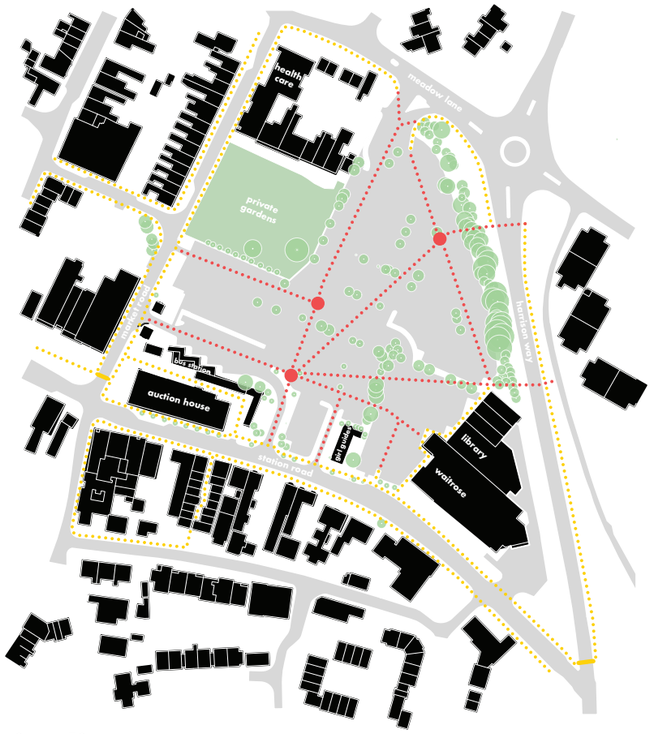
site opportunities



direct routes to cambridge

existing bus route to cambridge (circa 50mins)

existing pedestrian route to dedicated bus



desire lines

desire lines

existing pedestrian routes



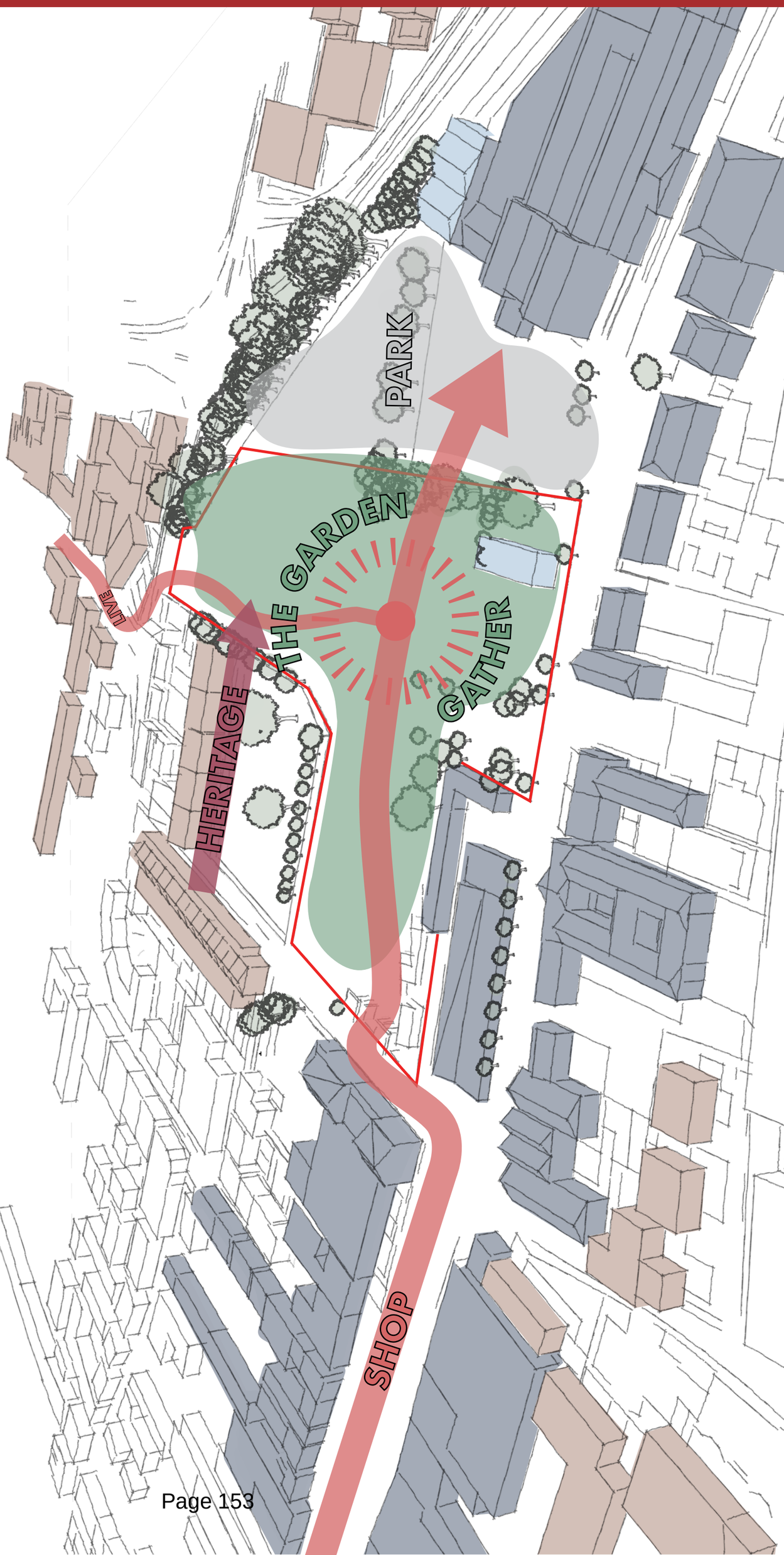
masterplan principles

proposed pedestrian routes and public square

existing pedestrian routes

shedkm

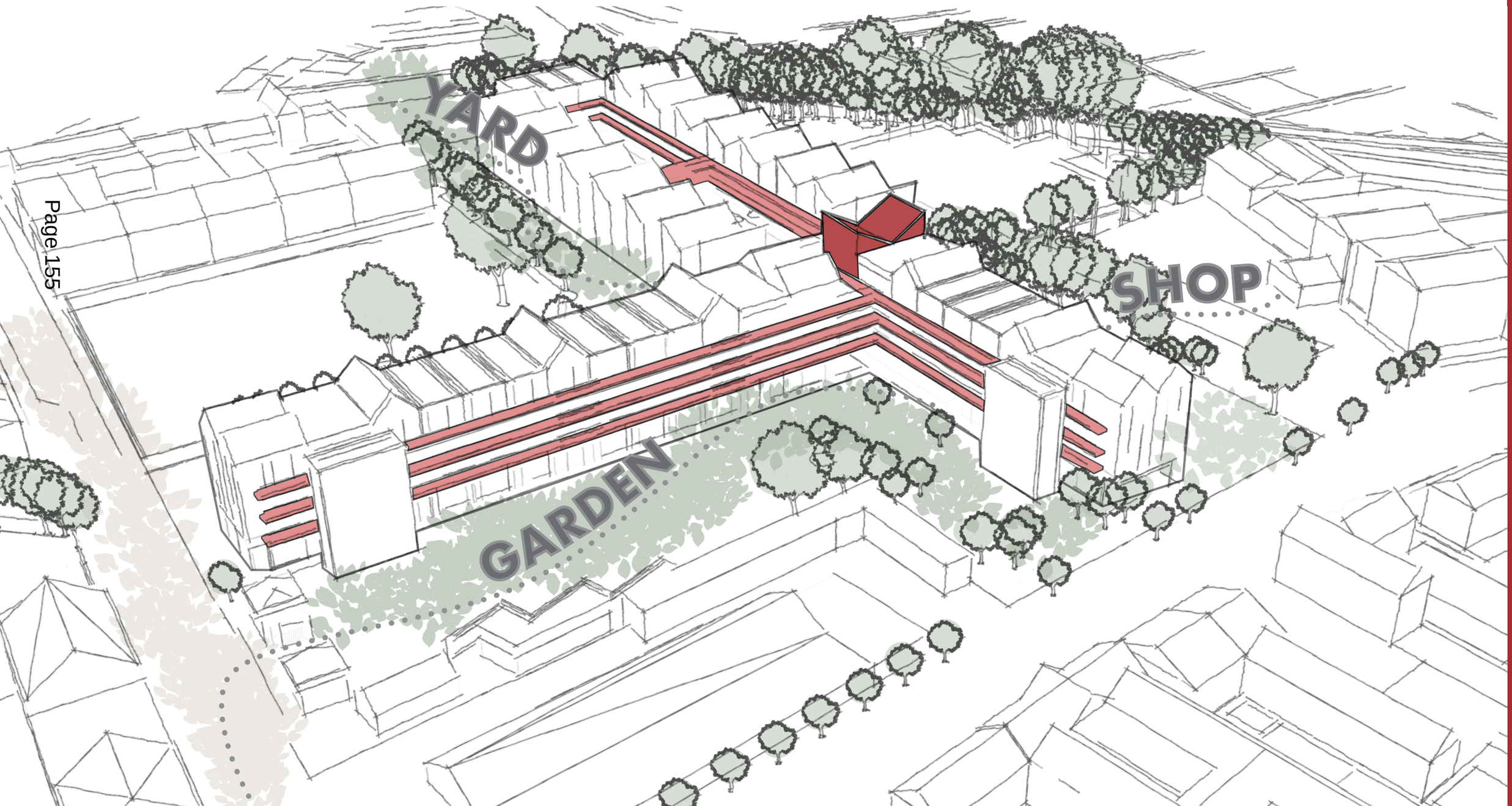
connections



master plan



massing + scale

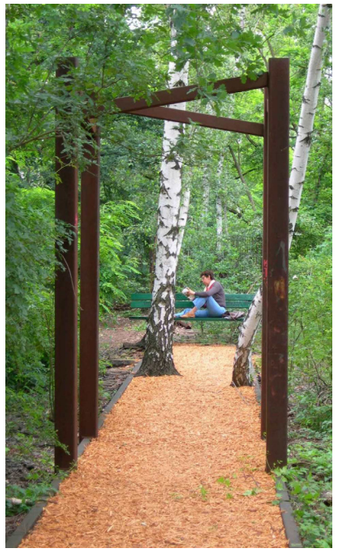


the octagon re-imagined







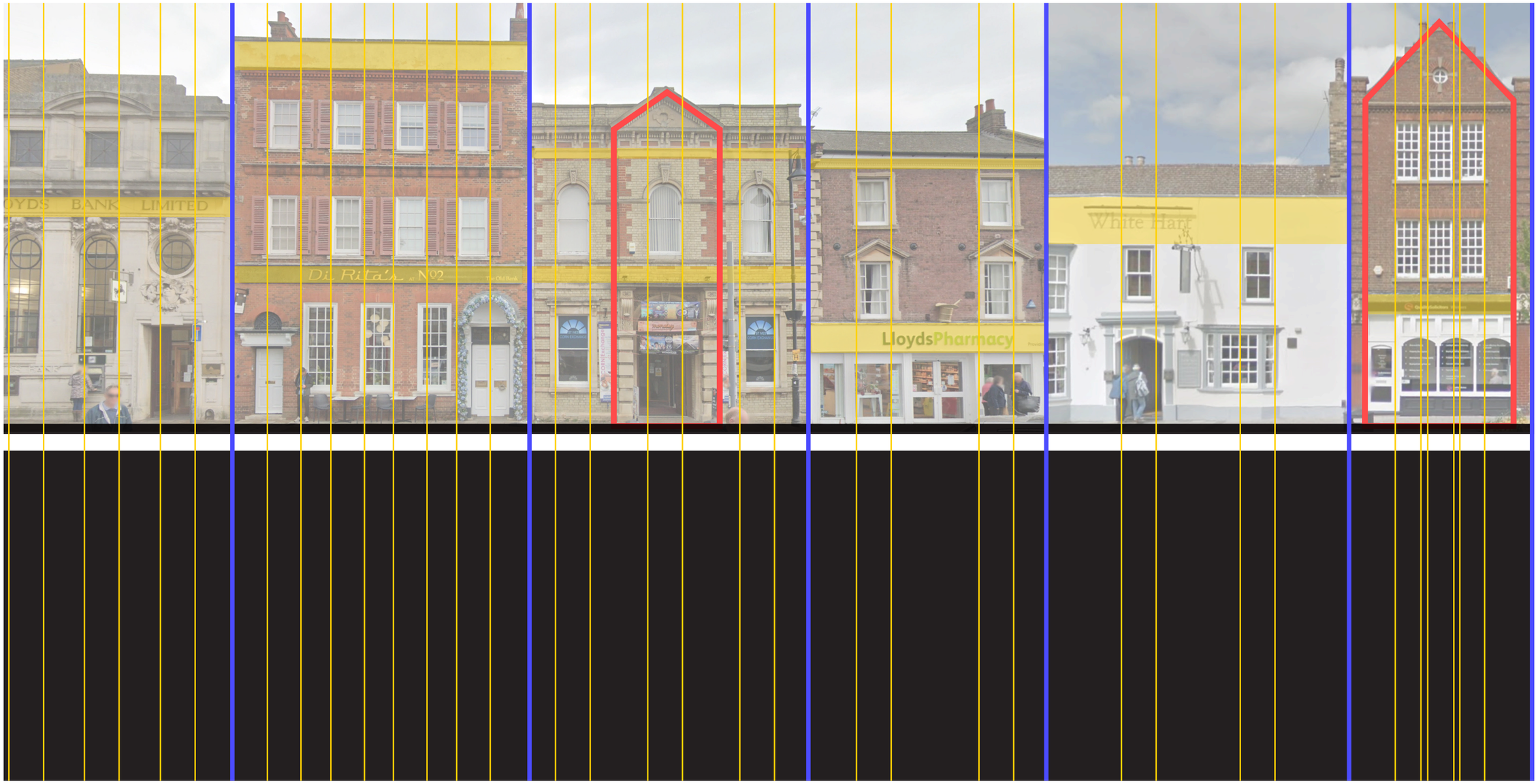






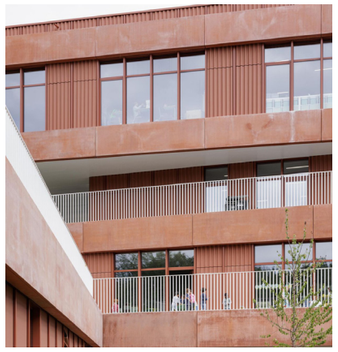


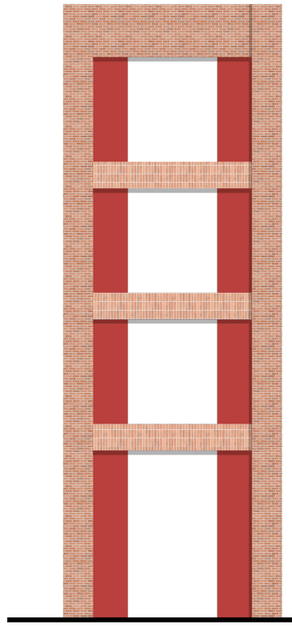
the nine yard strip



shedkm

zone 01 materiality

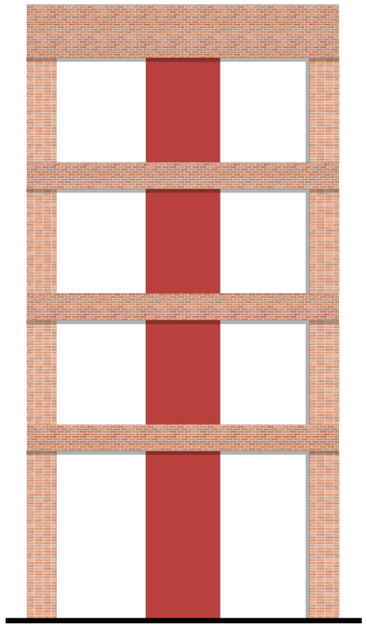




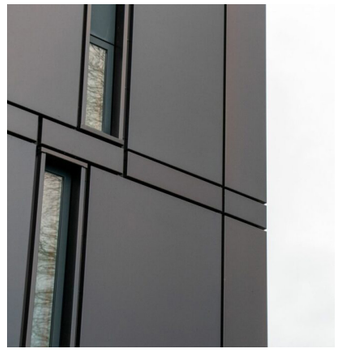


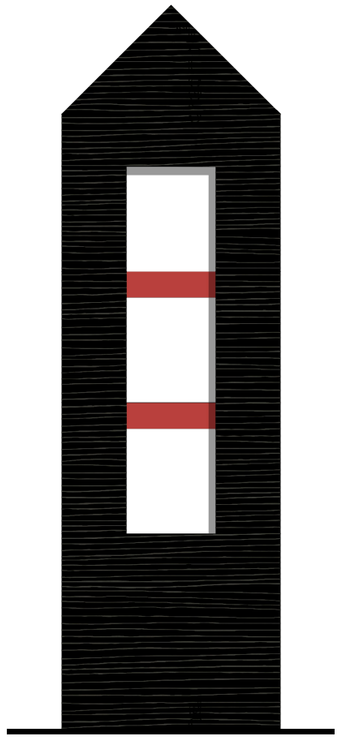










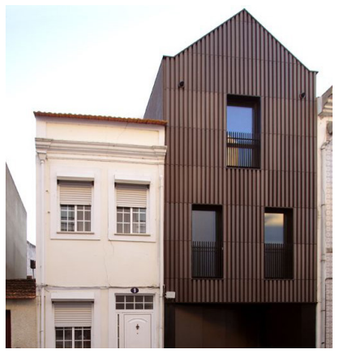












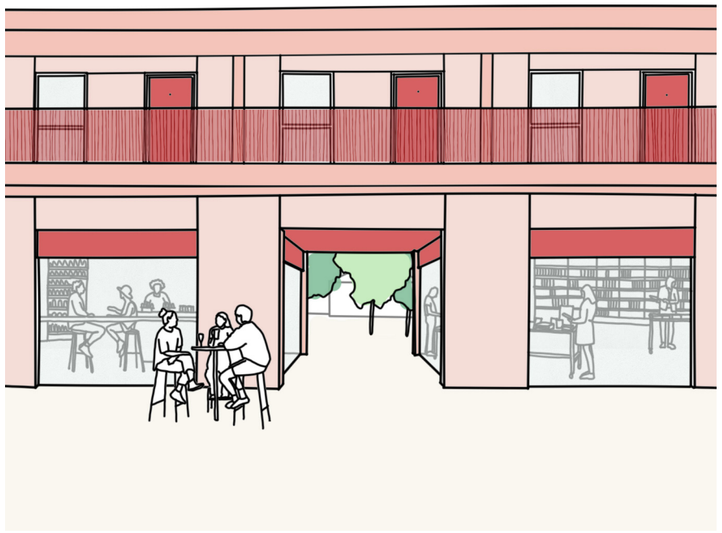


motifs

the floating house

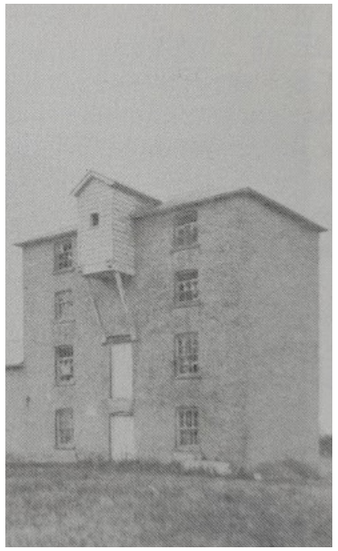


the mews



chamfered corner



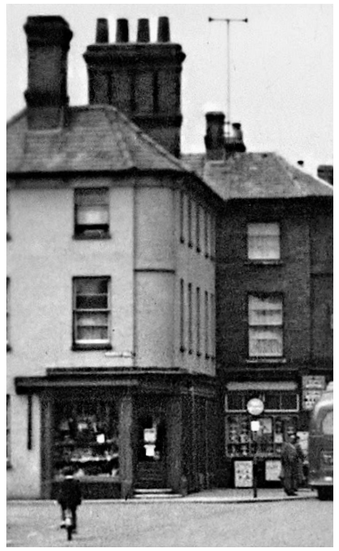






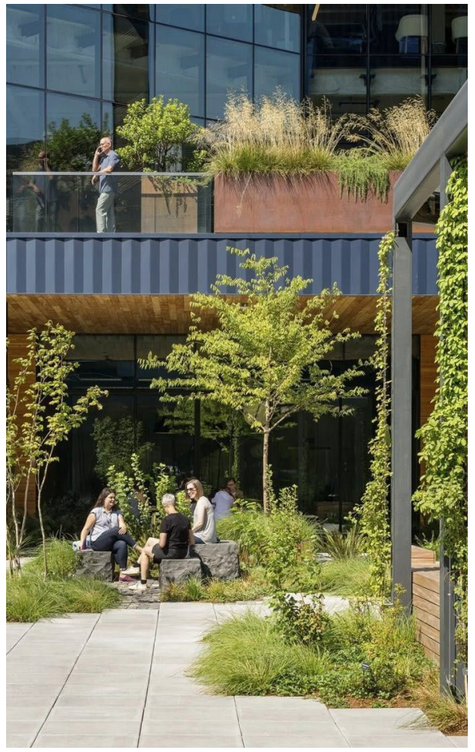






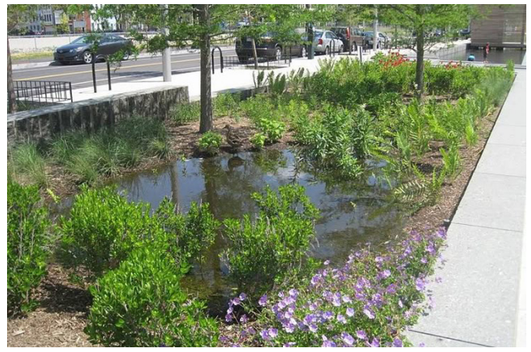
zone 01 landscape design









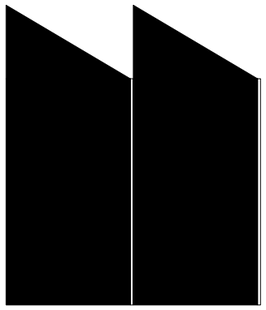


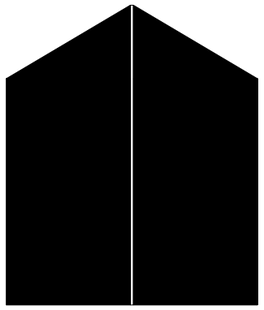


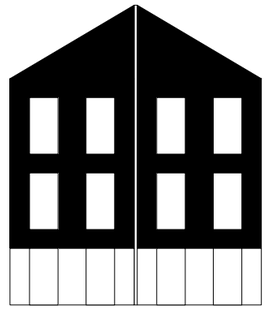
cattle market garden

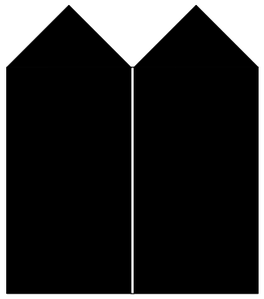


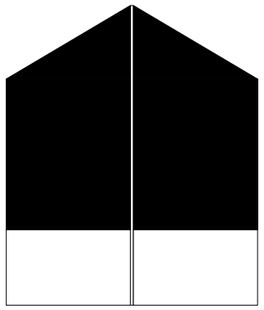
zone 02 proportions

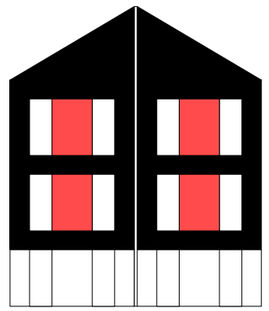


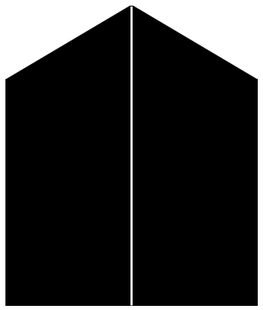


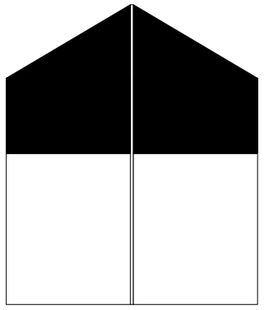


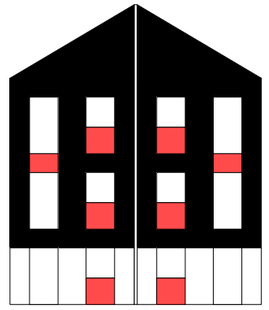




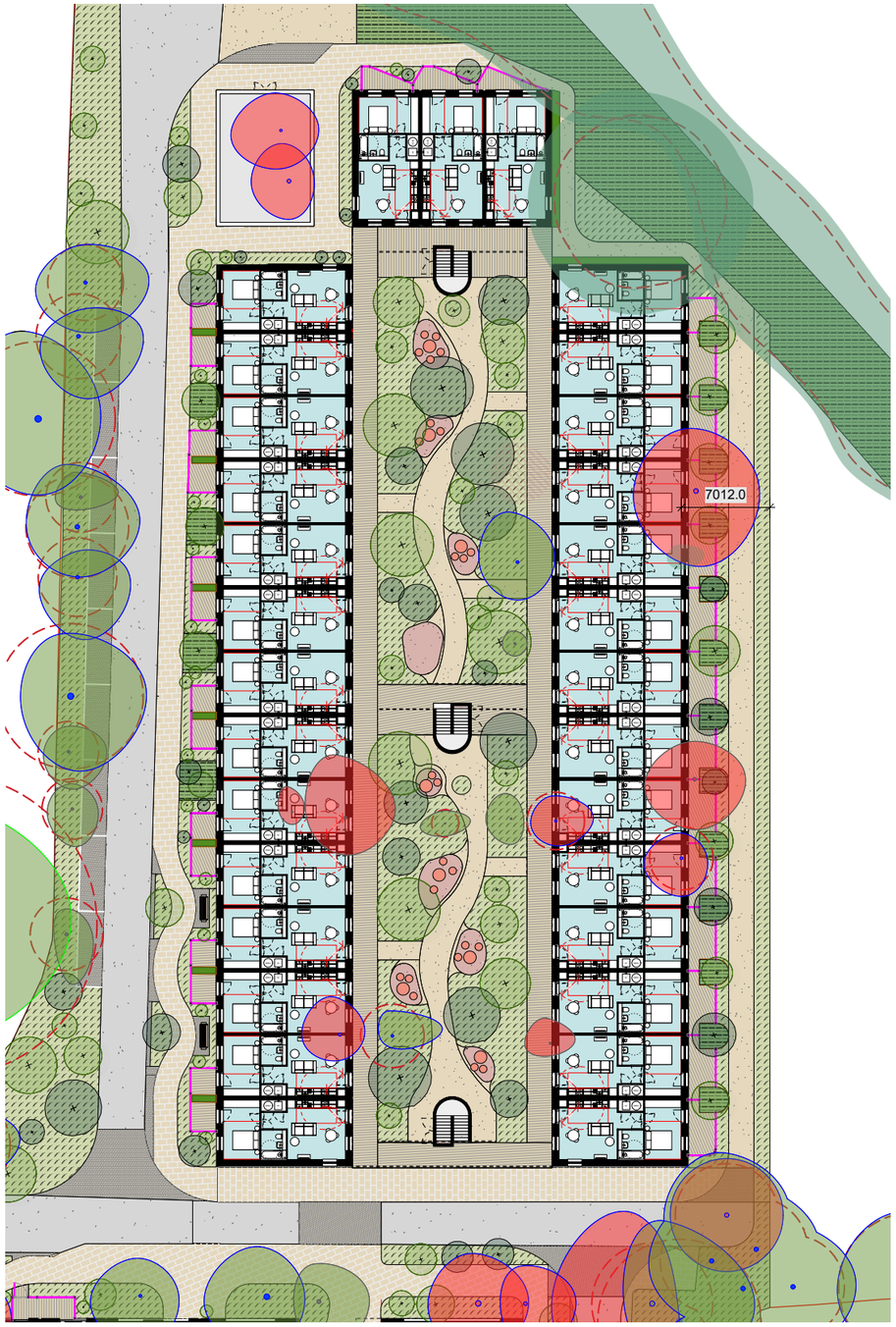


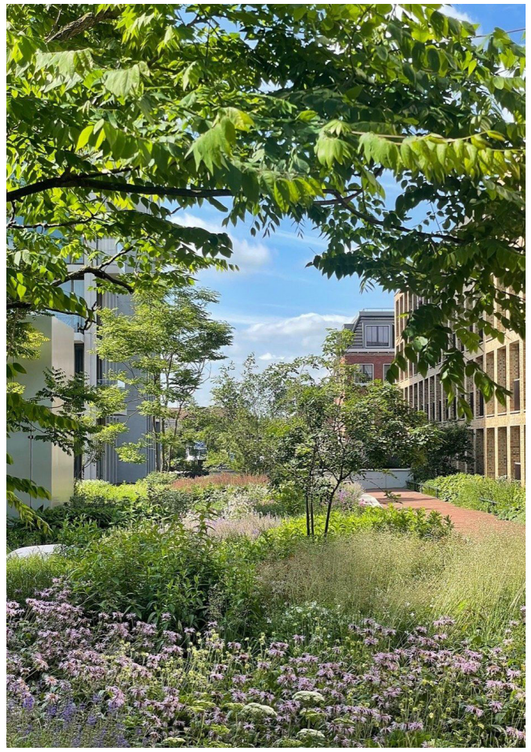







zone 02 landscape design









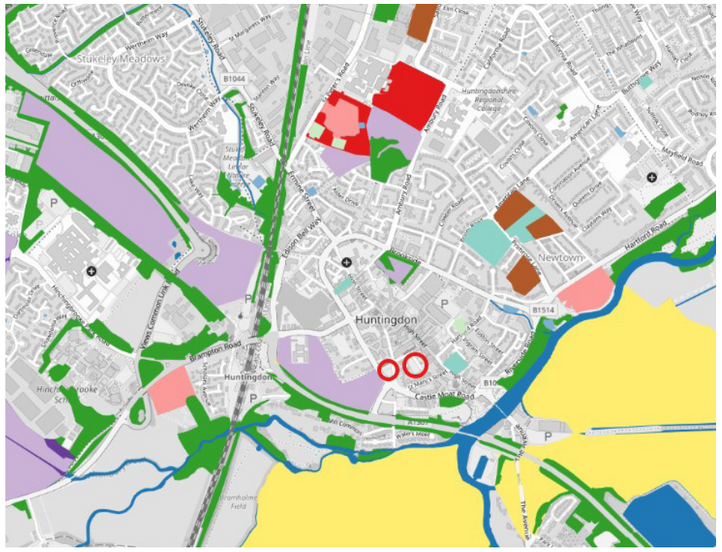


the yard



local green infrastructure

Huntingdon



Area of query: 0.81 ha
Area of publicly accessible Green Infrastructure: 0.00ha

			Accessible Greenspace Inequality LSOA Analysis		
Accessible Greenspace (AGSt)	View	Proportion of site meeting standard	Indicators of multiple deprivation (IMD)	Population density	Implied Area Need
Doorstep Standard *At least 0.5ha within 200m*		0%	H2	H3	Low
Local Standard *At least 2ha within 300m*		100%	H2	H3	Low
Neighbourhood Standard *At least 10ha within 1km*		100%	H2	H3	Low
Wider Neighbourhood Standard *At least 20ha within 2km*		100%	H2	H3	Low

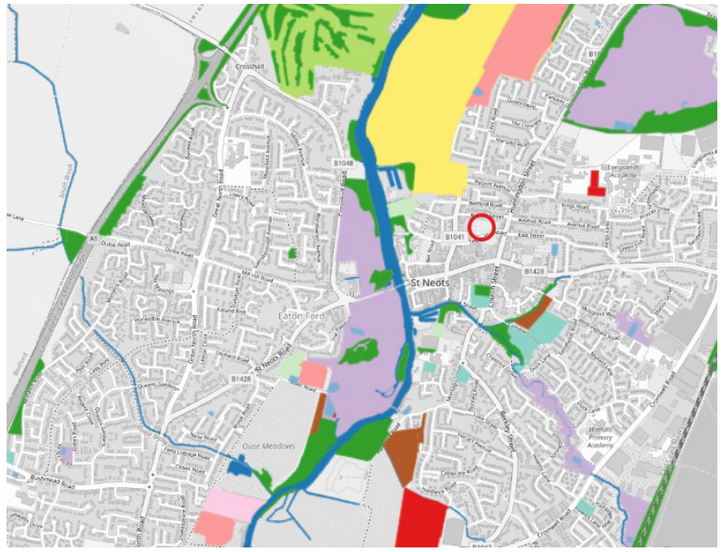
St. Ives



Area of query: 1.66 ha
Area of publicly accessible Green Infrastructure: 0.00ha

			Accessible Greenspace Inequality LSOA Analysis		
Accessible Greenspace (AGSt)	View	Proportion of site meeting standard	Indicators of multiple deprivation (IMD)	Population density	Implied Area Need
Doorstep Standard *At least 0.5ha within 200m*		0%	L2	L3	High
Local Standard *At least 2ha within 300m*		0%	L2	L3	High
Neighbourhood Standard *At least 10ha within 1km*		0%	L2	L3	High
Wider Neighbourhood Standard *At least 20ha within 2km*		0%	L2	L3	High

St. Neots



Area of query: 0.76 ha
Area of publicly accessible Green Infrastructure: 0.00ha

			Accessible Greenspace Inequality LSOA Analysis		
Accessible Greenspace (AGSt)	View	Proportion of site meeting standard	Indicators of multiple deprivation (IMD)	Population density	Implied Area Need
Doorstep Standard *At least 0.5ha within 200m*		12%	H2	H3	Low
Local Standard *At least 2ha within 300m*		100%	H2	H3	Low
Neighbourhood Standard *At least 10ha within 1km*		100%	H2	H3	Low
Wider Neighbourhood Standard *At least 20ha within 2km*		100%	H2	H3	Low

- Public Park - General
- Public Park - Country Park
- Millennium or Doorstep Green
- Local Nature Reserve
- Playing Fields
- Other Sports Facilities
- Access Land (CRoW)
- Coastal Trail and Margin
- Woodland
- Water Courses and Surface Water Features
- Allotments and Community Growing Spaces
- Activity Spaces Provision
- Cemeteries and Religious Grounds
- Golf Courses
- Play Space Provision

PROGRAMME

Pre-app	June 26
Public Consultation	August 26
Planning Submission	September 26
Homes England Funding	March 27
Commence work	Q2 27
Project completion	Q2 29- Q3 29

THE SHIRES.

CAPITAL&CENTRIC

contents

01

huntingdon zone 01

02

huntingdon zone 02

03

st neots

04

st ives

01 huntingdon zone 01

01.01 huntingdon site plan

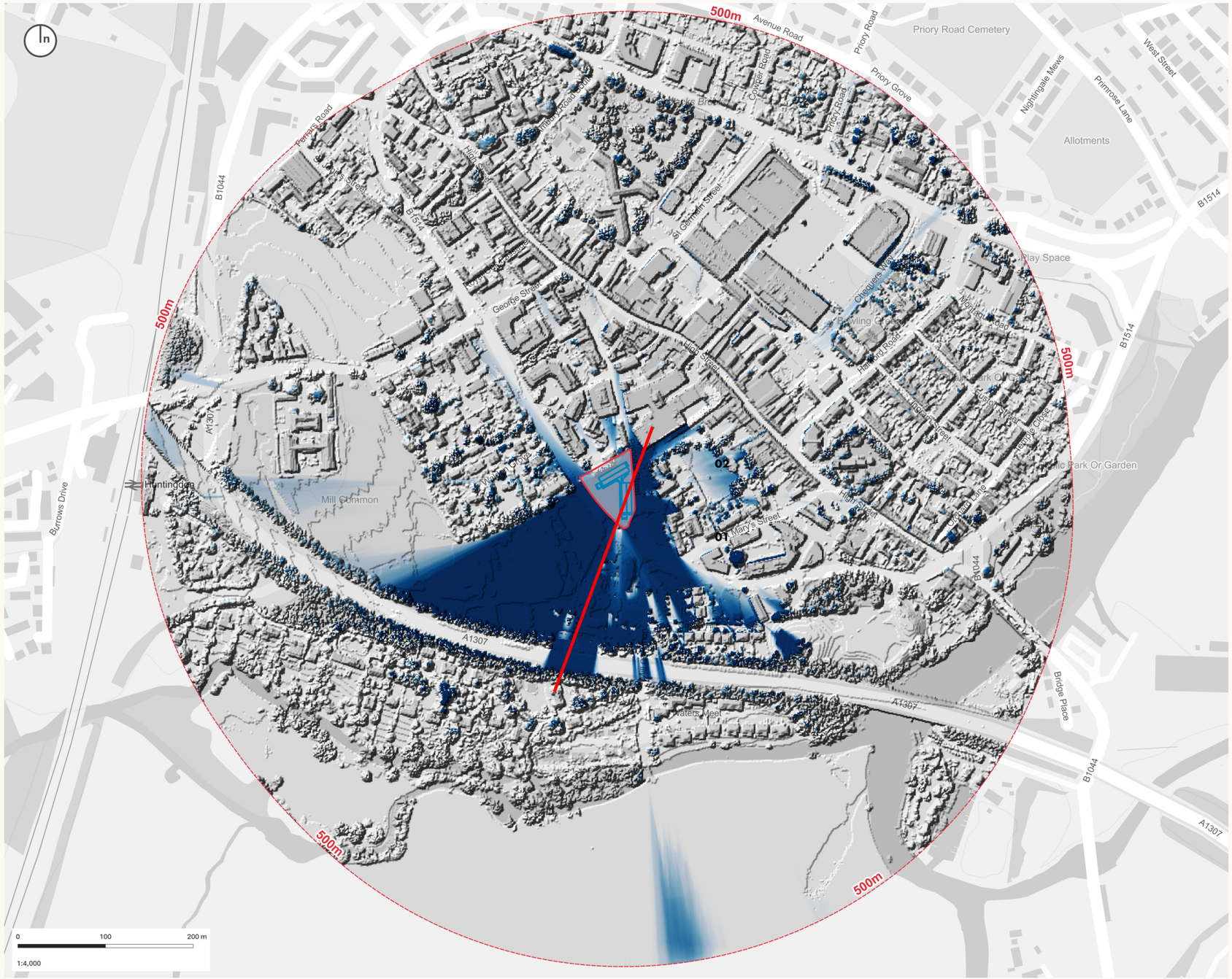
zone 01 + zone 02

huntingdon - zone 01			
	1b2p	2b4p	unit total
level 00	8	2	10
level 01	8	3	11
level 02	8	3	11
level 03	8	3	11
level 04	8	3	11
total	40	14	**54**
mix	74%	26%	
huntingdon - zone 02			
	1b2p	2b4p	unit total
level 00	2	6	8
level 01	2	6	8
level 02	2	6	8
total	6	18	**24**
mix	25%	75%	
huntingdon - zone 01 + zone 02 combined			
	1b2p	2b4p	unit total
total	**46**	**32**	**78**
overall mix	**59%**	**41%**	
better mix (previous)	76%	24%	



01.02 heritage ZTV analysis

zone 01 + zone 02 view corridors



Client
Capital and Centric Ltd c/o Savills PLC

Project
Huntingdonshire Schemes - Huntingdon

Drawing
Zone of Theoretical Visibility

Project Number
05029

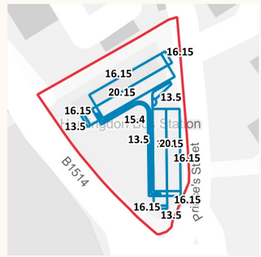
Drawing Number GIS_000
Date June 2026

Revision 1.0
Checked By JS

Scale 1:4,000 @ A3
Status Draft

Study Site
Study Area

Notes:-
This viewshed was created using Lidar data from Defra Data Services Platform. The most recent data to cover this area is from 2022. The inset map shows the building heights (in metres from ground level) used for the viewshed.



Copyright of Turley

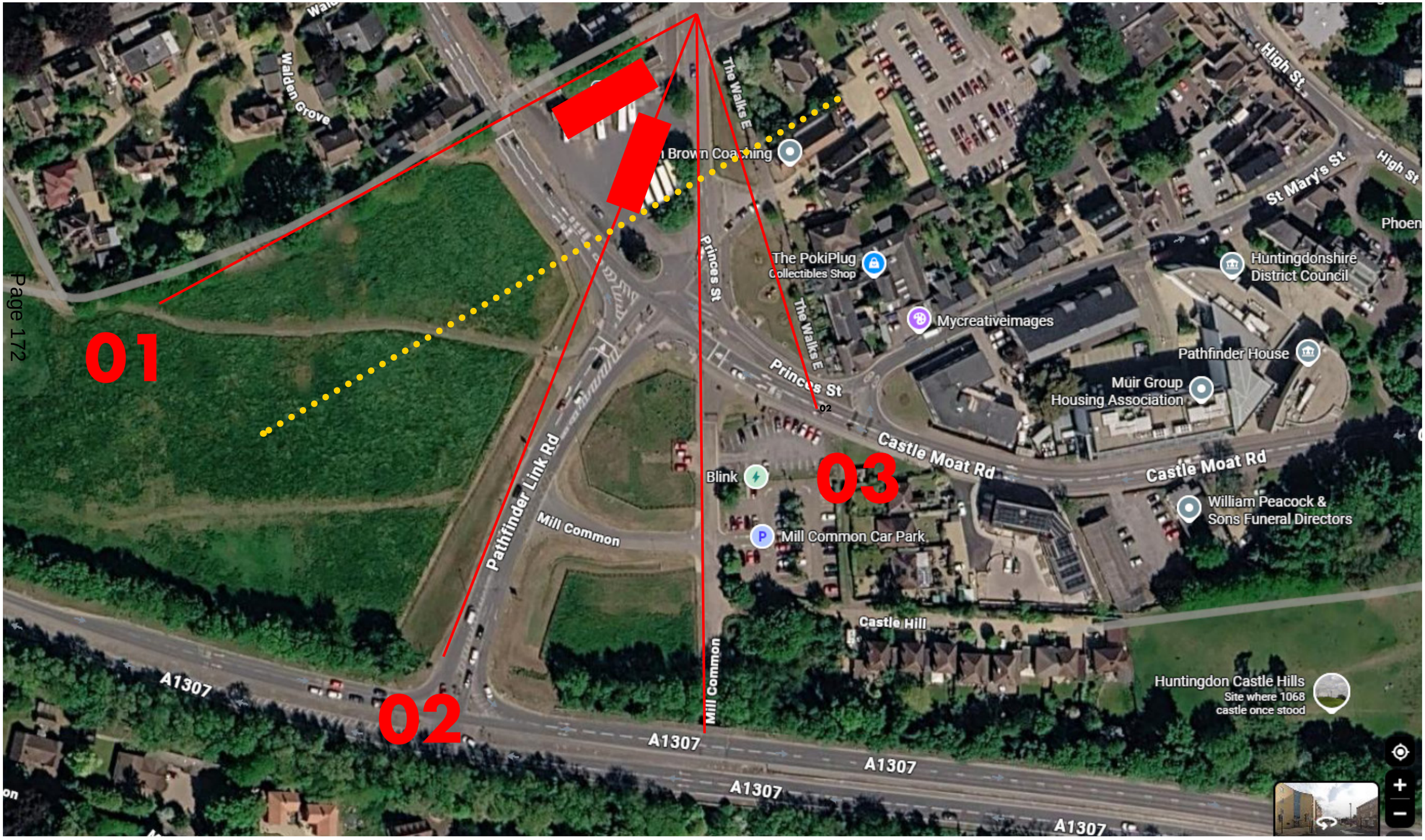
This drawing is for illustrative purposes only and should not be used for any construction or estimation purposes. To be scaled for planning application purposes only. No liability or responsibility is accepted arising from reliance upon the information contained within this drawing.

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Turley

01.03 viewing corridors

zone 01 view corridors



01.04 zone 01 gateway site

huntingdon - zone 01			
	1b2p	2b4p	unit total
level 00	8	2	10
level 01	8	3	11
level 02	8	3	11
level 03	8	3	11
level 04	8	3	11
total	40	14	**54**
mix	74%	26%	

level 00



01.05 zone 01 gateway site

huntingdon - zone 01			
	1b2p	2b4p	unit total
level 00	8	2	10
level 01	8	3	11
level 02	8	3	11
level 03	8	3	11
level 04	8	3	11
total	40	14	**54**
mix	74%	26%	

level 01



01.06 view corridors

from the station



from A1307



01.07 view corridors

from castlemoat road



from malthouse close



01.08 view corridors

from princes st



from walden road



01.09 view corridor

from mill common rd



01.10 sketch visual

gateway site from south



02 huntingdon zone 02

02.01 zone 02 + cowper house

huntingdon - zone 02			
	1b2p	2b4p	unit total
level 00	2	6	8
level 01	2	6	8
level 02	2	6	8
total	6	18	**24**
mix	25%	75%	

level 00



02.02 zone 02 + cowper house

huntingdon - zone 02			
	1b2p	2b4p	unit total
level 00	2	6	8
level 01	2	6	8
level 02	2	6	8
total	6	18	**24**
mix	25%	75%	

level 01



02.03 sketch visual

terrace cottages



03 st neots

Page 184

03.01 st neots

level 00

st neots	1b2p	2b4p	unit total
level 00	0	7	7
level 01	12	7	19
level 02	12	7	19
level 03	12	7	19
level 04	12	7	19
total	48	35	**83**
mix	58%	42%	



03.02 st neots

level 01

st neots			
	1b2p	2b4p	unit total
level 00	0	7	7
level 01	12	7	19
level 02	12	7	19
level 03	12	7	19
level 04	12	7	19
total	48	35	**83**
mix	58%	42%	



03.03 streetviews

view from west end of tebbuts road



view from west end of tebbuts road



03.04 sketch visual

a new destination



04 st ives

04.01 st ives

level 00



st ives - zone 01			
	1b2p	2b4p	unit total
level 00	2	2	4
level 01	14	8	22
level 02	14	8	22
level 03	14	8	22
total	44	26	**70**
mix	62.9%	37.1%	

st ives - zone 02			
	1b2p	2b4p	unit total
level 00	13	4	17
level 01	13	4	17
level 02	13	4	17
total	39	12	**51**
mix	76.5%	23.5%	
total	**83**	**38**	**121**
mix	68.6%	31.4%	

- 1 bedroom apartment
- 2 bedroom apartment
- BOH (ancillary/plant)
- BOH (refuse)
- BOH (cycle store)
- commercial unit
- resident's amenity

04.02 st ives

level 01



st ives - zone 01			
	1b2p	2b4p	unit total
level 00	2	2	4
level 01	14	8	22
level 02	14	8	22
level 03	14	8	22
total	44	26	**70**
mix	62.9%	37.1%	

st ives - zone 02			
	1b2p	2b4p	unit total
level 00	13	4	17
level 01	13	4	17
level 02	13	4	17
total	39	12	**51**
mix	76.5%	23.5%	
total	**83**	**38**	**121**
mix	68.6%	31.4%	

- 1 bedroom apartment
- 2 bedroom apartment
- BOH (ancillary/plant)
- BOH (refuse)
- BOH (cycle store)
- commercial unit
- resident's amenity

04.03 sketch visual

courtyard gardens + floating house



CAPITAL&CENTRIC

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shedkm

st ives

project title
st ives

date
02 09 2024

client/applicant
capital + centric

document title
design presentation

status/revision
P01

author
shedkm architects ltd

existing • cattle market



ST IVES • CATTLE MARKET

NEIGHBOURHOOD ST IVES

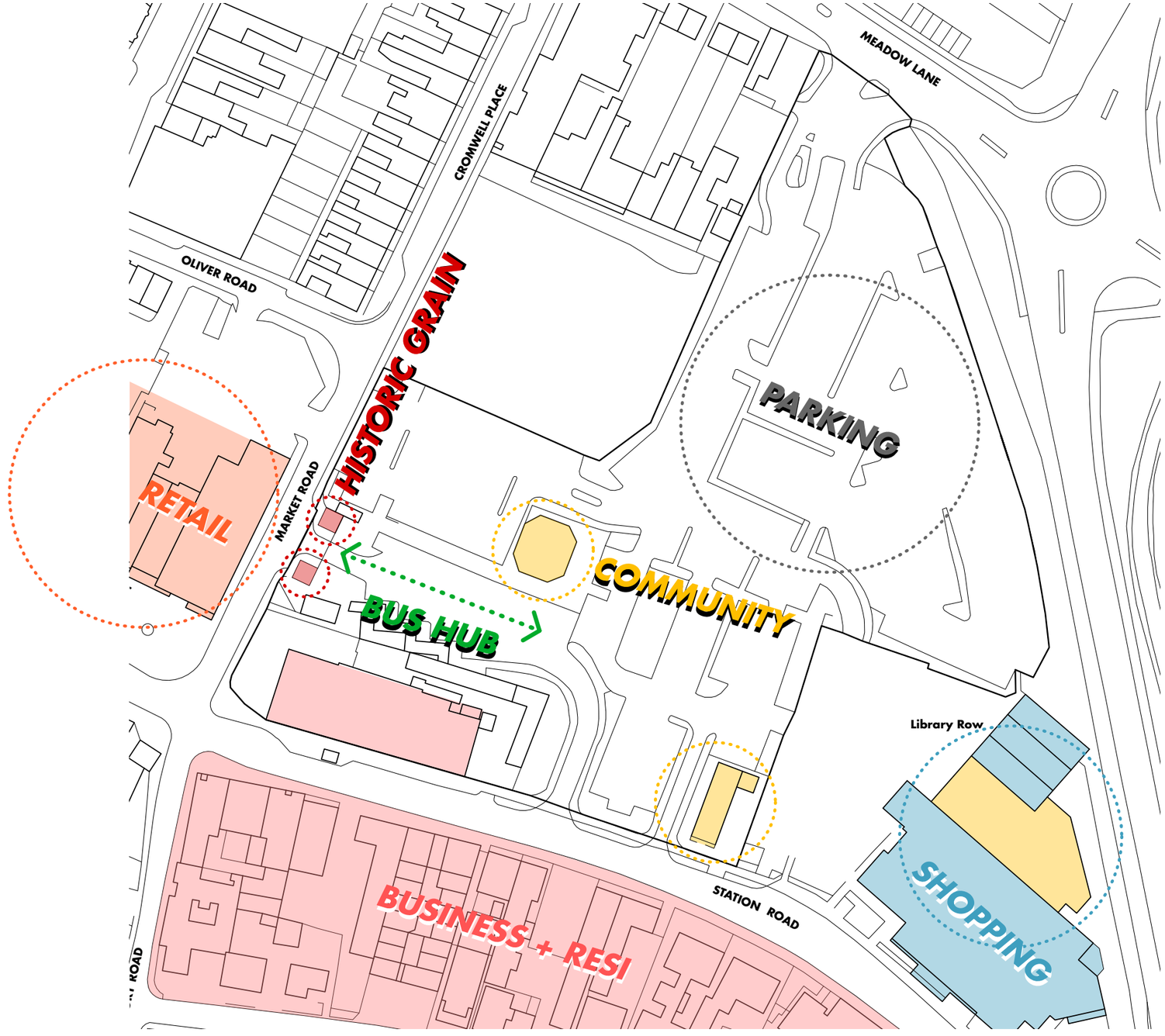
EXISTING SITE

1:1000

01 existing analysis

existing • key points

parking priority to serve the surrounding market town



ST IVES • CATTLE MARKET

NEIGHBOURHOOD ST IVES

EXISTING SITE ANALYSIS • KEY POINTS

1:1000

community
octagon, guide hut, library

historic grain cattle market

shopping

retail units

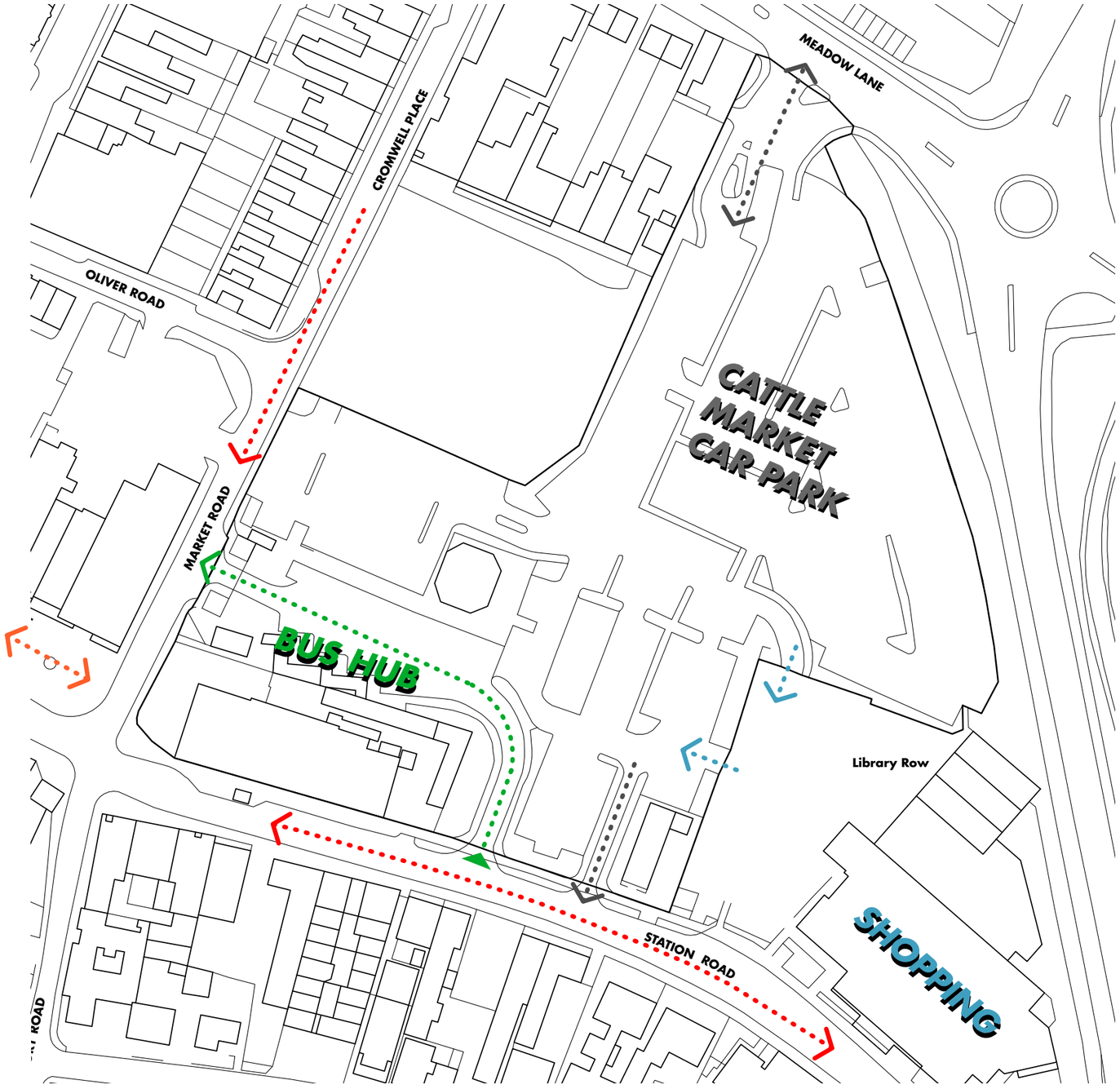
business + residential mix

bus hub

parking

existing • routes + spaces

vehicular focus for parking and bus hub with perimter pedestrian routes



ST IVES • CATTLE MARKET

NEIGHBOURHOOD ST IVES

EXISTING SITE ANALYSIS • ROUTES + SPACES

1:1000

primary vehicle routes

pedestrian market route

bus hub route

shopping vehicle route

car parking vehicle route

02 proposed analysis

proposed • key points

creating a place for people, makers, creatives and community alongside the existing fabric



ST IVES • CATTLE MARKET

NEIGHBOURHOOD ST IVES

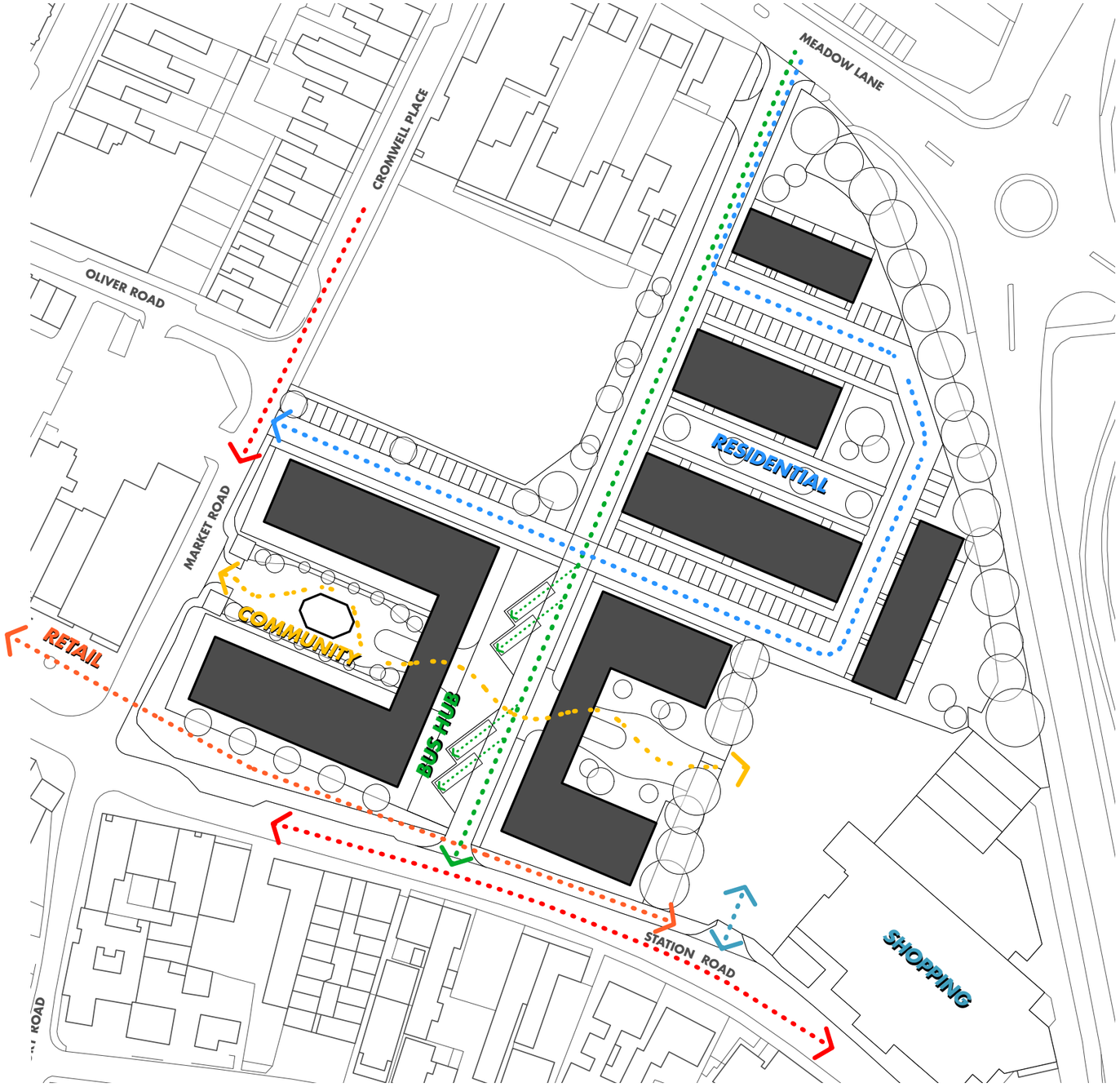
PROPOSED SITE ANALYSIS • KEY POINTS

1:1000

- community
  market, hub spaces, library
- historic grain cattle market
- retail units
- shopping
- business + residential mix
- bus hub
- residential
- makers spaces/retail/workspace

proposed • routes + spaces

enhanced retail parade with connectivity and placemaking through the site



ST IVES • CATTLE MARKET

NEIGHBOURHOOD ST IVES

PROPOSED SITE ANALYSIS • ROUTES + SPACES

1:1000

primary vehicle routes

pedestrian market route

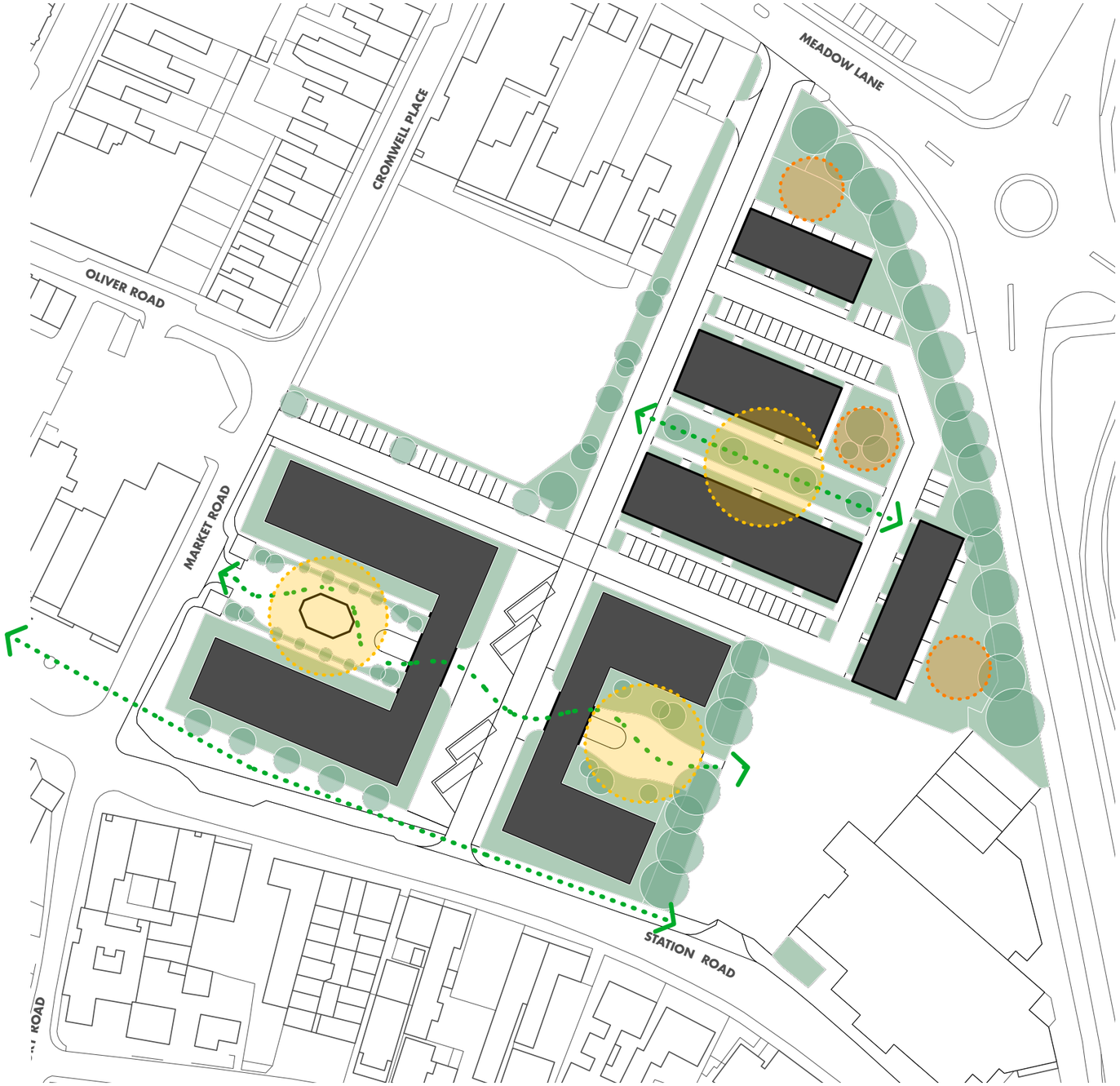
bus hub route

shopping vehicle route

residential vehicle route

proposed • landscape

enhanced landscaping corridors with community placemaking



ST IVES • CATTLE MARKET

NEIGHBOURHOOD ST IVES

PROPOSED SITE ANALYSIS • LANDSCAPING

1:1000

landscape route

landscape community space

landscape pocket park

03 proposed masterplan

cattle market regeneration





bustling market scene full of activity in the creative heart of st ives...

proposed sketch • masterplan



proposed sketch • cattle market



proposed masterplan



ST IVES • CATTLE MARKET

NEIGHBOURHOOD ST IVES

SITE LAYOUT • GROUND • OPTION 03

1:1000

site area approx 1.73 Ha

A-HAUS	
14 x a-haus 3b4p	
B-HAUS	
40/20 x stacked b-haus 1b/2b	
apartments	
44 x 1b	
71 x 2b	
sub total	115
TOTAL	**189**
84 x 1b	44%
91 x 2b	48%
14 x 3b	8%
OTHER	
commercial (1200m^2)	
community amenity (236m^2)	
at grade parking (61)	

proposed masterplan



ST IVES • CATTLE MARKET

NEIGHBOURHOOD ST IVES

SITE LAYOUT • UPPER • OPTION 03

1:1000

site area approx 1.73 Ha

A-HAUS	
14 x a-haus 3b4p	
B-HAUS	
40/20 x stacked b-haus 1b/2b	
apartments	
43 x 1b	
71 x 2b	
sub total	114
TOTAL	**188**
83 x 1b	44%
91 x 2b	48%
14 x 3b	8%
OTHER	
commercial (1420m^2)	
community amenity (250m^2)	
at grade parking (61)	

neighbourhood



Residential placemaking providing a mix of housing typologies

- **new routes providing improved access and connectivity through the site**
- **increased green landscaping**
- **mix of residential typologies**
- **increased residential offer in the heart of St Ives**



neighbourhood







cattle market square







Community focus creating a new public realm alongside business, retail and residential spaces

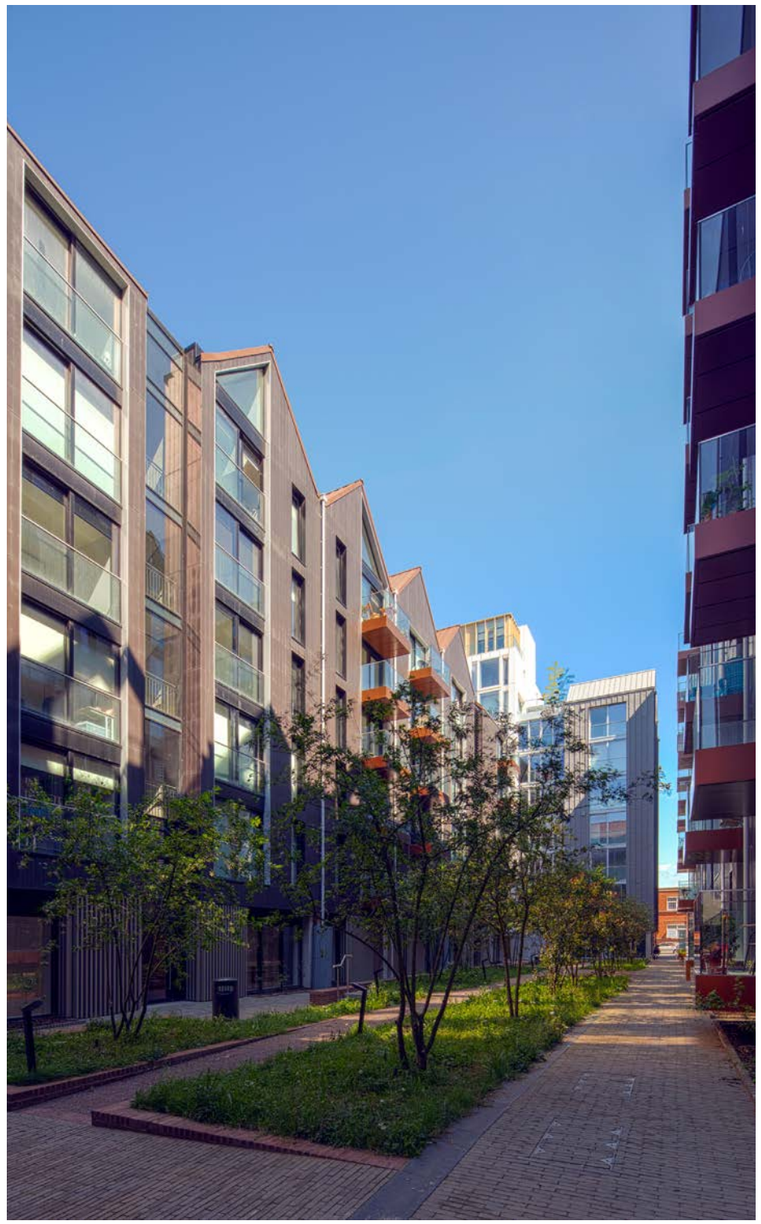
- **heritage regeneration of market gateway into new communal landscape square**
- **new community octagon**
- **combined residential offer alongside retail/ makers/business units**
- **enhanced site movement and public spaces**





cattle market square





bus hub







Realigned bus station improving access and connectivity

- **new routes providing better access and connectivity through the site**
- **central transport hub working alongside community, retail and residential spaces**
- **organised movement between bus, car and pedestrians**
- **increased green landscaping**





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shedkm

cambridgeshire sites

project title
cambridgeshire sites

date
23 09 2024

client/applicant
capital + centric

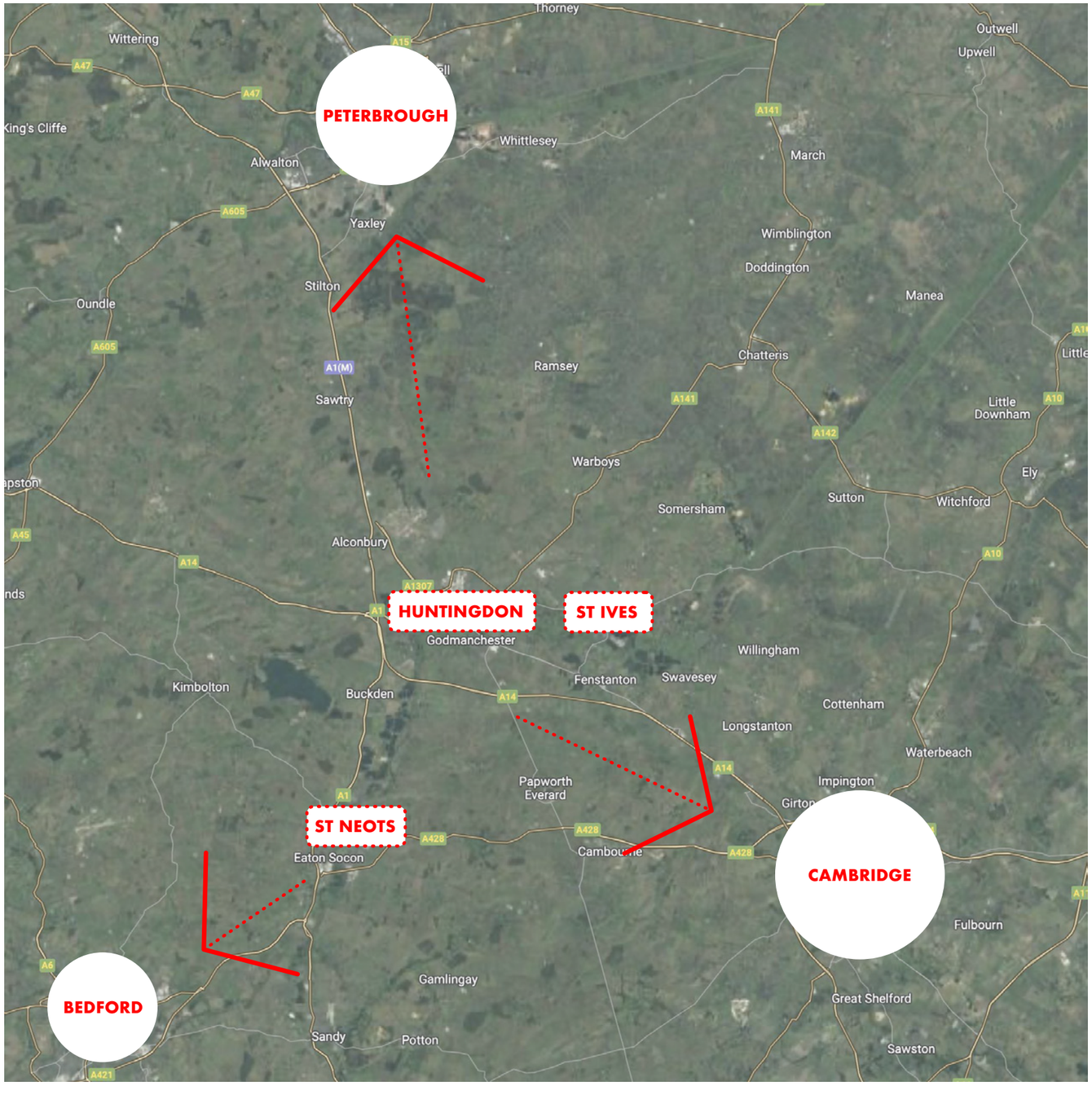
document title
design presentation

status/revision
P03

author
shedkm architects ltd

cambridgeshire sites

proposed sites with access links across the county



CAMBRIDGESHIRE

NEIGHBOURHOOD SITES

PROPOSED SITE ANALYSIS • WIDER CONTEXT

st neots

existing • st neots



ST NEOTS

NEIGHBOURHOOD ST NEOTS

EXISTING SITES • CONTEXT

1:2500

01 st neots • beales

Page 221

existing • beales



ST NEOTS • BEALES

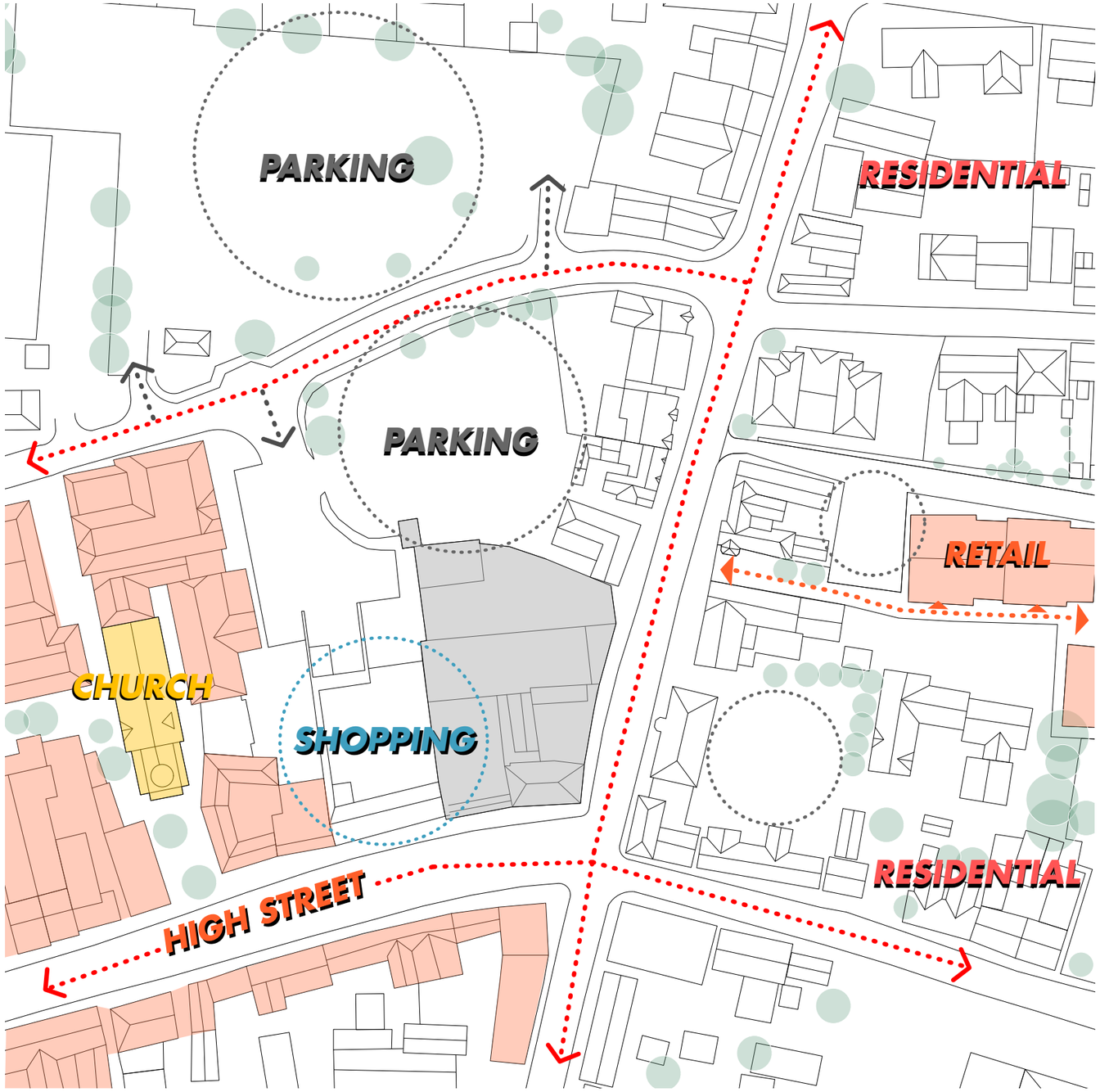
NEIGHBOURHOOD ST NEOTS

EXISTING SITE

1:1000

existing • analysis

existing beales store in the heart of the town



ST NEOTS • BEALES

NEIGHBOURHOOD ST NEOTS

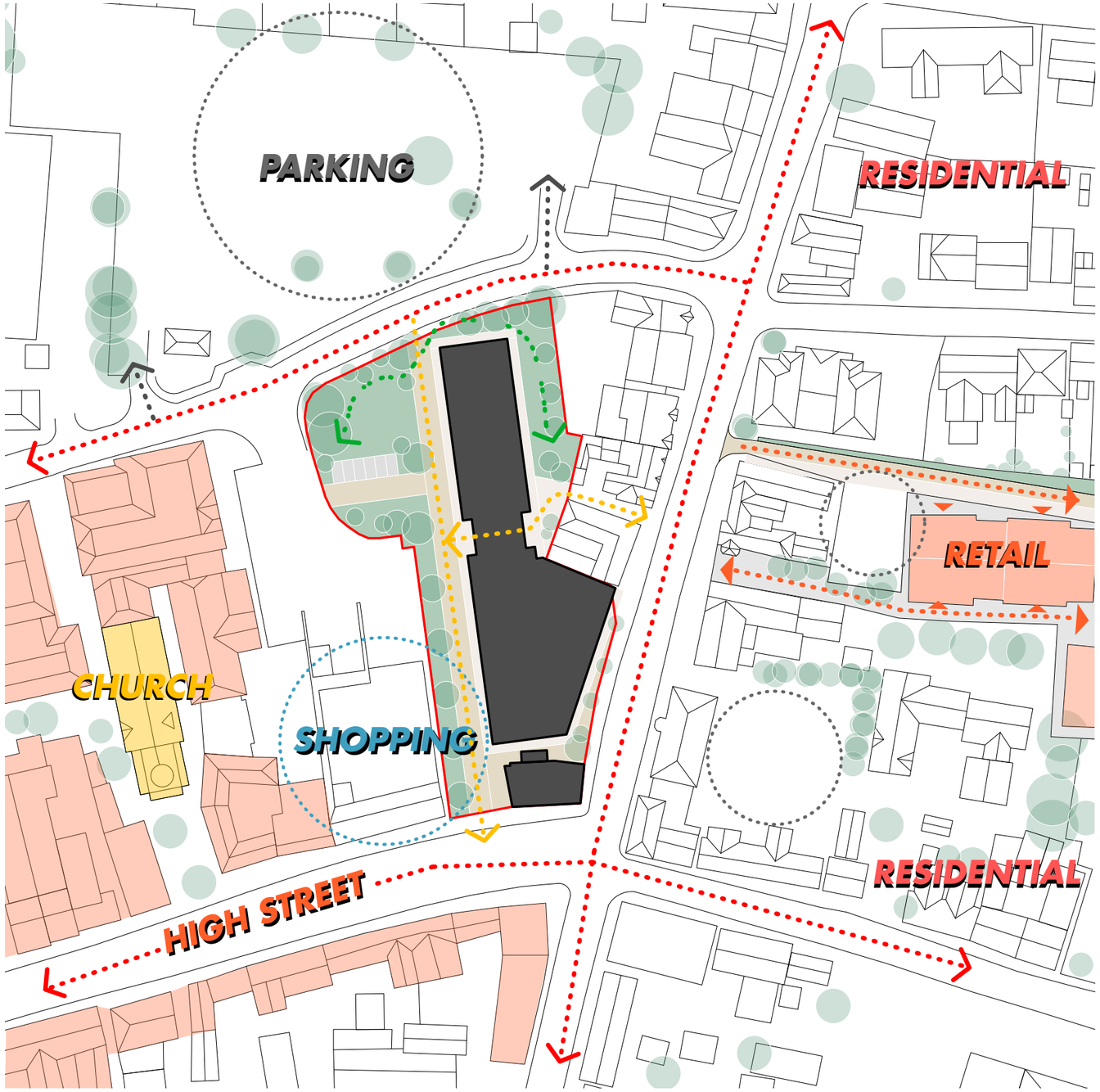
EXISTING SITE ANALYSIS

1:1000

- residential
- community - church
- retail / high street
- existing Beales store
- primary vehicle routes
- shopping
- car parking

proposed • analysis

anchor site with retail and residential creating enhanced routes across the town



ST NEOTS • BEALES

NEIGHBOURHOOD ST NEOTS

PROPOSED SITE ANALYSIS

1:1000

- residential
- community - church
- retail / high street
- proposed massing
- primary vehicle routes
- pedestrian routes
- shopping
- car parking
- enhanced landscaping
- shared surface entrance route

proposed • analysis

anchor site with retail and residential creating enhanced routes across the town



ST NEOTS • BEALES

NEIGHBOURHOOD ST NEOTS

PROPOSED SITE ANALYSIS • SPACES

1:1000

residential

community - church

retail / high street

proposed massing

pedestrian routes

landscape pocket park

shared surface entrance route

existing sketch • beales

existing beales high street store



proposed sketch • beales

regenerated beales store alongside a new mews street with active retail frontage



proposed masterplan



ST NEOTS • BEALES

NEIGHBOURHOOD ST NEOTS

PROPOSED SITE LAYOUT • GROUND

1:1000

site area approx 0.45 Ha

apartments level 01-05	
34 x 1b	
34 x 2b	
sub total	68

Beales apartments level 01-02	
4 x 2b	

TOTAL	72
34 x 1b	48%
38 x 2b	52%

OTHER

- Beales retail (154m²)
- commercial (743m²)
- community amenity (77m²)
- retail units RAC (758m²)
- residents temporary parking (6)

proposed masterplan



ST NEOTS • BEALES

NEIGHBOURHOOD ST NEOTS

PROPOSED SITE LAYOUT • UPPER

1:1000

site area approx 0.45 Ha

apartments level 01-05	
34 x 1b	
34 x 2b	
sub total	68

Beales apartments level 01-02	
4 x 2b	

TOTAL	72
34 x 1b	48%
38 x 2b	52%

OTHER

- Beales retail (154m²)
- commercial (743m²)
- community amenity (77m²)
- retail units RAC (758m²)
- residents temporary parking (6)

02 st neots • rowley arts centre

Page 230

existing • rowley arts centre



ROWLEY ARTS CENTRE

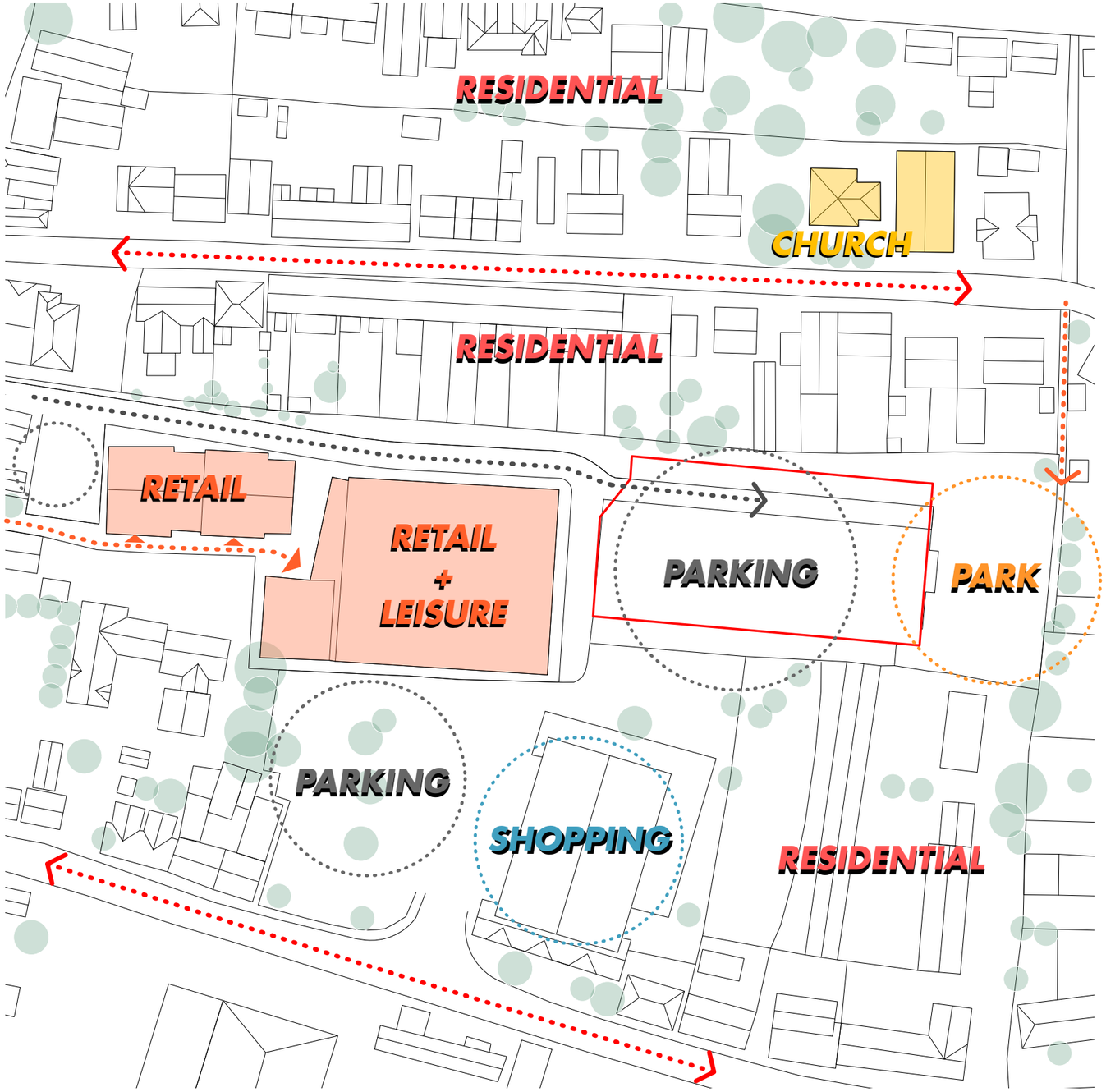
NEIGHBOURHOOD ST NEOTS

EXISTING SITE

1:1000

existing • analysis

parking priority to serve the surrounding town



ROWLEY ARTS CENTRE

NEIGHBOURHOOD ST NEOTS

EXISTING SITE ANALYSIS

1:1000

residential

community - church

retail + leisure

primary vehicle routes

pedestrian routes

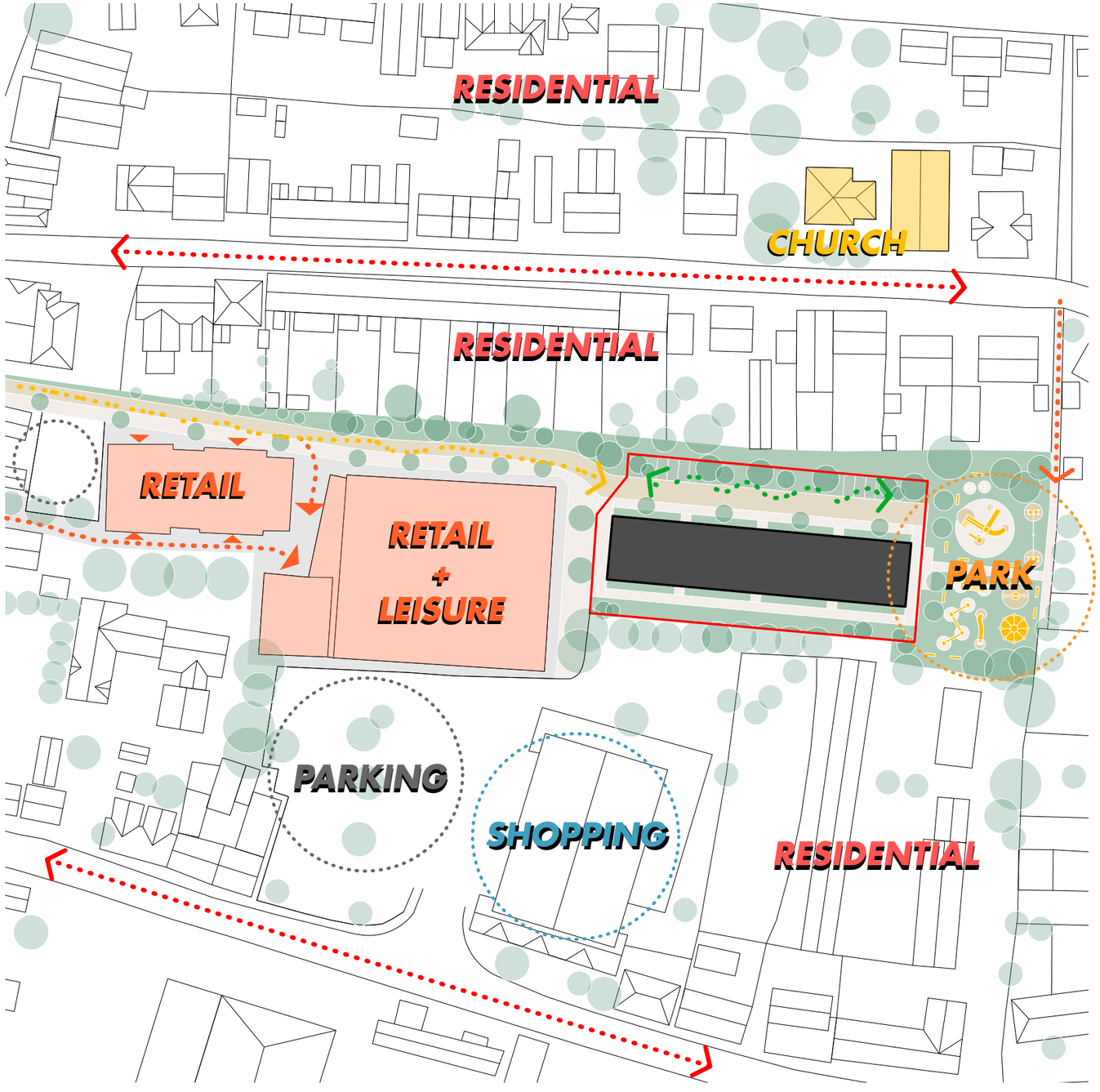
community park

shopping

car parking

proposed • analysis

residential placemaking alongside enhanced landscaping and public spaces



ROWLEY ARTS CENTRE

NEIGHBOURHOOD ST NEOTS

PROPOSED SITE ANALYSIS

1:1000

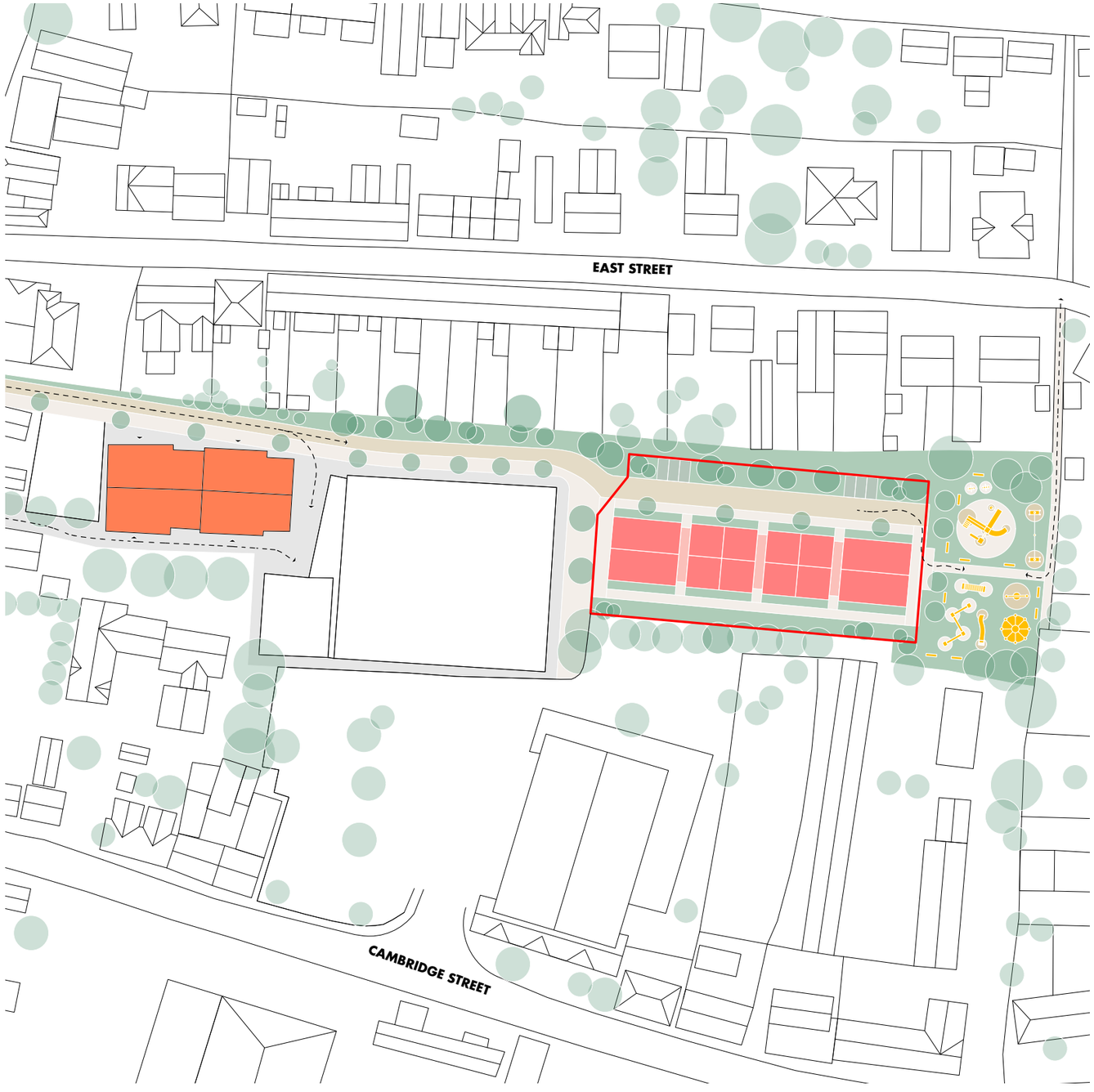
- residential
- community - church
- retail + leisure
- proposed massing
- primary vehicle routes
- pedestrian routes
- community park
- shopping
- car parking
- enhanced landscaping
- shared surface entrance route

proposed sketch • rowley arts centre

landscape park approach alongside new residential units



proposed masterplan



ROWLEY ARTS CENTRE

NEIGHBOURHOOD ST NEOTS

PROPOSED SITE LAYOUT

1:1000

site area approx 0.25 Ha

B-HAUS

32/16 x stacked b-haus 1b/2b

TOTAL	48
32 x 1b	66%
16 x 2b	34%

OTHER

residents temporary parking (6)

activity play park

retail units (758m^2)

opportunity to create new active retail facades for x4 units enhanced street presence alongside pedestrian route also boosting access to the cinema

huntingdon

existing • huntingdon



HUNTINGDON • PRINCESS ST

NEIGHBOURHOOD HUNTINGDON

EXISTING SITE • CONTEXT

1:2500

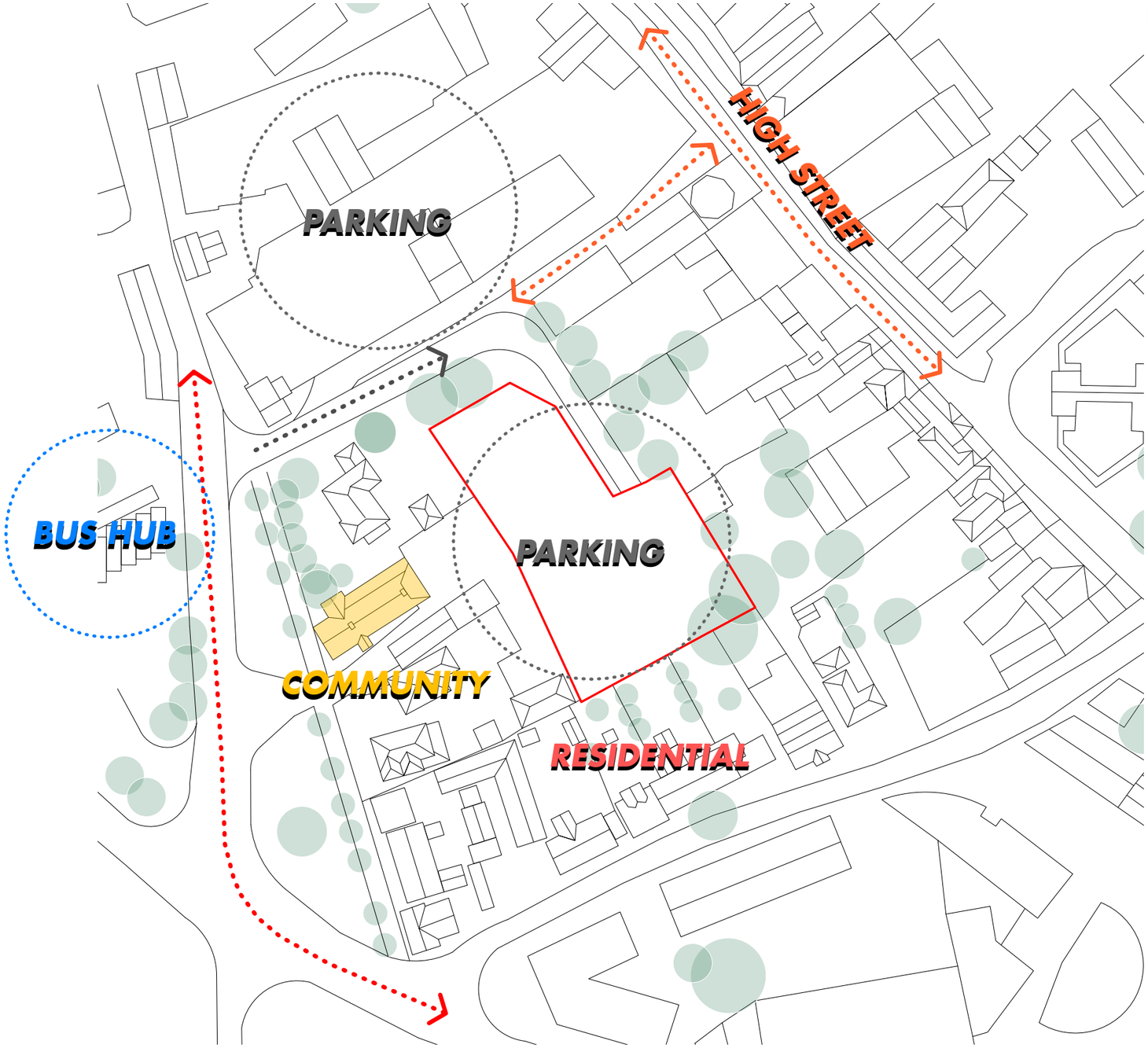
site area approx 0.25 Ha

03 princess street

Page 238

existing • analysis

parking priority to serve the surrounding market town



HUNTINGDON • PRINCESS ST

NEIGHBOURHOOD HUNTINGDON

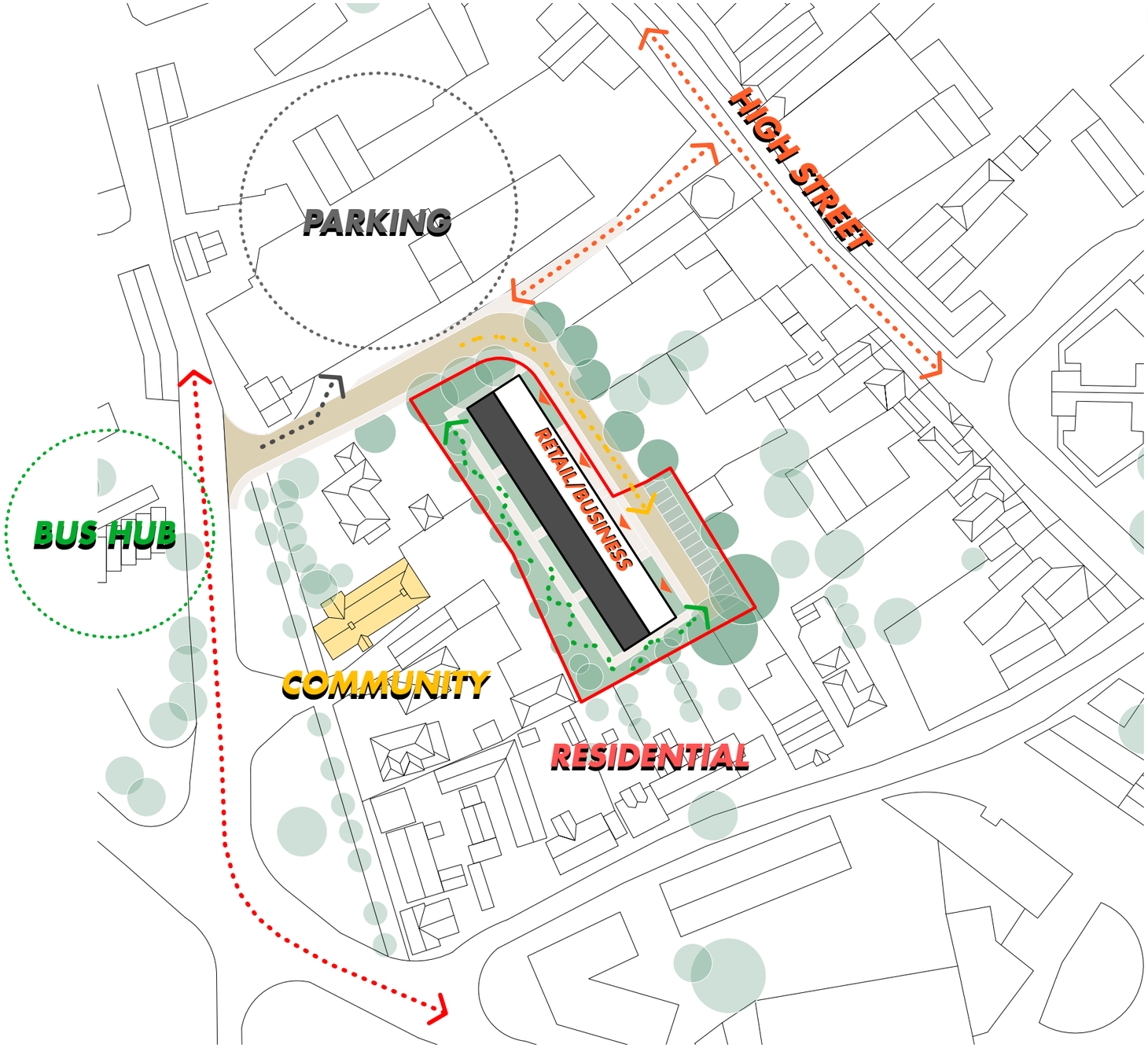
EXISTING SITE ANALYSIS

1:1000

- residential
- community - parish hall
- primary vehicle routes
- pedestrian retail route
- bus hub
- car parking

proposed • analysis

residential placemaking and landscape with direct pedestrian links



HUNTINGDON • PRINCESS ST

NEIGHBOURHOOD HUNTINGDON

PROPOSED SITE ANALYSIS

1:1000

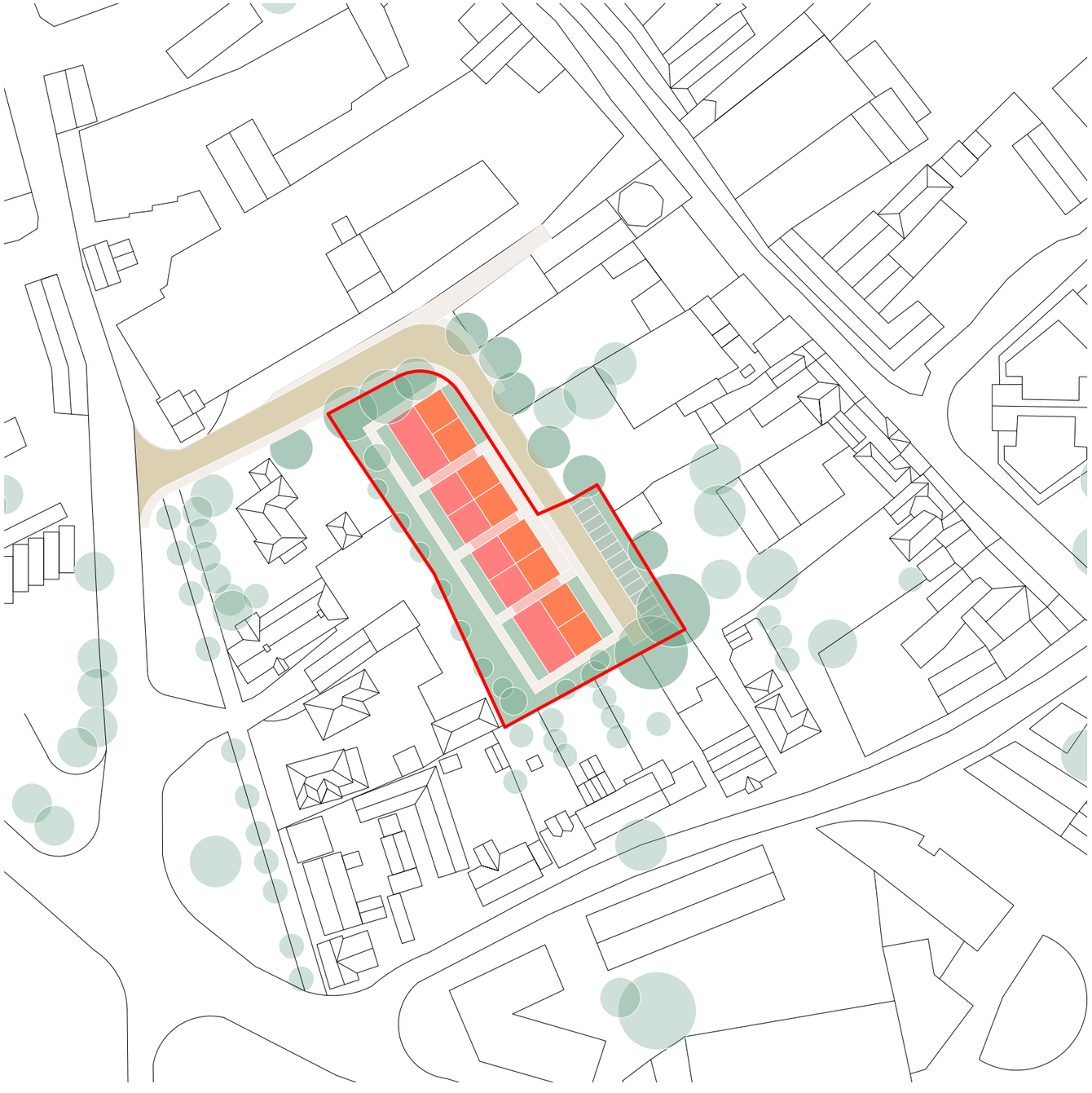
- residential
- community - parish hall
- retail/business ground frontage
- proposed massing
- primary vehicle routes
- pedestrian retail route
- bus hub
- car parking
- enhanced landscaping
- shared surface entrance route

proposed sketch • princess street

new residential units set within pocket landscaping



proposed masterplan



HUNTINGDON • PRINCESS ST

NEIGHBOURHOOD HUNTINGDON

PROPOSED SITE LAYOUT • GROUND

1:1000

site area approx 0.25 Ha

B-HAUS

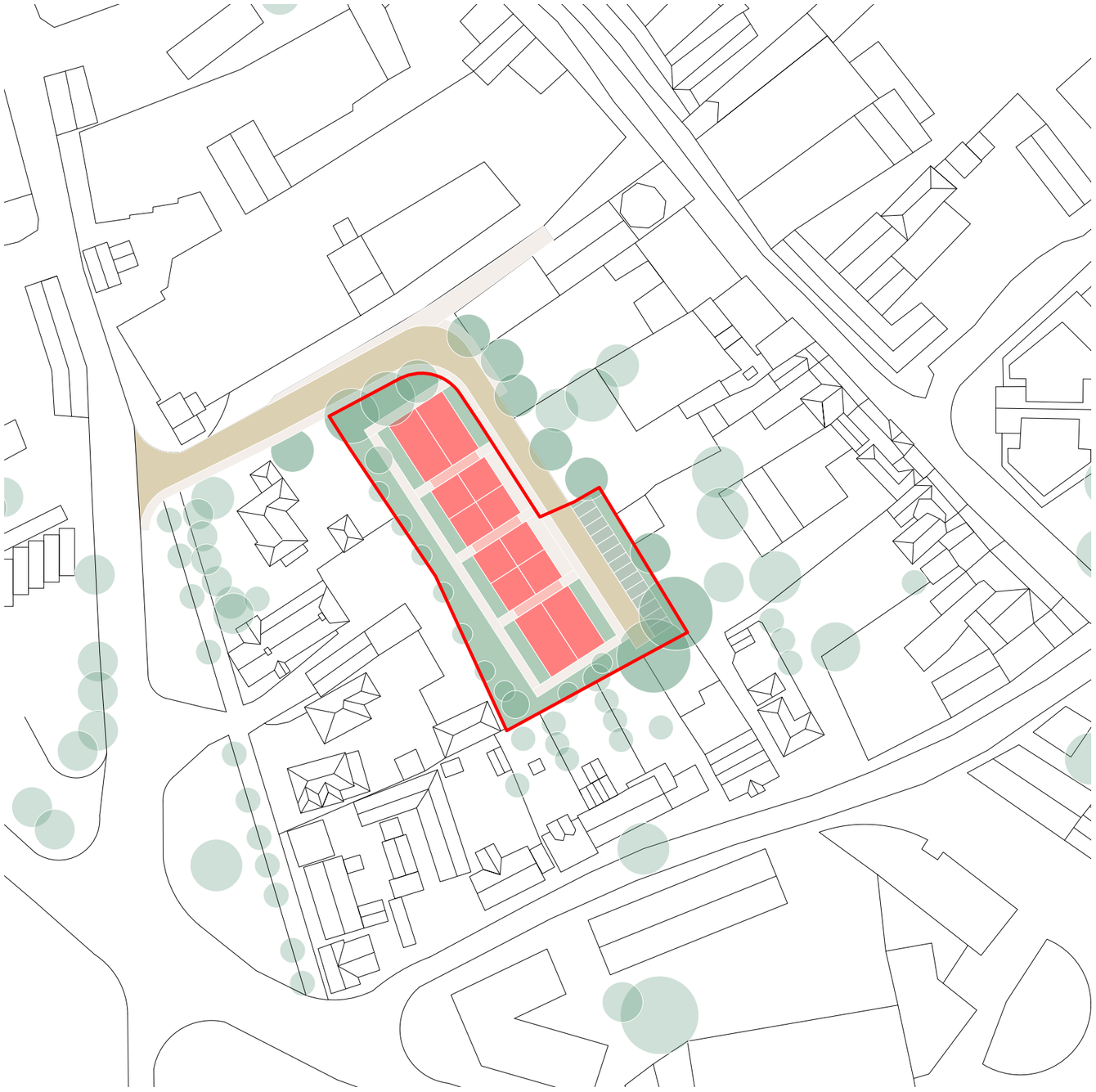
28/14 x stacked b-haus 1b/2b	
commercial/retail units (425m²)	

TOTAL	42
32 x 1b	66%
16 x 2b	34%

OTHER

parking (14)	

proposed masterplan



HUNTINGDON • PRINCESS ST

NEIGHBOURHOOD HUNTINGDON

PROPOSED SITE LAYOUT • UPPER

1:1000

site area approx 0.25 Ha

B-HAUS

28/14 x stacked b-haus 1b/2b

commercial/retail units (425m²)

TOTAL	42
32 x 1b	66%
16 x 2b	34%

OTHER

parking (14)

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CAPITAL&CENTRIC

CONSULTATION REPORT - AUGUST 2026

HUNTINGDON CONSULTATION ANALYSIS.

587	87%	9.3%
TOTAL RESPONSES	OPPOSED (ONLINE)	IN SUPPORT

CONTEXT & BACKGROUND.

CAPITAL&CENTRIC

This report analyses feedback received during the Huntingdon consultation on the proposed redevelopment. The consultation was supported by a broad engagement programme reaching residents, businesses and town users.

Activity included letter drops, local press outreach, social media, an online consultation platform, and an in-person public event. Together, these channels generated a substantial volume of feedback and demonstrated a high level of local interest.

While the overall response was strongly negative toward the proposals as presented, the feedback also shows that some respondents support regeneration in principle. Many are not against investment in Huntingdon itself - they are questioning whether this proposal, in this form and on this site, is the right answer.

That distinction matters. The findings do not suggest blanket opposition to regeneration. They suggest strong concern about whether the current scheme is the right type of regeneration for Huntingdon.

STRONG PARTICIPATION

Residents provided detailed, often lengthy responses - demonstrating genuine care about the future of Huntingdon and a clear desire to shape what happens next.

NOT ANTI-REGENERATION

The question raised by respondents is not whether Huntingdon should change - it is whether these proposals represent the right kind of change for the town.

THE NUMBERS. AT A GLANCE.

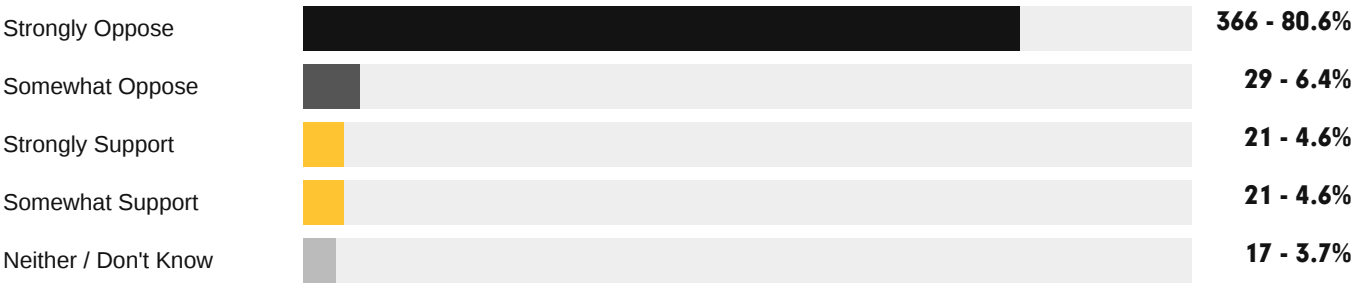
CAPITAL&CENTRIC

587
TOTAL CONSULTATION RESPONSES

459
ONLINE & EMAIL

128
IN-PERSON & PAPER

ONLINE & EMAIL - SUPPORT POSITION BREAKDOWN (454 RECORDED ANSWERS)



395
OPPOSED - 87.0%

42
SUPPORTIVE - 9.3%

17
NEUTRAL / UNCERTAIN - 3.7%

WHAT RESPONDENTS ARE TELLING US.

CAPITAL&CENTRIC

01 PARKING & PRINCES STREET

Parking is the dominant issue. Princes Street car park is described as central, convenient and essential for access to the High Street. Accessibility is core: the site is especially important for disabled people, blue badge holders and older residents. Respondents see it as infrastructure, not spare land.

02 BUS STATION & TRANSPORT

Many respondents support refurbishment of the bus station - not its removal. Particular concern exists for older residents, commuters and those without cars who depend on bus access. Uncertainty in the consultation materials about replacement arrangements drove significant opposition.

03 ACCESSIBILITY & INCLUSION

This is a cross-cutting concern. Respondents raise specific impacts on disabled people, older residents, families and those with mobility issues. For many, the objection is not about preference - it is about whether the town centre remains practically usable for the people who rely on it most.

04 THE COMMEMORATION HALL

One of the most frequently referenced venues in the consultation. Respondents describe it as a major community and cultural asset. The key concern is that Princes Street car park is essential to its functioning - for audiences, volunteers and evening visitors. Many see it as a symbol of what could be lost.

FURTHER THEMES FROM RESPONDENTS.

CAPITAL&CENTRIC

05 BUSINESSES & FOOTFALL

Respondents argue that reduced parking and transport will lower footfall and hit local businesses. New resident-focused amenities (cafes, gyms) are not seen as a public benefit. The common argument: weaker access makes the current position worse, not better.

06 ALTERNATIVE SITES FIRST

A strong, recurring view: regenerate empty or underused sites before removing working assets. Sites mentioned: former Waitrose, St Benedict's Court, old Woolworths, former fire station. This is not simply "no" - it is an alternative strategic argument about sequencing.

07 HERITAGE & DESIGN FIT

Concerns about height, scale, density and whether proposals feel appropriate for a historic market town. Huntingdon should welcome quality architecture - but at a scale that respects its character. Even some pro-investment respondents remain uncomfortable with the scheme as presented.

08 INFRASTRUCTURE PRESSURE

Respondents reference congestion, healthcare, schools and drainage - judging this proposal against the sense that Huntingdon is already managing significant growth.

09 COMMUNITY BENEFIT

Respondents question who the scheme is for. If valued public assets are being removed, the challenge is simple: what does Huntingdon gain in return? That question, many feel, has not yet been answered convincingly.

PRINCIPLE VS THIS PROPOSAL.

CAPITAL&CENTRIC

OPPOSITION TO THIS PROPOSAL IS NOT THE SAME AS OPPOSITION TO REGENERATION ITSELF.

Many respondents explicitly say Huntingdon needs investment and that parts of the town centre need improving. The consultation should not be interpreted as a rejection of change. The stronger conclusion is that many respondents want regeneration - but regeneration that is more strategic, better located, and more clearly beneficial to the wider town.

AGE PROFILE OF ONLINE RESPONDENTS

108	96	94	51	5
36-50	65+	51-64	20-35	UNDER 20

Middle-aged and older adults were the most represented groups. This is relevant given the dominant themes - parking, bus access, and disabled access - are particularly important to these age groups.

Some supportive responses came from younger, working-age respondents who want Huntingdon to feel more contemporary and attractive to young professionals. That viewpoint exists - but it is clearly a minority position in this consultation.

ORGANISATIONS & CONSULTATION DESIGN.

CAPITAL&CENTRIC

HUNTINGDON TOWN COUNCIL

Submitted the most significant formal response. Supports regeneration in principle but does not support the current draft proposals in their present form. Raises concerns around Princes Street car park, the bus station, Cowper House, design and scale, alternative sites, public transport and the wider benefit to Huntingdon.

WHAT THE CONSULTATION QUESTIONS TELL US

THE SUPPORT QUESTION

Works well as a measure of sentiment toward this specific proposal. Not as a measure of attitudes toward regeneration more broadly - many who oppose the scheme explicitly say they support investment in principle.

"WHICH PARTS MATTER MOST?"

Salience is not the same as support. Selecting "new homes" could reflect opposition to that element, not endorsement. This question shows which components prompted strongest reactions - not which have positive backing.

OPEN-ENDED RESPONSES

Produced the most useful material. Respondents raised parking, buses, accessibility, footfall, cultural venues and the overall fit of proposals. The open responses did much of the real analytical work - explaining not just what people think, but why.

OVERALL FINDINGS & ASSESSMENT.

CAPITAL&CENTRIC

01 **Strong opposition** - 87.0% of online respondents who gave a support position opposed the scheme. In-person forms reflect the same pattern.

02 **Not anti-regeneration** - Many respondents want Huntingdon to improve. They want regeneration that is better aligned with how the town works and what residents need.

03 **Parking and transport are central** - not secondary. Loss of Princes Street and uncertainty around the bus station are the two issues most consistently driving opposition.

04 **Accessibility is fundamental** - For many respondents, the concern is whether the town centre remains practically usable for those who depend on it most.

05 **Community infrastructure matters deeply** - The Commemoration Hall, local businesses, library and High Street all point to the same message: strengthen the town centre, don't remove what people rely on.

06 **Better sites exist** - Former Waitrose, old fire station, St Benedict's Court and other empty buildings are cited repeatedly as more logical starting points.

THE CENTRAL QUESTION RESPONDENTS ARE ASKING:

If the proposal removes valued and well-used public assets - what does Huntingdon gain in return? Across 587 responses, the consistent view is that this question has not yet been answered convincingly enough.

TOTAL RESPONSES

587

AUGUST 2026

CAPITAL&CENTRIC

CONSULTATION ANALYSIS · AUGUST 2026

ST IVES CATTLE MARKET CONSULTATION ANALYSIS.

1,559

TOTAL CONSULTATION RESPONSES RECEIVED

91.2%

OPPOSED THE PROPOSALS (ONLINE & EMAIL RESPONSES)

971 online & email responses
588 in-person & paper responses

OVERVIEW

ANALYSIS OF THE ST IVES CONSULTATION RESPONSES.

This report analyses the feedback received during the St Ives consultation on the proposed redevelopment centred on the Cattle Market, bus station and surrounding town centre land. The consultation was supported by a combination of digital and in-person engagement channels and generated a substantial volume of feedback from residents, businesses, town users and people travelling into St Ives from surrounding villages and nearby towns.

POSITIVE POINT ONE

The consultation produced a very large body of public feedback. Many respondents did not simply tick a box but gave detailed comments, often at length, showing strong civic engagement and a clear willingness to comment on the future of St Ives.

POSITIVE POINT TWO

Opposition to the current proposals is not necessarily opposition to regeneration in principle. A number of respondents say St Ives should continue to improve and that investment is welcome - but not in this form and on this site.

KEY DISTINCTION

The consultation does not show blanket resistance to change. It shows strong concern that the current scheme would damage rather than strengthen the qualities people value in St Ives.

1,559
TOTAL RESPONSES REVIEWED

971
ONLINE & EMAIL RESPONSES

588
IN-PERSON & PAPER RESPONSES

ONLINE & EMAIL RESPONSES

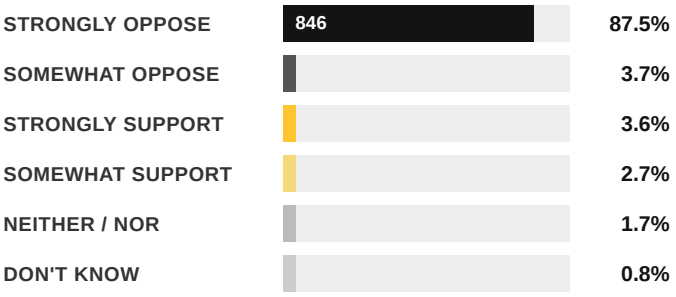
THE NUMBERS.

The St Ives consultation spreadsheet contains 971 records in total. Of those, 967 included a recorded answer to the support question. 4 responses did not include a recorded support answer.

RESPONSE CATEGORY	COUNT	%
Strongly oppose	846	87.5%
Somewhat oppose	36	3.7%
Strongly support	35	3.6%
Somewhat support	26	2.7%
Neither / nor	16	1.7%
Don't know	8	0.8%
Total opposed	**882**	**91.2%**
Total supportive	**61**	**6.3%**
Neutral / uncertain	**24**	**2.5%**

Base: 967 responses with recorded support position

SUPPORT POSITION BREAKDOWN



FULL BASE (971 RESPONSES)

Opposed: 882 of 971 =
90.8%

Supportive: 61 of 971 =
6.3%

Neutral / uncertain: 24 of 971 =
2.5%

No recorded answer: 4 of 971 =
0.4%

CLEAR RESULT

The online and email consultation responses are overwhelmingly opposed to the proposals as currently presented. 91.2% of those who gave a support position were opposed.

IN-PERSON & PAPER RESPONSES

588 FURTHER VOICES.

The St Ives tracker records 588 in-person and paper responses. The tracker uses the same broad support categories as the online consultation and records open comments, themes and age group information. The paper responses are heavily weighted toward opposition and the issues raised are strikingly consistent with those in the online and email submissions.

DOMINANT CONCERNS IN PAPER FORMS

LOSS OF CATTLE MARKET CAR PARK

The single most repeated concern across all paper forms.

FUTURE OF THE BUSES

Repeated concern about where buses would go and access continuity.

HISTORIC CHARACTER OF ST IVES

Strong objection to scale and design being out of keeping with the town.

FIVE-STOREY BUILDINGS

Scale and visibility widely described as too tall and too dominant.

HIGH STREET & LOCAL BUSINESSES

Concern about reduced footfall harming the market and existing traders.

TOWN ALREADY HAS ENOUGH BARS & CAFES

Proposal not seen as responding to a genuine gap in the town's offer.

EMPTY SITES SHOULD COME FIRST

Repeated calls to prioritise genuinely vacant or underperforming sites.

ACCESSIBILITY & DISABLED ACCESS

Particular concern for older and disabled people reaching the town.

COMBINED CONSULTATION PICTURE

1,559

TOTAL RESPONSES ACROSS BOTH CHANNELS

91.2%

OPPOSED (ONLINE & EMAIL BASE)

588

IN-PERSON FORMS ECHO SAME DIRECTION

OVERALL MESSAGE

There is strong public concern that the proposals would remove a heavily used and valued piece of town centre infrastructure and replace it with a form of development that many respondents believe is unsuited to St Ives. There is no sign in the paper forms of a materially different direction of opinion.

MAIN ISSUES RAISED BY RESPONDENTS

WHAT PEOPLE ACTUALLY SAID.

ISSUE 01

PARKING & THE LOSS OF THE CATTLE MARKET CAR PARK

Parking is the dominant issue in the St Ives consultation. The Cattle Market is repeatedly described as central, heavily used and frequently full - particularly at weekends and on market days. Respondents do not see the Cattle Market as spare land. They see it as a core piece of town centre infrastructure. The town has already lost parking through changes to the market square, so this is seen as compounding an already fragile situation.

ISSUE 02

PUBLIC TRANSPORT

The second major concern is the future of the bus services. Respondents ask directly where buses would go and whether any replacement would still provide convenient access. This concern is especially strong for people coming from surrounding villages, older residents, commuters, school and college users, and those who do not drive. A recurring theme: the proposal seems to weaken access by both car and bus at the same time - regarded as particularly damaging.

ISSUE 03

HISTORIC CHARACTER, SCALE & FIT WITH ST IVES

Respondents repeatedly describe St Ives as a small historic Georgian market town. The comparison with larger city-style developments is rejected strongly. Many say plainly that St Ives is not Manchester, Sheffield or Stoke. Five-storey buildings are widely described as too tall and out of keeping. The proposed design language is interpreted not as positive ambition but as a warning sign that the development would feel generic, urban or imposed.

ISSUE 04

EXISTING BARS, CAFES, GYMS & LEISURE USES

A striking feature of the St Ives responses is how often people say the town already has many of the uses the proposal claims to introduce. Respondents repeatedly state that St Ives already has plenty of cafes, bars, restaurants, gyms and community activity - including the Corn Exchange and existing evening economy. The proposal is not seen as responding to a genuine gap. The real challenge, many argue, is supporting the existing offer and filling empty High Street units.

MAIN ISSUES RAISED BY RESPONDENTS (CONTINUED)

ISSUE 05

HIGH STREET VITALITY, FOOTFALL & LOCAL BUSINESSES

A major theme across both datasets is concern about the likely effect on the High Street and local businesses. The logic is consistent: less parking and uncertain bus access mean fewer visitors, lower footfall and reduced support for local traders. Many point out that empty units already exist in the town centre and question why new commercial space is being proposed rather than addressing the vacant space already available. Adding more cafes or restaurants could simply spread custom more thinly.

ISSUE 06

EXISTING EMPTY SITES & ALTERNATIVE PRIORITIES

A repeated and important theme is that other sites and buildings should be prioritised first. Respondents mention empty High Street units, the underperforming Barclays site, older commercial premises and other brownfield opportunities. The logic is simple and repeated: start with what is genuinely empty or underperforming, rather than building over a car park and bus station that are already in active use. This gives the responses a more constructive quality - people are not just saying no, they are saying where effort should go instead.

ISSUE 07

INFRASTRUCTURE, CONGESTION & THE WIDER GROWTH CONTEXT

Infrastructure pressure is another major theme. Respondents refer to road congestion, one-way access, flooding, school places, healthcare, sewage, water supply and the cumulative effect of major housing growth around the town. The proposal is being judged not in isolation but in the context of a wider sense that the town is already absorbing substantial growth and that services and access are not keeping up. Opposition to housing is often not opposition in principle - it is concern that the town is being asked to take more before the existing system is coping.

ISSUE 08

ACCESSIBILITY & ACCESS TO SERVICES

Accessibility is one of the strongest practical concerns. Many comments refer to disabled people, older residents, those with mobility issues, and patients needing access to nearby health services. The car park is repeatedly described as crucial for reaching shops, healthcare, town centre destinations and community activity. For many respondents the issue is not simply convenience - it is whether the town remains usable for the people who most need easy access, including those travelling in from villages with weak public transport.

WHAT THE QUESTIONS TELL US

READING THE EVIDENCE.

THE SUPPORT QUESTION

The first question gives a clear measure of reaction to the scheme as presented. On that basis, opposition is overwhelming. However, many respondents who selected opposing categories then said they support redevelopment in principle, or support development on another site. The question works as a measure of sentiment toward this scheme - not toward redevelopment in general.

"WHICH PARTS MATTER MOST TO YOU?"

This question measures salience, not support. A respondent could select homes, green space, architecture or commercial uses because those are the parts they most object to. Several responses say this explicitly, and several complain there was no "none of the above" option. Results can indicate what triggered strongest reactions - but should not be presented as proof of positive endorsement.

OPEN-ENDED RESPONSES

The open comments are where the consultation becomes most useful analytically. They reveal in detail what respondents were really reacting to: parking, bus access, the High Street, historic character, market activity, infrastructure pressure, design, accessibility and alternative sites. They provide the nuance that many respondents support improvement in principle while rejecting this specific scheme.

AGE PROFILE OF RESPONDENTS

The age profile of the St Ives consultation skews toward middle-aged and older respondents. That matters because many dominant themes - parking, bus access, healthcare access and town centre usability - are particularly important to those groups.

IMPORTANT NUANCE

Opposition is not confined to older respondents. There is some opposition across younger age bands too.

REGENERATION IN PRINCIPLE VS THIS PROPOSAL

Many respondents distinguish clearly between regeneration in principle and this particular proposal. Some say investment in St Ives is welcome - but many of these same respondents reject the current proposal because it takes away parking and bus access, adds to congestion, weakens the High Street, and introduces buildings or uses that do not fit the character of the town.

OVERALL FINDINGS

WHAT THE CONSULTATION TELLS US.

FINDING	DETAIL
Overwhelming opposition	91.2% of those who gave a support position were opposed - clear from the online dataset and strongly reinforced by 588 in-person and paper responses.
Not simply opposition to change	A number of respondents support regeneration in principle, but do not believe this proposal is the right regeneration for St Ives.
Parking is the defining issue	The proposed loss or reduction of the Cattle Market car park drives the strength of opposition more than any other single point.
Bus station is a vital companion issue	Reducing access by both car and bus at the same time is viewed as especially harmful.
Proposal does not reflect what St Ives most needs	Respondents more often call for support for the existing High Street, better use of empty premises, and regeneration that strengthens what already works.
Scale and character are major concerns	The architecture, scale and overall concept are widely seen as too urban and too intrusive for a small historic Georgian market town.
The strategic question remains unanswered	If a heavily used car park and central bus access are removed, what does St Ives gain that it does not already have - and is that worth the loss? For the overwhelming majority of respondents, the answer is no.

CLOSING ASSESSMENT

882

OPPOSED OF 967 WITH RECORDED POSITION

61

SUPPORTIVE RESPONSES (6.3%)

24

NEUTRAL OR UNCERTAIN (2.5%)

THE CLEAREST CONCLUSION

Respondents are not generally rejecting investment in St Ives. They are challenging whether this proposal, in this location, would improve the town or instead reduce access, weaken the High Street, damage town character and add further pressure to infrastructure already seen as stretched. The consultation has produced a strong and coherent message: people are not only asking whether St Ives should change - they are asking whether this proposal would take away one of the things that keeps the town working now.

CAPITAL&CENTRIC

CONSULTATION ANALYSIS | AUGUST 2026

ST NEOTS. TEBBUTTS ROAD CONSULTATION ANALYSIS.

1,737

TOTAL RESPONSES REVIEWED

89.8%

OPPOSED TO PROPOSALS

7.3%

SUPPORTIVE OF PROPOSALS

INTRODUCTION

ABOUT THIS CONSULTATION

This report analyses the feedback received during the St Neots consultation on the proposed redevelopment of the Tebbutts Road site.

Engagement was designed to reach residents, businesses, town centre users and surrounding communities through a mix of digital and in-person channels, including local communications, online consultation materials, and in-person engagement supported by paper response forms.

The result was a very substantial volume of feedback and a clear demonstration that people in and around St Neots care deeply about the future of the town centre.

TWO POSITIVES TO NOTE AT THE OUTSET

Strong participation. Respondents did not simply tick boxes. Many gave detailed comments, often at length, showing a high level of public engagement and a strong sense of ownership over the future of St Neots.

Principle vs. proposal. Opposition to the current proposals is not the same as opposition to regeneration. A recurring theme is that St Neots does need investment - but many respondents do not believe this proposal, on this site, is the right way to achieve it.

The consultation does not show blanket resistance to change. It shows strong concern about whether this proposal, on this site, would help or harm the town centre.

KEY ANALYTICAL FINDING

TOTAL RESPONSES REVIEWED
1,737

Online and email responses

RECORDED SUPPORT POSITION
1,728 OF 1,737

9 responses had no recorded support answer

IN-PERSON AND PAPER RESPONSES
SUBSTANTIAL ADDITIONAL BODY

Trackers for online and offline forms reinforces same direction and themes throughout

CONSULTATION PERIOD
AUGUST 2026

Tebbutts Road site, St Neots

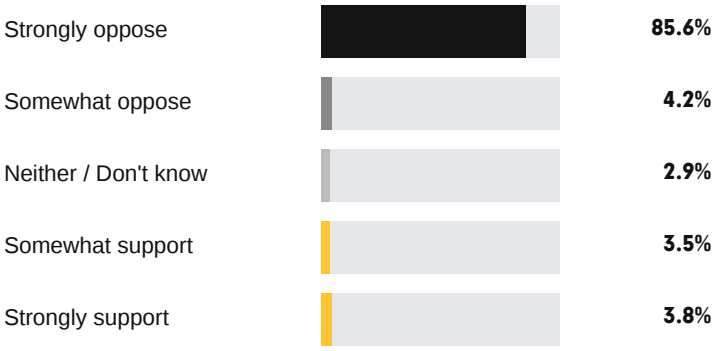
ANALYSIS BASE
SPREADSHEET PRIMARY

Paper tracker used to corroborate and strengthen findings

ONLINE AND EMAIL RESPONSES

THE QUANTITATIVE PICTURE

Among the 1,728 responses that recorded a support position, the breakdown is as follows. The result is unequivocal: opposition dominates very heavily.



GROUPED SUMMARY (OF 1,728 WHO ANSWERED)

89.8%	7.3%	2.9%
OPPOSED 1,552 responses	SUPPORTIVE 126 responses	NEUTRAL / UNCERTAIN 50 responses

FULL SPREADSHEET BASE (1,737)

Including the 9 responses with no recorded support answer, the picture remains effectively unchanged:

- Opposed - 1,552 of 1,737, or **89.4%**
- Supportive - 126 of 1,737, or **7.3%**
- Neutral or uncertain - 50 of 1,737, or **2.9%**
- No recorded answer - 9 of 1,737, or **0.5%**

IN-PERSON AND PAPER TRACKER

The paper tracker is significantly larger than equivalent trackers for other consultations. Dominant themes repeated throughout include:

- Loss of Tebbutts Road car park
- Impact on town centre access
- Harm to High Street footfall
- Effect on shops and local businesses
- Disabled access and access to GP/dental services
- Scale, height and fit with the town
- Empty shops and other sites should come first
- Housing growth without matching infrastructure

Overall conclusion: The online/email and in-person/paper responses are consistent in direction and strength. There is no evidence in the tracker of a materially different public mood. Opposition is dominant and highly consistent across both channels.

MAIN ISSUES RAISED

WHAT RESPONDENTS TOLD US - PART ONE

01

Parking and the loss of Tebbutts Road car park

The single most dominant theme. Respondents repeatedly describe Tebbutts Road as the main, largest, busiest, most convenient car park in the town centre. Many state it is frequently full, leading them to conclude its removal would be highly damaging.

> *"If people cannot park, they will not come into town, and if they do not come into town, local businesses will suffer further."*
>
> RECURRING RESPONDENT VIEW

Notably, St Neots has already lost parking through earlier town centre changes, particularly around the market square. For many respondents, the loss of Tebbutts Road would compound an already fragile situation. The parking issue has become symbolic - many believe the proposal misunderstands how the town currently works and what keeps it alive.

02

Access to doctors, dentists and essential services

A particularly strong variation on the parking theme. Respondents repeatedly refer to nearby GP surgeries, dentists, pharmacies and other services. Many say this car park is heavily relied upon by patients, carers, older residents and those with health conditions that make longer walks difficult.

This concern turns the debate from convenience into need. The question is not whether another car park exists somewhere else, but whether people can reasonably and safely reach the services they rely on. This is one of the clearest practical objections in the dataset.

03

Accessibility and disabled access

A major cross-cutting theme and one of the strongest moral arguments within the responses. Respondents refer specifically to disabled users, blue badge holders, older people, those with mobility issues, and families with children.

A common concern is that alternative car parks are either too far away, less convenient, or unreliable because of flooding, capacity or private management issues. Respondents are not simply asking for convenience for drivers. They are defending the ability of less mobile residents and visitors to continue using the town centre in a practical and dignified way.

04

Impact on the High Street and local businesses

A very large number of respondents believe removing Tebbutts Road car park would reduce footfall and further weaken the town centre economy. This is often expressed in direct terms, with respondents saying the proposal would "kill" the High Street.

Many respondents say St Neots already has empty units, a weak retail mix and too many shops standing vacant.

> Regeneration should first strengthen the existing High Street, not compete with it or remove the infrastructure that helps people access it.
>
> RECURRENT THEME ACROSS ONLINE AND PAPER RESPONSES

WHAT RESPONDENTS TOLD US - PART TWO

05

Existing empty shops and other sites should come first

A very clear pattern in the responses is the repeated suggestion that other sites should be prioritised before Tebbutts Road. Respondents regularly mention empty High Street units, underused buildings and other brownfield or town centre opportunities.

This makes the responses more constructive than they might first appear. People are not just rejecting change. They are proposing a different order of priorities: start with places that are genuinely empty or underperforming before building over an active and valued public asset.

06

Housing growth and infrastructure pressure

Many respondents situate the proposal within the wider context of housing growth in and around St Neots, especially references to Wintringham, Loves Farm and other major developments.

The common concern is that the town is already expanding rapidly yet infrastructure has not kept pace. Respondents mention healthcare, dentists, schools, roads, sewage, traffic and parking as areas already under pressure. For many, the Tebbutts Road proposal is being judged as another example of housing growth coming ahead of infrastructure.

07

Design, height and fit with the town

Many respondents object to references to two five-storey buildings, arguing that this would be too tall, too dominant and out of keeping with the character of St Neots as a market town. Concerns include visual impact on surrounding homes and impact on light.

The proposed architecture and language around features such as the crinkle-crankle wall and community spaces drew notable scepticism. Several respondents saw this language as decorative or distractive when compared with their more immediate concerns about parking, access and viability.

08

Public benefit and what the town gains

A recurring underlying question is what St Neots actually gains from the proposal. Many people struggle to identify a convincing public benefit that outweighs the perceived loss of a key car park.

New commercial units are not automatically seen as positive because many respondents believe there is already too much empty retail space. New homes are not automatically seen as positive because of substantial housing growth elsewhere. For many respondents, the scheme appears to take away more than it gives.

PRINCIPLE VS. PROPOSAL

Opposition to the current scheme is not the same as opposition to regeneration itself. Many respondents say they support investment in St Neots, better shops, or a stronger town centre offer - but not this proposal on this site, in this form. That distinction changes how the consultation should be interpreted.

THE QUESTIONS AND WHAT THEY TELL US

THE SUPPORT QUESTION

The first question gives a strong overall measure of sentiment, and the result is unequivocal: opposition dominates very heavily.

However, the open comments show a nuance that matters. Many respondents oppose the current proposal while also expressing support for regeneration in principle. This means the question works as a measure of reaction to the scheme as presented, but should not suggest that the public opposes all redevelopment or town centre change.

"WHICH PARTS MATTER MOST TO YOU?"

The second question asked respondents to select up to three elements that mattered most. This question has a basic interpretive limitation: importance is not the same as approval.

A respondent may select new homes, commercial spaces, the pavilion or the crinkle-crankle wall because they oppose those elements, not because they support them. Several comments explicitly make this point. A number of respondents also complained there was no option for "none of the above".

The second question should be treated as an indicator of what was most salient, not as evidence of positive endorsement.

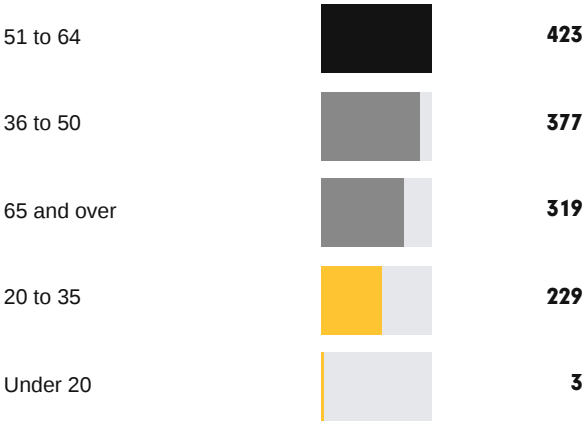
OPEN-ENDED RESPONSES

The open-ended responses are where the consultation becomes most revealing. They show in clear terms what people were actually reacting to: the loss of Tebbutts Road car park, concern for doctors and dentists, the condition of the High Street, housing growth, empty shops, disabled access, town centre footfall, design scale, and public benefit.

These open comments carry much of the analytical weight of the consultation. They explain not just what respondents think, but why.

AGE PROFILE OF ONLINE RESPONDENTS

Where age was recorded among online and email responses:



What this tells us: The consultation was most heavily represented by middle-aged and older adults. That is relevant because many of the dominant concerns - parking, access to services, and town centre usability - are especially likely to matter to these age groups.

That does not weaken those concerns, but it does suggest that future engagement should continue to make space for younger voices, especially if younger households are part of the intended market for new housing or town centre change.

It is worth noting that even among younger respondents there is substantial opposition. Support is present, but it is clearly a minority view.

Formal and semi-formal responses also appear in the dataset, including local councillors, business-linked responses, and longer-form submissions focused on healthcare access, town centre viability and economic impact. These reinforce the main themes and do not introduce any different direction of opinion.

OVERALL FINDINGS

SEVEN KEY CONCLUSIONS

01 **Overwhelming opposition to the proposals as presented**

89.8% of those who recorded a support position were opposed. This is strongly reinforced by the in-person and paper responses.

02 **Opposition to the proposal is not opposition to regeneration**

Many respondents want St Neots to improve. However, they do not believe this scheme, on this site, is the right form of regeneration.

03 **Parking is absolutely central to the consultation**

The proposed loss of Tebbutts Road car park is the issue that dominates more than any other and appears to drive the overall strength of opposition.

04 **Accessibility and service access are major concerns**

Tebbutts Road is seen as essential access to doctors, dentists, the High Street and everyday life for older and less mobile users - not simply a convenience for shoppers.

05 **Town centre needs lie elsewhere for many respondents**

Filling empty shops, reducing barriers to trade, supporting existing businesses and making better use of genuinely vacant sites are all seen as more pressing priorities.

06 **Many believe the proposal would weaken not strengthen the town centre**

The common fear is that less parking means less access, less footfall and ultimately a weaker High Street - the opposite of regeneration.

07 **A persistent strategic question runs through the responses**

If this scheme removes one of the town's most valued and heavily used assets, what does St Neots gain that it does not already have - and is that gain worth the loss? For most respondents, the answer is no.

Respondents are not only asking whether St Neots should change. They are asking whether this scheme would take away one of the things the town still relies on.

CENTRAL MESSAGE OF THE CONSULTATION

CLOSING ASSESSMENT

SUMMARY AND CONCLUSIONS

The St Neots consultation generated a substantial and highly consistent body of feedback. The exact spreadsheet dataset reviewed for this analysis contains 1,737 records.

THE NUMBERS AT A GLANCE

1,552
OPPOSED (89.8% OF THOSE WHO ANSWERED)

126
SUPPORTIVE (7.3%)

50
NEUTRAL OR UNCERTAIN (2.9%)

1,737
TOTAL RESPONSES REVIEWED

The in-person and paper responses strongly reinforce the same overall direction of opinion and repeat the same principal themes.

The clearest conclusion is that respondents are not generally rejecting investment in St Neots. They are challenging whether this proposal, in this location, would improve the town or instead damage its accessibility, weaken the High Street, and add pressure to a place already experiencing significant growth.

PRINCIPAL CONCERNS - CONSISTENT ACROSS BOTH CHANNELS

- The loss of Tebbutts Road car park
- Reduced access to doctors, dentists and essential services
- Weaker support for the High Street
- More pressure on already strained infrastructure
- Too much housing in the wrong place
- Empty and underused sites should be prioritised first
- Scale, height and character out of keeping with the town
- Insufficient public benefit to justify the loss of a valued asset

THE CONSULTATION MESSAGE IS CLEAR

The consultation does not lack a message. Its message is strong, repeated and coherent.

People are not only asking whether St Neots should change. They are asking whether this scheme would take away one of the things the town still relies on - and whether the proposed benefits are sufficient justification for that loss.

Urban Design Consultation

Proposal: Capital & Centric Proposals – Huntingdon, St Ives and St Neots	**Location:** Huntingdon, St Ives and St Neots
Case Officer: Aaron Sands / Lucy Pateman	**Application:** TBC

The following urban design notes are in response to the Shedkm 'The Shires Huntingdonshire Council Design Review 02' document received 29/06/2025 and discussed at the 2nd Capital and Centric pre-application meeting on 22/06/2026. These comments also take into account information included in the first pre-application submission as presented at the meeting on 17/04/2026.

Contents

Town Centre Function and Displacement Effects 1
Huntingdon Bus Station 2
Princess Street Car Park 3
St Neots Tebbets Road Car Park 3
St Ives Cattle Market Car Park 4
Deck Access Housing - General Comments 6
House Types 6
Private Amenity Space 7
Car Parking 7
Cycle Storage 7
Density and Housing Mix 8
Sustainability 8
Design Considerations for Deck-Access Housing 9
Huntingdon 10
Huntingdon Zone 1 – Bus Station 10
Malthouse Close – Public Realm Improvements: 13
Huntingdon Zone 2 - Princess Street Car Park 14
Cowper House 15
Tebutts Road Car Park, St Neots 16
St Ives Cattle Market 19
St Ives Zone 1 – Cattle Market (Bus Station) Car Park 20
St Ives Zone 2 – Harrison Way Car Park 22
Recommendation: 23

Town Centre Function and Displacement Effects

The proposals would make a significant contribution towards housing delivery within Huntingdon, St Neots and St Ives. However, their delivery is dependent on the redevelopment of sites that currently perform important town centre functions, including bus stations and strategically located public car parks.

These facilities are fundamental components of each town centre's transport and accessibility network. They support footfall, facilitate linked trips, provide access to services and businesses, and contribute to the vitality and viability of the town centres. Their role extends beyond simply accommodating vehicles or public transport; they help ensure that town centres remain convenient, accessible and inclusive destinations.

The challenge of the proposed redevelopment therefore depends not only on the quality of the new residential development, but also on whether displaced infrastructure can be re-provided in a manner that maintains or enhances existing levels of accessibility and functionality.

At present, the submission focuses primarily on development opportunities and housing delivery, with limited evidence demonstrating how the wider transport and parking network would continue to operate following redevelopment. As a consequence, significant uncertainty remains regarding the potential impact of the proposals on the long-term vitality and operation of all three town centres.

Huntingdon Bus Station

The proposed redevelopment of Huntingdon Bus Station represents one of the most significant strategic issues arising from the wider package of proposals. The existing facility acts as the principal public transport interchange for the town, providing a centrally located and easily understood transport hub within walking distance of the High Street and the Railway Station. It currently accommodates a range of services operated by Stagecoach, Go Whippet and National Express.

The proposals would replace the existing bus station with three on-street lay-bys located within an extended contraflow arrangement on Princess Street. This represents a significant reduction in provision and raises questions regarding operational capacity, passenger experience and future network resilience. The extension to the contraflow, together with the existing pavement and the two existing one way lanes of the ring road would also result in a very wide area of highway infrastructure immediately in front of the site and extend the size of the Princess Street junction.

The submission does not demonstrate how the proposed layout would accommodate existing services, future growth, layover requirements (if required), passenger waiting facilities (noting the existing bus station has toilets and a indoor waiting room) or route interchange. Nor does it identify whether services would be relocated elsewhere or where any replacement infrastructure would be provided.

As a result, there is a significant risk that the proposal could fragment and dilute existing bus station functions rather than effectively re-provide them. Such an outcome could reduce accessibility, diminish legibility and weaken the role of public transport within the town centre with reduced patronage.

This uncertainty is compounded by the removal of options previously discussed through the pre-application process. Earlier concepts identified Mill Common Car Park as a potential relocation site (although there are concerns regarding the location and divorced proximity outside the primary town centre and accessibility over the Ring Road), while previous Council visioning work identified opportunities adjacent to the town centre car park serving Sainsbury's and Chequers Shopping Centre, along the bus lane of Chequers Way (see below). Neither option has been pursued within the current submission, and no alternative strategy has been presented.

Indicative bus laybys along Chequers Way bus route adjacent to the Chequers Shipping Centre and Sainsburys car park:



Furthermore, the proposals do not address the future operation of the existing taxi rank on Princess Street. The apparent reduction of the existing lay-by and the proposed servicing arrangements create further uncertainty regarding future taxi provision within the town centre.

Given the strategic importance of the bus station, redevelopment should only be considered where a comprehensive and deliverable transport strategy demonstrates that equivalent or improved bus and taxi facilities can be provided in a location that maintains the accessibility, convenience and operational effectiveness of the existing facility. The replacement of a town centre bus station with a small number of on-street lay-bys, without a clearly defined replacement strategy, is not supported from an urban design or placemaking perspective.

Princess Street Car Park

The redevelopment of Princess Street Car Park raises concerns that extend far beyond the site itself. The car park occupies a highly accessible and strategically important location within the town centre, serving the High Street, Commemoration Hall, Pathfinder House and other surrounding businesses. Its removal, when considered alongside the approved redevelopment of Bridge Place Car Park, would result in a substantial reduction in conveniently located town centre parking on the south-eastern side of Huntingdon.

The key issue is not simply the number of spaces lost, but the role those spaces currently play within the wider parking network. Centrally located parking supports spontaneity, convenience and linked trips between multiple destinations. Relocating parking to more peripheral locations may preserve numerical capacity but may not preserve function.

Without clear evidence, there is a risk that displaced demand will migrate to less convenient locations, increase pressure on surrounding residential streets and reduce the attractiveness of the town centre for visitors. Concern also arises from the loss of centrally located disabled parking spaces (9 spaces), which currently provide an important contribution towards inclusive access.

The submission does not demonstrate how the wider parking network will continue to operate efficiently, how user convenience will be maintained or what impacts may arise for town centre vitality and footfall. The loss of Princess Street Car Park should therefore be treated as a strategic town centre matter. Prior to any application being submitted, a comprehensive town-wide parking strategy should demonstrate that displaced demand can be accommodated without undermining accessibility, legibility, vitality or the overall performance of the town centre and that the wider parking network will operate at least as effectively as the existing arrangement.

St Neots Tebbets Road Car Park

The proposals include the redevelopment of Tebbutts Road Car Park (approximately 241 spaces, 6 disabled), representing a significant component of St Neots town centre parking provision. The car park also has 16 Sheffield stands for cycle parking and public toilets.

The existing car park is closely related to the High Street and key town centre destinations (including the St Neots Health Centre, United Reform Church and Moores Walk Shopping precinct), supports linked trips and day-to-day activity and forms part of a clear and established parking pattern within the town

The first pre-application proposals (as presented at the meeting on 17/04/2026) indicated that parking provision would be reaccommodated at alternative sites, notably Riverside Car Park and Rowley Arts Centre Car Park through the introduction of deck access parking. Whilst this represents an overall numerical increase in spaces (an additional 140 spaces indicated), the key issue is whether the redistributed provision performs the same functional role as the existing Tebbets Road car park.

The alternative sites are more peripheral in relation to the High Street (particularly the Riverside Park) and less directly connected to primary retail frontages and reliant on longer or potentially less legible walking routes. This creates a risk that the convenience of town centre access is reduced, fewer linked trips are made and overall footfall and activity within the core is weakened

As with Huntingdon, the success of St Neots town centre depends not only on the number of spaces, but on:

- where they are located
- how easily they are found and accessed
- how directly they connect to key destinations

The loss of Tebbutts Road Car Park represents a significant restructuring of the town centre parking system. As such it is not sufficient to demonstrate that overall parking numbers are maintained or increased; it must be clearly evidenced that the redistributed provision maintains or enhances accessibility, convenience and legibility at a town-wide level. At present, this has not been demonstrated through the pre-application submissions. It is also noted that parking provision on the market square has recently been lost through public realm enhancements approved under application 23/01383/CLPD which resulted in the loss of 32 parking spaces and 4 disabled space, with the reprovision of 8 disabled spaces.

Prior to any application, a comprehensive town-wide parking strategy for St Neots should be prepared, demonstrating:

- how displaced demand from Tebbutts Road will be redistributed
- how alternative provision compares in walking distance, convenience and accessibility
- how legibility, wayfinding and user experience will be maintained
- impacts on footfall, dwell time and town centre vitality

Furthermore, Policy PT3 of the St Neots Neighbourhood Plan states *'The loss of public car and motorcycle parking spaces in the Town Centre will be resisted unless it can be demonstrated that the proposal is accessible by other sustainable transport modes and that the loss of any such spaces would not adversely affect the vitality and viability of the Town Centre.*

Support will be given to the development of a multi-storey car park provided that it is of an appropriate scale, mass and design and has appropriate regard to the Conservation Area and other heritage assets and is considered as part of a comprehensive transport and parking strategy for the Town Centre.

Support will be given to improving the quality of parking in the Town Centre so that it is convenient, safe and secure. Proposals for improvement are encouraged to include the installation of CCTV'.

Given the strategic importance of the site, redevelopment should only be supported where it can be clearly demonstrated that the wider parking network will operate as effectively as, or more effectively than, the existing arrangement and that the vitality and viability of the town centre will not be adversely affected.

St Ives Cattle Market Car Park

The redevelopment of the Cattle Market car park represents one of the most significant interventions proposed within St Ives town centre and raises strategic issues relating to parking provision, accessibility and the long-term functioning of the town centre. The wider site currently accommodates the Cattle Market (Bus Station) car park, the Harrison Way section of the Cattle Market car park and the Waitrose car park. Collectively these facilities provide an important concentration of centrally located parking serving the town centre, supporting retail, leisure, employment and visitor trips.

- Cattle Market (bus station) car park - providing 197 spaces (15 disabled)
- Cattle Market (Harrison Way section) - providing 196 spaces (0 disabled)
- Waitrose, St Ives - providing 75 spaces, including 4 parent and child spaces (6 disabled)
- The car park also has 16 Sheffield stands for cycle parking and public toilets.

The proposals would result in the loss of the Bus Station Car Park and a substantial reduction in parking within the Harrison Way section. Based on the information provided, approximately 301 existing spaces would be lost, equating to around 64% of the current provision. Whilst the submitted material refers to the possibility of future deck-access parking, insufficient information has been provided regarding capacity, access arrangements, operational requirements or design. Consequently, it is not currently possible to assess the overall impact on town centre parking provision.

The principle and concept of decked parking requires further consideration in this location. The retained area is constrained by its triangular layout and the presence of mature trees which contribute positively to local character. These constraints may limit the efficiency of any future parking structure and create challenges relating to circulation, servicing and design quality. Equally important is the relationship between any parking structure and the proposed residential development. Poorly integrated parking could create inactive frontages, unattractive outlooks and an overly engineered townscape environment that conflicts with wider placemaking objectives.

Furthermore, it is unclear how any future decked parking provision would be accessed. The indicative proposals suggest access may be taken from Station Road via the Waitrose car park. Such an arrangement has the potential to increase traffic movements through Cromwell Place and Market Hill, placing additional pressure on streets that already experience significant pedestrian activity and contribute to the historic town centre environment.

The existing Cattle Market parking arrangements benefit from multiple points of access, including an entrance and exit from Meadow Lane at the northern end of the site, together with an entrance from Market Hill and an exit to Station Road. Retaining vehicular access from Meadow Lane should therefore be explored, as this would provide a more direct route to Harrison Way and the strategic highway network, reducing the need for vehicles to travel through the town centre and potentially improving the overall operation of the parking network.

Any future application should clearly demonstrate the proposed access strategy for replacement parking provision, together with an assessment of the implications for traffic movement, town centre circulation, pedestrian safety and the character of the surrounding streets.

A more comprehensive approach should be explored. Previous masterplanning work undertaken by the Council identified opportunities to integrate parking provision within mixed-use development parcels through wrapped or capped multi-storey parking solutions. Such approaches can maintain strategically important parking capacity whilst creating active frontages and improving the quality of the public realm. The current submission does not demonstrate whether these options have been explored.

Left: Huntingdonshire and St Ives re-development projects Jan 2018, Right: Cattle Market Masterplan Oct 2020:





Given the importance of the site to the wider operation of St Ives town centre, redevelopment should clearly demonstrate that:

- Replacement parking provision maintains or improves accessibility and convenience.
- Sufficient capacity is retained to support town centre activity.
- Parking structures are fully integrated within a high-quality built form.
- Existing landscape assets and mature trees are appropriately protected.

- The wider parking network continues to operate effectively.

In the absence of this information, the implications of the proposals for town centre accessibility, vitality and functionality remain unclear.

Deck Access Housing - General Comments

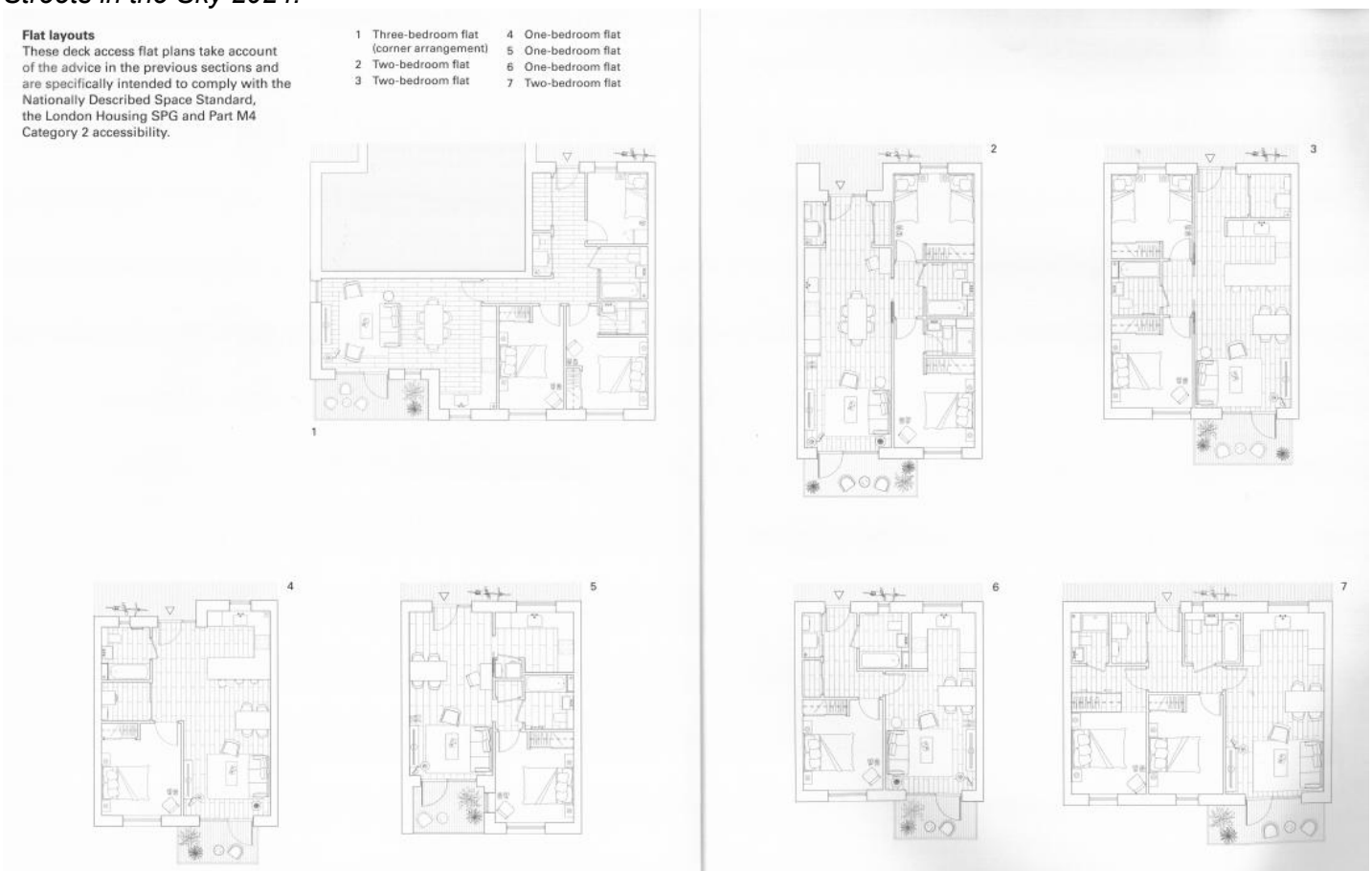
The proposals across all three towns rely heavily upon a deck-access housing typology. Whilst this approach has the potential to create distinctive and sociable forms of higher-density housing, its success depends upon exceptionally careful design and detailing. At present, there is insufficient evidence to demonstrate that the schemes achieve the quality of environment necessary to support this approach.

House Types

The proposed apartment layouts are predominantly based on narrow, deep-plan one-bedroom units without balconies as individual private amenity spaces. This typology constrains residential quality and appears to have been driven by the deck-access model rather than the creation of high-quality homes. Bathrooms are generally positioned within the centre of the floorplan, with kitchen/living spaces facing the deck and bedrooms located on the opposite elevation. This limits opportunities for true dual-aspect accommodation, natural ventilation, daylight penetration and outlook.

Future iterations should explore wider and shallower plan forms that allow greater flexibility in room arrangement, improved daylighting and genuine dual-aspect living environments. Such an approach would also facilitate the provision of private balconies accessed directly from principal living spaces.

Example deck access house types as illustrated in the Deck Access Housing Design Guide: A Return to Streets in the Sky 2024:



Private Amenity Space

A significant weakness of the proposals is the limited provision of private amenity space. Very few of the proposed dwellings benefit from private balconies, terraces or gardens. Whilst communal amenity spaces can make an important contribution to residents' wellbeing and social interaction, they should not be regarded as a direct substitute for private outdoor space.

The current approach risks creating developments that rely almost entirely upon shared amenity areas whilst providing residents with limited opportunities for private outdoor use. This is particularly concerning given the predominance of apartment accommodation and the proposed deck-access housing typology.

The importance of private amenity space is reflected across both adopted and emerging planning policy. Local Plan Policy LP12 requires public and private amenity spaces to be clearly defined and designed to be inclusive, usable, safe and enjoyable. Similarly, the Huntingdonshire Design Guide SPD (2017) requires residential development to provide an adequate amount of amenity space of an appropriate size, shape and location to support practical use by residents.

This policy direction is reinforced through the emerging Local Plan. The Regulation 18 Preferred Issues and Options Draft Local Plan states that all new dwellings, including flats, should provide private amenity space and emphasises that such spaces must be functional and capable of meeting the day-to-day needs of occupiers. The subsequent Regulation 19 Pre-Submission Draft strengthens this position further by requiring all new residential units to have direct access to private amenity space appropriate to the dwelling type and expected occupancy, including gardens, balconies, roof gardens, winter gardens or patios.

Whilst only limited weight can currently be attached to these emerging policies, they clearly indicate the Council's direction of travel and reinforce the importance of providing functional private amenity space as a core component of good residential design.

Future iterations should demonstrate how private amenity space can be integrated into the architectural design of the buildings from the outset. This may include balconies, terraces, winter gardens or enlarged defensible threshold spaces. Any such provision should be of sufficient size, shape and quality to support meaningful day-to-day use by future residents.

Car Parking

The proposals are generally presented as car-free, with only limited parking proposed within the Huntingdon Zone 2 and St Neots Tebbutts Road schemes. Whilst the highly sustainable locations are acknowledged, the suitability of a wholly car-free approach should be carefully assessed against the requirements of Local Plan Policy LP17.

Consideration should be given to the provision of:

- A limited amount of accessible parking.
- Potential undercroft parking opportunities.
- The opportunity for car clubs / zip car parking.
- Full policy-compliant cycle parking provision.

Cycle Storage

The level of cycle provision falls significantly below the requirements of Local Plan Policy LP17 – 1 space per bedroom. This is particularly concerning given the highly sustainable locations of the sites and the emphasis placed on car-free or low-car living. The St Ives scheme, for example, provides only 92 cycle spaces for 166 bedrooms – 66% of the policy requirement of 1 space per bedroom.

Where car ownership is expected to be reduced, cycle infrastructure becomes critical to the success of the development. Cycle parking should therefore meet policy requirements in full and be secure, convenient, well-lit and located close to principal entrances and circulation cores. See design requirements set out in the HDC Design Guide SPD 2017 – page 96-97. Cycle lockers / additional facilities within the cycle stores would be encouraged.

Density and Housing Mix

The proposals across all three settlements comprise a relatively limited housing mix, consisting primarily of one and two-bedroom apartments delivered through a deck-access typology. Whilst smaller apartment-led development may be appropriate within highly accessible town centre locations, further information is required regarding the overall density of each scheme and how this relates to the character and density and building typology of surrounding development.

Future submissions should clearly identify the proposed residential density (dwellings per hectare) for each site and compare this against both the immediate context and relevant local precedents. This should include consideration of nearby higher-density forms of development, such as Keyworth Court, Hawkins Court and other comparable town centre developments within Huntingdon, as well as higher-density terrace and apartment developments within St Ives and St Neots.

In principle, higher-density development is supported in these sustainable town centre locations where residents benefit from close proximity to services, employment opportunities, and community facilities which are highly accessible by walking, cycling and public. However, density should not be viewed solely as a numerical exercise. In order to make best use of land a design led approach to determine the optimum development capacity of sites should be applied. A design-led approach to optimising site capacity requires consideration of design options to determine the most appropriate form of development that responds to a site's context and capacity for growth, existing and planned supporting infrastructure, local character, and other local circumstances. The key consideration is how successfully the proposed development integrates with its surroundings and contributes positively to the character, functionality and liveability of the wider area.

It is important to recognise that high density does not inherently require tall buildings. Well-designed development can achieve high densities through efficient layouts, compact urban blocks, terrace housing and medium-rise buildings whilst still maintaining a human scale and strong relationship with the surrounding townscape.

As set out within the Huntingdonshire Design Guide SPD, higher-density development must remain people-focused and should deliver a high-quality living environment. This includes appropriate scale and massing, attractive and usable public realm, sufficient landscape provision, high-quality amenity space and strong connections to surrounding streets and spaces. Density should always be informed by context, responding appropriately to its location whether within a town centre, edge-of-centre environment or more sensitive heritage setting. Future submissions should therefore demonstrate not only how much development is proposed, but why the proposed density is appropriate for each site.

Sustainability

The Council's recently adopted Sustainable Design and Construction Technical Advice Note (TAN) provides detailed guidance to support the delivery of low-carbon, climate-resilient and environmentally responsible development. The document has been prepared to support the Council's Climate Strategy and Place Strategy and should be used alongside the Huntingdonshire Design Guide SPD, adopted Local Plan policies and emerging planning policy guidance.

Whilst the TAN does not introduce new policy requirements, it establishes clear expectations regarding sustainable development and identifies practical measures that should be incorporated at the earliest stages of the design process. Capital & Centric are therefore strongly encouraged to demonstrate how the principles within the TAN have informed the evolution of the proposals across all three sites.

As the schemes progress, sustainability should be embedded as a fundamental design consideration rather than addressed through isolated technological interventions. Future submissions should demonstrate an integrated approach encompassing:

- Energy-efficient building fabric and passive design measures.
- Optimisation of solar orientation and daylighting.
- Operational carbon reduction.
- Water efficiency and sustainable drainage.
- Urban greening, biodiversity enhancement and climate adaptation.
- Sustainable and responsibly sourced materials.

- Measures to reduce overheating and improve resilience to future climate conditions.

Given the scale of development proposed, future submissions should also provide comprehensive roof plans demonstrating how renewable energy technologies have been incorporated into the overall design. This should include the location and extent of photovoltaic (PV) panels, air source heat pumps, plant equipment, green roofs and biodiversity infrastructure. These elements should be considered alongside the architectural design from the outset to ensure they are successfully integrated and do not appear as retrofitted additions.

At present, insufficient information has been provided to understand the overall sustainability strategy for each development. A clearer explanation of how the proposals respond to the Council's climate objectives and Sustainable Design and Construction TAN will therefore be required as part of any future application.

Design Considerations for Deck-Access Housing

The submitted proposals should demonstrate how the following matters have informed the design process. These are summarised from the Deck Access Housing Design Guide: A Return to Streets in the Sky 2024 (DAHDG):

- **Privacy and sociability -** number of units accessed from deck per floor is critical – max 8, more likely 1-4. Higher the number more care needs to be taken with layout and detailed design.
- **Rooms overlooking the deck** – kitchens generally suitable or open span living dining kitchens with aspect to both sides. Privacy will be compromised for any rooms facing the deck - bedrooms are very difficult to locate fronting the deck given amenity impacts unless only a very low number of units are served off the deck or if defensible space is provided.
- **Defensible space** – wider decks provide private defensible space between unobstructed access zones and the face of the building. Opportunities for recessed thresholds to provide additional defensible space or voids in the deck floor to allow windows to be openable outwards. Opportunities for storage and personalization withing thresholds.
- **Noise Nuisance** – deck finishes should be solid construction – metal decking should be avoided. Decks should not be located above flats and especially not above bedrooms. Bedrooms and living spaces should be stacked between floors.
- **Access and Security** – important to control access to front door of flats for security of decks with 4 or more dwellings. Discourage unauthorized entry to decks.
- **Shelter –** decks need to be sheltered from the weather as they become slippery in rain and ice. Balustrade and screen design can reduce penetration of driving rain. Escape stairs must be sheltered.
- **Stair Cores –** should generally be fully enclosed internal spaces for protection from the rain and protection from smoke and fire.
- **Deck Width –** M4(1) requires 900mm, M4(2) requires 1200m, M4(3) requires 1200 with 1500mm passing places at the start and end, plus at intervals of 10m. DAHDG recommends 1500mm passing places are provided at the entrance to all flats to provide private thresholds for personalization.
- **Refuse Storage –** refuse storage locations should not exceed 30m
- **Ventilation** – for effective cross ventilation, max plan depths should be four times the ceiling height. i.e. 2.5 x 4 = 10m.

The principle of deck-access housing is not objected to in itself, however, its successful delivery requires a significantly higher level of design resolution than has currently been demonstrated. Future submissions should place greater emphasis on residential quality, private amenity provision, privacy, security and environmental performance to ensure that the proposed developments provide attractive and sustainable places to live.

Huntingdon

This comprises two distinct zones:

- Zone 1: 'The Gateway' – two linear 5 storey pitched roof deck access blocks on the Bus Station site
- Zone 2: 'The Neighborhood' – two 3 storey pitched roof deck access blocks on the Princess Street Car Park site and 'The Community' – conversion of No. 30 High Street (Hunts Post building).

The Bus Station site falls within the Historic Centre Periphery Character Area identified within the Huntingdonshire Landscape and Townscape SPD. This area represents an important transition between the historic centre, Mill Common and the Ring Road corridor. Development is expected to strengthen gateway functions, improve connections to the town centre, support regeneration opportunities and respond positively to its context.

The Princess Street Car Park and No. 30 High Street sites lie within the Historic Centre Character Area, where development is expected to reinforce the historic urban grain, conserve heritage significance and contribute positively to the character of the Conservation Area. Development should reflect the established scale, materials and architectural character of the town centre whilst improving accessibility and activity within the historic core.

Given their prominent locations and relationship with the historic centre, both sites require a highly context-led design response. The success of the proposals will therefore depend not only on the quality of the individual buildings but also on their contribution to the wider townscape, heritage setting and public realm.

Huntingdon Zone 1 – Bus Station

The Bus Station site occupies a prominent gateway location on the southern approach to Huntingdon town centre. It is highly visible from Mill Common, Walden Road (Ring Road), Pathfinder Link Road, the A1307 and Mill Common Road, and therefore has an important role in shaping perceptions of arrival into the town centre.

The site is triangular in form and bounded by Walden Road (as the Ring Road)to the south and west, Princess Street to the east and lower-scale residential development to the north, including The Garden House. The northern boundary contains a Grade II listed garden wall associated with Lawrence Court, together with mature trees protected by virtue of their location within the Conservation Area. Additional established trees are present along the northern and eastern boundaries.

The proposals comprise two five-storey residential blocks linked by deck-access walkways, with separate lift and stair cores serving each building and a further spiral staircase positioned between the blocks. The northern block runs parallel to the existing footpath (to the rear of the bus station) and listed wall, whilst the southern block runs parallel to Princess Street.

Scale and massing

Within Huntingdon taller development has been accommodated along sections of the Ring Road corridor. These are generally located on peripheral sites where buildings address larger highway spaces and sit within a broader urban context (e.g. Pathfinder House - 4 storeys, Keyworth Court, Dilley's Court, Hawkins Court and Huntingdon Law Courts - 4 and 5 storeys).

The southern block is positioned close to the back edge of the footway and directly faces the lower-scale historic townscape of The Walks East, where development is predominantly two storeys in height. As a result, the proposal would introduce an abrupt and poorly resolved transition in scale, creating an overly dominant relationship that risks overwhelming the established character of Princess Street and The Walks East within the Conservation Area.

Particular concern remains regarding the absence of any meaningful evidence and contextual analysis demonstrating how the proposed building heights have been derived. Officers were advised that height studies have been undertaken and would accompany a future Design and Access Statement. This is considered fundamentally too late within the design process. Height, massing and townscape impact are primary design considerations and should form part of the pre-application assessment rather than post-rationalisation of a preferred scheme.

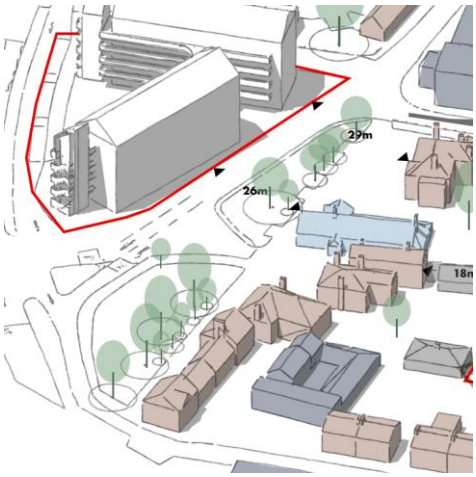
Furthermore, the proposed five-storey height of the northern block is likely to result in significant overshadowing of south-facing accommodation within 1.5 storey The Garden House and south-facing rooms within the southern 3 storey element of Keyworth Court. The submission is not supported by any scaled site plans, site sections or daylight or sunlight analysis to demonstrate that acceptable levels of residential amenity would be maintained for existing occupants.

Whilst there may be scope for limited taller development adjacent to Walden Road and the Ring Road corridor, a more sensitive approach would see development step down towards Princess Street, creating a coherent transition between the larger-scale development associated with the Ring Road and the finer-grain, more intimate character of the adjoining historic townscape.

As currently proposed, the scale and massing of the development are insufficiently justified and fail to demonstrate a context-led design response. The proposal therefore raises concerns in respect of Local Plan Policies LP11, LP12(a), (b) and (c), and LP14.

3D pre-application views showing scale difference with Princess Street:





The scale of the blocks should be tested as part of a series of 3D views taken from various viewpoints along Princess Street, The Walks East and wider views from Pathfinder Link Road, Mill Common Road, Malthouse Close and Mill Common itself. Officers encouraged that a 3D pdf model of the proposals be provided as part of the pre-application submission to allow further review and understanding of building heights.

Layout and Townscape Impact

A key characteristic of the existing site is the visual connection between Princess Street/ The Walks East and Mill Common. Despite the site's current use as a transport interchange, it provides important views towards green space and contributes to the sense of openness at the edge of the historic centre (being formally part of Mill Common prior to the ring road and bus station).

The arrangement of the two blocks, coupled with their significant scale and the narrow gap created between them (as well as the spiral stairs), risks substantially eroding this visual relationship. This would directly conflict with the Landscape and Townscape SPD objective of maintaining and enhancing physical and visual connections to important open spaces.

The proposal currently appears to prioritise development quantum over place-making. The disposition of built form should instead respond to the site's gateway role (as a sensitive area of transition from Mill Common to the historic built form), preserving key views, improving legibility and creating stronger visual and physical connections between the town centre and Mill Common.

A fundamental reassessment of the building footprints is therefore encouraged.

View looking southwest from Malthouse Close towards Mill Common:



Trees
The northern block is positioned close to an important row of established trees located in front of the Grade II listed garden wall to the rear of the current bus station. These trees make a positive contribution to the character of the Conservation Area and form an important part of the site's setting. The canopy is tall and wide and expands over part of the roof of the current bus station building and over the footpath adjacent to the Grade II listed garden wall.

Further assessment is required to establish whether adequate root protection areas and construction offsets can be achieved. Consideration should also be given to the long-term relationship between the buildings and the retained trees, including future pressure for pruning or removal resulting from shading, branch conflict or concerns regarding maintenance.

Detailed Arboricultural information should accompany any future application, including a Tree Constraints Plan, Arboricultural Impact Assessment and details of proposed protection measures.

Appearance
The two blocks have a linear footprint with pitched roofs and feature cantilevered projecting decks and prominent mono-pitch open stair cores facing the ring road. Whilst materials have not been fully developed at this stage, the 3D views contained within the pre-application submission indicate predominantly brick with standing seam cladding used for the 4th floor level and roof level, with bright colours and lighting used to highlight the external stairs.

Whilst the use of brick and standing seam as the principal materials is supported and would help establish continuity with some of the newer developments in the locality, there are concerns regarding the treatment of decks, stair cores and circulation elements. At present these appear as secondary structures attached to the main buildings rather than being integral parts of the architectural composition.

There are also concerns regarding the treatment of the stair cores, which are shown as highly visible elements incorporating bright colours and illuminated features. Given the site's location adjacent to the Conservation Area and its function as a sensitive transition between the historic town centre and Mill Common, this approach appears overly assertive and insufficiently responsive to its context.

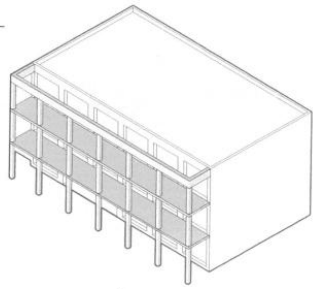
The architectural expression currently places considerable emphasis on these stair cores, resulting in circulation elements becoming visually dominant within the composition. The use of prominent colours and potential 24-hour illumination is not considered appropriate in this location and risks creating unnecessary visual prominence within both daytime and nighttime views. Whilst the site occupies a gateway location, this should be interpreted as a subtle and well-integrated gateway rather than a landmark building requiring overt architectural emphasis.

Greater emphasis should be placed on integrating these stair cores into the architectural fabric of the buildings, allowing the end elevations to form positive and active components of the overall composition. This could provide opportunities for additional habitable room windows, balconies overlooking Mill Common, or other architectural features that contribute positively to residential amenity, surveillance and townscape quality, whilst reducing the visual dominance of circulation infrastructure.

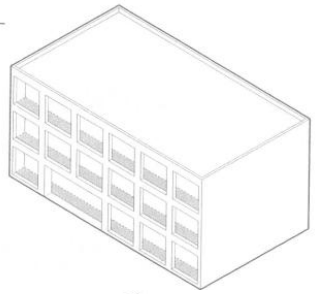
Further work is required to fully integrate circulation elements within the architecture and to demonstrate how weather protection, detailing, materiality and long-term appearance have informed the design from the outset rather than being retrofitted onto the elevations. Alternative desk designs – including supported, recessed or part screened should explored to better integrate the deck and stair cores into the elevations.

Examples of these deck types as illustrated in the Deck Access Housing Design Guide: A Return to Streets in the Sky 2024:

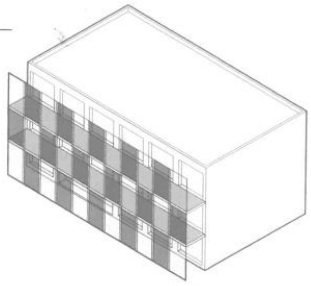
Supported decks involve posts or columns located at or towards the external edge of the projecting deck, reducing or removing the cantilever effect. The posts or columns may form a complete visual frame sitting in front of the main building façade.



Recessed decks sit behind the main building façade and in front of a secondary inner façade. The outer façade will usually have large openings to provide adequate light and ventilation to the deck and apartments facing it. Its relative visual importance may be signalled by the material choice and the proportions and regularity of openings.



Screened decks could be projecting or supported (but rarely recessed), with the addition of ventilated screens over some or part of the openings. The practical purpose is to provide shading or to provide privacy for residents or to reduce overlooking from the deck toward opposite neighbours – or a combination of all three. Screens may also be partly or entirely used for decorative purposes or to provide a greater sense of safety at height.



The provision of direct access to ground floor units fronting the footpath to the northwest of the northern block, adjacent to the Grade 2 listed garden wall is strongly supported, and provides opportunity for activity and surveillance onto this important footpath connection. Private thresholds are proposed on the south side of this block at ground floor level beneath the first floor decks – these are supported in principle and boundary landscaping and railings should be used to ensure these remain usable.

Ground floor units in the southern block have front entrances on the west (deck) side and private thresholds on the east side – these private thresholds are located in close proximity to Princess Street and are likely to be subject to traffic noise limiting their use. A greater setback between the southern block and Princess Street should be explored to provide space for defensible threshold planting and tree planting.

There is also concern that the proposed cycle and refuse storage arrangements create inactive frontage along a prominent section of Princess Street. Alternative arrangements should be explored to maintain active frontages and improve the appearance of this highly visible corner of the site.

Malthouse Close – Public Realm Improvements:

The Huntingdon Neighbourhood Plan highlights the lack of clear public realm linkages between the bus station and the town centre. Opportunities to improve visual connections between the 'Gateway' site, bus

laybys and the High Street via Literary Walk that runs alongside Commemoration Hall should be explored though:

- Improved footpath connections – particularly widening of the footpath on the north side of Malthouse Close where it narrows adjacent to the former Waitrose roof top Car Park access ramp
- Shared surface principles / high quality surface treatments, prioritizing pedestrian connections
- Crossings over Princess Street – responding to the east-west desire line.
- Reduce the junction radii at Malthouse Close to increase public realm, improve pedestrian priority and slow vehicle speeds (subject to understanding of relocated taxi rank provision as taxis use this wide bell mouth to turn around).
- Consider opportunities to demolish sections of wall to the rear of Commemoration Hall to further improve the legibility of this route.

Proposed Bus Shelters
The proposals include a series of arched canopies adjacent to the three proposed bus lay-bys. The design rationale for these structures should be clearly explained, including how they relate to the wider architectural concept for the site and their contribution to the townscape.

It is also unclear whether these canopies are intended to provide enclosed waiting facilities, real-time passenger information, toilets and other passenger amenities currently available within the existing bus station. The quality, comfort and convenience of waiting facilities are important factors in encouraging public transport use and should not be diminished as part of any redevelopment proposals.

More generally, the bus shelter proposals cannot be considered in isolation from the wider question of bus station provision within Huntingdon. As set out previously, the submission does not yet demonstrate how bus services, passenger facilities, layover requirements and interchange functions will be accommodated across the town centre. Consequently, the acceptability of the proposed shelters is intrinsically linked to the need for a comprehensive and deliverable town-wide bus strategy that demonstrates equivalent or enhanced public transport provision compared with the existing arrangement

Conclusion
The redevelopment of the Bus Station site offers a significant opportunity to improve an important gateway area into Huntingdon and deliver new housing in a sustainable town centre location. However, substantial concerns remain regarding the proposed scale and massing, the impact on key views towards Mill Common, the relationship with the surrounding historic townscape and the overall integration of the deck-access typology.

Further design development, supported by detailed townscape, heritage and Arboricultural analysis, is required before it can be demonstrated that the proposal responds positively to its context and satisfies the relevant design objectives of the Local Plan and adopted SPD guidance.

Huntingdon Zone 2 - Princess Street Car Park

This site comprises two adjacent sites, being Princess Street Car Park and Cowper House (Grade II*) with its large rear curtilage. They are currently separated with a boundary wall/ fence covered in Ivy. Access to the car park is via Malthouse Close, whereas vehicular access to the carpark at the rear of Cowper House on the former gardens is via a narrow access between Hunts Society for the Blind No 8, and No 1-6 St Marys Court apartments on St Marys Street. A pedestrian and cycle link connects the Princess Street car park with St Marys Street along the access track which provides permeability across this part of the town.

Plans show the loss of three trees from the site – details of these should be confirmed as part of an AIA with input required from the HDC Arboricultural officer.

Layout, Movement and Connectivity
Two linear 3 storey pitched roof blocks arranged at acute angles to the southern and western boundaries are proposed over the larger combined site. Comments regarding the amalgamation of the rear curtilage of Cowper House into the adjacent site are deferred to heritage colleagues.

Plans show a small car park (9 spaces) accessed from St Marys Street via the access between Nos. 1-6 St Marys Court, and 8 St Marys Street, which also provides vehicle access to the rear of Cowper House. It is unclear if this car park is to be used by the development – if so which units would the spaces be allocated to? If this is to form replacement disabled parking – how does it compare with existing provision within Princess Street Car park and what are the accessible connections to the High Street for example?

The retention of the pedestrian connection between St Mary's Street and Malthouse Close is welcomed. However, the current arrangement creates a convoluted and indirect route around the end of the building which appears secondary to the building layout rather than informing it.

This route performs an important town centre function and should be clear, safe and legible. The present arrangement introduces unnecessary complexity and generates uncomfortable relationships with building entrances, side-facing windows and private threshold spaces.

There is an opportunity to significantly improve permeability by reducing the length of the southern block or subdividing it into smaller elements. Such an approach would improve legibility, create a stronger route hierarchy and better reflect the finer urban grain characteristic of this part of the town centre.

Bin stores appear integral to the southern building, however no information is provided for cycle parking. A large square is shown on the plan adjacent to the parking spaces – it is unknown what this is.

Scale and massing
The two blocks feature gable frontages that correspond with the plot widths of individual 1-bed apartments with double gables to block ends over the 2-bed units. A ‘chimney’ marker is proposed over the spiral staircase linking the two blocks. Overall, this creates varied and articulated silhouette as shown in the 3D views from Princess Street.

This ‘expressive skyline’ is supported in principle and reflects the varied pitched, hipped and gable forms of existing dwellings within the Walks East. However, further 3D views from Princess Street, Mill Common and St Marys Street should be prepared to understand if this varied silhouette would still be perceivable in longer distance views. This may dictate the need to introduce more variety - varied angled pitched roofs, sections of flat roof etc to help reinforce this ‘expressive skyline’ and break up the length of the blocks.

Accommodation needs to be carefully arranged to prevent overlooking impacts to rear gardens of properties within The Walks East and St Marys Street. The narrow deep plan form limits the arrangement of accommodation and means bedrooms face the decks whereas habitable kitchen/living/dining rooms overlook the southern and western boundaries with St Marys Street and Princess Street. This is likely to result in high levels of overlooking and loss of amenity.

Appearance
Materials appear similar to those used on the Bus Station development and include a predominantly brick with vertical standing seam material at 2nd floor level and pitched roof, with bright colours used to highlight the external stairs.

There is concern that the strong architectural expression of the roofscape is undermined by the horizontal emphasis created by the external deck arrangements. Rather than reinforcing the vertical rhythm of individual dwelling units, the decks visually unify the blocks and dilute the intended articulation.

Further exploration of recessed, supported or internalised deck solutions (see above) is encouraged to strengthen the relationship between the building form and the underlying residential grain.

Cowper House

The principle of bringing Cowper House into active use as part of the wider development is welcomed. Given the Grade II* listed status of the building, however, significantly more detail is required regarding the nature and extent of proposed alterations.

Notwithstanding this, the concept of using part of the larger rooms with the building to provide communal facilities for residents, including shared dining, social and leisure spaces, is supported in principle. Details of how the historic building will be used should be an integral part of the wider development concept.

Conclusion
The Princess Street proposals appear to create a stronger relationship with local scale and character than the Bus Station scheme and include a number of positive elements, including the articulated roofscape, and the proposed reuse of Cowper House.

However, concerns remain regarding the quality of movement routes, residential amenity, the treatment of deck-access circulation and the degree to which the layout responds to the finer urban grain of the historic town centre. Further design refinement is therefore required to demonstrate that the proposals fully respond to their context and deliver a high-quality residential environment.

Tebutts Road Car Park, St Neots

The proposals comprise two five-storey deck-access residential blocks accommodating 69 dwellings, arranged around a central communal courtyard. The western block fronts the site access road and pedestrian connection to Russell Street, whilst the eastern block fronts Tebbutts Road and incorporates a series of ground-floor commercial units. A separate residents' pavilion is proposed within the central courtyard providing communal facilities, including a gym, cinema, dining space and supporting cycle and refuse storage.

The site lies within the Historic Centre Hinterlands Character Area, where development is expected to improve permeability, conserve heritage significance, strengthen pedestrian connections and enhance the quality of the surrounding townscape.

The retention of around 50 parking spaces along the site's western edge is noted. However, it remains unclear how these spaces would be allocated and whether they are intended as public parking, residential parking or replacement town centre provision. This should be clarified as part of any future application.

Layout and Public Realm
The overall layout establishes a clear development structure, with active ground-floor uses facing Tebbutts Road and a communal courtyard positioned at the centre of the scheme. This approach is supported in principle.

The introduction of commercial units fronting Tebbutts Road is welcomed and has the potential to strengthen activity along the street frontage. However, there is concern that the rear elevations of these units could create inactive edges facing the communal courtyard if not carefully designed. Opportunities for dual-aspect commercial units should therefore be explored to improve activity and surveillance within the courtyard environment.

The ground-floor private threshold spaces proposed along the western block are also supported. These spaces help establish defensible boundaries between public and private areas and contribute positively to residential amenity. Details of landscaping, planting and boundary treatments should be developed further to ensure these spaces remain functional and attractive.

Communal Building
The principle of the pavilion providing shared facilities, including a gym, cinema and communal dining space, is supported and has the potential to make a positive contribution to resident wellbeing and social interaction.

However, the building also accommodates cycle and refuse storage serving both residential blocks. There are concerns that these facilities are poorly related to a number of the proposed dwellings, with units likely to be located in excess of 30m from the refuse store. This may reduce convenience for residents and could create operational and management issues over time.

Consideration should therefore be given to incorporating cycle and refuse storage within the footprint of each residential block. This would improve accessibility and provide a stronger relationship with individual dwellings.

The detailed design, appearance and operation of the pavilion should also be developed further as part of any future submission. In particular, clarification is required regarding its architectural treatment, relationship to the courtyard space, hours of use, and how the building would function as a focal point within the wider development.

Scale and Massing
The proposed five-storey development represents a substantial departure from the prevailing scale of development surrounding the site which is predominantly 2 and 3 stories.

Whilst taller buildings may be capable of being accommodated in selected locations within St Neots, the submitted material does not adequately demonstrate why this scale of development is appropriate in this location or how it responds positively to its context.

The ZTV information confirms that the buildings would be visible from a wide range of public viewpoints, including important approaches into the town and open spaces associated with the river corridor to the northwest. In these views, the development would form a prominent and potentially dominant component of the skyline, undermining the existing landmark buildings of the Maltings, Paines Mil, St Neots Parish Church and Church of St. Mary and views to them.

The issue is not simply one of visibility but of proportionality. The proposed scale significantly exceeds that of surrounding residential neighbourhoods and risks appearing isolated and incongruous rather than integrated within the townscape.

Further evidence is required to justify the proposed height and to demonstrate that lower alternatives have been fully explored.

Residential Amenity
The relationship between the proposed deck access arrangements and neighbouring properties in Russell Street raises significant concerns.

Whilst acceptable separation distances may potentially be achieved, the scale difference between the proposed five-storey blocks and neighbouring two-storey dwellings is substantial. The issue is therefore not solely one of technical compliance but also of perceived overlooking, visual dominance and enclosure.

The elevated deck-access arrangement as well as the exposed stair core on the east elevation may further intensify these concerns by increasing opportunities for views into neighbouring gardens and private outdoor spaces within Russell Street and Huntingdon Street. Future submissions should clearly demonstrate that neighbouring residents would retain an appropriate level of privacy and residential amenity.

Architectural Approach
Latest 3D views shows the front elevation of the eastern block, facing Tebbutts Road would feature a “crinkle-crangle” frontage. Whilst creating a local design narrative is supported in principle, the relationship between the proposed form and its historic references currently appears superficial and insufficiently convincing (noting that many of the precedent images are from large country estates with curved walls).

More significantly, the resulting façade composition creates extensive areas of blank brickwork facing when viewing the building looking east from Tebbutts Road (see below). These dead elevations risk creating an overly defensive and inactive street edge which would undermine the contribution the development could make to the public realm.

Tebbutts Road Looking East:



These projections require further enhancement to break up the expanse of unmitigated blank brickwork. As raised in the pre-application meeting, opportunities for private amenity space should be explored and it was suggested that these angled projections could be used to incorporate integral balconies – providing shade to internal rooms whilst also enlivening the façade and providing views east and west along Tebbutts Road, whilst also create activity a first floor and above.

Deck Access and Circulation
The arrangement of circulation cores raises particular concerns - the eastern block serves approximately 10 units per floor, whilst the western block serves 8. Combined with the location of the stair cores and connecting deck arrangements, this results in residents walking past a relatively high number of front doors to reach their own accommodation.

This approach has implications for privacy, security and residential amenity and risks creating overly busy access routes. Consideration should therefore be given to introducing more centrally located vertical circulation cores thereby reducing the number of units served from individual deck sections. This would create shorter and more intimate circulation routes.

Such changes would better reflect the principles set out in the deck-access housing guidance and improve the quality of the residential environment.

Trees and Landscaping
The retention of existing trees along the Tebbutts Road frontage is strongly supported. These trees contribute positively to the character of the street and provide an important landscape setting for the development. The introduction of additional planting and integrated seating areas is also welcomed and has the potential to create an attractive spill-out spaces associated with the proposed commercial units.

Further information will be required regarding servicing arrangements to ensure that commercial activity can be accommodated efficiently without compromising landscaping or pedestrian footpaths.

Conclusion
The Tebbutts Road proposals present a coherent development concept and include a number of positive features, including active street frontages, retained landscaping and a strong emphasis on communal facilities. However, significant concerns remain regarding the justification for the proposed height, the relationship with neighbouring properties, the quality of the deck-access arrangement and the treatment of key elevations.

Further design development, supported by detailed townscape analysis, residential amenity testing and architectural refinement, is required before it can be demonstrated that the scheme responds appropriately to its context and delivers a high-quality living environment.

St Ives Cattle Market

The Cattle Market site occupies a highly prominent and strategically important position within St Ives town centre and forms a key component of the Town Centre East regeneration area identified by the St Ives Neighbourhood Plan. The site currently accommodates significant public parking provision, bus station infrastructure and one of the principal arrival points into the town centre. As a result, its redevelopment must be considered as a comprehensive town centre regeneration project rather than solely a residential development opportunity.

The proposals comprise two principal development parcels:

Zone 1 – Bus Station Car Park

- A four-storey L-shaped mixed-use block containing 63 dwellings.
- Ground-floor commercial uses fronting a new public space adjacent to the bus station.

Zone 2 – Harrison Way Car Park

- Two parallel three-storey residential blocks accommodating 82 dwellings.
- A central landscaped courtyard between the blocks.

The site lies within the Station Road Character Area of the Huntingdonshire Landscape and Townscape SPD, where development is expected to improve town centre gateways, protect important landscape features, reinforce local character and retain key community infrastructure. Policy SI1 and related guidance within the St Ives Neighbourhood Plan similarly emphasise the need to improve connectivity, strengthen public realm, support active frontages and maintain the site's role as an important town centre destination.

The submitted proposals begin to address some of these objectives through the introduction of active ground-floor uses, new public realm and residential development. However, important questions remain regarding the future operation of the bus station, replacement parking and cycling provision, pedestrian connectivity and the delivery of a genuinely distinctive gateway into the town centre.

A clearer explanation is therefore required demonstrating how the proposals contribute towards the wider Town Centre East vision and respond to the design principles established within the adopted planning framework.

Appendix A – Town Centre East Design Study Design Principles June 2024:



Section 5.0 The Cattle Market Site states *"Key decisions in the redevelopment of the Cattle Market site will be the amount of parking that needs to be re-provided and the layout of the bus station and routes. In addition to meeting the objectives of the Design Principles, any proposals for the Cattle Market site should address the principles set out in*
the Cattle Market Site Development Framework plan (Fig 20) by:

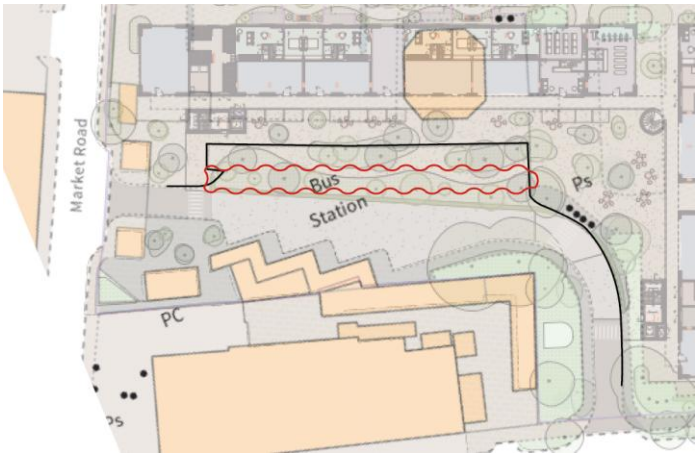
- *Creating a gateway (A) at the Station Road/Harrison Way junction that links the Park and Ride to Station Road and is an attractive and easily navigable pedestrian entrance to the town centre.*
- *Providing a public realm (B) and sense of place connecting Station Road to Market Hill and linking the Gateway (A) into the town centre.*
- *Creating a northern ped/cycle entrance (C) into the Cattle Market site as part of the Warner's Park loop.*
  - *Improving links south to the waterfront (D) through signage, public realm design and encouraging active street uses on the corners.*
  - *Designing for positive street frontages and uses (E) to Station Road and Market Road.*
  - *Planning for the retention and integration of heritage assets (F) including the gateway structures and the Octagon building.*
  - *Retaining tree belt (G) along Harrison Way as a landscape buffer and green infrastructure and biodiversity asset to link into the wider green infrastructure network.*
  - *Improving the existing public toilets including the provision of a changing places toilet facility.*
  - *Protecting and integrating trees of value within the site (H).*
  - *Protecting of the setting and character and setting of the Cromwell Place buildings and associated open space (I).*
  - *Providing for continuation of The Pavement/Market Hill character into Station Road (J) to reinforce the connection to the high street, with provision for the inclusion or replacement of The Hyperion block and stalls."*

St Ives Zone 1 – Cattle Market (Bus Station) Car Park

Bus Station Function

The proposals remove existing layover facilities and appear to reduce the width of access routes serving the bus bays (see area highlighted red below). Insufficient information has been provided to understand how the revised layout would accommodate existing services, future growth, operational flexibility or day-to-day bus movements.

Detailed vehicle tracking information is required to demonstrate that buses and coaches can safely enter, manoeuvre and depart from the station without operational constraints. Based on the information currently available, there is concern that buses may be unable to pass one another once vehicles are occupying the bays, potentially affecting efficiency and reliability.



More fundamentally, it remains unclear why the bus station has not been considered as part of a more comprehensive redevelopment strategy. Previous Council-led masterplanning work (see above) identified opportunities to incorporate built development around and alongside a series of bus laybys, creating a

stronger sense of enclosure and public realm whilst retaining transport functions. The current proposals do not explain why this approach has not been pursued.

Scale and massing
The surrounding townscape is predominantly characterised by two and three-storey development. Whilst a four-storey building may be capable of being accommodated in principle, insufficient information has been provided to understand how the proposed scale would relate to surrounding streets and spaces.

Unlike the Huntingdon and St Neots proposals, no comprehensive ZTV analysis has been provided. Additional visualisations are therefore required from key public viewpoints including:

- Market Hill.
- Station Road.
- Market Road.
- Cromwell Mews.
- Meadow Lane.

Consideration should also be given to introducing lower elements fronting Station Road and Market Road to provide a more gradual transition into the surrounding townscape and reinforce the established scale of neighbouring development.

Layout
The introduction of active ground-floor uses facing a new public space is welcomed and aligns with wider town centre regeneration objectives. The creation of activity around this space has the potential to strengthen connections between the bus station, Market Hill and the wider town centre.

However, concerns remain regarding the residential units proposed along the northern elevation. These apartments appear to be single-aspect and north-facing, raising questions regarding daylight, outlook and overall residential quality. Daylight and sunlight assessments are likely to be necessary to demonstrate acceptable living conditions.

The proposed pedestrian routes through the building are supported in principle and have the potential to improve permeability. These routes should align with existing gaps within the retained tree belt and establish stronger visual and physical connections towards St Ives Library, Waitrose and surrounding destinations. Opportunities should also be explored to improve pedestrian movement across the adjacent Waitrose car park to respond to these gaps.

The location of staff and visitor cycle parking, refuse storage and servicing arrangements for the ground-floor commercial units should be clearly identified. Future submissions should demonstrate how servicing vehicles would access and operate within the site, including details of loading, unloading, vehicle circulation and any associated waiting areas. The proposals should ensure that servicing requirements do not conflict with pedestrian movement routes, the operation of the bus station or the quality of the proposed public realm.

The Station Road frontage currently appears relatively limited given the prominence of this location. Opportunities to extend the active frontage, potentially incorporating the adjacent scout and guide hall site alongside replacement community facilities, should be explored to create a stronger and more consistent street edge.

Architectural Appearance
The pre-application submission shows the long elevations would be broken up into a series of bays – expressed by a mixture of flat roofs, pitched and gable frontages in response to the varied frontage within Market Hill. Whilst this approach is supported in principle, there is concern the vertical emphasis is lost on the front elevation given the arrangement of the deck access. As with the Huntingdon proposals, supported or recessed deck types (see above) may reinforce this vertical emphasis and break up the horizontal form of the decks.

The 3D massing images show the stair cores form dominant elements facing the bus station, these will be visible in views from Market Hill above the single store bus station/ Hyperion antiques / Coral Betting Office. Consider opportunities to internalise these as part of the buildings.

Furthermore, typical upper floor plans (as contained in the first pre-application submission) shows 21 units per floor level – the positioning of the external stair cores means future residents would walk past a high number of units to access front doors and could would result in amenity impacts. Internalising the core mid point within the floor plans should be considered.

Conclusion
Zone 1 has the potential to make a positive contribution to the regeneration of the Town Centre East area through the introduction of active frontages, new public realm and additional housing. However, the future operation of the bus station remains insufficiently resolved and represents a significant concern.

Further work is also required to justify the scale of development, improve residential quality, strengthen pedestrian connectivity and ensure that the architecture responds positively to its highly prominent town centre location. Until these matters are addressed, it has not been demonstrated that the proposals fully satisfy the objectives of the St Ives Neighbourhood Plan, Town Centre East Design Study or wider design policy framework.

St Ives Zone 2 – Harrison Way Car Park

Zone 2 comprises two parallel three-storey residential blocks arranged on a north-south alignment to the east of Cromwell Terrace. The blocks are centred around a communal landscaped courtyard and form the second phase of the wider Cattle Market redevelopment proposals.

Scale and Neighbour relationships
The proposed scale of development within Zone 2 appears broadly capable of being accommodated on the site in principle. However, additional information is required to properly understand the relationship between the proposed blocks and the surrounding townscape context, particularly the neighbouring properties within Cromwell Terrace. Detailed cross-sections and street elevations should be provided to assess the comparative scale, massing and potential impacts on residential amenity.

Particular attention should be paid to overlooking and perceived overlooking impacts affecting neighbouring properties, especially the rear garden associated with No. 5 Cromwell Terrace.

Trees
The north-eastern corner of the site lies in close proximity to a number of existing trees adjacent to Harrison Way. These trees make a valuable contribution to the character of the area and are specifically referenced within both the Landscape and Townscape SPD and the St Ives Neighbourhood Plan as important landscape assets.

The current submission does not provide sufficient information to understand the relationship between the proposed buildings and these trees. Future submissions should therefore be supported by an AIA, tree constraints plan and detailed protection measures.

Layout
The proposed central landscaped courtyard is supported in principle and has the potential to provide an attractive communal space for residents. However, the submitted plans suggest there is little direct relationship between the ground-floor accommodation and the courtyard itself. As a result, the space risks functioning primarily as a visual feature rather than the social heart of the development. The layout should be reconsidered to increase direct access to the courtyard from ground-floor units and strengthen the relationship between dwellings and communal amenity space.

There is also concern regarding the location of the standalone refuse store at the northern end of the site. This structure would occupy a visually prominent position when viewed from Meadow Lane and risks creating an unattractive and overly functional entrance to the development. Consideration should be given to integrating refuse storage within the main building footprint, allowing active residential frontage to address the site entrance and improving the overall quality of the townscape.

Furthermore, there appears to be no clearly identifiable cycle parking provision serving Zone 2, unless this is intended to be accommodated within the refuse store. The cycle parking proposed within Zone 1 is poorly related to these blocks and would not provide convenient access for future residents. Given the scale of development and the sustainable town centre location, dedicated cycle storage should be provided within or immediately adjacent to each block. Future submissions should demonstrate compliance with the cycle parking requirements of Local Plan Policy LP17 and ensure that cycle storage is secure, convenient and easily accessible for all residents.

Appearance
The approach to roof forms and articulation is supported in principle and helps break down the scale of development. The northern block at the end of the communal garden creates a 4 storey massing due to the roof form with central valley – it is recommend that this be handed with a gable thereby reducing the massing given the location to adjacent tree belt along Harrison Way, approach into the site and adjacent listed Cromwell Terrace.
However, as with the other schemes, there remains concern that the deck-access arrangement undermines the architectural rhythm of the elevations and introduces an overly horizontal character.

The scheme would benefit from a more integrated approach where circulation spaces form part of the architecture rather than appearing as externally applied elements. This would improve visual quality, strengthen identity and create a more coherent architectural composition.

Conclusion
Zone 2 appears have a more sympathetic built form in terms of scale and its relationship with the surrounding townscape. The principle of the proposed development is broadly supported, and the central courtyard has the potential to provide a strong focus for the scheme.

However, further work is required to demonstrate that neighbouring amenity is protected, important trees can be successfully retained and integrated, and that the courtyard forms a genuine focal point within the development. The treatment of deck-access circulation and refuse storage also requires further refinement.

Overall, the scheme provides a reasonable foundation for future development but would benefit from further design evolution to fully realise the opportunities presented by the site.

Recommendation:

Significant concerns are raised regarding the loss and displacement of town centre parking and bus infrastructure, the justification for building heights and massing, and the quality and functionality of the proposed deck-access housing model.

Insufficient evidence has been provided to demonstrate that replacement transport and parking provision would operate as effectively as existing arrangements, or that the proposed developments respond appropriately to their townscape, heritage and residential contexts.

Further design development, supported by comprehensive transport, parking, townscape, heritage and residential amenity assessments, is required before the proposals can be fully assessed. On the basis of the information currently submitted, compliance with Local Plan Policies LP11, LP12, LP14 and LP17, the relevant Neighbourhood Plans and adopted SPD guidance has not yet been demonstrated.

Signed: Matthew Paul & Alison Wood	**Date:** 10/07/2026

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planning deliverables

2602-SKM-ZZ-XX-RP-A-090401_ planning deliverables

deliverables schedule

status

P01 29/06/2026 Issue to HDC for comment
P01 13/07/2026 LP Comments (HDC)

site	reference	deliverable	required? Y/N	notes	can be included in DAS? Y/N
	1	Planning Application Fee	Y		
	2	Application Form & Ownership Certificate	Y		
	3	Huntingdonshire Policy Guidance Checklist - *to be submitted with every planning app*	Y		
	4	Developer Contributions / CIL Requirement / Draft HoTs (S106/planning conditions)	Y	Developer contributions including S106, CIL etc	
	5	Planning Statement	Y	A Planning Statement gives an opportunity to explain the proposal and it should identify the context and need for a proposed development and how the proposed development accords with relevant national and local planning policies. It should also include details of any pre-application consultations with the Local Planning Authority, wider community/statutory consultees and neighbours undertaken prior to submission. The statement should also identify and consider the possible detrimental impact of any proposal upon existing infrastructure and detail any improvements that are required.	
	6	Housing Mix - *can be included in planning statement*	Y	Statement addressing LP25 in Local Plan, points A-H of policy	
	7	Affordable Housing Assessment - *can be included in planning statement*		As at May 2019, the District Council seeks through its adopted Local Plan to 2036 (policy LP24) a target of 40% affordable housing on all qualifying schemes i.e. on sites of 11 or more homes or 1,001m2 residential floorspace (gross internal area) or more. A statement/plan is required to identify the amount, location and tenure of the affordable units. Please see comments below regarding the need for a viability	
	8	Details for relevant demolition in a conservation area	Y	An application for planning permission for relevant demolition in a conservation area should be used for proposals which involve substantial demolition of any unlisted building or structure in a conservation area if permission is required. The boundaries are defined as the need to: Demolish a building with a volume of 115 cubic metres or more Demolish any gate, fence, wall or other means of enclosure with: A height of one metre or more if next to a highway (including a public footpath or bridleway), waterway or open space A height of two metres or more elsewhere	
	9	Landscape Scheme	Y		
	10	Tree Preservation Order (TPO) and Notification of Proposed Works to Trees in Conservation Areas (CA)	N	Seperate plan/document not necessarily needed as this should be covered in Arboricultural Assessment and Tree Protection Plan. A sketch plan clearly showing the position of trees listed affected must be provided when applying for works to trees covered by a TPO and/or in a Conservation Area. The plan should label each tree affected with a number. Include: • stated reasons for the proposed works Evidence in support of the stated reasons: • if your reasons relate to the condition of the tree(s) - written evidence from an appropriate expert • if you are alleging subsidence damage - a report by an appropriate	
	11	Trees, Woodland, Hedges and Hedgerows Assessment - *to be included in the DAS*	Y	Can be included with DAS subject to more detailed information provided within Arboricultural Assessment and Tree Protection Plan. Where investigations show that adverse impacts are possible on trees, woodland, hedges or hedgerows on or adjacent site. Can be included in a Design and Access Statement under a clearly defined heading.	
	12	Arboricultural Assessment and Tree Protection Plan	Y	An Arboricultural Assessment and Tree Protection Plan produced by a suitably qualified and experienced arboricultural expert which conforms to the BS5837:2012 If there is an impact on trees above 150mm stem diameter /TPO'd trees we require an arb impact assessement and tree protection plan If there are any trees on site a tree protection plan will be required	
	13	Architect Drawings & SOA, Scope Overview - *to match the drawing register*			
	14	Architect Drawings & SOA, zone 01 + 02 - Huntingdon - *to match the drawing register*		Site plan to include: • the direction of north • the proposed development in relation to the site boundaries and other existing buildings on the site with all written dimensions including those to boundaries • all buildings, roads and footpaths on land adjoining the site including access arrangements • all public rights of way crossing or adjoining the site	
	15	Architect Drawings & SOA, zone 01 - St Neots - *to match the drawing register*			

site	reference	deliverable	required? Y/N	notes	can be included in DAS? Y/N
	16	Architect Drawings & SOA, zone 01 + 02 - St Ives - *to match the drawing register*		• the position of all trees on the site and those on adjacent land that could influence or be affected by the development • the extent and type of any hard surfacing and the existing and proposed (if any) boundary treatment.	
	17	Design & Access Statement	**Y**		
	18	Sustainability Statement	**Y**	Please also consider the Environmentally Sustainable Design & Construction Technical Advice Note (2025) - https://www.huntingdonshire.gov.uk/media/hu0ekhng/environmentally-sustainable-design-and-construction-technical-advice-note.pdf. A statement demonstrating how the proposed development seeks to promote energy efficiency by adopting best practice in all aspects of design including but not limited to site layout, building orientation, the layout of rooms and uses within	
	19	Ventilation / Extraction Equipment Details - *to be included in DAS + elevations*	**Y**	Details of the position and design of ventilation and extraction equipment including odour abatement techniques and acoustic noise characteristics	**Y**
	20	Lighting Assessment	**Y**	Details of external lighting and the proposed hours when lighting would be switched on. These details shall include a layout plan	
Huntingdon zone 01 + 02 **St Neots** **St Ives zone 01 + 02**	21	Environmental Statement	**N**	An ES is unlikely to be required - the projects will be screened in accordance with Town and Country Planning (Environmental Impact Assessment) Regulations 2017 when an application has been submitted or you can submit seperate screening opinion requests. Require the applicant to describe the likely significant effects of a development on the environment and to set out the proposed mitigation measures. Consider for flood risk	
	22	Biodiversity + Geodiversity Preliminary Ecological Appraisal and any surveys/reports identified as necessary by this appraisal (e.g. bat survey)	**Y**	Complete HDC checklist and if you have answered yes to any of the questions a Preliminary Ecological Appraisal will be	
	23	Biodiversity + Geodiversity	**N (covered by BNG Assessment below)**	Audit of losses and gains as per policy LP30 of the Huntingdonshire Local Plan to 2036.	
	24	BNG Assessment including latest version of the DEFRA Biodiversity Metric	**Y**		
	25	Health Impact Assessment	**Y**	Rapid HIA for each site	
	26	Economic Benefits Statement - *to be included in the DAS*	**Y**	To include a supporting statement on the growth/regeneration benefits arising from the proposed development including: details of any new jobs that might be created or supported; the relative floorspace totals for each proposed use; and any	**Y**
	27	Air Quality Statement	**tbc**	Proposals for 200 or more dwellings OR Site is within an Air Quality Management Area (AQMA) OR Site is within 50m of AQMA or a Clean Air Zone (CAZ) Huntingdon is within AQMA St Neots is not within zone but near zone St Ives in not within zone	
	28	Transport Statememt	**N** (50+ dwelling threshold likely met for TA & TP)	A Transport Statement is required which outlines the transport implications of the development.	
	29	Transport Assessment and Travel Plan	**Y**	The Transport Assessment team at Cambridgeshire County Council offer a pre-application service and it is strongly recommended you engage with them to discuss the scope/content of the Transport Statement/Assessment). A proposal that includes 50+ dwellings. For larger schemes as identified in the thresholds, a Transport Assessment should cover accessibility to the site by all modes of transport, sustainability (public transport/locality of parking provision) and mitigation of transport impacts. The coverage	
	30	Sustainable Travel - LP16 - *to be included in the DAS*		Clarify number of parking spaces and cycle spaces per apartment. This should address loss of bus station/alternative provision.	**Y**
	31	Parking Provision - *to be included in the DAS/plans*		If existing arrangements are affected by the development and/or where additional provision is proposed. These details should be shown on the site, block plan or on a separate specific parking plan. Both existing and proposed arrangements should be shown.	**Y**
	32	Heritage Statement	**Y**	Applications involving development in or adjoining a Conservation Area or demolition in a Conservation Area should demonstrate how the proposal would preserve or enhance the character or appearance of the Conservation Area including views into and out of that area. All statements should take account of the "impact on" and "setting of" the historic environment which includes individual historic assets, including	
	33	Noise Impact Assessment	**Y**	A Noise Impact Assessment prepared by a suitably qualified acoustician. This should provide information on noise levels and any proposed mitigation measures.	

site	reference	deliverable	required? Y/N	notes	can be included in DAS? Y/N
	34	Flood Risk Assessment (including Sequential Test for Tebbutts Road and Cattle Market)	Y	FRA required for all sites. Princes Street in FZ1 but isolated area of surface water flood risk as per Council's SFRA 2025.Tebbutts Road almost entirely FZ2 and isolated areas within site at risk of surface water flooding as per Council's SFRA 2025. Cattle Market currently FZ2 & FZ3 but this could be changing to entirely FZ2 - this will need to be confirmed. A sequential test is required for Tebbutts Road and Cattle Market (as required by paras 173 and 174 of the NPPF). For Princes Street, para 175 of the NPPF applies - the FRA should demonstrate clearly that the proposed layout, design, and mitigation measures would ensure that occupiers and users would remain safe from current and future surface water flood risk for the lifetime of the development (therefore addressing the risks identified e.g. by Environment Agency flood risk mapping), without increasing flood risk elsewhere, then the sequential test need not be applied (Paragraph: 027 of the Planning Practice Guidance).	
	35	Wastewater Management and Utilities Assessment	Y	Details of the existing system should be shown on the application plans especially relevant to new buildings. Where non-mains sewerage systems are proposed a full assessment of the suitability of any proposal should be made. In a Utilities Statement the applicant should demonstrate:- the	
	36	Design Implementation Statement - LP12	Y	All new homes comply with approved document G and non residential to meet BREEAM standards	Y
	37	Surface Water - LP15		This should be addressed in Flood Risk Assessment/drainage strategy document. The Local Lead Flood Authority at Cambridgeshire County Council Offer their own pre-application service and it is strongly recommended you engage with them prior to submission of any formal application	
	38	Archaeological Desk Based Assessment	Y	An appropriate desk-based assessment, apart from where this is insufficient to properly assess the interest, in which case a field	
	39	Ground Contamination Assessment	Y	Dependent on phase 01 survey Full construction details and techniques including foundations are required	
	50	Access Plan	Y	Detailed plans showing the access to and within the site for vehicles, cycles and pedestrians and how these fit into the existing access network. Visibility splays and any widening of the existing roads and pavements should also be shown.	
	51	Fire / Escape Strategy			
	52	Energy Statement			
	53	Servicing and Delivery Plan - *to be included in the DAS*	Y		Y
	54	Site/Operational Waste Management Plan	Y		Y
		Viability Assessment		Policy LP24 of the Local Plan requires 40% affordable housing - where a developer can demonstrate this is not viable the Council will negotiate to reach a viable solution to enable development to proceed. This will require a formal 'open book' viability assessment to support a change in tenure or a lower level of provision. The developer will also be required to meet the costs of the Council's verification of this.	
		Retail Sequential Approach / Impact Assessment - could be included in Planning Statement		A proposal for retail uses of more than 600m2 net internal floor space that are outside of defined primary shopping areas. The amount of commerical floor space is unknown - Cattle Market and Tebbutts Road car parks are outside primary shopping area. As per Policy LP21 of the Local Plan, beyond the primary shopping frontage and primary shopping area a development proposal for a main town centre use will be supported where the scale and type of development reflects the centre's size, role and	
		Shadow Habitats Regulations Assessement		Huntingdon Bus Station & Princes St - in close proximity to Portholme SAC. A Report to Inform a Habitats Regulations Assessment (Stage 1 Screening) should be prepared, to assess the potential impacts upon the SAC which may occur as a result of the proposed development and determine whether any additional stages in the Habitats Regulations Assessment process are required.	
	55	Listed Building Consent Application	Y		

site	reference	deliverable	required? Y/N	notes	can be included in DAS? Y/N
Cowper House (in addition to above)	56	Architect Drawings & SOA, Scope Overview - *to match the drawing register*		Include: Existing and proposed windows /door /shop front plans 1:10 scale measured drawings Detailed drawings illustrating specific aspects of the design such as works to windows, doors or shopfronts are required these include plans, elevations, and vertical and horizontal sections, and should be to a scale of 1:10 If windows and doors are to be affected they should be numbered on the proposed plans and 1:10 drawings of each of the features should be submitted. A survey undertaken by a joiner, architect or similar professional should be submitted with any	
	57	Schedule of works and/or specification of repairs	**Y**	May take the form of a written schedule or annotations to the proposal drawings	
	58	Structural Survey	**Y**	When works include significant elements of demolition or rebuilding a structural report by an engineer familiar with heritage assets which identifies defects and proposes remedial works will be required	
		Heritage Statement			

Cambridgeshire Market Towns Benefits Assessment

A paper for Capital&Centric (Off the Wall) Limited, October 2026

Insight

Insight
Powered by the Growth Company

Report completed/submitted by:	Carolyn Turnbull, Kirsten Powell and Olivia Wilson
Proof check completed by:	Oliva Wilson
Date:	15th October 2026
Report reviewed by:	Kirsten Powell
Date:	15th October 2026

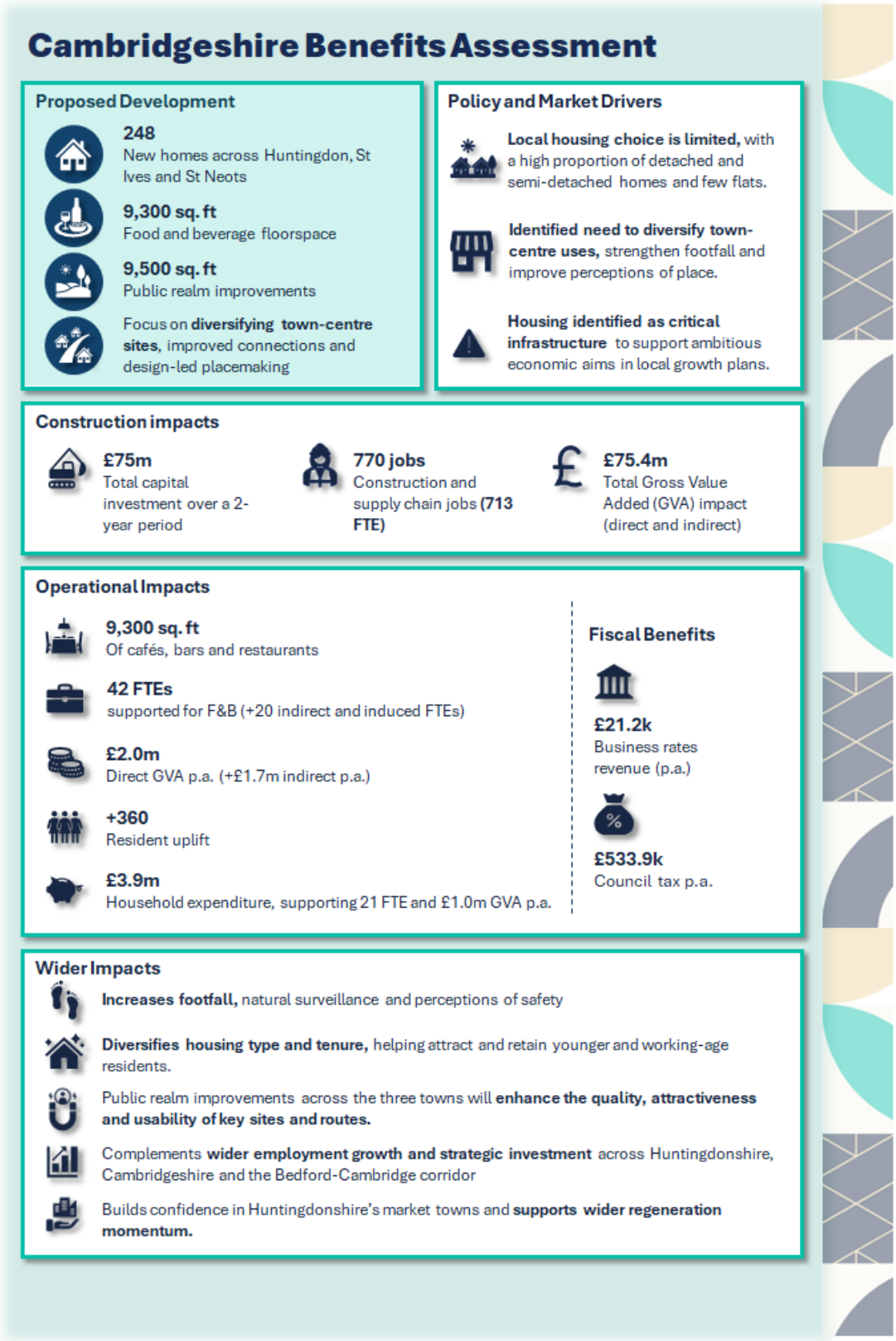
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Contents

Executive Summary 0
1 Introduction 1
2 The Development Opportunity 3
3 Taking Advantage of Opportunities, Overcoming Challenges and Supporting Strategic Growth 5
4 Benefits to be Unlocked 13
A.1 Town Level Benefits 18

Executive Summary



1 Introduction

The Cambridgeshire Growth Journey

Cambridgeshire is at an important point in its growth story, with an opportunity to build on its strong growth and resilience in recent years and to contribute towards the Combined Authority's ambitious growth plans for Cambridgeshire and Peterborough to become the fastest-growing economy in the UK, doubling or tripling the size of the economy by 2050.

Cambridgeshire's nationally significant economy, strong knowledge base and strategic connections continue to create **demand for high-quality places to live and work**, but this opportunity is not confined to Cambridge. To secure more balanced and sustainable growth across the county in future years, it is recognised that **investment needs to support stronger growth in the market towns** and communities that form an essential part of Cambridgeshire's wider economic geography.

Huntingdonshire has a clear opportunity to play a role in **supporting county-wide growth while realising local aspirations and responding to local needs**. Huntingdonshire's Economic Strategy includes a vision to be "a prosperous, resilient and dynamic economy which provides the foundation for Huntingdonshire to be a good place to live, work and visit". This is supported by an ambition that the "vibrancy in our rural areas and market towns make our district a desirable place to spend time and explore". Securing diversification of town centre uses is a recognised requirement to achieve this.

The district's **market towns are well connected, distinctive and already benefit from a pipeline of investment** and regeneration activity, as well as being well positioned to benefit from the transformational investment at Universal Studios, Bedford (which will be located over just 40 minutes away). However, there remains a **need to diversify town centre uses, strengthen evening and daytime economies, improve perceptions of place** and **provide a broader housing offer** that can boost vitality, retain residents, attract skilled workers and support local businesses through higher footfall.

Capital&Centric's Role in the Journey

In Summer 2025 Capital&Centric – social impact property developers and operators – were identified as the regeneration partner to masterplan and deliver major town-centre regeneration schemes across the three market towns of Huntingdon, St Ives and St Neots. This is underpinned by a goal to **diversify spaces into vibrant, design-led neighbourhoods with new homes, independent cafes and green spaces**.

While each town presents different challenges, they all provide **opportunities to introduce and/or grow a town centre living offer and to increase town centre vibrancy** – subject to public sector investment being secured to kickstart the works. The schemes proposed by Capital&Centric will be important additions to the town centre offer in each location, catering for the needs of diverse groups and supporting the capture and retention of spend within the centres.

This Paper

This paper has been prepared by GC Insight, an independent economic development and regeneration consultancy, to articulate the role and potential of Capital&Centric's proposals. It outlines:

- The **proposed housing led developments** offered by Capital&Centric in the three market towns.
- The **economic and social context** and opportunities, challenges and policy priorities that the plans respond to.
- The **scale of benefits** the development propositions can deliver for Huntingdonshire (and for each town in the appendix).

It is intended to support ongoing discussions with partners and potential funders to allow the planned developments and associated benefits to be unlocked, generating medium term benefits but also helping to drive wider programmes of change, economic growth and altering perceptions and experiences of each of the towns.

2 The Development Opportunity

Establishing New Town Centre Communities

Over the last year, Capital&Centric have developed plans to **deliver residential led, mixed used schemes that will provide almost 250 new homes**, alongside public realm improvements and food and beverage units across the three town centres of Huntingdon, St Neots and St Ives. The plans have been developed in consultation with local communities and support district level plans to increase vibrancy in the market towns, including through diversification.

The new homes will be **one- and two-bedroom apartments with access to communal facilities** such as gyms, cinemas, private dining and lounge areas. They will introduce new housing choices by type and tenure that attract and retain people within the town supporting the diversification of the demographic profile.

Reflecting Capital&Centric's ethos to **create design-led places packed with character, community and life**, the developments will be supported by high-quality landscaping, public realm, active street facing uses and links to the towns, enhancing the attractiveness of the homes and the vibrancy of the areas around them. The schemes will create areas that feel safe and welcoming and where people want to spend time.

Responding to Town Specific Opportunities

Overarching plans

Plans for each town and site within them have been developed to recognise:

- The **characteristics of each site** and its position within the towns, as well as historic considerations;
- The ability to **respond to both challenges and opportunities** (considered further in Section 3);
- **Modern renter needs** and a desire to create homes and communities, not just developments;
- The ability to use new developments to **support wider programmes of change**.

The specific plans in each town are summarised overleaf.



Huntingdon

Focuses on two zones on the edge of the town centre – the current bus station site and Princes Street, which offer an opportunity to deliver new homes in a well-connected central location, creating a gateway development with a strong relationship to the high street and utilising Cowper House. Proposals include:

- the development of 54 homes, including 40 1 bed and 14 2 bed apartments in a residential led building of up to 5 storeys on the former bus station site
- the development of 24 homes, including 6 1 bed and 18 2 bed apartments in a 3 storey building on the Princes Street Car Park site – note that 50% of existing car parking spaces will remain (including same number of blue badge parking spaces)
- the ground floor or Cowper House will be used to provide a resident amenity space and a public facing café that opens directly off the high street
- the creation of an illuminated walkway to improve the visibility and safety of the connection between the train station and the town centre at night. A Listed wall will also be repaired to improve the day time route and sense of connection.
- retaining trees across the site and introducing new landscaping and sculpture to complement the developments. Total public realm provision is expected to be c3,400sqft.



St Neots

The concept design for St Neots focuses of the Tebbutts Road car park site to provide residential units and activating ground floor frontage facing uses to reduce the isolated feeling of the site and create a new destination/town centre experience. While existing pedestrian routes to the north of the town pass through the site, the road is primarily used for access and deliveries, with residential units turning away from the street.

The plans will create:

- 83 homes – 48 1 bed, and 35 2 bed apartments in a residential led development of 4-5 storeys
- c5,500sqft of commercial floorspace across 4 units to accommodate food and beverage units with outdoor seating facing towards the core of the town centre.
- associated resident amenities, a semi-private courtyard for residents and wider site landscaping, totalling public realm of 3,100sqft.
- natural surveillance, helping to further integrate the Road to the pedestrian routes.



St Ives

The development proposed at St Ives is focused on the current Cattle Market Car Park, off Cromwell Place. It will create:

- 87 homes in the form of 57 1 bed and 30 2 beds apartments across two zones (70 homes in Zone 1 and 17 in Zone 2)
- c2,800sqft of new commercial floorspace across at least 2 units to accommodate food and beverage businesses.
- resident amenities and 3,000 sq. ft of landscaping/public realm to support the scheme's connections to surrounding areas.
- reimagined use of materials from the Octagon within the scheme's landscaping and the use of QR codes to allow people to learn about the history of the site.

3 Taking Advantage of Opportunities, Overcoming Challenges and Supporting Strategic Growth

Delivering Strategically Aligned Development

Plans have been developed with an understanding of:

- local needs, opportunities and challenges;
- national trends; and
- local, regional and national policy ambitions and priorities.

This includes economic and housing related policies, many of which have increasingly recognised the **role of town centre vitality and housing in supporting economic growth.**

Recent national policy discussions have highlighted how providing a wider range of housing options in well-connected locations can help **attract and retain economically active residents, support labour market participation, enable access to employment opportunities and underpin the growth ambitions** of key growth locations and economic centres. They also make the case for **housing supporting place vitality and town centre regeneration** by increasing resident populations, strengthening (and in some instances creating) demand for local businesses, services and amenities and creating attractive and safe places where people choose to live and work.

This section draws on data, local intelligence and relevant policy documents, to summarise the key issues that the Capital&Centric proposals respond to in Huntingdonshire. It considers the role of the schemes in supporting town-centre vitality, building on existing investment, increasing housing delivery and choice, retaining working-age residents and supporting wider strategic growth ambitions to underpin economic success but also secure the vitality of places.

Responding to Local Challenges and Opportunities

Supporting place vitality and a new sense of place

Town centres across the country are undergoing a period of change. Working and shopping patterns and competition from out-of-town developments including retail parks are impacting on footfall. However, the role the centres can play as residential locations is increasingly recognised, supporting diversification of use, footfall, the capture of local spend and overall vitality.

The need to balance town centre and wider development is recognised in local and national planning guidance, including the latest National Planning Policy Framework, which requires town centre vitality to be considered. This includes giving substantial weight to benefits that support overall vitality and viability where this can be achieved through the diversification of uses and provision of residential accommodation.

Focusing on the three towns where Capital&Centric's developments are proposed:

Huntingdon

The Huntingdon Prospectus for growth adopts a spatial approach to its vision, identifying four key geographical areas of focus including the town centre, with an aim for it to be a social and cultural hub. It sets out that the previously retail heavy high street and centre needs to adapt to integrate multi-purpose use including residential accommodation, employment space, and amenities, leisure and education. Residential accommodation is highlighted as a particular priority to 'densify' the centre and grow the local catchment and bring greater vibrancy. The prospectus expresses a commitment to make better use of space within the town centre to bring more people to work and live there, identifying the bus station as a large area that should be developed as a mixed-use scheme including a residential offer, noting the need for this to be complemented with communal green space. It also references the wider need to develop an evening economy in the town centre which can sustain bars, cafes and restaurants, with data showing that footfall currently drops dramatically at 5pm each day.

St Neots

The St Neots Masterplan and **strategic business case** is based on an ambition for the town to be a sub-regional manufacturing dynamo, a town that interacts with neighbouring towns and cities as part of a balanced economic system, where local people work in local jobs and enjoy a vibrant and well-connected town with a thriving centre. The business case also notes that thriving market towns are dependent upon vibrant town centres, with a priority to improve footfall in the town centre, building upon the success of investment in recent years.

St Ives

The St Ives Prospectus for Growth recognises that while St Ives already has a lot to offer to its residents and as a service centre for outlying villages, the town is not yet fulfilling its potential. The vision for St Ives is to maximise its position to bring in innovative businesses, with a requirement to create the space that businesses need and to combine workspace, high end retail and residential accommodation to suit younger workers, including apartments with shared communal spaces. The need for public realm of the highest quality is also noted.

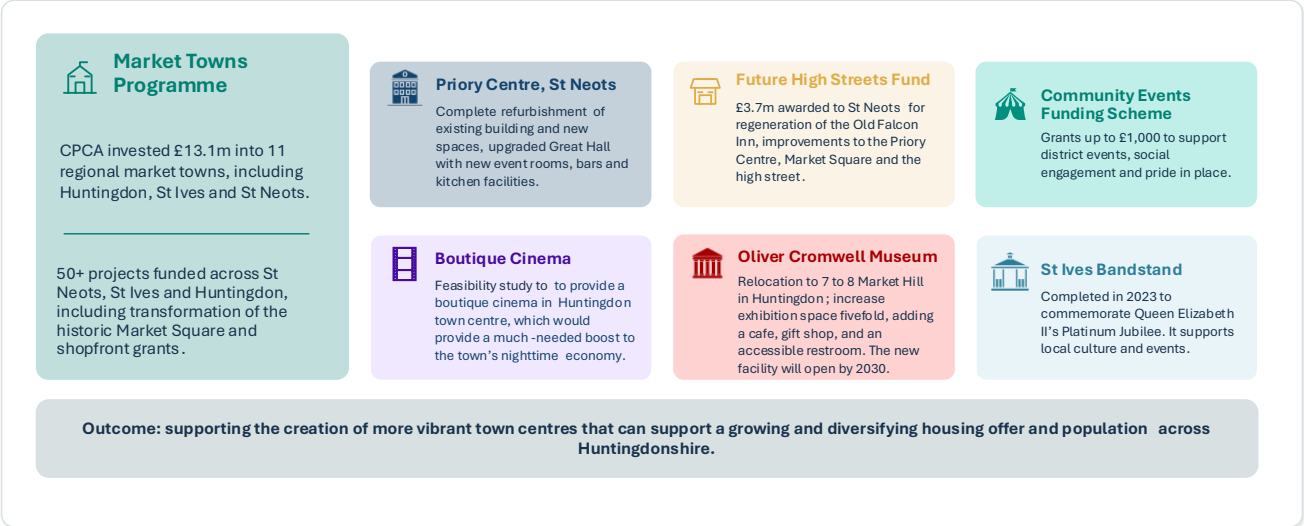
Capital&Centric's developments will support place vitality, help to address town centre challenges and unlock opportunities, in line with locally established ambitions. In each town, the developments are intended to:

- **Introduce distinctive buildings that raise the design bar** and encourage others to follow the precedent to be set.
- **Complement and accelerate wider regeneration activity already underway**, ensuring the developments build on existing public investment, town centre improvements and local business support rather than operating as standalone schemes.
- **Create more active and animated town centre environments**, through new residential communities, active ground-floor uses and increased daytime, evening and weekend footfall, supporting trade, hospitality and natural surveillance.
- **Improve connectivity, movement and perceptions of safety**, by strengthening pedestrian links, improving arrival experiences and making proposed development sites feel more welcoming and integrated with the wider town centre.
- **Respond to town-specific opportunities and challenges**, including building on St Ives' independent business offer and town centre character, supporting higher-value commercial uses and market square regeneration momentum in St Neots and helping to overcome the disconnect between the railway station and town centre in Huntingdon.

The Capital&Centric team has a strong track record of achieving these ambitions through their schemes nationwide, with the Huntingdonshire proposals to build on this experience in a way that is tailored to local circumstances.

Building on interventions to date

As outlined above, the proposed developments will **complement recent and ongoing investments** being made in each of the towns, building on identity and recognising the changing function of town centres. Delivered alongside wider improvements in the town centres, Capital&Centric's new housing products will cater for a broader demographic, providing an expanded client base for town centre businesses and adding to vibrancy. Examples of complementary investments include:



Increasing housing delivery and choice in popular locations

Huntingdonshire is already a **desirable place to live**, characterised by strong community cohesion and resident satisfaction. The 2024/25 DCMS Community Life Survey found:

- 76% of Huntingdonshire residents are satisfied with their local neighbourhood, exceeding the national average (73%).
- 69% of Huntingdonshire residents would recommend the area as a good place to live, above the national average (66%).
- 63% of Huntingdonshire residents say they feel like they belong in their neighbourhood, in line with the national average.
- 59% agree that people pull together to improve their local neighbourhood, exceeding the national average (56%) and in line with the Cambridgeshire and Peterborough average (60%).

These statistics provide a strong foundation to support new housing development and the attraction of residents. Population growth is forecast to continue, with Huntingdon's population forecast to increase by 4% (in line with the national average) by 2032.

The Capital&Centric proposals will support the **delivery of housing both in terms of the scale and variety of stock**, supporting dual ambitions. At present:

Ongoing delivery is required to meet the annual housing target. Huntingdonshire District Council has identified a local housing need of 976 dwellings per annum, between 2021 and 2046 in its Draft Local Plan – a significant step up from the previous Local Plan's annual target of 804 homes. The scale of development proposed by Capital&Centric would equate to 25% of the annual target – a significant contribution.

Housing choice is limited – The Draft Local Plan articulates its policy as seeking to 'promote new housing that considers local housing needs and which contributes to diversity and choice in the supply of new homes and so supporting mixed and inclusive communities'. It draws on the findings of the 2025 Huntingdonshire Local Housing Needs Assessment which highlights a housing market characterised by a relatively high proportion of detached homes and larger dwellings, alongside a comparatively limited supply of flats. It also notes levels of under-occupation above those in comparable areas and a need to broaden housing accommodation.
Most Huntingdon residents live in detached (39%) or semi-detached homes (30%). Very few people live in flats (12%), even though the majority of houses only have 2 people occupying them (38%). At the time of the 2021 Census, Huntingdonshire had higher levels of owner occupation than the national average (accounting for 69% of stock compared to 62% across England and Wales while private rented stock was less common (17% compared to 19%) suggesting scope for greater diversification by tenure as well.

New developments continue to focus on the delivery of houses – The 2025 Annual Monitoring Report for Huntingdonshire shows that three and bedroom properties have dominated net completions (62%) with the major housing developments going forward to also deliver predominantly houses rather than apartments.

Available evidence on planned housing growth suggests that a significant proportion of new development is being brought forward in strategic growth locations and edge-of-settlement sites, including Alconbury Weald to the north of Huntingdon (112 homes) and land at High Street, Needingworth to the east of St Ives (45 homes). There are also proposals for a new town at Tempsford, in Bedfordshire and close to the St Neots border. These developments are expected to typically cater for families.

While these schemes make an important contribution to overall housing supply, they are **different in character and target market from the Capital&Centric proposals**, which would deliver apartments, private rented accommodation and town centre living, diversifying the type and location of new homes being delivered in Huntingdonshire and the markets they cater for. This aligns with policies in the Draft Local Plan which consider the different types of developments required and where these should be located. In particular, it sets out that to facilitate a mix of housing types, proposals for major scale development that include 10 or more homes will be supported where they prioritise higher densities at more accessible locations such as in and adjoining town centres, in and adjoining local centres and near transport hubs. The proposals respond to this policy driver.

Supporting Population Growth and Retaining Working Age Residents

An ageing population is a challenge being faced across the UK, with implications for a range of factors, including housing choices and how local economies function. In Huntingdonshire:



The population grew by 9% between 2014 and 2024 – a rate higher than nationally (8%) but slower than the Cambridgeshire and Peterborough average (11%).



Population growth has been driven primarily by the over 65's population, which grew by 22% in the same time period, a higher rate than Cambridgeshire and Peterborough (19%) and double the national rate of growth (11%). An ageing population is forecast to continue to 2032 with 19% growth forecast in the population aged over 65, compared to 4% overall population growth and a 3% uplift in the population aged 16-64 years.



Approximately 61% of the population are of working age (16-64), lower than the Cambridgeshire and Peterborough and national averages (both 63%). The working age population has grown by 6% since 2014, a slower rate than Cambridgeshire and Peterborough (9%) but broadly in line with the national growth rate (7%).



In 2019, the Huntingdon travel to work area (TTWA) had an overall graduate retention rate of 48%, lower than the city of Cambridge (54%) and the national average (51%).

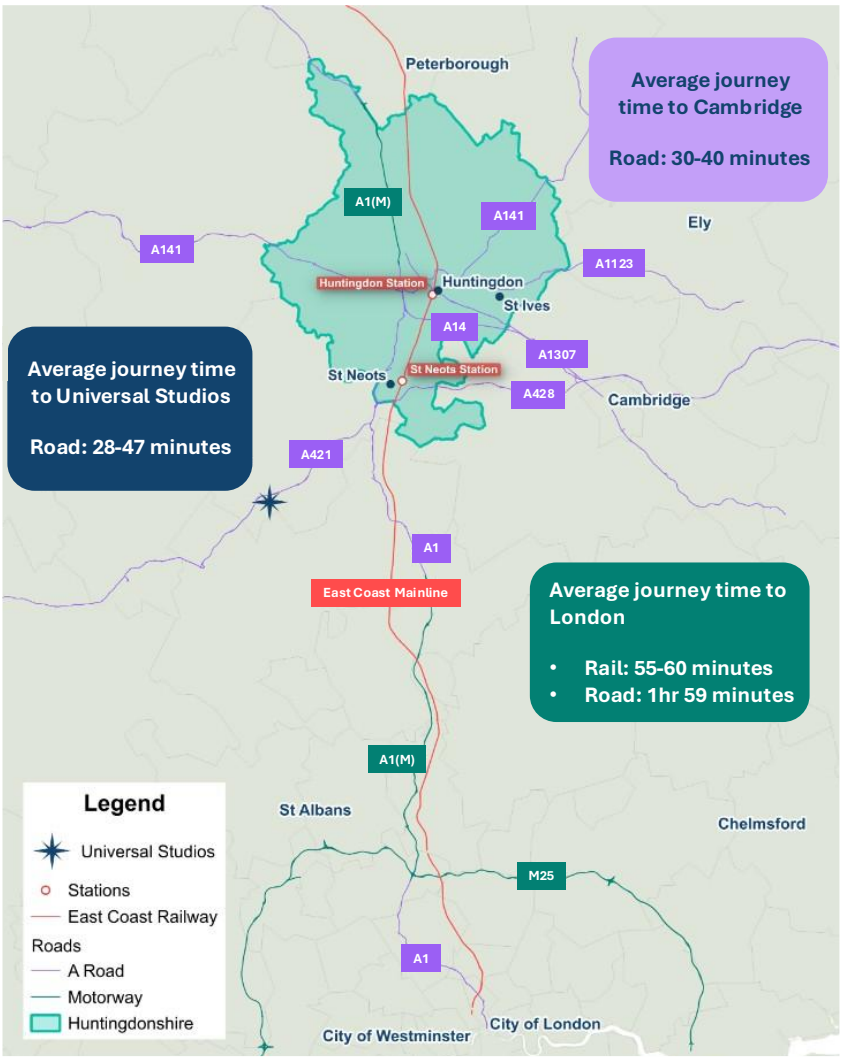
The introduction of new, aspirational housing choices that provide **opportunities for younger households, including higher earners, to remain in Huntingdonshire and put down roots** can – alongside a wider programme of change to be catalysed in the town centres – play an important role in starting to change local demographics and the long term future of the market towns.

A Strategic Location

Supporting Economic Growth

Easily commutable to Cambridge and London, through Capital&Centric's developments the three towns can provide new housing choices that help to overcome wider housing market pressures and provide attractive, viable options for a growing number of households, particularly those of working age.

Figure 3.1 Map Showing Road and Rail Connections to Huntingdonshire



It is noted that:

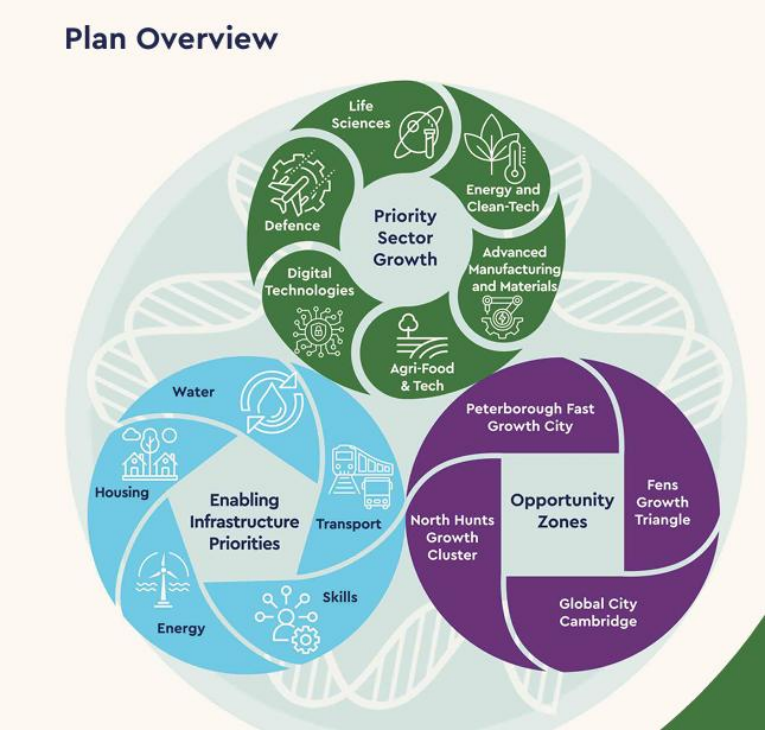
- Huntingdon and St Neots sit on the **East Coast Main Line**. Direct Thameslink and Great Northern trains run from Huntingdon to London St Pancras International, taking approximately 60 to 70 minutes. St Neots has regular direct commuter services north to Peterborough and south to London King's Cross.
- It is roughly 20 miles from Huntingdon to Cambridge via the **upgraded A14** and the town of Huntingdon is situated right next to the **A1**, which provides a direct route southward to London.
- St Ives is primarily connected through the Cambridgeshire Guided Busway, local road networks like the A1123 and active travel paths.
- As of September 2025, the average house price in Huntingdonshire was £321,172 – 65% the average house price in Cambridge (£495,000). The house price to earnings ratio in Huntingdonshire is 8.71 compared to 11.69 in Cambridge meaning the market towns can provide **an attractive value proposition** for a growing workforce.

Huntingdonshire – and the introduction of a new housing product to respond to the needs of a different demographic – therefore has an important role to play in supporting wider growth ambitions. Households having more disposable income after housing costs also provides an opportunity for spend in local businesses to increase, generating benefits across the economy.

Housing a Growing Workforce

Catering for local needs

Cambridgeshire and Peterborough Combined Authority has strong growth ambitions. The Local Growth Plan sets out a ten-year economic vision to unlock inclusive, investable and nationally significant growth across the region, with an ambition for Cambridgeshire and Peterborough to become the fastest-growing economy in the UK and to **double or potentially triple the size of the economy by 2050**.



The Plan emphasises the need for sectoral innovation, infrastructure-led transformation and place-based delivery and identifies **housing as a critical infrastructure priority** alongside water, energy, transport and skills.

Specifically, the plan sets out a shared priority to create the housing and commercial space needed to support growth in the region. It also forecasts the impact of core growth ambitions on housing demand, showing that the projected demand rises steadily by 15% to 2035, followed by a sharper acceleration of 54% through to 2050.

The North Hunts Growth Cluster – which includes Huntingdon and St Neots – is one of four opportunity zones which are designed to crowd in investment to areas, allowing the embedding or growth of priority sectors. The need for housing development in these zones to support growth and meet overall housing need is also highlighted.

More widely, several other investments have been planned in and around the three towns where development is planned in Huntingdonshire which are expected to drive employment and housing growth. These are:

- **Brampton Cross** – A 945-acre employment park being developed west of the A1 and north of the A14. This world-class site has the potential to create up to 15,000 new jobs over the coming years.
- **Brookfield Farm (Great Stukeley)** – A 500,000 sq. ft logistics and industrial development is underway just outside Huntingdon along the A14 corridor.
- **Alconbury Weald Enterprise Campus** – Continues to attract advanced manufacturing, defence and technology companies. Supported by the Business Growth Incentive Programme, the zone offers enhanced grants of up to £150,000 for qualifying businesses.
- **St Neots East (Loves Farm & Wintringham)** – Extensive mixed-use developments are bringing commercial space, new housing and retail to accommodate high-growth B2B and Knowledge-Intensive Business Services (KIBS).

New homes and varied housing choices will be required to support delivery of the CPCA Local Growth Plan and wider investments. The Capital&Centric proposals will **make a direct contribution to housing**

delivery, providing homes in well-connected locations. They also strengthen the role of Huntingdonshire's market towns within the wider regional growth geography delivering c.250 new homes in sustainable town centre locations, providing residential capacity that can **help accommodate and retain workers as the regional economy grows**, while also supporting more balanced growth across the county.

Responding to wider opportunities

Huntingdonshire can also provide housing options in support of growth planned outside the Combined Authority including responding to opportunities provided by the Universal United Kingdom Resort in Bedford. Huntingdonshire is already actively positioning itself to benefit from the transformational investment through its inward investment and visitor economy work. The resort is expected to create around **20,000 construction jobs** and **8,000 operational jobs**, with millions of visitors expected annually.

An approximately 40-minute drive time and improved national and international visibility of the Bedford-Cambridge corridor, could make Huntingdonshire's market towns a more attractive place for employees to live and for firms to invest in. Of the three towns where Capital&Centric are planning development, St Neots is likely to experience the most benefits, as it is the closest to Universal. St Neots is also set to benefit from proposed East West Rail developments including strategic station option around Tempsford/St Neots South which will directly link Oxford and Cambridge.

There is expected to be **greater demand for housing to accommodate workers** at the resort who are looking for more affordable, quality housing choices.

4 Benefits to be Unlocked

The proposed developments will unlock a package of economic, housing and placemaking benefits across Huntingdon, St Ives and St Neots. These benefits should be considered together: the creation of new homes will support town centre footfall and spend; new food and beverage space will accommodate jobs and help animate the town centres; and public realm improvements will strengthen perceptions of place, safety and confidence. The following sub-sections summarise the key benefits expected to be delivered across the three schemes.

Economic Benefit

Temporary Construction Benefits

During the construction period, demand for temporary construction jobs will be generated creating opportunities for local residents and supporting the local economy. The large supply chain associated with residential building can result in substantial indirect impacts.

Over the construction period around **770 temporary construction and supply chain jobs**[1] - equivalent to 713 FTE jobs - are estimated to be supported as the schemes are delivered across the three towns, generating Gross Value Added (GVA – a measure of economic output) of **£75.4m.** These jobs will be a mixture of on-site and off-site pre-fabrication and supply chain employment through the various tiers of the supply chain.



In addition, the construction period is likely to generate opportunities for training and apprenticeships, which will have long-term benefits for residents. **Seven construction apprenticeships, graduate placements or traineeships**[2] are estimated to be supported over the construction phase.

It should be noted that construction jobs are temporary and should be distinguished from ongoing operational impacts.

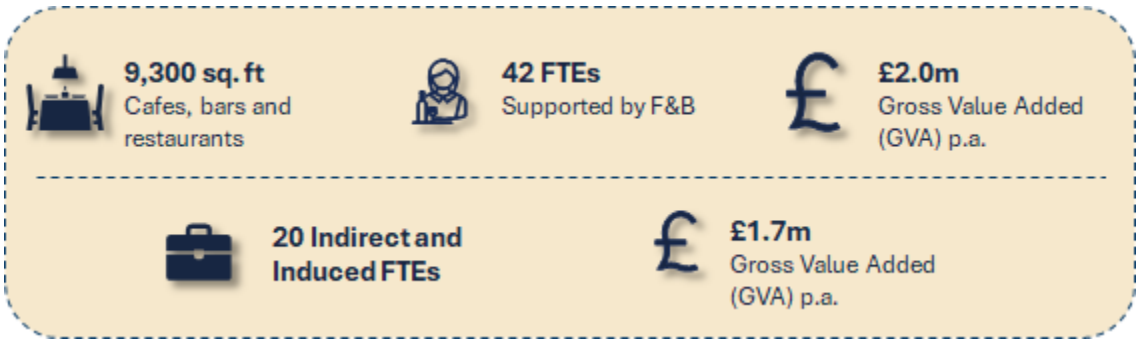
Creating Jobs

The planned developments include 9,300 sq. ft of new food and beverage floorspace, where jobs will be accommodated to support the operation of new cafes, bars and restaurants. Across the three towns, approximately 42 FTE positions will be accommodated, generating an estimated £2.0m of GVA per annum. This will include managerial positions as well as entry level roles.

These jobs will drive wider indirect impacts, through spillover effects from supply chains and induced impacts through employee expenditure recirculating in the economy. Applying the UK hospitality industry

[1] Fact_sheet_8._Economic__social__environmental_benefits.pdf
[2] Ibid.

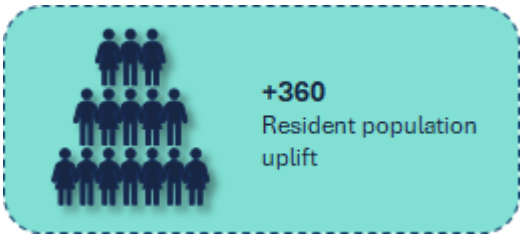
estimated employment multiplier,[3] suggests a further 20 FTEs will be supported in the wider economy, with an annual GVA impact of £1.7m.



An ongoing role will also be created to maintain the buildings and facilities across the three sites, with further support provided from the in-house lettings team at Capital&Centric.

Contribution to the Local Labour Market

The proposed developments are expected to accommodate a forecast population uplift of approximately **360 residents**. This increase could have a positive impact on the local labour market by expanding the pool of available workers and attracting new talent to Huntingdonshire, as well as retaining workers within the area as a result of new housing choices and increased town centre vibrancy.



The developments have the potential to draw in a younger, economically active demographic, which will not only enhance the vibrancy of the town centres but also contribute to local economic growth. An increase in the working-age population will support businesses by boosting demand for goods and services and creating additional spending within the local economy.

Furthermore, by providing a mix of housing options - including rental properties - the developments can help retain highly skilled workers in the area who may otherwise seek opportunities elsewhere.

Driving Local Spend

The delivery of new homes will generate local spend through increased town centre household expenditure, bringing increased demand and spend for local retailers and businesses that may otherwise be bypassed[4].

Based on data from the ONS Family Expenditure Survey, it is estimated that each household in the East of England spends an average of around £300 on retail goods and services and recreation each week. Based on this, it is estimated that the proposed development of 248 new homes will generate around **£3.9m in household expenditure on retail goods and services and recreation each year**. It can be expected that a proportion of this expenditure will be captured within the town centres, supporting the vitality and viability of retail and amenity space locally. Based on an average turnover figure per FTE in the

[3] UK Hospitality: The Economic Contribution of the UK Hospitality Industry, Ignite Economics, June 2023
[4] Life after death: how to reinvigorate UK High Streets

sector, it is estimated that this level of spend would support around **21 FTEs and GVA of £1.0m each year**.



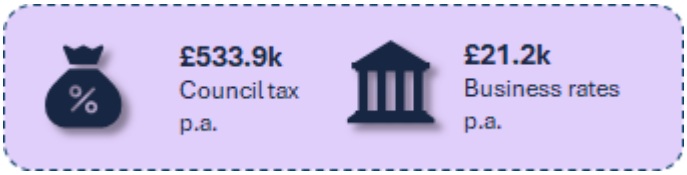
It should be noted that a proportion of the estimated household expenditure is likely to be captured by the new food and beverage space delivered as part of the apartment developments. As a result, there is likely to be some overlap between the jobs directly accommodated within these new units and the jobs supported through additional local expenditure. These impacts should therefore not be added together.

Generating Fiscal Benefits

The proposed development will generate fiscal benefits by generating additional council tax revenues from new residential properties and business rates from newly created commercial spaces. Based on the scale of development, this will generate:

- additional **council tax receipts of £533,900 per annum**, assuming new homes are within Council Tax Band B and C; and
- estimated **business rates of £21,200 per annum.**

These revenues will provide a long-term financial contribution to local services.



Housing Benefits – Contribution to Housing Supply

Together the proposed developments will deliver 248 new homes in the form of one- and two-bedroom apartments, located close to the town centres, diversifying local housing choice. This will make an important contribution to Huntingdonshire's requirement for new homes, equivalent to 25% of the district's housing target for a year.

The homes will also help respond to a series of wider housing market challenges and opportunities identified earlier in the report, particularly around the need to broaden housing choice, support town centre living, retain working-age residents and accommodate future growth. Key benefits include:

- **Diversifying housing type and tenure to better meet smaller household needs**, by introducing high-quality one- and two-bedroom apartments and strengthening the town centre rental offer in a district where owner occupation and under-occupation is high, detached and semi-detached homes dominate the stock and flats form a relatively small proportion of existing supply. This will help broaden the local housing offer, respond to the needs of smaller households and provide a different form of housing in accessible town centre locations.
- **Helping to rebalance Huntingdonshire's demographic profile**, by providing homes that are attractive to younger and working-age households at a time when recent and projected population growth is being driven more strongly by older age groups. The provision of

aspirational, well-managed apartments with resident amenities can help retain and attract economically active residents and strengthen the local labour market.

- **Supporting town centre living as part of a more balanced housing offer**, with new homes located close to shops, services, public transport, leisure uses and employment opportunities.
- **Responding to affordability and commuter pressures** in the wider Cambridge housing market, by providing high-quality homes in well-connected market towns that offer access to Cambridge, London and wider employment centres while remaining relatively more affordable than surrounding higher-cost locations.
- **Supporting future housing demand linked to wider economic growth**, including planned employment growth at locations such as Brampton Cross, Alconbury Weald Enterprise Campus and Brookfield Farm, as well as potential longer-term demand associated with major investment in the Bedford-Cambridge corridor.
- **Making productive use of town centre land**, helping to deliver new homes in sustainable locations while also supporting wider placemaking, public realm and mixed-use regeneration outcomes.

Placemaking and Regeneration Benefits

The proposed developments will also generate wider placemaking and regeneration benefits that extend beyond the immediate sites. By increasing footfall, improving safety and natural surveillance, enhancing perceptions of place and supporting more active town centre environments, the schemes can contribute to the overall quality of life and vitality of Huntingdon, St Ives and St Neots. These benefits include:

- **Improved public realm and greenspace**, with 9,500 sq. ft of new public realm delivered across the three town centres. This will enhance the quality and attractiveness of key sites and routes, while supporting social, health and wellbeing benefits by creating more welcoming spaces for movement, relaxation and everyday interaction.
- **Increased and more diversified town centre footfall**, as the introduction of new town centre communities will bring more people into Huntingdon, St Ives and St Neots throughout the day and week. In particular, a larger resident population will support increased evening activity, helping to strengthen the role of the town centres beyond traditional daytime retail patterns and supporting cafés, bars, restaurants and other leisure uses.
- **Changing patterns of movement and integration within the town centres**, by diversifying sites, strengthening pedestrian routes and introducing active frontages in locations that are currently disconnected from surrounding streets. In Huntingdon, this includes improving the route between the train station and town centre ; in St Neots, helping to better integrate Tebbutts Road with pedestrian routes and the high street; and in St Ives, creating a more active and better-connected town centre site at the Cattle Market Car Park.
- **Improved perceptions, safety and experience of place**, as high-profile, design-led developments can help reverse visible signs of underuse, improve the quality of arrival points and town centre routes and create more attractive, animated and welcoming places for residents, visitors and businesses. With more people living in and moving through the town centres, alongside improved public realm, lighting, active frontages and evening footfall, the schemes can support stronger natural surveillance, increased vitality and a greater sense of safety.
- **Greater business confidence, investment potential and regeneration momentum**, as increased resident footfall, new food and beverage space and improved public realm help create

a stronger trading environment for existing and future businesses. By securing high-profile, design-led development in town centre locations, the schemes can also demonstrate confidence in Huntingdonshire's market towns, encourage new occupiers and further private investment and help catalyse complementary improvements as part of wider programmes of change.

Summary

Taken together, these benefits demonstrate that the proposed developments are not simply housing schemes, but town centre regeneration interventions that align with local, District and Combined Authority wide policy ambitions. They will deliver new homes, support employment and expenditure, broaden the local housing offer, improve the experience of place and help build confidence in the future of Huntingdonshire's market towns to the benefit of the local and Combined Authority wide economy.

A.1 Town Level Benefits

Huntingdon	
Development Headlines	
Number of homes	78
Commercial floorspace (sq. ft)	-
Public realm (sq. ft)	3,400
Estimated construction cost	£25m
Headline Impacts	
Temporary construction and supply chain jobs (FTE)	224
Estimated population yield (to the nearest 5)	115
Household spend	£1.2m
Employment in commercial units (FTE)	4.5
Estimated Council Tax per annum	£0.2m

St Ives	
Development Headlines	
Number of homes	87
Commercial floorspace (sq. ft)	2,800
Public realm (sq. ft)	3,000
Estimated construction cost	£25m
Headline Impacts	
Temporary construction and supply chain jobs (FTE)	250
Estimated population yield (to the nearest 5)	125
Household spend	£1.4m
Employment in commercial units (FTE)	13
Estimated Council Tax per annum	£0.2m

St Neots	
Development Headlines	
Number of homes	83
Commercial floorspace (sq. ft)	5,500
Public realm (sq. ft)	3,100
Estimated construction cost	£25m
Headline Impacts	
Temporary construction and supply chain jobs (FTE)	238
Estimated population yield (to the nearest 5)	125
Household spend	£1.3m
Employment in commercial units (FTE)	25
Estimated Council Tax per annum	£0.2m



Insight

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That the Panel, as the relevant Overview and Scrutiny Panel, resolves under Cabinet Procedure Rule 2.7 that the following item be considered by the Cabinet at its meeting on 17th November 2026.

Capital & Centric – Gateway 1 Report

To receive and consider the Gateway 1 Report produced by Capital & Centric, including:

(i) the scope of work commissioned and the deliverables produced:

(ii) the report's findings, conclusions and recommendations;

(iii) the expenditure incurred and whether the Council considers that the commissioned work represents value for money;

(iv) the implications for the future of the regeneration proposals in St Neots, St Ives and Huntingdon; and

(v) the Council's proposed next steps, including publication of the report and further public engagement;

and that the Panel further requests that the Gateway 1 report be published alongside the Cabinet papers, subject to any necessary and legally justified redactions, so that councillors and residents have an opportunity to examine its contents before the meeting.

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