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CONSULTATION REPORT - AUGUST 2026

HUNTINGDON CONSULTATION ANALYSIS.

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

CONTEXT & BACKGROUND.

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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.

02 - RESPONSE TOTALS

THE NUMBERS. AT A GLANCE.

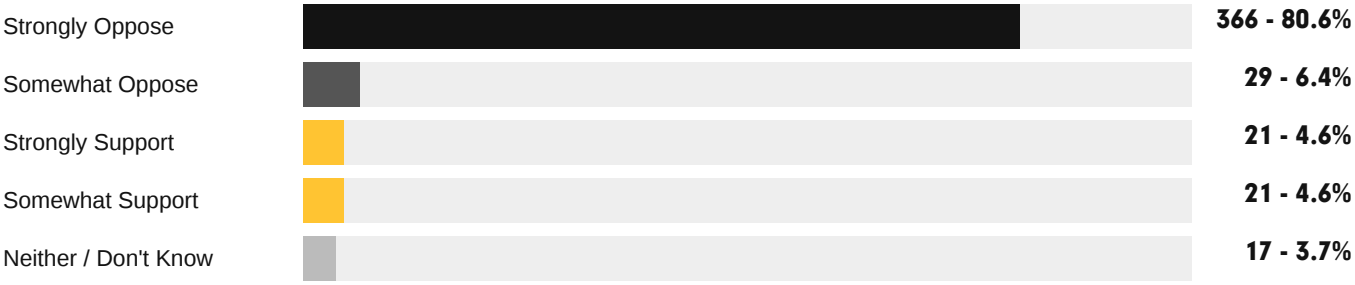
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587
TOTAL CONSULTATION RESPONSES

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.

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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.

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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.

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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.

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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.

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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