

# Ely Masterplan

A Framework for the Future Development of the City of Ely



EAST CAMBRIDGESHIRE  
COUNCIL



VISION DEVELOPMENT OPPORTUNITY

Ely today is at a crossroads.

Do we continue to let ad-hoc development take place without full consideration of the community's needs or the City's heritage, or do we draw together a long-term vision to set the agenda for Ely's future?







Ely is one of England's classic cathedral cities. With an architectural heritage of truly international significance, a delightful riverside setting, exceptional rail links, and a high quality of life, it is a great place in which to live, work and play.

Given the quality of Ely's environment and its location in one of the Government's growth areas, it is not surprising that the population of Ely has grown significantly over the last 10 years, from around 12,500 in 1996 to about 18,000 by 2007. Unfortunately, much recent growth has been uncoordinated, and employment, services, and infrastructure have not kept pace with the rising population. As a consequence there are worryingly high levels of out-commuting to jobs in London, Cambridge and South Cambridgeshire, placing pressure on an overloaded transport infrastructure.

The growth pressures facing Ely will not go away despite the current economic downturn. The current planning policies for the area propose additional growth of some 1,500 houses in Ely. In response to Government demands the region is already reviewing the plans for growth in the East of England Region to boost housing targets, even though the current plan was only approved in 2008.

Ely today is at a crossroads. Do we continue to let ad-hoc development take place without full consideration of the community's needs or the City's heritage, or do we draw together a long-term vision to set the agenda for Ely's future?

The District Council decided to prepare this Masterplan to ensure that there is a long-term vision for Ely's future and to support the policies in our Core Strategy, the formal planning document for the District. Growth is inevitable – the challenge is to make sure that it is well managed. Extensive research and consultation has taken place to help us find the best answers to the significant issues facing Ely.

The Masterplan shows that growth in Ely can be managed sustainably. The vision of the Masterplan will be taken forward in stages. In the short term action will focus on delivering much needed improvements to leisure facilities, open space, shopping and employment, and a start will be made on key regeneration and development sites.

In the long term a step change in the scale of Ely, to bring it up to a population of 27,000 by 2031, could provide the population base to support a comprehensive range of services and facilities. An increase in Ely's critical mass would also enhance the level of employment self-sufficiency, that is the proportion of Ely's population working locally. The infrastructure investment associated with growth would help tackle existing congestion points and enhance walking, cycling and public transport.

The long-term growth proposals in the Masterplan are subject to the outcomes of the Regional Spatial Strategy Review, and will not go forward until there are firm commitments to deliver the necessary infrastructure. The Southern Link Road is particularly important, there can be no major expansion of Ely without it.

The next stage of work will involve the preparation of an Ely Area Action Plan to set detailed planning policies for Ely's development in the shorter/medium term. The Council will also prepare an Infrastructure Investment Strategy to specify the infrastructure to deliver sustainable growth.



**Councillor Peter Moakes**

Chairman, Strategic Development Committee,  
East Cambridgeshire District Council,  
Spring 2010

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## Ely Masterplan Vision

“Developing Ely into a special 21st century Cathedral City and Cambridgeshire Market Town, which offers a great quality of life for all by balancing living, working and playing in an historic and rural setting with a thriving centre.”



## Purpose of the Ely Masterplan

The purpose of the Ely Masterplan is fourfold:

- To outline a package of short and medium term actions to improve Ely and implement the policies in the East Cambridgeshire Core Strategy.
- To provide a long term vision and strategic framework to help manage the future development of Ely over the next 20-25 years. This Masterplan timeframe is longer than that of current planning policies.
- To provide an evidence base for the District Council's response to the Government's Regional Spatial Strategy, which will set the future housing and employment growth targets for the East of England region.
- To provide an evidence base for use in submission of funding bids to support future development in the City.

## Growth in Ely

The Ely Masterplan proposes a controlled level of growth in order to provide a stronger population base. This will support a comprehensive range of services and facilities, enhance the level of employment self sufficiency in the City, and enable Ely to develop as a sustainable community.

**Housing growth** – In the short term housing growth will be in line with the planning policies already approved for the area, with 500 new dwellings in North Ely. The long term vision of the Masterplan is for a total of 3,000 homes at North Ely, increasing Ely's population from around 18,000 today to some 27,000 by 2031.

**Transport infrastructure development** – Key measures to enable Ely to accommodate this growth sustainably are firstly the development of a strong public transport policy to encourage a shift away from car use, focusing on rail, bus, cycling and pedestrian network improvements, and secondly the provision of a Southern Link Road to alleviate traffic congestion both in the Railway Station area and in the city centre. Capacity enhancements on the A10/A142 around Ely will also be necessary to cater for long term growth.

**Retail and employment growth** – Expansion of both retail provision and employment growth are fundamental elements of the Ely Masterplan, aiming for employment self sufficiency and to help reduce the current high levels of out commuting from the City. Research estimates that some 4,000-5,000 new jobs will be required in addition to the 9,000 already existing in the City, in the period to 2021.

**These long term growth proposals are subject to the outcome of the Regional Spatial Strategy Review.**

## Ten Development Principles

Substantial consultation work was carried out with local residents and key expert organisations and agencies during the preparation of the Ely Masterplan.

Ten development principles were formulated to capture the key messages which this consultation highlighted. These have been used as the basis for the subsequent development and testing of the Masterplan proposals.

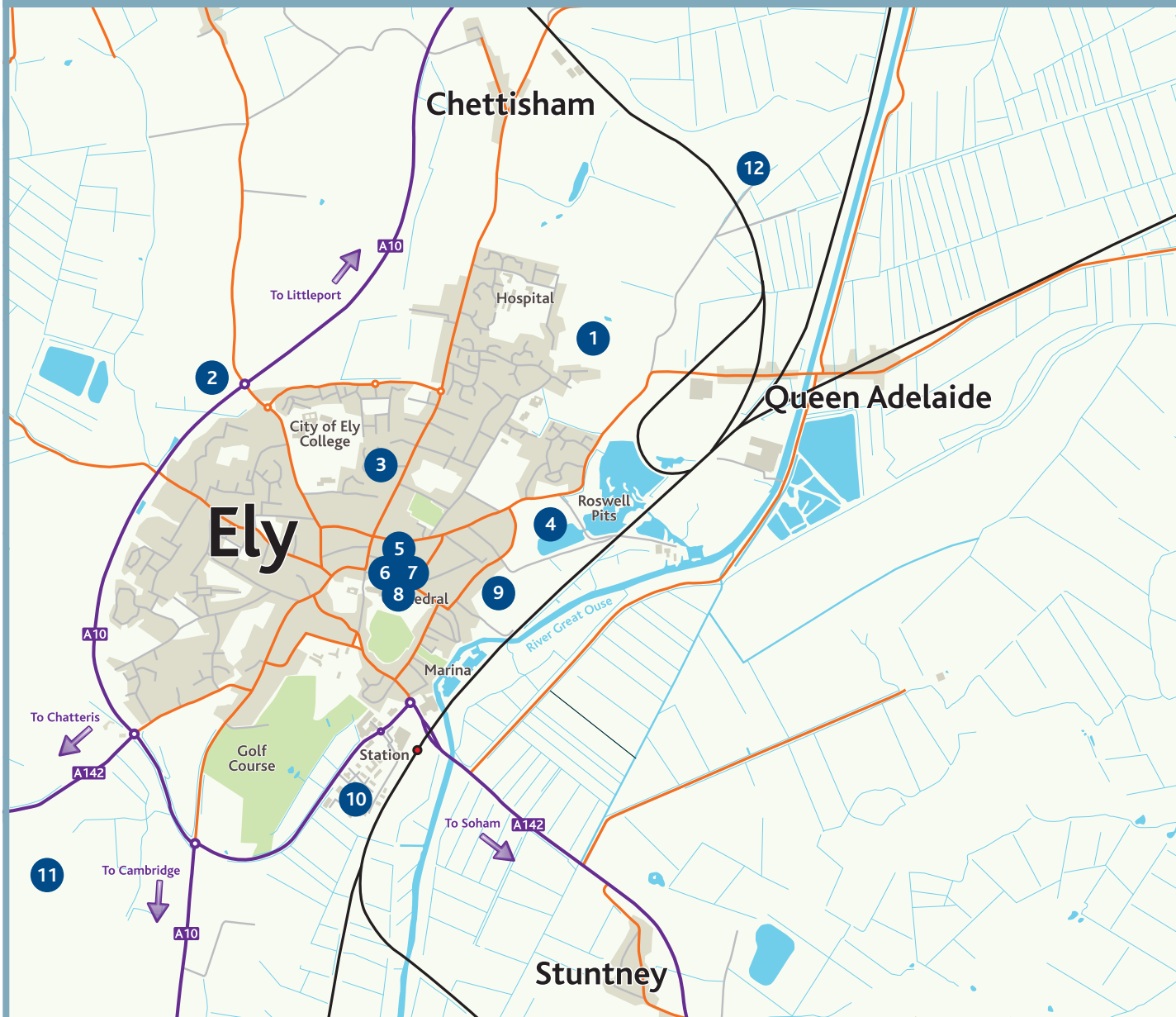
1. Retaining "Ely's Distinctiveness"
2. Achieving Sustainable Growth
3. Reinforcing the Historic Heart of Ely
4. Promoting a Green Living Landscape
5. Enabling Easy Access
6. Tackling Congestion
7. Widening Housing Choice
8. Responding to Climate Change
9. Strengthening Ely as a Place to Work, Live, Visit and Shop
10. Serving the Wider Rural Community

## Phased Implementation of the Ely Masterplan

Phasing of this growth will be essential to ensure that the necessary infrastructure and community facilities are in place before further significant housing growth occurs. The Masterplan proposes mechanisms to ensure that this phasing takes place.

In the short/medium term (2010-2020), illustrated below, the Masterplan proposes that attention is focussed on the development of infrastructure to address the current deficiencies and prepare for future growth. During these phases growth will be in line with the planning policies for the area, as set out in the approved Core Strategy, with the development of a modest level of 500 houses in North Ely.

### Key Short/Medium Term Actions



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"Ely is still a unique place with its own character. I moved here in 2007 to get away from the development sprawls in the south coast regions. Please allow sustainable development that complements the character."

Local respondent,  
Public Exhibition, March 2009

### 1 North Ely Phase 1

The first phase of a planned urban extension providing 500 homes in accordance with the current Core Strategy recommendations.

### 2 Leisure Village

Development of a new, enhanced district leisure facility to replace the existing sporting facilities at Paradise.

### 3 Pedestrian and Cycling Improvements

Comprehensive programme of improvements to pedestrian and cycle links within Ely.

### 4 Country Park Phase 1

Balancing recreational and biodiversity uses of this unique landscape area, as well as helping to bring the countryside into the City.

### 5 City Centre Pedestrianisation and Car Park Management

Linked strategies to enhance the quality of experience for city centre users.

### 6 Market Expansion

Additional activities and markets on the Market Place and upgrade of the environmental appearance of Market Place.

### 7 City Centre Shopping

Investigate potential for the intensification of small retail shops within the lanes and alleyways between High Street and Market Street.

### 8 Cathedral Precincts

Sensitive environmental improvements to Steeple Row and Three Cups Walk to enhance the immediate setting of the Cathedral.

### 9 Willow Walk Riverside Quarter

Redevelopment of Lisle Lane industrial area and Cresswells Lane Sewage Treatment Works for residential and mixed uses.

### 10 Angel Drove Business Park

Development of a new business park adjoining the existing Cambridgeshire Business Park for light industrial/high-tech uses.

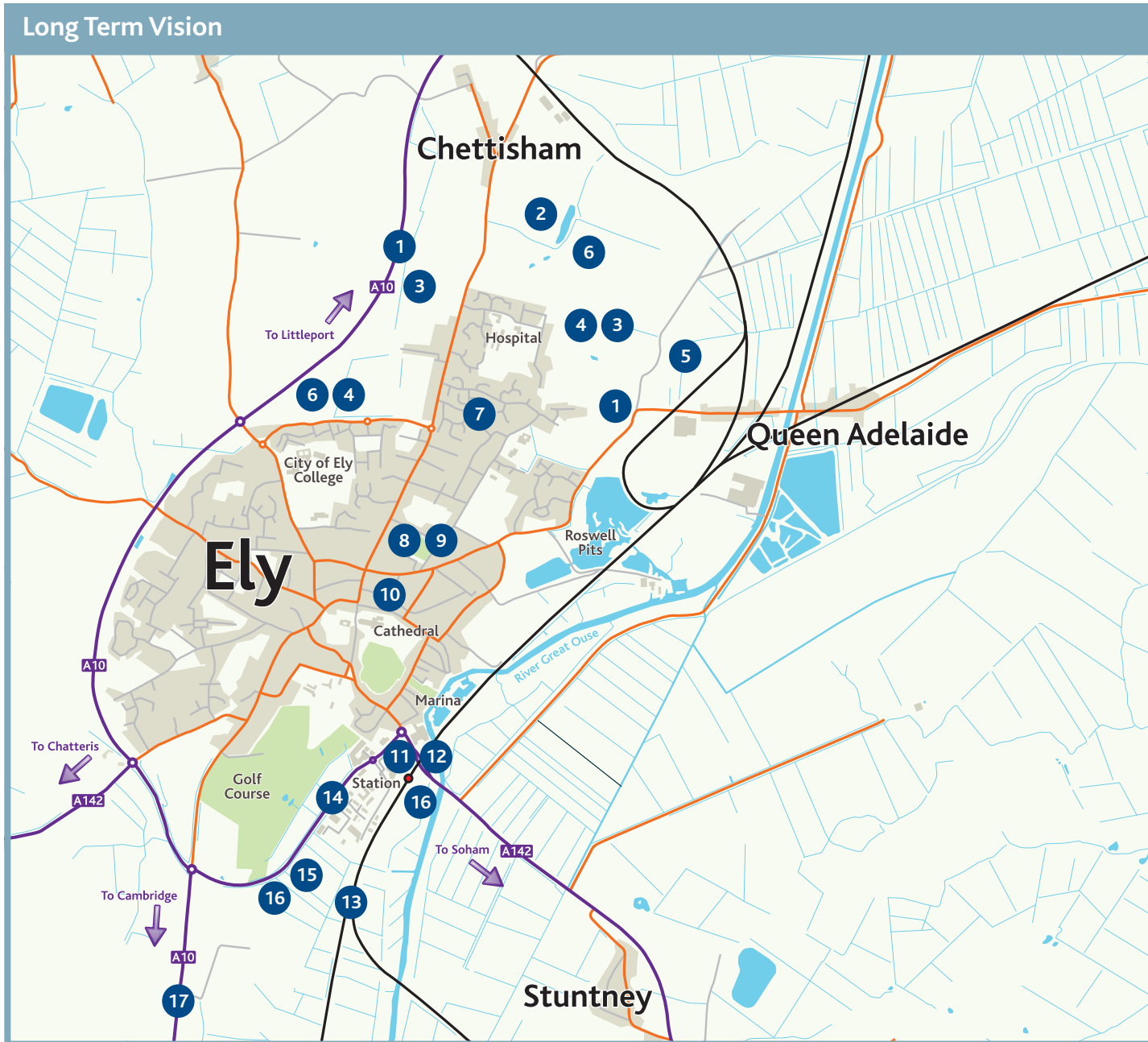
### 11 Lancaster Way

The first phase of a major expansion of Lancaster Way Business Park for a range of business uses.

### 12 Sewage Treatment Plant

on new site replaces existing facilities and increases capacity.

In the long term (2021-2031), illustrated below, the Masterplan proposes major growth developments including the Southern Link Road and more significant housing growth.



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*“Enhance attractiveness of Ely for business growth by increasing the labour market and improving accessibility within the town and to other locations.”*

Cambridgeshire Horizons

### 1 Northern Link Road

linking Prickwillow Road with a new junction on A10.

### 2 Green Links

into the open countryside for recreational and biodiversity purposes.

### 3 North Ely Expansion Phase 2

with capacity for 3,000 homes, and exemplar eco development.

### 4 North Ely Neighbourhood Centres

for local shopping, health, education and community needs.

### 5 Country Park Phase 2

creating green setting to North Ely Expansion.

### 6 North Ely Employment Area

for start-up offices/workshops and possible location for a new hotel, police and ambulance services.

### 7 Quality Bus Corridor

via High Barns linking new residential areas with key city destinations.

### 8 Paradise Quarter

redevelopment of the brownfield areas of Paradise with opportunities for cafes, restaurants, cinema, offices and apartments above.

### 9 Paradise Urban Park

with enhancements to the existing green field.

### 10 City Centre Expansion

for larger retail units/anchor store with relocation of existing uses.

### 11 Riverside and Station Gateway

Regeneration for housing, employment, transport interchange facilities, improved pedestrian links to town centre and possible hotel.

### 12 Station Gateway Business Hub

for high amenity office accommodation and mixed uses.

### 13 Enhanced Railway Services

in partnership with rail authorities.

### 14 Angel Drove Boulevard

streetscape improvements following completion of the Southern Link Road, to enhance this entrance to the City.

### 15 Angel Drove Commercial Park

for bulky goods retail showrooms.

### 16 Southern Link Road

diverting through traffic away from the Station Gateway. Alternative options and route alignments to be investigated.

### 17 A10 Public Transport Improvements

to enhance public transport on the A10 Ely - Cambridge corridor.

Chapters 'Development Framework for Ely' (Page 38) and 'Opportunity Sites' (Page 57) contain further details of each of these proposals.



## Next Steps – Integrated Delivery Plan

The Ely Masterplan brings together the economic and spatial aspects of growth in a place shaping plan that is focussed on delivery and offers real opportunities to realise the ambitions of the City for sustainable growth to the year 2031. For the first time the planning arrangements will be structured to integrate and deliver sustainable economic growth alongside strategic priorities such as housing, transport and climate change. An integrated approach to delivery, monitoring and governance in this watershed masterplan is crucial to its success, and will require strong project management. The immediate next steps are:

### Growth Delivery Structures

Set up Growth Delivery Structures in partnership with Cambridgeshire Horizons (the growth delivery agency for Cambridgeshire), community representatives and other key organisations to oversee delivery of growth and Infrastructure.

### Regional Spatial Strategy Review

Work with Cambridgeshire County Council and other Cambridgeshire District Councils on a common response to the review and to put forward the vision for sustainable growth in Ely. If, as expected, the Regional Spatial Strategy revises housing growth levels upwards and a revision of the Core Strategy is required, the Ely Masterplan will provide valuable research information for this.

### Ely Area Action Plan

Prepare an Ely Area Action Plan as a statutory development plan document. This will set out in greater detail how the approved Core Strategy proposals will be implemented over the period to 2025, and allocate specific sites in Ely for future development. The Ely Masterplan will be used as context material in the formulation of the Ely Area Action Plan.

### Community Engagement Programme

Develop a community engagement programme to ensure that the proposed developments are in line with community aspirations.

### Infrastructure Investment Strategy

Prepare a district wide Infrastructure Investment Strategy to detail the infrastructure requirements for growth and the necessary developer contributions.

### Development Briefs

Prepare development briefs and design codes for key regeneration and development areas.

“ Successful masterplanning is the key to creating great places. A clear, considered masterplan which has been developed by professionals and local people together can lead to the physical, social and economic revival of places. ”

**CABE Commission for Architecture & the Built Environment**





## Role of the Ely Masterplan

**The purpose of the Ely Masterplan is to suggest a strategic framework for managing the future development of Ely over the next 20 years or so, for discussion by the local community and key agencies. It outlines a comprehensive plan to enhance the City, showing how further growth can be accommodated and identifying the scope to improve the City's infrastructure and services. The Council aims to integrate the long term vision of the Ely Masterplan into the Local Development Framework through the Ely Area Action Plan and through a future review of the Core Strategy.**

## The Local Development Framework

The East Cambridgeshire Core Strategy, which is one of a portfolio of planning documents within the District Council's Local Development Framework, sets out the Council's vision and strategic development framework for the whole District until 2025. The Core Strategy will be accompanied by further development plan documents which will identify detailed planning policies and specific site allocations for future development. One of these will be an Ely Area Action Plan, and work on this has already commenced.

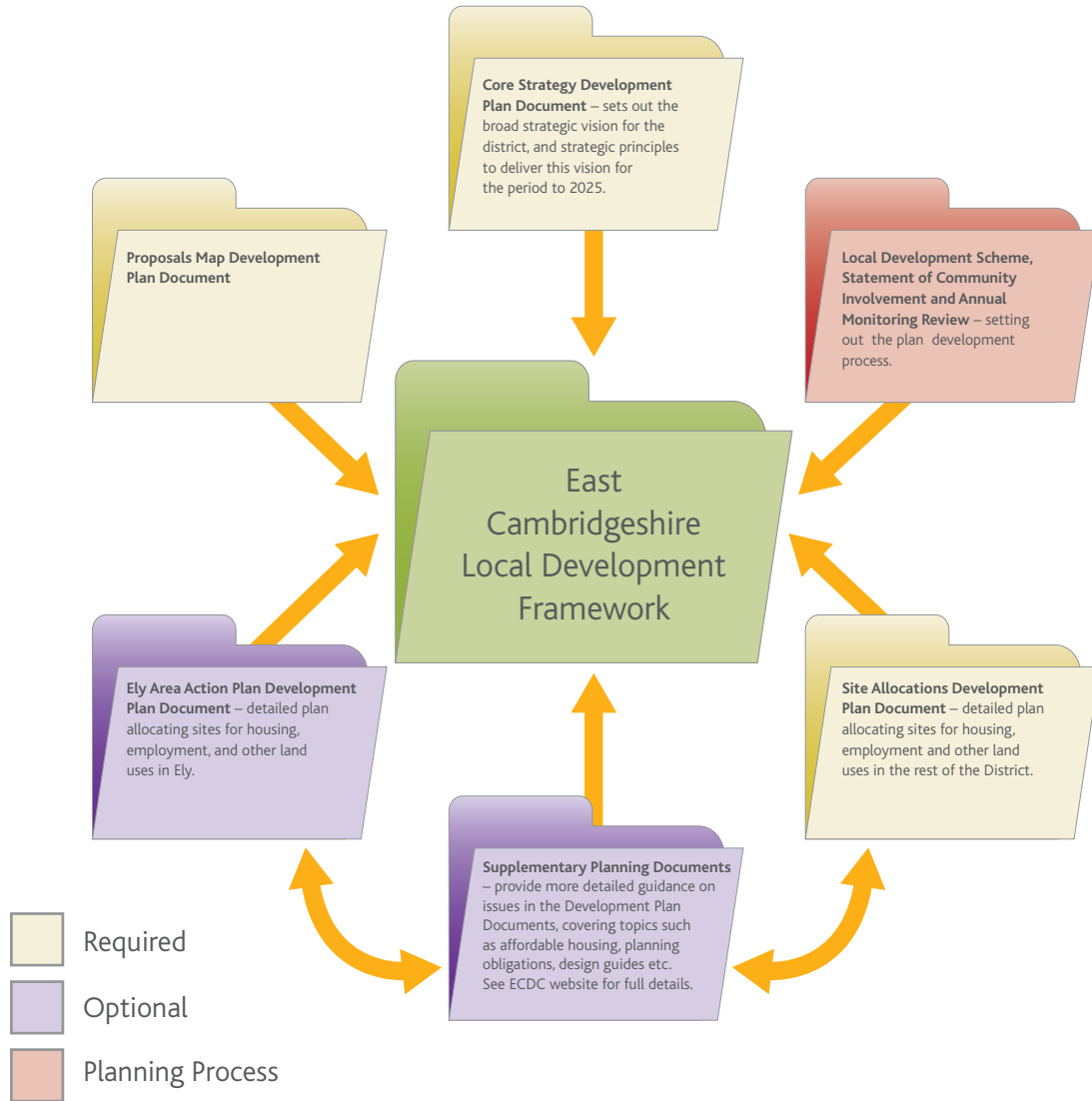
The Ely Masterplan's short/medium term proposals provide further detail on how the District Council can manage growth and development in Ely in line with the proposals in Policy CS9 of the Core Strategy. (Policy CS9 refers to the Core Strategy proposals as they apply to Ely). As such, it provides contextual information which can be used to help develop the proposals in the Ely Area Action Plan. The development principles and development framework set out in the Ely Masterplan,

for example, have been subject to extensive consultation and this research will help inform the formulation of the site allocations recommended by the Ely Area Action Plan.

For the longer term however, the Ely Masterplan identifies a potential for growth beyond that proposed by the Core Strategy, looking forward over a longer time frame to 2031. As such, the Ely Masterplan should be viewed as a discussion document about the future growth of Ely. The Ely Masterplan will be adopted by the District Council as the basis for the District's response to the review of the Regional Spatial Strategy (RSS). This sets the targets for housing and employment growth at regional level. It will also be used to provide the long term strategic context for funding bids to help deliver new infrastructure in Ely.



## The Local Development Framework Planning Structure



“ Masterplans should not be rigid, end state blue prints, but frameworks for subsequent fleshing out. ”

**Andy Karski,**  
Tibbalds Planning and Urban Design



## Regional and Sub-Regional Context



The East of England is one of the most prosperous and fastest growing parts of the country. It is largely a region of small and medium sized towns and cities surrounded by rural areas, which look towards those towns for employment and higher level services.

Cambridgeshire has made a significant contribution to the growth of the region. The continued economic success of the Cambridge Sub Region, focussed on education, research and knowledge-based industry, has been of significance to the wider region and nationally. The Regional Spatial Strategy (May 2008) sets out a framework for the future development of the region up to 2021. This plan seeks to achieve a better balance of employment and housing in the Cambridge area. Growth in the Sub Region is focussed firstly on Cambridge itself, then secondly at the proposed new settlement of Northstowe and thirdly on market towns such as Ely.

The Regional Spatial Strategy identifies high levels of growth for Cambridgeshire, an average of 3,870 dwellings per year, and yet the target for East Cambridgeshire is a relatively modest 360 dwellings a year, well below past building rates. This reflects the conscious strategy to focus growth on Cambridge.

A review of the Regional Spatial Strategy is already underway and this will provide for the development needs of the region up to 2031. The Government is looking for a significant increase in housing targets for the region. There appears to be limited scope for further additional growth in Cambridge, beyond the major sites already identified such as Cambridge East and the Southern Fringe, without major implications for the Cambridge Green Belt. But there may be potential for further growth in the market towns surrounding Cambridge, such as Ely, and this potential will be explored alongside other options through the review process.

Ely has exceptional rail connections for a town of its size with direct trains to London, Cambridge, Peterborough, Norwich, Ipswich, Stansted, Birmingham and Liverpool. This rail accessibility provides an opportunity to promote sustainable growth in Ely boosting employment. The A10 and A142 connect Ely to the national highway network and these have congestion issues that need to be addressed. Without improvements to the A142 in Ely and enhanced public transport in the A10 corridor, significant levels of growth will not be deliverable.

“Jobs must be linked to housing to achieve sustainable growth. Ely must not become just another spiralling dormitory town.”

Local respondent,  
Public Exhibition, March 2009



## Local Context

The Cathedral City of Ely is the largest settlement in East Cambridgeshire. It acts as a market town, providing employment and services for the other market towns of Littleport and Soham and for a large rural catchment. Ely is the focus of a reasonable level of public transport provision and has particularly good rail links. However public transport to Ely from many villages is limited and there is a heavy reliance on the car for travel.

Ely has grown rapidly in recent years with significant expansion to the west and north. Many new residents work in Cambridge. A major concern is the imbalance between workforce and jobs in Ely. The Ely New Estates Survey 2007 found that only 23% of workers worked either at home or in Ely. A broader range of jobs is needed in Ely to fit the skills and aspirations of current out-commuters.

The East Cambridgeshire Sustainable Community Strategy seeks to focus and shape the actions of the local Councils, and the public, voluntary and community sector organisations that operate locally. The aim is for these organisations to work together towards common goals that benefit the social, economic and environmental well being of the local area. This strategy has identified six goals for East Cambridgeshire, which includes sustainable growth and support to business, skills development and enterprise. The Ely Masterplan provides greater detail on how these goals can be achieved in partnership with other agencies.

“ Elyness – a special place. ”

Ely Society

### Local Development Framework Spatial Vision for Ely in the Year 2025:

“ Ely will continue to be a thriving historic city, and the main market town in East Cambridgeshire. It will provide employment, retailing and other services to a wide catchment area, and a larger resident population of the town. Its role as a tourist centre will have strengthened, with increased numbers of visitors attracted to the Cathedral and an enhanced riverside area. The town centre will have been improved and expanded by exploiting opportunities for retail development, and improved sports facilities will have been provided. Significant new housing development will function as part of the town and be well connected by pedestrian and cycle links. Growth will be accompanied by investment in employment opportunities, new educational and health facilities, a new Country Park, and major improvements to the A142 between Angel Drove and the Stuntney Causeway to the southwest of the city. Development will be provided without compromising the sensitive historical landscape setting of the city and the cathedral, or its built heritage. The special character and important wildlife and recreational value of the river and Roswell Pits area will have been protected and enhanced.

Core Strategy Submission May 2008



## Constraints

Ely is highly constrained in physical terms, and is also highly sensitive due to its unique history, geology and fens location. An Infrastructure and Constraints Assessment was carried out during the preparation of the Masterplan to identify locations where development was most feasible. This reinforced the analysis carried out for the Council's Local Development Framework.

### The key constraints are:

- Physical boundaries (the river, railway lines and A10 bypass).
- Heritage and the landscape setting of the Cathedral.
- Topography, drainage and flooding.
- Wildlife areas and sites of ecological and geological importance.
- Infrastructure capacity (including particularly the sewage treatment capacity).
- Transport network.

“ Use growth to strengthen and not divert energy and resources from the existing town. ”

Witney/Cirencester Study  
Tour Report

## Pressures for Change

Ely is likely to change significantly over the next 20 years with or without a Masterplan. The number of households in the East of England is projected to increase by 840,000 (35%) by 2031. Although current housing targets for Ely are relatively modest the slow delivery of major sites in and around Cambridge means that Ely will not be immune from future growth pressures.

Looking back, Ely has changed dramatically over the last 20 years; the population grew from just over 10,000 in 1981 to nearly 18,000 by 2007. Looking forward 20 years the future changes for Ely will probably continue to be as radical, with the likelihood of:

- Continuing population growth,
- An ageing population,
- Rising travel and energy costs,
- Increased requirements for energy efficiency through sustainable design and construction,
- Major improvements to services and facilities in competing shopping centres,
- Increased public expectations for the quality of development and leisure and recreational opportunities,
- Limited national funding for infrastructure,
- An uncertain property market, at least in the short term,
- Reluctance on the part of financial institutions to invest in new commercial development, or in housing developments that involve significant risks.

However, there are good opportunities for Ely in the future because there will always be a premium on living (and working) in historic places that are on the national rail network, within easy reach of airports, and that offer a good quality of life and educational opportunities.



## Growth Options and Infrastructure

Although Ely is currently one of the most attractive places to live in the country there is concern over the limited range of services and facilities. There is considerable local concern that provision of local services, facilities, employment and shops has not kept pace with housing growth.

**In developing the Masterplan three future growth scenarios were investigated:**

**Low Growth** – The rate of growth currently envisaged by the Core Strategy and by the Regional Spatial Strategy. If continued this would mean an extra 2,091 houses by 2031, an average build rate of 105 houses per year, taking the total population of Ely to approximately 23,000 (assuming occupancy rates of 2.1 per house). 1,000 of these houses would be built in North Ely.

**Controlled Growth** – This would provide for an extra 4,091 new houses by 2031, an average build rate of 205 houses per year, taking the total population of Ely to approximately 27,000 (assuming occupancy rates of 2.1 per house). 3,000 of these houses would be built in North Ely.

**Trend Growth** – This would provide for an extra 6,091 new houses by 2031, an average build rate of 305 houses per year, taking the total population of Ely to approximately 31,500 (assuming occupancy rates of 2.1 per house). 5,000 of these houses would be built in North Ely.

| Scenario   | Actual 2001-2009 | Low Growth to 2031 (LDF) | Controlled Growth to 2031 | Trend Growth to 2031 |
|--|------------------|--------------------------|---------------------------|----------------------|
| Outstanding commitments, large sites within existing City boundaries | 2,077            | 1,091                    | 1,091                     | 1,091                |
| Greenfield development   |                  | 1,000                    | 3,000                     | 5,000                |
| Total dwellings over time period                                     | 2,077            | 2,091                    | 4,091                     | 6,091                |
| Build rate – dwellings per year                                      | 260              | 105                      | 205                       | 305                  |
| Final City population size   | 18,500           | 23,000                   | 27,000                    | 31,500               |

The first two options have lower build rates than have been seen in the period 2001 to 2009. The third option exceeds this.

The arguments for the lower rates of growth relate to preserving the current historic character and sense of community of the City, however this does restrict the level of services and facilities which the level of population can support.

The arguments for the higher rates of growth relate to securing an improvement in consumer choice in services and facilities, wider choice of housing, improved public transport provision, and attraction of more employers locally as the workforce size is increased. A study tour to two market

towns in Oxfordshire found that a better choice of shops and leisure facilities have resulted from continued growth.

In reality it will be difficult to resist the pressures for growth – developers are already anticipating increased population levels in the town, as evidenced by the various recent retail planning applications despite the current downturn in the housing market.

The Masterplan therefore seeks to plan ahead for this growth, based on the controlled growth scenario of an additional 3,000 houses located in North Ely, and the plan has been developed to incorporate the appropriate facilities and infrastructure to meet the needs of this level of growth.



*“The impact of rapid growth on social structures and community cohesion can all too readily be neglected in new developments. If growth in housing and population is over-rapid, it risks creating social tension and damaging levels of community cohesion.”*  
SQW Consulting



Developmental work on the Ely Masterplan started in Autumn 2007 when URBED, (urban and economic development consultants), Gifford, (transport planners and engineers), SQW (consultant economists) and designer Alan Stones were commissioned to prepare a Masterplan for the City. East Cambridgeshire District Council and Cambridgeshire Horizons jointly managed the project.

In July 2008 a formal working party was set up by the District Council and this examined the issues raised in a draft report that had been presented to the Council earlier that year.



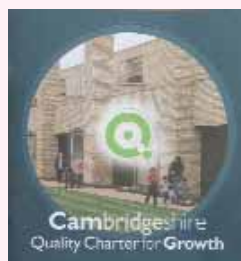
Representatives from Cambridgeshire County Council and the City of Ely Council were co-opted onto the working party, and officers from the Greater Cambridge Partnership and Cambridgeshire Horizons were available in an advisory capacity.

During Autumn 2008 a range of public consultation activities were carried out including:

- A telephone survey of 629 local residents, 50% of whom lived in the market towns of Ely, Soham and Littleport, and 50% in rural areas, to seek their views on how the District Council should manage growth and development.
- A telephone survey of 111 businesses across the District seeking their views on the same issues.
- A series of 'Stakeholder Consultation Sessions' where expert speakers and local stakeholders were invited to give evidence to the Council's working party. Seven sessions were held, with a total of 28 speakers, and 3 additional stakeholders provided written views.
- A series of school assemblies were held at the City of Ely College to canvass the views of a total of 880 students under 16 years. The theme of the assemblies was 'A Postcard from the Future' and students were invited to write on a card three things they would like to see in Ely in the future.
- A film project was commissioned to reflect the views of young people aged between 16-24 yrs on their aspirations for the future of Ely. This was produced by See More Productions in December 2008 and involved 60 young people from Ely and the surrounding area.
- Public consultation took place in March 2009, looking at development options for housing growth, the Riverside and Station Gateway area and the City Centre. 446 people attended the public consultation held at The Lamb Hotel in Ely over three days.

A series of research reports were commissioned to obtain further evidence on specific topics such as the local economy, the transport infrastructure, retail provision, and development constraints.

The working party also undertook a study tour to Cirencester and Witney in Autumn 2008 to investigate the approach taken by local authorities in this area to manage growth, and the lessons from this which could be applied to the Ely Masterplan.



“ Distinctiveness is not just about the old, it should include new innovations which have a distinctive quality, rather than just a copy of something elsewhere. ”

Ely Masterplan  
Working Party discussion



The feedback from all these activities and the desk research were considered by the working party as they developed the draft Masterplan. Details of the Ely Masterplan Working Party considerations can be found on the East Cambridgeshire District Council website [www.eastcambs.gov.uk](http://www.eastcambs.gov.uk). Reports on the various background research studies and consultation work are included in the separate background documents which accompany this Ely Masterplan.



## Historic Ely

Ely means 'the island of the eels'. In the 17th century before the Fens were drained the site of Ely was an island surrounded by water and marshes, where eels were found in abundance.

The world famous Cathedral with its medieval surroundings was built on the site of a monastery founded in 673AD by Saint Etheldreda. Traces of Saxon settlement are known in the vicinity of the Cathedral and the Cathedral Green, as well as downhill to the east between Broad Street and the river.

Ely is the second smallest city in England, and attracts 1.25 million tourists a year. Tourism is estimated to be worth £91million to the local economy (2002 figures).

The Ely Conservation Area boundary was extended significantly in 2009 and takes in the central and historic core with over 190 statutorily listed buildings, as well as buildings and open spaces of local importance.

## Green Ely

The Park to the south of Ely Cathedral was laid out in the 18th century and forms an important historic green space. Cherry Hill within the park accommodates the remnants of the motte and bailey of the Norman castle.

Palace Green is situated right in the centre of the City. It is popular for picnics and sitting out on fine sunny days, and hosts a number of community events over the year.

Paradise playing fields situated close to the city centre and adjacent to the leisure centre provide a valuable open space where local teams can play cricket and football.

The Ouse riverside area, green spaces, Jubilee Gardens, Chettisham Meadows, Roswell Pits, Ely Pits and Meadows Sites of Special Scientific Interest (SSSI's) already make a significant contribution to the current setting and attractiveness of Ely.



“It is not just the Cathedral that is stunning, it's the heritage and architecture of the City.”

Ely Youth Film



## Ely on the Move

Most of the population is within easy walking or cycling distance of key services in Ely. The cycleway network however, is currently fragmented, making it difficult to access key destinations without using the roads.

Ely is served by two major A roads that link the City to the wider road network. The A10 bypasses Ely to the west, while the A142 runs east/west along Angel Drove on the southern outskirts.

Ely is well connected to the national railway network. A 30% growth in passenger levels over the last ten years has resulted in 1.5 million passengers per year now using Ely station (2007/8) and a consequent pressure on car parking provision in this area.

The proposed development of a new station at Chesterton sidings in Cambridge, serving the Cambridge Science Park, would strengthen the links between the employment areas of Ely and Cambridge as well as providing alternative rail transport options for existing commuters currently using the A10.

Ely railway crossing for HCV's using the A142 is closed for 25mins in every hour. By the mid 2020's, with proposed increases in freight and passenger traffic, the crossing might be closed for 55 minutes every hour. Delays to traffic, including HCV's, are of regional significance given the importance of the A142 as a primary route.

A Southern Link Road has been proposed previously to relieve congestion on the A142. Although a bid to Government for funding for this scheme in 2004 met Government requirements, the scheme was not successful in obtaining a funding allocation because of the high level of competition for this funding. The District Council is currently working with Cambridgeshire County Council to explore options to resolve the current problems caused by the railway crossing.

Many of the public car parks are used to capacity during the day, in part a reflection of the extremely limited bus services available within and around Ely.



## Ely at Home

Ely has grown rapidly in recent years with significant expansion to the west and north.

Sites for new housing in Ely are severely restricted by physical constraints. Studies indicate that there is capacity to accommodate only a further 1,100-1,300 dwellings on brownfield sites within the current development boundaries of Ely (ECDC Housing Land Availability Assessment 2007). For this reason the District Council's Core Strategy plans for development of new housing on a green field area in the north of Ely to the eastern side of the Hospital.

## Ely at Work



The local economy has been performing strongly in recent years, although the current global downturn may impact on this. Today there are just over 9,000 people employed in Ely.

More than half of those living and working in Ely walk to work. However, out commuting levels for Ely are 49% and this figure rises to 72% for some of the more recent housing developments in the City.

Employment studies suggest that the current allocation of major new employment sites at Lancaster Way and Angel Drove will be sufficient for the period up until 2021, provided that they are fully developed.

The projected employment growth within the County is seen to be within the financial, business and other services sector, which includes public sector, health, distribution, hotels and catering.

Tesco and the King's School are two of the largest employers in Ely. Education provision also includes the City of Ely Community College and Sixth Form Centre.





## Ely at Leisure

Ely hosts three different markets with its award winning Farmers Market on the second and fourth Saturday of every month, its regular Thursday General Market and Saturday Craft and Collectables Market.

There is almost 45,000 sq m gross floorspace in the central shopping area of Ely. Just over 35,000 sq m of the total gross floorspace is taken up with retail uses, which represents over 80% of the total floorspace. The total retail floorspace includes the Tesco store (4,824 sq m gross) at Angel Drove, which represents a significant proportion of the convenience retail offer in Ely, and is a major attractor for Ely as a retail centre. Non-retail uses take up just under 5,500 sq m (12.2%) gross of the total floorspace. Just over 1,700 sq m gross (4%) of the total floorspace is vacant (East Cambridgeshire District Council Retail Study 2005).

Retail studies have identified that there is a relatively high leakage of spending out of the area, with only 23% of the locally available spend on comparison goods (clothes, consumer goods, home improvement products) being spent within the district. They indicate that there is potential to increase the percentage of this market share (East Cambridgeshire District Council Retail Study 2005, Partial Review April 2008, Roger Tym & Partners).

There is very limited vacant floorspace within the existing city centre to accommodate new shopping provision.



There are current proposals to relocate the existing sports facilities at Paradise to a site at the Downham Road/A10 junction. The proposal is to develop this as a leisure village providing new facilities not just for Ely, but as a District level facility for East Cambridgeshire as a whole. The proposed centre will be incorporated with the existing outdoor sports facilities and include a new eight-lane swimming pool, a health suite and a six court sports hall.

A bowling facility is operated commercially off Angel Drove, and there is a private health club facility. However Ely has no cinema, arts centre or theatre provision, apart from the facilities which can be offered at the Maltings Banqueting and Conference Centre by the river.

The riverside moorings offer an important tourist and leisure amenity, which adds to the City's attractiveness.



Key issues and concerns in relation to future growth, identified through public consultation and other research, were:



*"Key views of the Cathedral need to be protected and, where possible, enhanced."*

English Heritage

## Retaining Ely's Distinctiveness

The need to safeguard and enhance the unique and special character of this Cathedral City was by far the strongest message given by consultees when asked about the future of Ely. This 'distinctiveness' was defined as the unique heritage, the importance of the Cathedral views, the green and rural setting of Ely, and its small scale and compactness.

## Achieving Sustainable Growth

During consultation work local people expressed their concern about allowing high rates of housing growth. 38% of respondents to a telephone survey thought that recent housing growth rates had been too high, 39% thought that growth rates had been about right. When asked, however, where new growth should be located 56% of respondents did not think that further growth should take place in Ely, Littleport or Soham.

Local people did say that they would like to see growth in employment and shopping facilities and also in the supporting infrastructure such as education and health facilities. Most felt that resolving transport congestion is an essential prerequisite before further significant growth can take place. Respondents highlighted the need for supporting infrastructure to be put in place alongside any future planned growth.

## Improving Shopping Facilities

Improved shopping facilities were a top priority for most age groups consulted during the Ely Masterplan development work. People valued the local independent shops and concern was expressed about the impact of out of town/edge of town development on the vitality of the existing town centre. However local residents would also like to see more national chain stores. There were a number of calls for improvements to the ugly 1960's building on the Market Place.



"The majority (93%) of respondents agreed that attracting a much greater range of retail, leisure and employment opportunities should be central to any further growth plans."

"The majority of respondents (93%) agreed it is important that the District Council plans future development and growth to ensure that any housing developments are supported with an increase in service provision in the local area and that there is adequate open space."

MRUK Residents Telephone Survey

*"The City Centre in Ely is still very small,.....traders complain of the lack of footfall, in part, they say, due to the lack of high street names."*

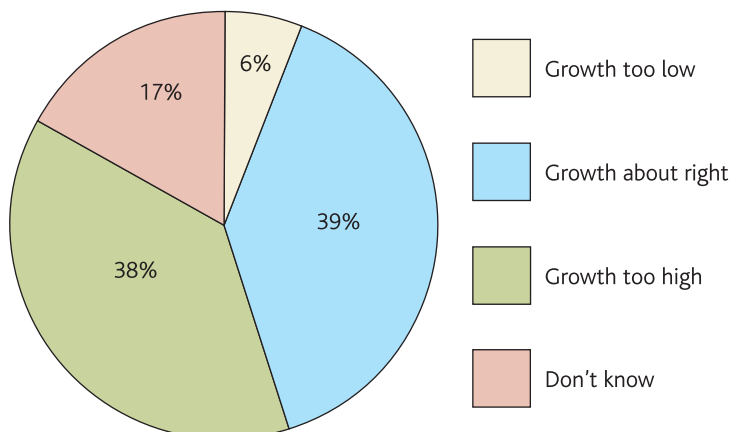
URBED, 2008



*"Our current view is that Ely is over reliant on just two food store retailers."*

Roger Tym & Partners, consultants  
April 2008

Views of telephone survey respondents on recent growth rates in Ely of 250 dwellings per year MRUK Residents Telephone Survey



*“ Don't mind growth and expansion as long as it has the infrastructure to support it. ”*

Ely Youth Film

## Attracting More Employment Opportunities

The consultation research indicated a general consensus on the need for additional employment in the local area. 75% of respondents to the resident telephone survey and 86% of business respondents agreed that there is a need to improve employment opportunities.

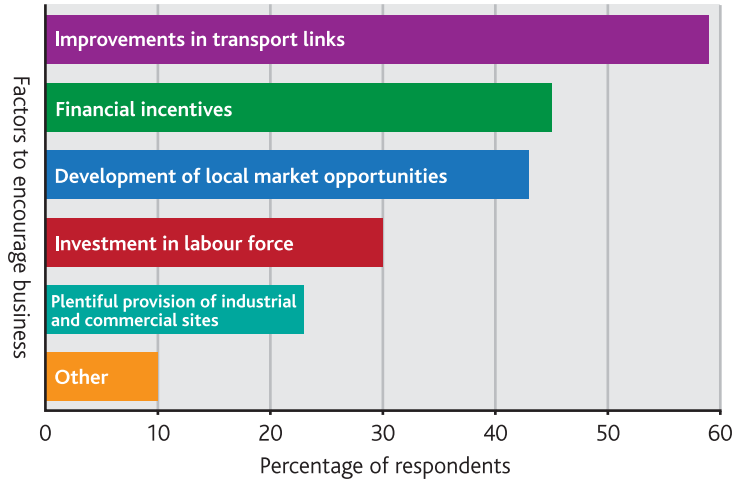
*“The young people returning to Ely from universities would like to work locally but the industries aren't here.”*

Ely Youth Film



## MRUK Business Survey – Base 111 respondents

Which factors will encourage businesses to locate in the area?



“ 82% of train commuters would prefer to work locally, 86% work in professional services. ”

Greater Cambridge Partnership



## Developing the Tourism Infrastructure

Tourism is recognised as a major contributor to the local economy, and a number of comments were received about the need to enhance tourism facilities. The current 'quality of place' and 'distinctiveness' of Ely is a material asset in attracting business and is fundamental in terms of the City's tourism appeal. Key shortcomings in tourism infrastructure include limited hotel availability, touring/static caravan sites and moorings, and limited outdoor venues for major tourism events.



“ Focus on tourism sectors... attraction of quality restaurants, cafes and a boutique hotel...promotion of distinctive local shops to ensure Ely shopping experience remains unique. ”

**Greater Cambridge Partnership**

## Tackling Transport Concerns

There is a wide range of concerns about transport and access issues, both locally and on a sub-regional basis. These include congestion on the A10, primarily as a result of out commuting with significant adverse impacts environmentally, socially and economically, and unacceptable pressures on the A14/A10 junction. The cost in terms of delays as a result of the rail crossing closures and the number of vehicle strikes on the rail bridge adjacent to Ely Station has been highlighted by consultees. These issues on the A10 and A142 impact on the sub regional transport network. There is a consensus on the need for better car park management and configuration, better public transport provision particularly with the outlying necklace of communities around the City, and improvements to the current fragmented cycling and pedestrian footpath network.

*"Please please let Ely have a by pass to prevent congestion caused by railway crossing."*

**Local respondent,  
Public Exhibition, March 2009**



*“ Remove bottlenecks and severance, especially the station area, by removing through traffic and transforming poor quality environments to create welcoming and safe urban spaces. ”*

**Cambridgeshire Horizons**

*"A vile bottleneck at the southern approach to Ely town and riverside."*

**Ely Society on the rail station area**





*"Every resident should have access to a natural green space within 300m of home."*

Wildlife Trust presentation



*"Nature contributes to our own health and wellbeing nature is our life support system."*

Wildlife Trust

## Enhancing the Green Infrastructure

There is strong support for retaining and enhancing the green infrastructure and open spaces in Ely. The consultation work also highlighted the opportunity to develop a network of habitat corridors and stepping stones linking Ely with the green areas beyond the City. This could include Wicken Fen, Roswell Pits and the proposed Country Park, Chettisham Meadow, Little Downham Nature Reserve across to the Ouse Washes and the WWT Centre at Welney.



*"The Country Park should include the whole of the wild space and SSSI...wildlife and people use the whole area, so integrated management is essential...considering the wider picture could help secure resources and identify strategic solutions."*

LCPRE – Local Campaign for the Protection of Rural Ely

## Developing Leisure, Community and Cultural Facilities

Improvement to local leisure facilities was identified as a top priority by 39% of respondents to the telephone survey, reflecting its high importance to local people. There is also clear support amongst younger age groups for cinema provision, music and arts venues, and many consultees highlighted the lack of an evening economy in the City.



*"Proposed Facility Hierarchy - Ely to have a major district wide indoor and outdoor sports facility provision."*

Strategic Leisure Consultants



*"Outdoor events are limited in growth and activity and the Masterplan should consider a dedicated space for such events...designs should consider how easy it is for celebratory processions to move through the landscape as well as designing opportunities for temporary cultural events...making a commitment to culture recognises the role of culture in community formation and place making."*

ADeC Arts development in East Cambridgeshire





“ Avoid clone housing estates and town centres. ”  
City of Ely Perspective



## Achieving Quality New Housing

Local people feel strongly that a 'sense of place' and an 'Ely distinctiveness' should be designed into new developments, and there is real concern about sprawling housing estates with few local facilities. There was considerable interest in the opportunities for energy efficient, low carbon communities and measures to combat flood risk, to meet the needs of climate change. There was also a consensus that new housing should provide for mixed communities, including both affordable housing and 'lifetime' housing for changing needs for different life stages. Developments elsewhere, such as at Cambourne and Witney, have demonstrated the potential of the "neighbourhood development" concept. This ensures local facilities are available to serve the areas of new housing.

“Be specific and prescriptive about the public realm - define routes, streets, squares, and the spaces within which the life of the city takes place.”

Mole Architects Ltd

“Maximise access to local facilities by non car modes...planning for permeability...new cycle and walking routes to serve an expanding Ely.”

Sustrans



# Vision and development principles

## Vision for Ely

The Masterplan vision for the future development of Ely is:

**“Developing Ely into a special 21st century Cathedral City and Cambridgeshire Market Town, which offers a great quality of life for all by balancing living, working and playing in a historic and rural setting with a thriving centre.”**



## Development Principles

The vision for Ely will be achieved through the following development principles:

### 1. Retaining “Ely’s Distinctiveness”

To retain and enhance the special nature of Ely and to enable new development to add to this distinctiveness. This special nature is derived from the current unique blend of the historic core of the City, the green rural spaces in and around the City, the river setting, the views of the Cathedral, the character and compactness of the city centre and the strong local cultural and community network.

### 2. Achieving Sustainable Growth

To achieve sustainable growth, in this context, means linking new housing growth to investment in local infrastructure, encouraging greater employment growth to offset to some extent the impact of housing growth, providing sustainable travel options, minimising vehicle movements as far as practicable, and minimising the environmental impact of new development.

### 3. Reinforcing the Historic Heart of Ely

To celebrate and enhance the historic core of the City, using the Masterplan as an opportunity to bring forward sensitive redevelopments, which reinforce the townscape quality and lift the attractiveness of the City for residents, visitors and investors.

### 4. Promoting a Green Living Landscape

To develop a joined up green infrastructure network which reinforces the natural setting of the City, maximises existing green spaces, protects and enhances existing habitats and species, enhances biodiversity, encourages health and wellbeing, recreation, climate change adaptation and creates a living landscape which is easily accessible to all.

### 5. Enabling Easy Access

To locate new facilities serving the public, for example, schools, health facilities, community buildings, employment sites and retail shops, where they can be easily accessed by the majority of people, by either public transport and/or attractive, safe footway and cycleway networks.

### 6. Tackling Congestion

To explore ways to minimise traffic congestion in Ely and to maximise opportunities offered by the railway station. This will include public transport strategies that encourage a shift away from car travel and relieve congestion pressures on the A10. Enhanced cycleways and pedestrian routes can contribute both to tackling congestion and encourage health and wellbeing benefits.

“ Cannot look at new developments in isolation...must influence existing travel behaviour from existing developments. ”

Cambridgeshire County Council Transport representatives



## 7. Widening Housing Choice

To cater for a wide variety of living environments, neighbourhoods, and a mix of density and household types including affordable housing. These should be located within easy access of community facilities, close to key public transport, footway and cycleway corridors.

## 8. Responding to Climate Change

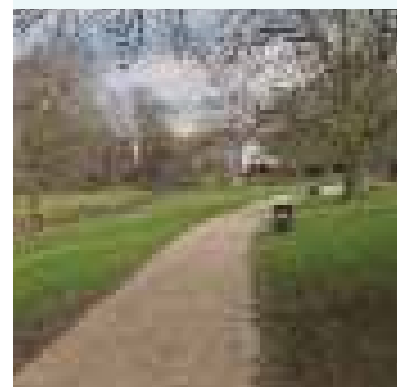
To encourage the development of energy efficient homes and buildings, maximising opportunities for renewable energy supplies, recycling, efficient drainage, rain harvesting and water use, managing flood risk proactively, with new development built to a high design standard.

## 9. Strengthening Ely as a Place to Work, Live, Visit and Shop

To encourage a more self sufficient economy and business growth in Ely through provision of high quality and high amenity employment sites, improved shopping and leisure facilities, including leisure facilities which promote health and wellbeing, locating large employers close to public transport linkages to minimise traffic congestion and strengthening the tourism infrastructure.

## 10. Serving the Wider Rural Community

To develop the role of Ely as a district service centre, focusing employment, retail, leisure and higher level services in the City, ensuring that adequate public transport, cycleway and footpath routes are in place to link the surrounding rural areas with the City.





The Ely Masterplan Development Framework reflects the outcomes of the research and public consultation work which has been carried out into the key issues and options in respect of the future of the City. It also links the proposals to the key development principles. It sets out the Masterplan proposals for Ely under a number of separate headings, but each element interlinks with and is dependent upon the other elements of the framework, so providing a cohesive and comprehensive overall vision for the future of Ely.



The Development Framework includes a range of proposals for the short, medium and long term. The short term proposals are for actions over the next 5 years. These short term proposals are consistent with the Core Strategy.

#### The key elements are:

- Historic Ely (heritage, conservation and design)
- Green Ely (parks, landscape, biodiversity and sustainable development)
- Ely on the move (transport and accessibility)
- Ely at home (housing supply, housing design and affordability)
- Ely at work (employment and economic development)
- Ely at leisure (leisure, sports and retail)

The medium term proposals in the Masterplan for action are for implementation between 2015 and 2021. These medium term proposals are consistent with the Core Strategy.

The Ely Masterplan identifies a potential for growth beyond that envisaged by existing regional planning policies. This provides a long term vision for the City and acts as a long term context for the decisions needed to implement the Core Strategy in the short and medium term. The long term proposals at North Ely will be tested through the current review of the Regional Spatial Strategy.



## Historic Ely

Ely has a strong identity as one of the country's quintessential cathedral cities. Ely Cathedral, known locally as the "Ship of the Fens" is an iconic landmark for an extensive part of Ely's hinterland. The historic character of Ely is a fundamental element in the special feel of the City, which it will be paramount to protect.

The Masterplan looks to conserve the historic character of Ely by carefully controlling development in the conservation area and by identifying opportunity sites that would benefit from redevelopment. All major proposals for development will need to be subjected to an appraisal of their impact on the historic character of Ely.

A key challenge will be to improve the gateways into the historic core of the City. Ely fails to provide either residents or visitors with the full quality of experience they should expect from a riverside cathedral city. The Masterplan proposes sensitive redevelopment to enhance the railway station gateway, the riverside and other inner areas of the City.

## Proposals

### Cathedral Precincts (Short Term)

Sensitive environmental improvements to the public frontages of Steeple Row and Three Cups Walk, to enhance the quality of these areas which provide the immediate setting for the historic Cathedral. Close partnership working with the Dean and Chapter and the King's School to encourage greater connection and permeability between the City Centre and Cathedral precincts.

### Ely Conservation Area (Short/Medium/Long Term)

Careful management of development in the historic areas of Ely through the provision of advice, control of minor alterations in the street scene and the provision of historic building grants.

### Ely Environmental Capacity Study (Short Term)

Update the Ely Environmental Capacity Study to inform the implementation of the Masterplan and to provide guidance for detailed development briefs in areas of major change.

### Detailed Design Guide (Short/Medium/Long Term)

The preparation of a Supplementary Planning Document setting out a design guide for the District requiring high design standards.

### Market Place (Short Term)

Soft and hard landscaping works to improve the appearance of the Market Place. Work with the owner of the 1960's building on the west side of Market Place to enable this building to be upgraded.

### Riverside and Station Gateway Regeneration (Medium/Long Term)

Further detailed planning of the riverside and station gateway areas to promote sensitive redevelopment appropriate in the heart of a cathedral city. Detailed policies and allocations will be set out in the Ely Area Action Plan.

### World Heritage Area Status (Short Term)

Consider the implications of applying for World Heritage Area Status and whether this would be an appropriate direction for Ely to take.

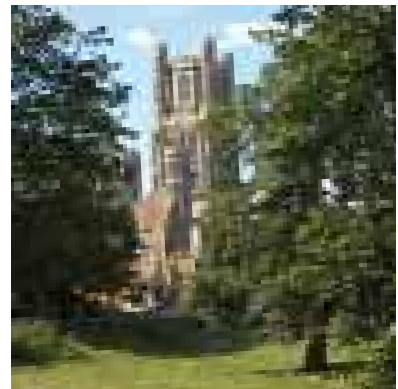
## Related Development Principles

Retaining 'Ely's Distinctiveness'

Reinforcing the Historic Heart of Ely

## Key Indicators

Levels of maintenance and enhancement of the Ely Conservation Area, listed buildings, townscape features and other buildings which make an important contribution to the visual character of the area.

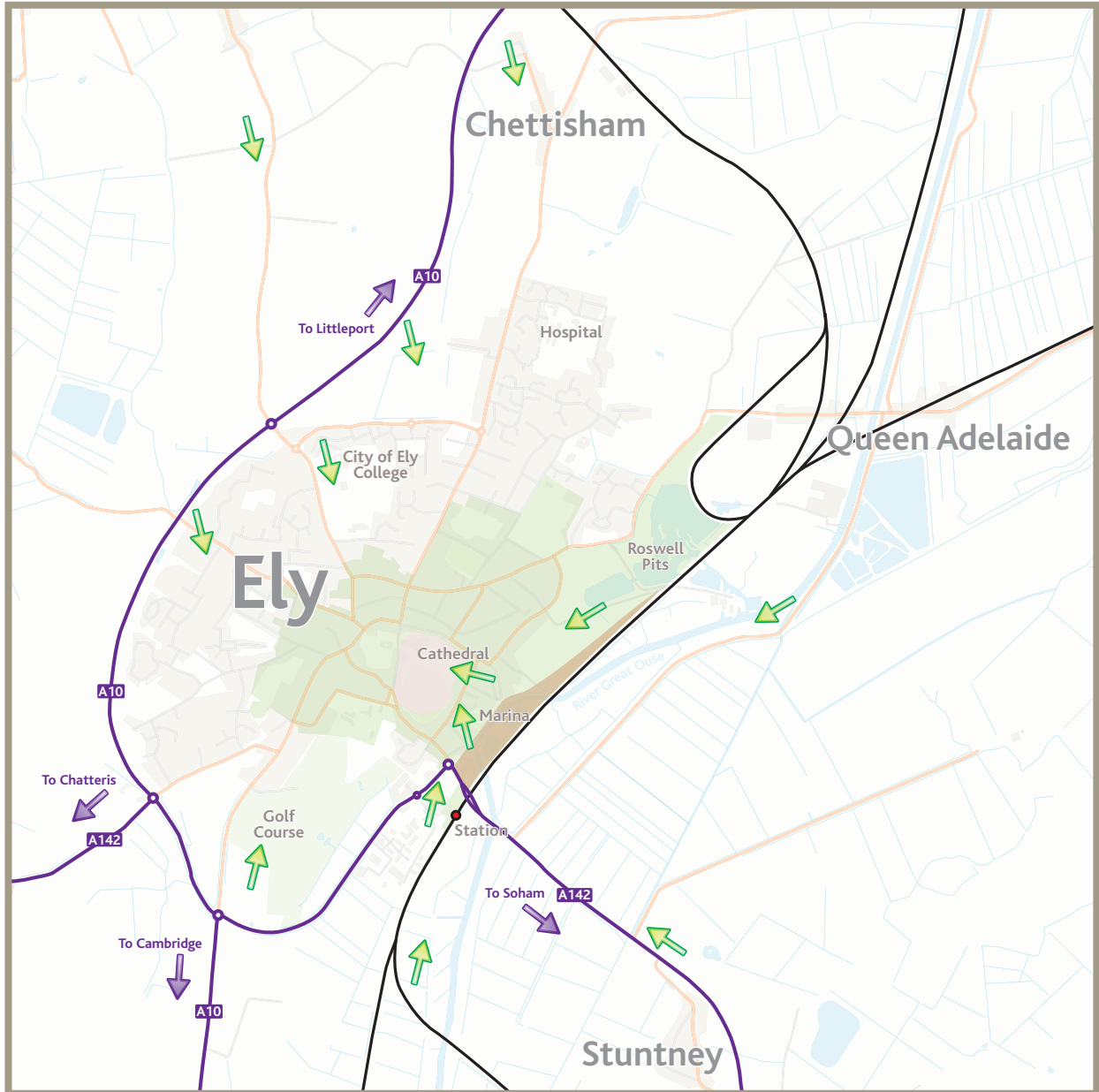


“ Urban Sprawl could overwhelm distinctiveness.”  
English Heritage









## Historic Ely



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**Key**

-  Conservation Area boundary
-  Consider site for World Heritage status
-  Enhancement of Riverside and Station Gateway
-  Quintessential views to Cathedral to be safeguarded. Further review in an updated Ely Environment capacity study

*"Improve the soft landscaping. And trees around Market Street. Consider a water feature and more imaginative lighting for key areas and buildings."*

Local respondent, Public Exhibition, March 2009

## Green Ely

Ely has a special and distinctive landscape setting. The City sits on an island standing out from the surrounding fens. The need to conserve long views has been clearly set out in the Ely Environmental Capacity Study prepared by Landscape Design Associates in 2001, and is respected in this Masterplan. Ely's topography also constrains future growth options to the west, south and east.

The River Ouse and its floodplains are recognised as an important green corridor in Cambridgeshire Horizon's Green Infrastructure Strategy (2006). Roswell Pits are considered to be of such national ecological importance that they are destined for SSSI status. The District Council's vision for a Country Park here provides a key mechanism for carefully balancing recreational and biodiversity uses in this part of the river corridor. These green areas can have multi benefits for local people, including contributions towards health and wellbeing, climate change adaptation, recreation and quality of life.

Growth provides a significant opportunity to enhance Ely's environment. Development can be used to create new landscape, open up new vistas and improve access to better quality countryside. The clay subsoil in much of Ely can be used to advantage by ensuring new lakes and waterways retain rainwater and thereby avoid overloading existing waterways.

## Related Development Principles

Retaining 'Ely's Distinctiveness'

Achieving Sustainable Growth

Promoting a Green Living Landscape

Responding to Climate Change

Strengthening Ely as a Place to Work, Live, Visit and Shop

Serving the Wider Rural Community

## Key Indicators

Level of green space provision for recreational use and for biodiversity purposes.

## Proposals

### Country Park Phase 1

*(Short/Medium Term)*

Development of access and facilities in the first phase of the country park centred on Roswell Pits and Springhead Lane.

### Country Park Phase 2

*(Medium/Long Term)*

A major extension to the country park linking up with development areas to the north of Ely. This will include recreation and biodiversity linkages into the wider countryside.

### Green Links

*(Medium/Long Term)*

The development of recreational and biodiversity linkages from Ely into the wider rural area. This will include the implementation of the Green Corridors in the Green Infrastructure Strategy for Cambridgeshire.

### Paradise Urban Park

*(Medium/Long Term)*

The protection and enhancement of the existing green area on Paradise including the careful design of development on the already built up parts of the site, additional tree planting and seating.

### Exemplar Eco Development

*(Medium/Long Term)*

Further detailed masterplanning and the development of a detailed design code for major expansion areas. Inclusion of exemplar eco neighbourhoods as demonstration projects for tackling climate change concerns. Development briefs for the North Ely extension to incorporate these proposals.

### Angel Drove Boulevard

*(Long Term)*

Environmental improvements including tree planting and street works following the completion of the Southern Link Road and the reduction of traffic levels on Angel Drove.

### Enhanced Sewage Treatment Plant

*(Short/Medium Term)*

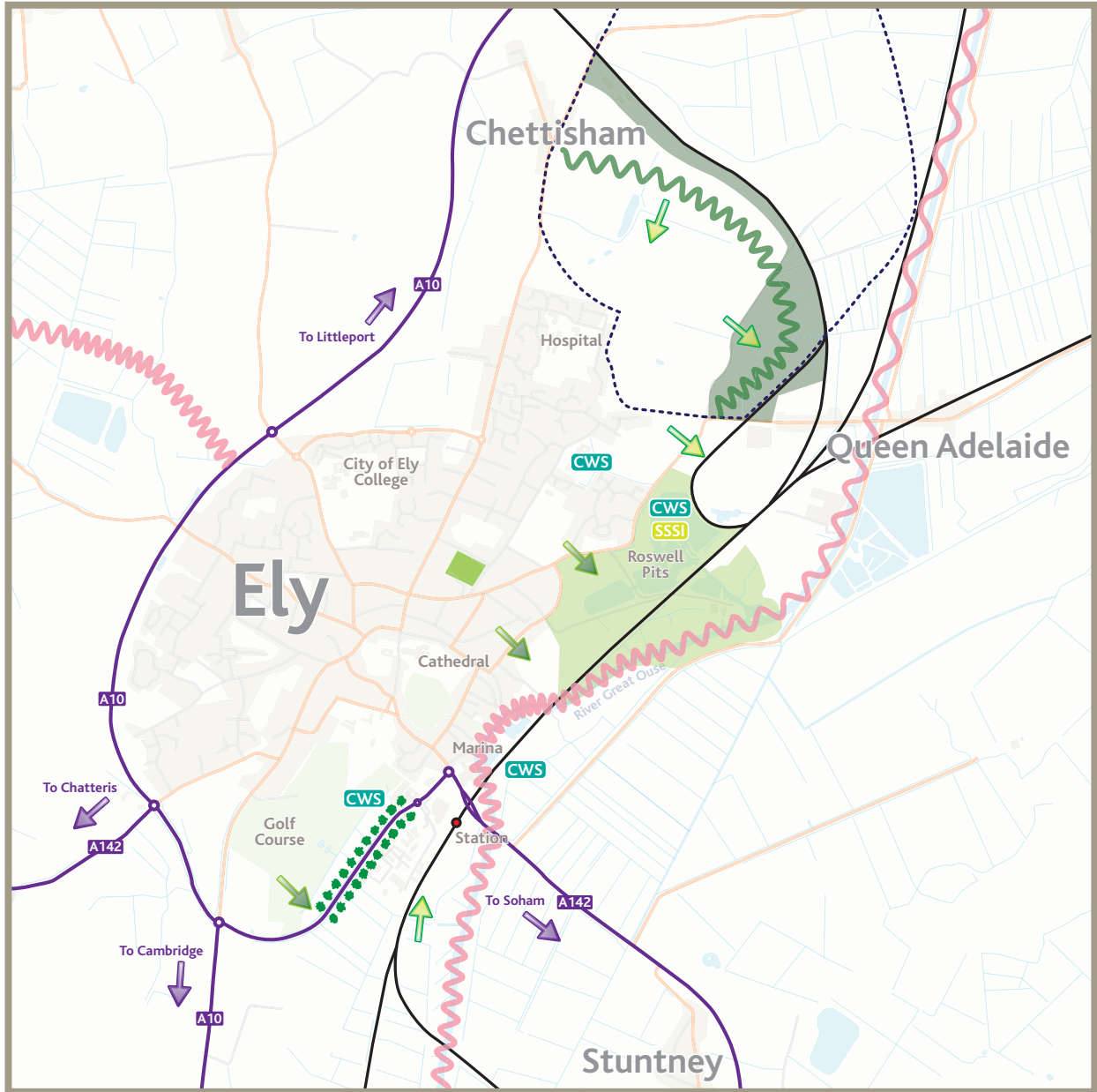
A new treatment plant to provide additional capacity and to replace existing facilities.



“ New natural greenspace to serve in northern and western areas of Ely. ”

Wildlife Trust

# Green Ely



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| Key |   |  |   |
|-----|---|--|---|
|     | Phase 1 Country Park  |  | Views to wider Fen setting  |
|     | Phase 2 Country Park  |  | Potential new vistas  |
|     | Country Wildlife Site   |  | Boulevard tree planting in Angel Drive  |
|     | Site of Special Scientific Interest   |  | Protection and enhancement of existing Paradise Field urban park                                    |
|     | Improved cycle and pedestrian routes including Ely Green corridor initiative, National Cycle Route 11 and Cam Valley corridor including Wicken Fen. Habitat linkages across the landscape |  | Gradual transition from rural hinterland to built area with allotments, orchards, paddocks and SUDS |
|     |   |  | Area of search for relocated sewage treatment plant   |

## Ely on the Move

The Core Strategy places a clear emphasis on a sustainable transport policy, requiring development to be designed to reduce the need to travel, particularly by car. A transport modelling research study carried out in 2009 concludes that the traffic network in Ely will become more congested even without any further major growth. (Details of this study are included in the background documents). Encouraging a shift to non car transport is an essential plank of the Masterplan strategy to ensure that Ely can develop as a sustainable City with minimal traffic congestion. This will require both improvements to public transport facilities, cycling and walking facilities and measures to promote changes in travel mode behaviour.

Ely has exceptional rail links for a City of its size. Although the railway station is a key asset its immediate surroundings provide a poor and unwelcoming environment. The Masterplan proposes measures to improve the pedestrian, cycle and public transport links to the station.

Ely is connected to the strategic highway network by the A10 and A142. The A10 south of Ely suffers from congestion at peak times and has safety issues. The station area is another road congestion hotspot largely due to the difficulties caused by the level crossing. These problems will get worse as increased freight movements lead to longer periods when the level crossing is closed.

The proposed Southern Link Road is an essential element of the Masterplan. Studies evidence that this Southern Link Road will reduce congestion on the A142 around the station gateway area, as well as in the city centre. It will allow the provision of an effective transport interchange at the railway station and the much needed development of this area as an economic hub for the City. It will enable significant environmental upgrading of this area, and enhance the setting for the historic core of the City as it will keep traffic away from the city centre. It will also have a wider strategic and regional impact in enabling improvements to the rail services and reducing delays on the A142 as an East Coast – Fenland primary route.

Further work will be undertaken to assess the impact of a Southern Link Road on the landscape setting of Ely, and whether the environmental disbenefits of the scheme outweigh the benefits. The modest growth levels proposed in the short term are not dependent upon the provision of the Link Road, and the Council's Core Strategy notes the need for alternative solutions to be explored. In the long term however, congestion levels will rise to unacceptable levels without major improvements to this section of the A142.

Whilst this Masterplan is based on the premise of sustainable transport modes it is noted that, in this rural area, there will be continued dependence on cars. Road network improvements must also be considered.

Additional local road network upgrades and increased highway capacity on the A10 will be required to mitigate the additional traffic which will be generated by the planned levels of growth as well as consideration of pedestrianisation and car parking management strategies in the city centre.

## Related Development Principles

- Achieving Sustainable Growth
- Enabling Easy Access
- Tackling Congestion
- Responding to Climate Change
- Strengthening Ely as a Place to Work, Live, Visit and Shop
- Serving the Wider Rural Community

## Key Indicators

- Levels of increase in use of public transport and sustainable transport modes.

*"Challenge the growth of use of motor vehicles... careful and structured pedestrianisation of City Centre streets...ensure walking and cycling are integral to all plans."*

### City of Ely Perspective



## Proposals (Strategic)

### Southern Link Road (Long Term)

The construction of a Southern Link Road diverting through traffic away from the Station Gateway area. The exact line of the route will be the subject of detailed assessment alongside other options, taking into account the substantial environmental considerations and concerns which need to be accommodated.

### Northern Link Road (Long Term)

A boulevard running through the development area in North Ely running from the Prickwillow Road through to a new junction on the A10. The Ely Action Area Plan will investigate this proposal in the context of the first phase of development of North Ely. The A10 junction is a long term proposal linked to the long term proposals at North Ely.

### A10 Public Transport Improvements (Long Term)

Improved public transport facilities and services on the A10 corridor linking Ely with Cambridge. The District Council will need to work closely with Cambridgeshire County Council, who have already identified the A10 as a priority public transport corridor, to ensure that public transport measures here are upgraded to reflect growth in housing levels.

### Enhanced Rail Services (Short/Medium/Long term)

The development of facilities and services on the rail network. This will include improvements to the Ely Station forecourt and entrance to allow more effective interchange between buses, taxis, cyclists and trains. It will also require close partnership working between the Rail Authorities and the District and County Councils, to explore the potential for improvements such as rail network upgrades to Ely North Junction to increase the rail line capacity without further inconvenience to the public at the railway crossing, and preparation of a Station Travel Plan to help develop access arrangements to the station.

### A10 Ely – Cambridge Road Capacity (Long Term)

Capacity enhancements are likely to be needed on the A10 Ely-Cambridge as a result of the growth levels proposed. The impact of the suggested public transport measures on traffic levels and potential capacity improvements to the A10 and its junction with the A14 need to be investigated further. The conclusions of the current review of the Regional Spatial Strategy and wider discussions on the A14 improvements will also be important. Again, close working in partnership with the Highways Agency and Cambridgeshire County Council will be essential.

## Proposals (Local)

### Pedestrian and Cycling Improvements (Short/Medium/Long Term)

A comprehensive programme of improvements to improve pedestrian and cycle links in Ely. These improvements will include enhancements to the pedestrian environment of the city centre and Station Gateway area, and new links within and to development areas. The programme will also include enhancements to links between Ely and the outlying villages.

### Quality Bus Network (Medium/Long Term)

The development of a quality bus corridor and loop linking residential areas to the west and north with the city centre, station, main employment areas and leisure/retail sites. The preferred route is currently via High Barns although this will need to be the subject of further detailed study.

### Additional Road Network Upgrades (Long Term)

Further testing will be required to determine the exact nature of these, but initial work suggests upgrading of sections of the A10 and key junction capacities will be needed to accommodate growth and further reduce the impacts of road congestion.

### City Centre Pedestrianisation and Car Park Management Strategies (Short/Medium Term)

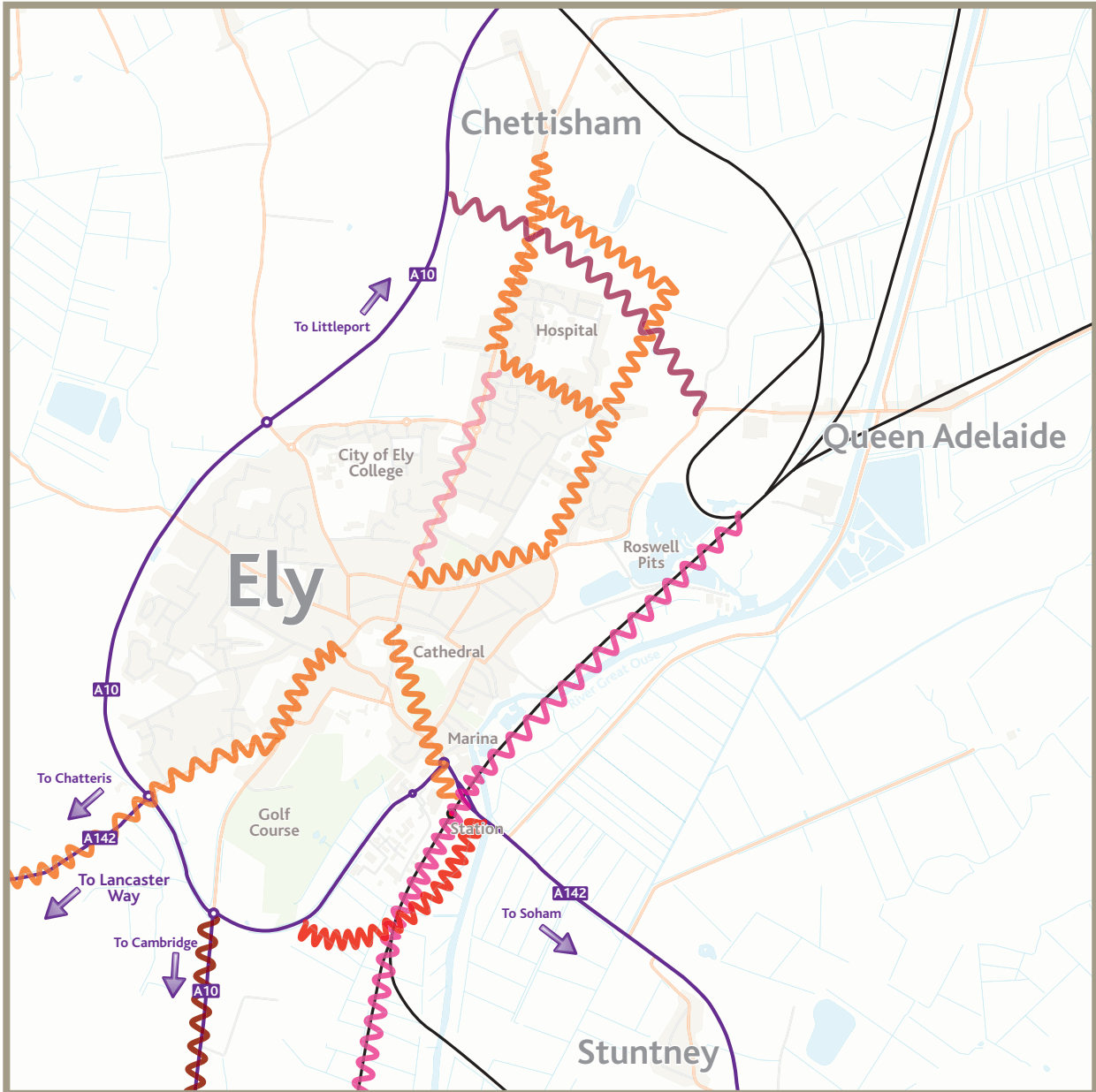
Parking to be concentrated in a number of high quality car parks around the pedestrianised area. This may include some existing car parks reconfigured to high quality design multi storey car parks where compatible with historic character and commercially viable. The strategies will need to ensure maintenance of at least the current level of 1500 car parking spaces in the city centre. Further exploration of park and ride provision will also be required.

“ Removing HGV's from the rail station area would allow a substantial re-allocation of road space...remove the perceived barrier between the rail station and the rest of Ely.

Gifford Transport and Access Statement









## Ely on the Move (Strategic)



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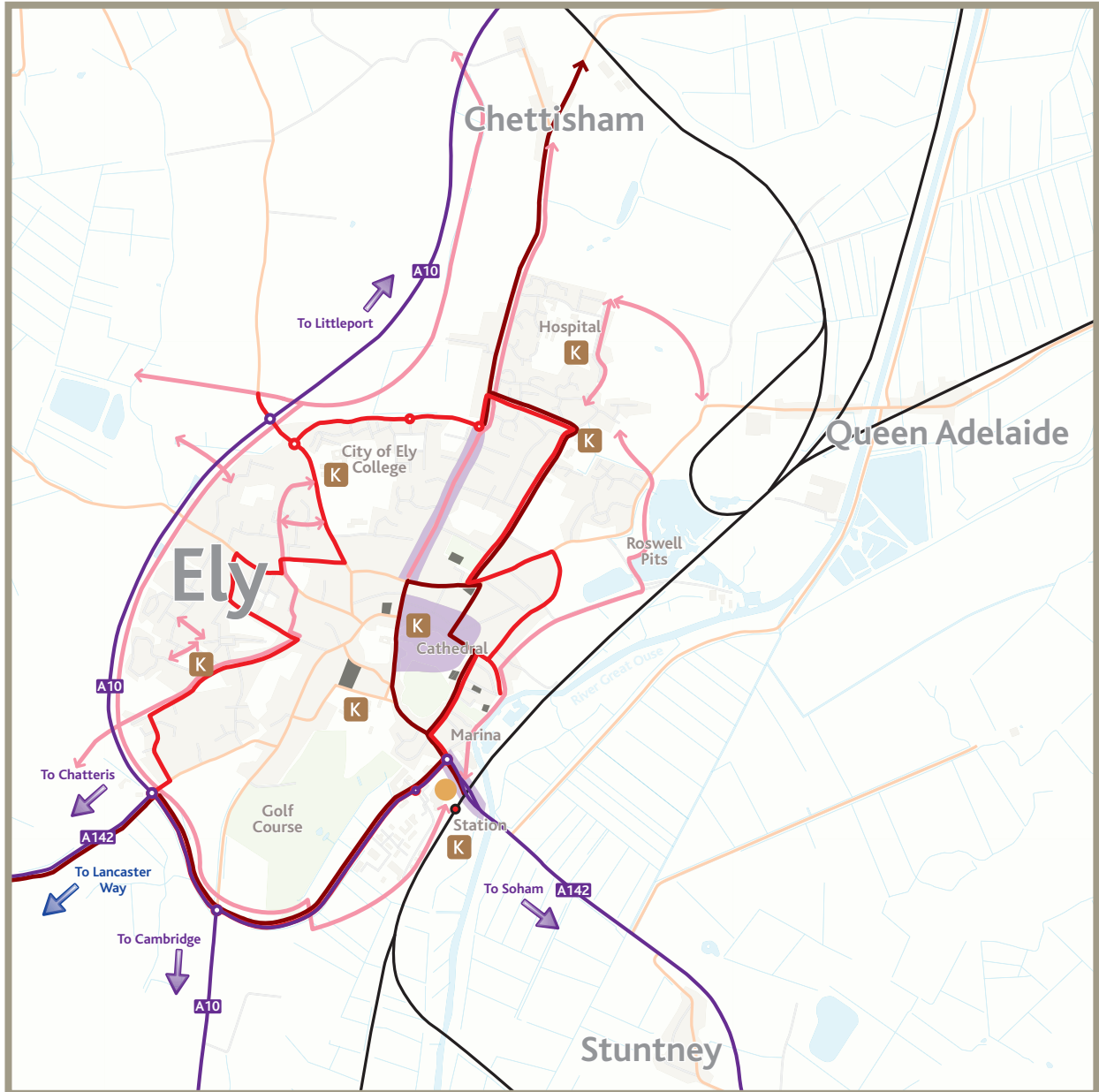
## Key

-  Improved A10 public transport corridor
-  Enhanced Rail Services with transport interchange facilities, including park & ride
-  Improved public transport links between new development and city, station and employment sites
-  A142 Southern Link Road, route to be agreed
-  Northern link to A10 from Thistle Corner to serve new residential development
-  Lynn Road – Cycleway linking new development and city centre

"Ely must have integrated transport encompassing the surrounding villages and Cambridge and Huntingdon and London. We need a proper bus station in Ely."

Local respondent,  
Public Exhibition, March 2009

## Ely on the Move (Local)



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**Key**

- Outer loop bus route
- Bus corridors
- Car parking provision
- Transport interchange facilities including park & ride
- K Key destinations
- Traffic management area to include improved cycle and pedestrian access, traffic free zones
- ↔ Improved cycle links





## Ely at Home

There has been considerable housing development in Ely over the last ten years. This reflects the attractiveness of Ely as a place to live, the success of the Cambridgeshire economy and the lack of housing stock in Cambridge.

Ely is a sustainable location for further housing growth provided that the appropriate infrastructure is provided and there is matching employment growth. It is critical that this growth takes place on a planned basis rather than incrementally.

The Masterplan identifies the key locations for further housing growth in the long term. In developing the Masterplan the option of development to the south of the City including on the Ely Golf Course was examined. Although this area is close to the central area, could retain the compactness of Ely, and was supported by some 40% of respondents at consultation, this option was discounted because it would impact significantly on important views of the Cathedral from the south and because of delivery and infrastructure difficulties.

The area to the north of Ely, bounded by the A10 and the railway line, is therefore a better option to cater for Ely's long term growth. This area is relatively unconstrained although significant infrastructure investment is needed to enable the development to be sustainable. The phasing of this infrastructure provision will be critical. The long term growth proposal at North Ely is subject to the outcomes of the Regional Spatial Strategy Review.

The Strategic Housing Market Assessment for the Cambridge Housing Sub-Region (2008) shows that there is a high level of need for affordable housing in East Cambridgeshire. Policies in the Council's Core Strategy require a minimum of 30% of the houses in a development to be affordable. New housing built alongside Jubilee Gardens in Ely illustrates what can be achieved with high quality design and layout. Higher standards in design will be key to gaining public support for new housing developments.

The Core Strategy aims at achieving an average density of 30 dwellings per hectare on new housing developments across the district. This Masterplan recognises that a flexible approach to density is required. Whilst higher densities can be achieved in town centre locations, lower densities are more appropriate on edge of town locations where a transition to the open countryside is sought.

Achieving diversity within new housing provision is a fundamental Masterplan objective, and this requirement will be built into the development briefs and design codes for the new housing areas. It is not the intention to allow a sprawl of homogenous housing estates. Instead the Masterplan seeks development which is diverse in property styles, mix and tenure of housing, adding to Ely's distinctiveness and enabling the development of mixed and balanced communities. New innovations which have a distinctive quality, opportunities for serviced plots where people can commission their own house design, and exemplar eco housing will all be encouraged to introduce diverse communities.

## Related Development Principles

Achieving Sustainable Growth

Reinforcing the Historic Heart of Ely

Widening Housing Choice

## Key Indicators

Infrastructure provision achieved before further significant development takes place.

Contribution of new housing to local distinctiveness, creation of balanced communities and energy efficiency targets.



## Proposals

### City Centre Apartments (Short/Medium/ Long Term)

Apartments in suitable locations above shops in the city centre, on the already developed part of the Paradise area as part of a mixed use redevelopment, and on other redevelopment sites as appropriate.

### Willow Walk Riverside Quarter (Short/Medium Term)

The redevelopment of the Lisle Lane industrial area and the site of the current Sewage Treatment Plant for residential and mixed uses. The redevelopment will enhance the character of this part of the conservation area and provide an appropriate gateway to the proposed Country Park.

### Station Gateway (Medium/Long Term)

Redevelopment of sites in the Station Gateway for apartments, offices and possibly a hotel will significantly enhance this important entrance to Ely.

### North Ely (Medium/Long Term)

A planned urban extension to the north of Ely will provide capacity for 3,000 homes over a 20 to 25 year period. The development will be designed to be a sustainable community with community facilities, shopping, open space and green links to the Ely Country Park. This development will be phased, with the first phase conforming with the current Core Strategy projection of 500 houses in North Ely.

### Affordable Housing (Medium/Long Term)

To help meet housing needs in Ely 30% of the housing on new housing developments will be affordable. This will ensure a balance of affordable housing is provided alongside market housing.

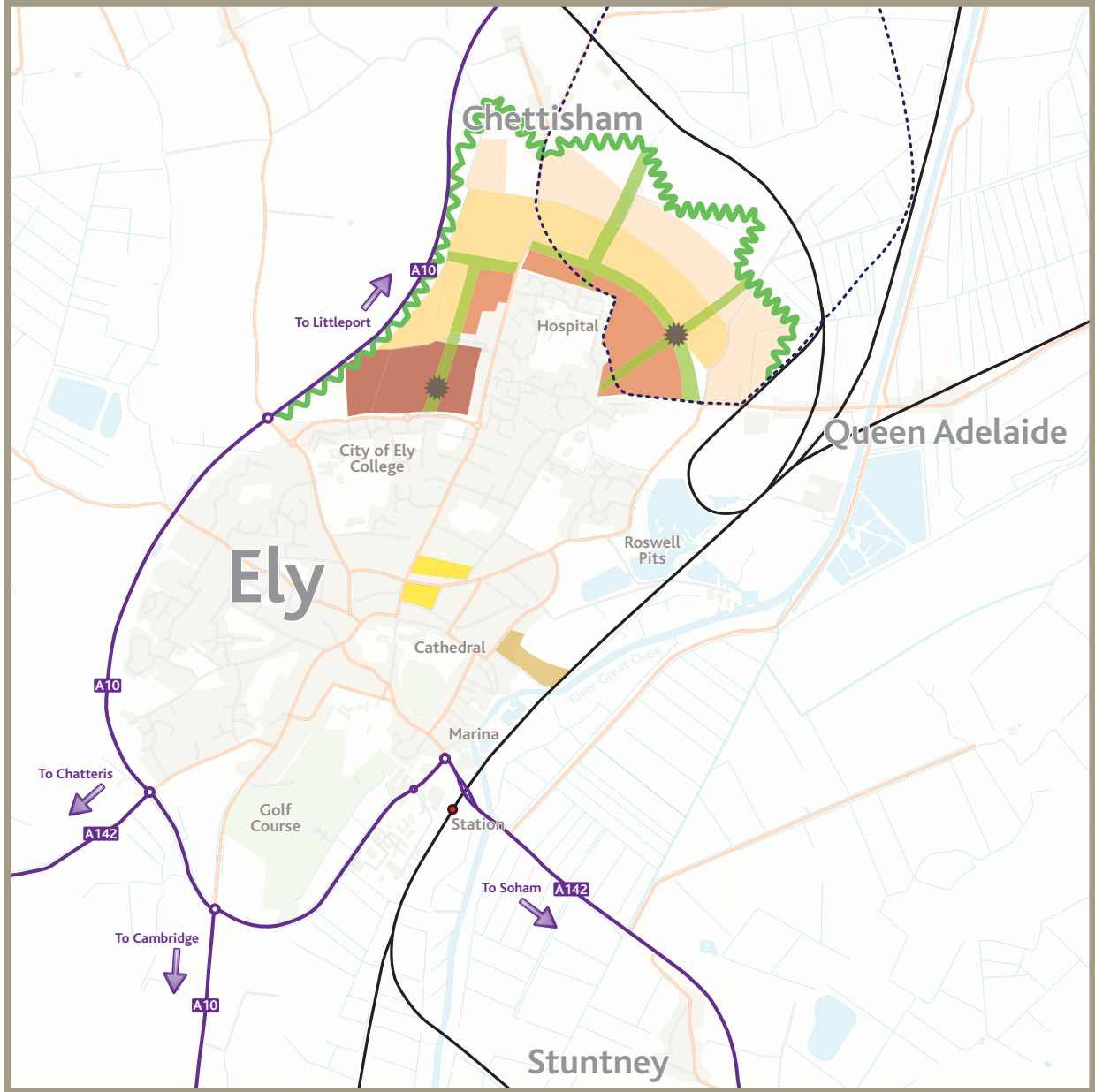


*"We must be sure that the lack of supporting facilities that have blighted Ely for the last 10 years are fully integrated for the new housing development and that there is no unrelieved housing without green spaces."*

Local respondent,  
Public Exhibition, March 2009













# Ely at Home



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**Key**

|  |  |
|--|--|
|  Area of search for relocated sewage treatment plant                                      |  Mixed use development  |
|  Redevelopment of Lisle Lane/existing sewage treatment site for residential and mixed use |  Green wedges separate new communities and provide pedestrian and cycle links between city and rural edge |
|  Higher density housing   |  New neighbourhood centres  |
|  Moderate density housing   |  Opportunity sites for allotments, orchards and SUDS  |
|  Lower density housing  |  Apartments/residential over redeveloped retail and cultural areas  |

## Ely at Work

Even though Ely has a strong and vibrant local economy there is a general consensus on the need for additional employment growth. The high level of out-commuting from Ely is a cause for concern. The Masterplan aims to achieve a better balance between employment opportunities and workforce in Ely. An important objective is to improve the quality of the employment on offer to better reflect the skilled nature of the Ely workforce.

SQW Consultants have suggested that a feasible level of employment self sufficiency (that is the proportion of residents working locally) would be 50%. In order to meet this level of self sufficiency with the projected population growth to 2021, an estimated 4,000-5,000 extra local jobs would be required.

Some of the new jobs would follow on from residential expansion. However the key to a better balance will be attracting major new employers to the City, to supplement organisations like the District Council, Tesco and King's School who are among Ely's largest employers.

The Masterplan proposals will result in higher quality business space. Star sites for inward investment will be identified that offer a prestige location, for example overlooking water or next to the station, taking advantage of the City's accessibility and quality of life. The Station Road/Angel Drove area, with convenient rail access, offers a particular opportunity for development as an economic hub for companies seeking a high quality prestige location.

## Proposals

### Angel Drove Business Park (Short/Medium/Long Term)

Development of the business park allocation adjoining the Cambridgeshire Business Park on Angel Drove for light industrial uses.

### Lancaster Way Business Park (Short/ Medium/Long Term)

The expansion of Lancaster Way Business Park for a range of business uses.

### Station Gateway Business Hub (Medium/Long Term)

High amenity office accommodation and mixed uses close to the railway station and river. This will provide an opportunity to attract headquarters office uses to Ely and broaden the employment mix. Detailed policies and site allocations will be set out in the Ely Area Action Plan.

### Education Facilities (Medium/Long Term)

Cambridgeshire County Council are undertaking a review of secondary school provision in the area, to consider the facilities required to meet the population growth set out in the Core Strategy. This will include formal community consultation. The resulting report and recommendations are due to be published in March 2010.

In respect of Ely, the Ely Masterplan recognises that growth will create pressure on current primary and secondary school capacity in the City. Diagrams have been included in this document to provide an illustration of how the pattern of school provision in Ely might need to change. No decisions will be taken until the County Council have undertaken detailed discussions and consultation with the local community.

## Related Development Principles

Retaining 'Ely's Distinctiveness'

Reinforcing the Historic Heart of Ely

Strengthening Ely as a Place to Work, Live, Visit and Shop

## Key Indicators

Increase in amount of new floorspace available for employment use.

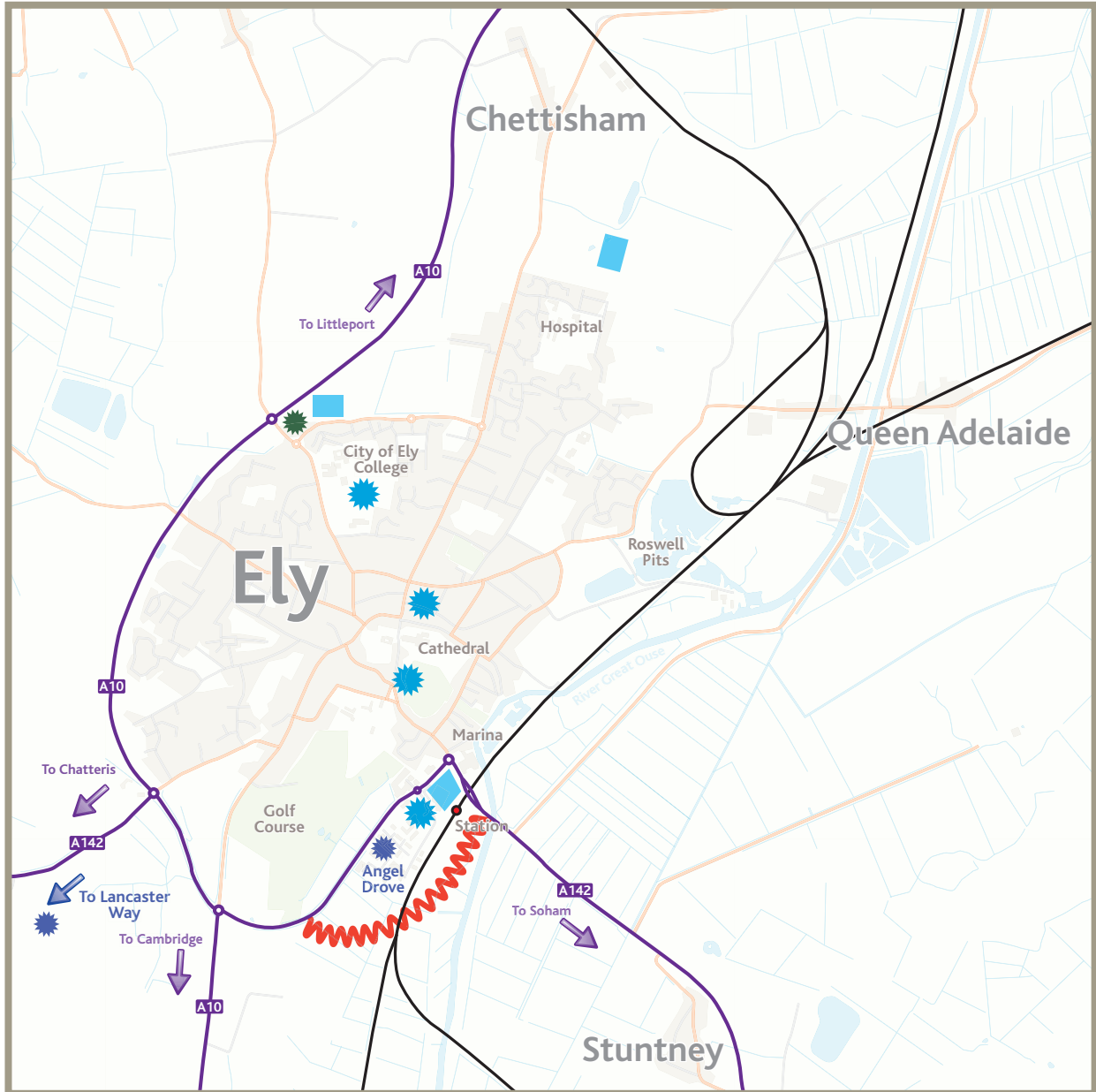


### North Ely Employment Areas (Medium/Long Term)

Two employment areas with potential uses including an enterprise hub, relocated police and ambulance services, conference centre and hotel, and start up offices and workshops. Detailed policies and site allocation for the first phase of this development will be set out in the Ely Area Action Plan. Long term proposals are subject to the outcome of the Regional Spatial Strategy Review.








## Ely at Work



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**Key**

-  Existing key employers in Ely
-  Existing allocated employment sites – Angel Drove Business Park and Lancaster Way Business Park
-  Proposed new employment sites, including new station gateway business hub and North Ely Employment Areas
-  Proposed relocation of Police and Ambulance services
-  Southern Link Road – route to be agreed

*"If Ely does not perform strongly as an employment location then out-commuting will increase."*

SQW Consulting

## Ely at Leisure

A national survey has rated Ely in the top twelve places to live for an affordable and affluent lifestyle. (Affordable Affluence Index, Royal Bank of Scotland, 2007). Despite this high rating the results of a recent survey make it clear that there are significant concerns over the lack of choice in retail and leisure facilities. The possibility of a new swimming pool and sports facilities, the creation of the Country Park and an extended waterfront would enable the whole district to benefit from growth.

There has been a huge controversy over the need for more shops in Ely and finding suitable locations for both food (convenience) and non food (comparison) retailing. Traders have expressed concern about the lack of "High Street" names. The City is inevitably compared with other historic towns such as Cambridge, Bury St Edmunds, Peterborough and Newmarket, all of which have expanded their retail centres and attracted major investment in quality buildings and retailers.

The District Council's Core Strategy identifies a need for an additional 8,500 sq m of comparison net retail floorspace and 900 sq m of convenience net retail floorspace in Ely for the period to 2025. With growth levels above those proposed in the Core Strategy to the period 2031 additional retail capacity will be necessary.

Many visitors are drawn to Ely in order to visit the outstanding cathedral quarter. However some argue that there is not enough to interest visitors to stay in the City, and this problem is made worse by the lack of good hotel accommodation. Hotel development is specifically identified in national planning guidance as a key town centre use, which can add vitality and viability to town centres. Hotel development in sustainable town centre locations close to shops, services and public transport can help to reduce the need to travel and benefit the environment.

Ely is a popular spot for river cruising, however the river is seen as "disjointed" from the city centre, and both cycling and walking links are weak. Although there are 250 mooring spaces more are needed, along with better facilities for visiting and moored boats. The Environment Agency is undertaking a detailed study which will explore the scope for creating additional moorings within the wider River Ouse area, and this is due to be completed in August 2009. The Masterplan will seek to accommodate the study findings as appropriate.

## Related Development Principles

Retaining "Ely's Distinctiveness"

Achieving Sustainable Growth

Reinforcing the Historic Heart of Ely

Strengthening Ely as a Place to Work, Live, Visit and Shop

Serving the Wider Rural Community

## Key Indicators

Increased retail floorspace in Ely city centre

Increased cultural attractions

Development of new sports facilities

Development of additional hotel provision in the City

*"No entertainment, no music venues, no cinema, no nightlife, not enough youth clubs, everything closes at 5pm - its' pubs or nothing."*

Ely Youth Film



*“Keep facilities small scale, which reflects Ely's uniqueness.”*

Ely Youth Film

*"Tourism can make a rounded contribution and the lack of a quality hotel is seen by businesses as a current weakness. Such a hotel could also be attractive for short stay leisure visitors - especially if near to the station and river."*

SQW Consulting



*"Ely should support a higher range of quality shops... diversity of uses strengthens a town centre."*

Witney/Cirencester Study  
Tour Report

## Proposals

### Market Expansion

#### *(Short/Medium/Long Term)*

Take opportunities to expand Ely's markets including additional specialist markets. Support additional activities on the Market Place such as a small daily market, exhibitions and events. Enhancement of retail frontages through redevelopment where appropriate, and public realm improvements on Market Place.

### Leisure Village

#### *(Medium/Long Term)*

The development of a new leisure centre including a swimming pool on Downham Road. This will replace the existing facilities at Paradise and serve the whole District.

### City Centre Shopping

#### *(Short/Medium/Long Term)*

In the short term a detailed study to be carried out to investigate opportunities for the intensification of provision of small retail shops within the lanes and alleyways between High Street and Market Street (an area which is currently underutilised). In the longer term to investigate provision of larger retail units on land to the north of Market Street. This work will need detailed investigation in view of the need to protect the unique historic environment and to ensure that existing and new shops can be serviced. However, combined with the pedestrianisation proposals, intensification of retail uses will enable an increase in retail capacity and strengthening of the attraction of the core of the city centre. Both of these issues were identified as important in the public consultations.

### Paradise Quarter

#### *(Medium/Long Term)*

A mixed use, high quality development of parts of the Paradise site will provide opportunities for cafes, restaurants, and a cinema alongside offices and apartments at upper levels. Linkages between the Paradise site and the city centre will be enhanced.

### Angel Drove Commercial Park

#### *(Medium/Long Term)*

To complement the city centre expansion there will opportunities for bulky goods retail showrooms alongside business development on the southern end of Angel Drove close to the new Southern Link Road. Detailed policies and site allocations will be set out in the Ely Area Action Plan.

### New Hotels

#### *(Medium/Long Term)*

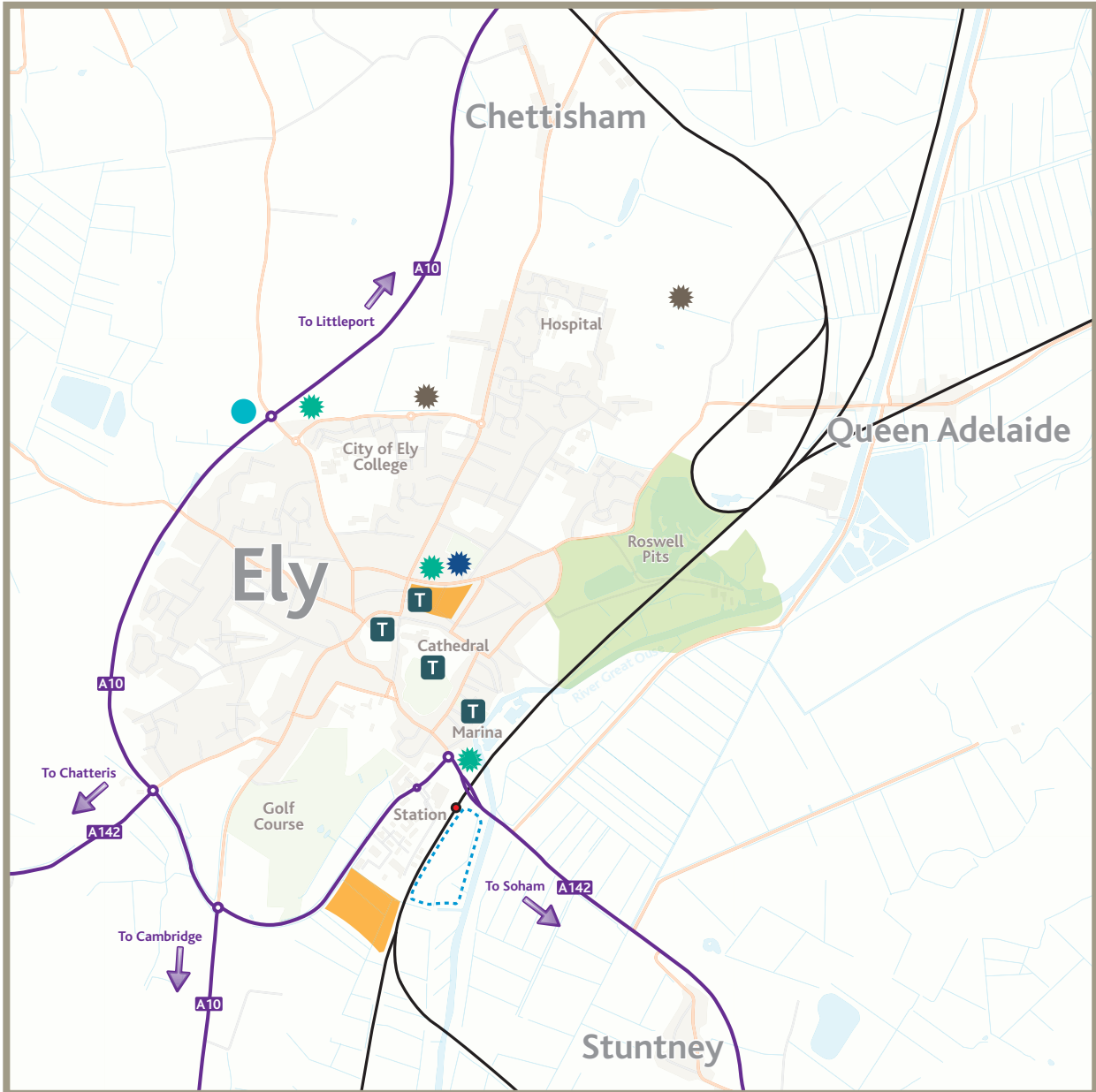
Development of additional good quality hotels in Ely providing conference facilities and capable of hosting coach parties. Ideal locations are near the railway station, on Nutholt Lane, or possibly within the North Ely development.

### North Ely Neighbourhood Centres









#### *(Medium/Long Term)*

Within the North Ely development there will be two new neighbourhood centres providing for local shopping, education, health and community needs. One of these centres will act as a District Centre with the opportunity to include a supermarket. Detailed policies and site allocations for the first phase of this development will be set out in the Ely Area Action Plan. Long Term proposals are subject to the outcome of the Regional Spatial Strategy Review.

## Ely at Leisure



## Key

-  Proposed new Leisure Village
-  Area of search for additional moorings
-  Potential opportunity site for retail expansion, city centre and Angel Drove Commercial Park
-  Potential north Ely neighbourhood centres, including one District Centre with convenience retail
-  Paradise Quarter
-  Potential sites for new hotel
-  Proposed Country Park Phase 1
-  Existing tourist attractions

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*"Masterplan should take a serious look at sympathetic re-development of the High Street and Market Street. Open up the small alleys to a full commercial use."*

Local respondent,  
Public Exhibition, March 2009





**Three key opportunity sites have been identified, the successful development of which are fundamental to the Ely Masterplan:**

- North Ely Extension
- Riverside and Station Gateway Regeneration
- City Centre Expansion

This section looks at each of the three areas in more detail. The ideas and proposals suggested are illustrative only at this stage – more detailed development briefs for each of these sites, setting out design and layout requirements, densities and design issues, and recommended timescales, will be prepared for further public consultation and consideration. The long term proposals at North Ely are subject to the outcome of the Regional Spatial Strategy Review.

These proposals were evolved through a consultative process involving a series of technical design workshops examining the potential uses of these areas. The Ely Masterplan development principles provided a guiding framework. Various alternative options for each area were generated and these were the subject of a public exhibition held in March 2009. The feedback from these workshops and the public exhibition has shaped the illustrative proposals set out below. For further information on this consultation process please see the appendices to this document.

## North Ely Extension

This concept is based on discrete new communities clustered around two local neighbourhood centres. Expansion of the City in this way will provide for an additional 3,000 homes. Housing development will need to be phased to ensure appropriate infrastructure development is also in place prior to further housing expansion. The area to the east of the Princess of Wales Hospital will be the first phase, providing up to 500 new homes.

### Concept Assumptions

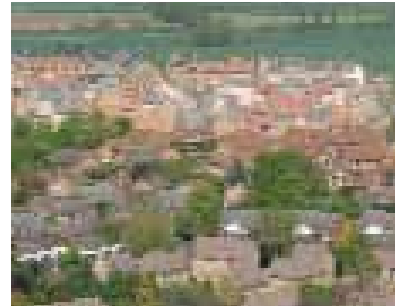
- Land to the north of Ely will become available for development.
- Additional sewage treatment capacity is provided by relocating the Cresswells Lane Sewage Treatment Works to the north of Ely. Options for relocation of these works are currently being explored with Anglian Water.
- Public transport provision is put in place prior to further housing development in order to offset the impact of private car use.
- That the necessary infrastructure development is in place either prior to or at the same time as further housing development.
- That the additional infrastructure development includes provision for the recent housing developments built over the last few years as well as for new housing developments.

“ A clear vision and plan enabled local authorities to counter pressure for urban sprawl. ”

Witney/Cirencester Study  
Tour Report

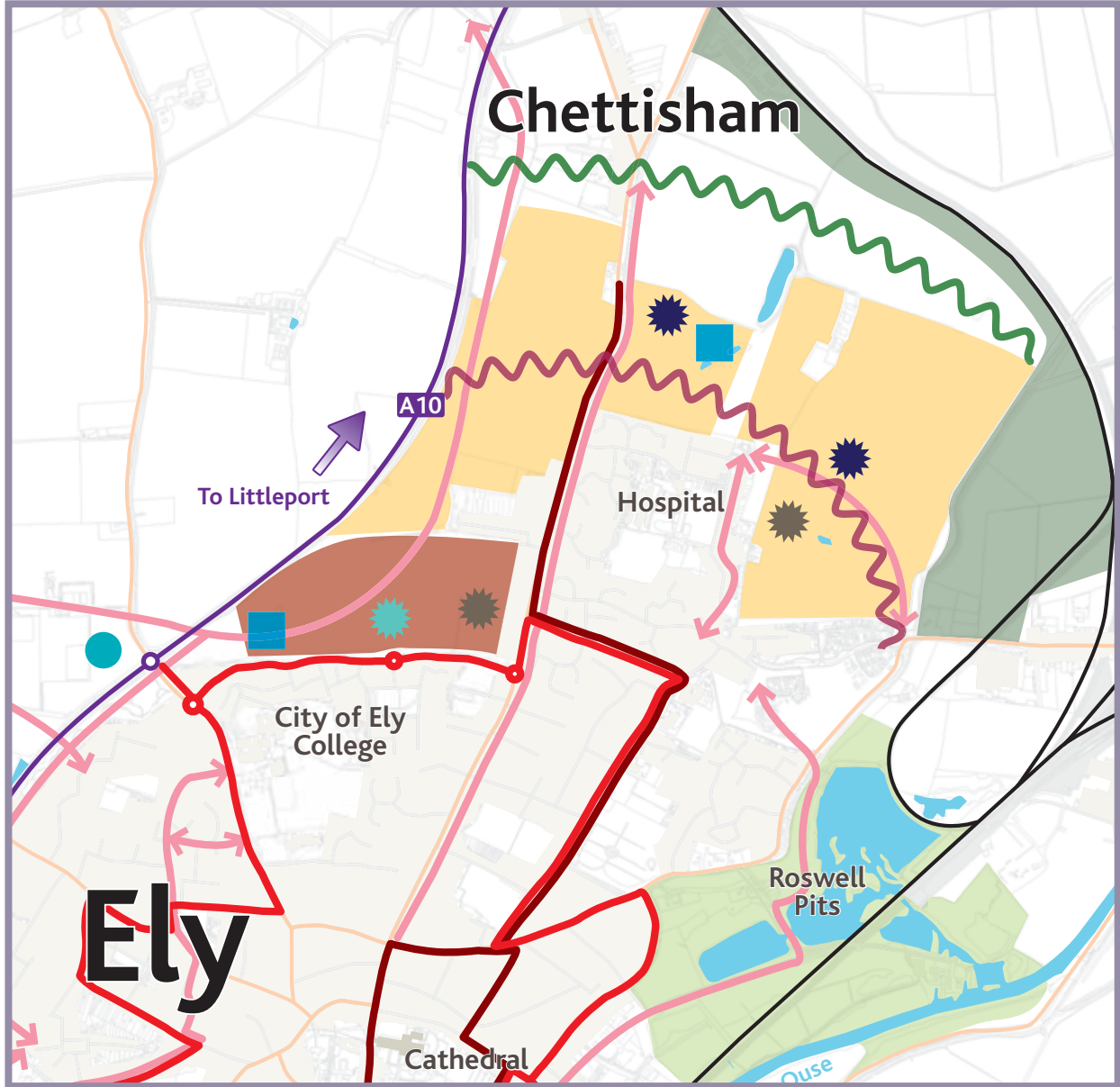
### Concept Elements

- Development will be supported by a quality public transport corridor along High Barns, with improved cycle and pedestrian links along Lynn Road.
- Hospital site is expanded as a minor district health centre.
- Local Neighbourhood Centres will serve both existing and new development. Uses to include new school(s), medical centre, community centres and local shops.
- Employment areas to encourage local working opportunities, with potential uses including an enterprise hub, start up offices and workshops, relocated police and ambulance services, conference centre and hotel.
- Green 'wedges' to provide separation between the new communities and from Chettisham, which would retain its separate identity.
- A new tree lined boulevard to provide a Northern Link Road linking Thistle Corner with the A10, and to serve the new communities.
- Community allotments, orchards and paddocks to retain the green setting of the City, and to provide a gradual transition from the rural hinterland to the built area.

















- Highest density housing located closest to the city centre to encourage sustainable development, and lower density housing located to the edges of the developments to allow for gradual transition between the countryside and the City.
- Development to be exemplar eco friendly and as self sufficient as possible in energy and power use. All new developments to be 'zero' or 'low carbon' and to exceed established standards of resource efficiency, with water recycling, rain harvesting, managed flood risk and the use of reed beds to clean water.
- Land on the edges of development to be used in connection with sustainable urban drainage (SUDS) with attenuation ponds creating new habitats.
- Easy access via pedestrian and cycle links to the proposed Country Park, riverside area, and city centre.
- The Cresswells Lane Sewage Treatment Works relocated to a site north of the City to provide additional capacity and modern sustainable treatment facilities.
- The area north of Cam Drive is of particular importance in terms of the overall development of North Ely, being well placed to provide the location for supporting infrastructure and facilities for new housing areas. The focus in this area will therefore be for mixed uses as well as housing development.

The concept for development in North Ely:



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**Key**

|   |  |
|---|--|
|  Country Park boundary   |  Bus corridors with links to new housing areas, routes to be identified                   |
|  Potential Country Park extension  |  Outer loop bus route   |
|  Potential new housing development   |  Improved cycle links   |
|  Mixed use development   |  Retail   |
|  Gradual transition from rural hinterland to built area with allotments, orchards, paddocks and SUDS |  Employment – a possible site for relocation of police and ambulance services             |
|  Northern link to A10 from Thistle Corner to serve new residential development                       |  Potential sites for educational provision of two primary and possibly a secondary school |
|   |  Neighbourhood centre   |
|   |  Leisure Village  |

## Riverside and Station Gateway Regeneration

The concept is based on substantial improvements to the station gateway to enhance the contribution of this entrance to the City, to make the most of the riverside asset and develop the green linkages to the proposed Country Park.

### Concept Assumptions

- That in the longer term the sewage treatment plant will be relocated. Options for relocation of these works are currently being explored with Anglian Water.
- Employment uses in Lisle Lane, Tesco car park and Standen's can all be relocated. The District Council would wish to work closely with both Tesco Stores and Standen's to explore the potential for their relocation in order to enable the development of this key area as an employment hub for the City.
- That a Southern Link Road can be built to allow the congested railway crossing to be bypassed.



### Concept Elements

#### Railway Station/Angel Drove Gateway

- Provision of a new pedestrian link from the station to the riverside to provide an attractive route to the City Centre, Cathedral and proposed Country Park.
- Enhanced station forecourt with transport interchange facilities, and buildings with active frontages at ground floor level to animate the space. Opportunities for a new hotel, offices and small shops.
- Station car parking relocated into multi storey car park to south west of the station with an opportunity for provision of park and ride. Careful design of the multi storey car park will be needed to avoid detracting from the Cathedral views.
- Area of mixed use residential and office development extending from the station to the north side of Angel Drove to promote development in close proximity to the railway station.
- Tree planting along Angel Drove to enhance the approach to the City.



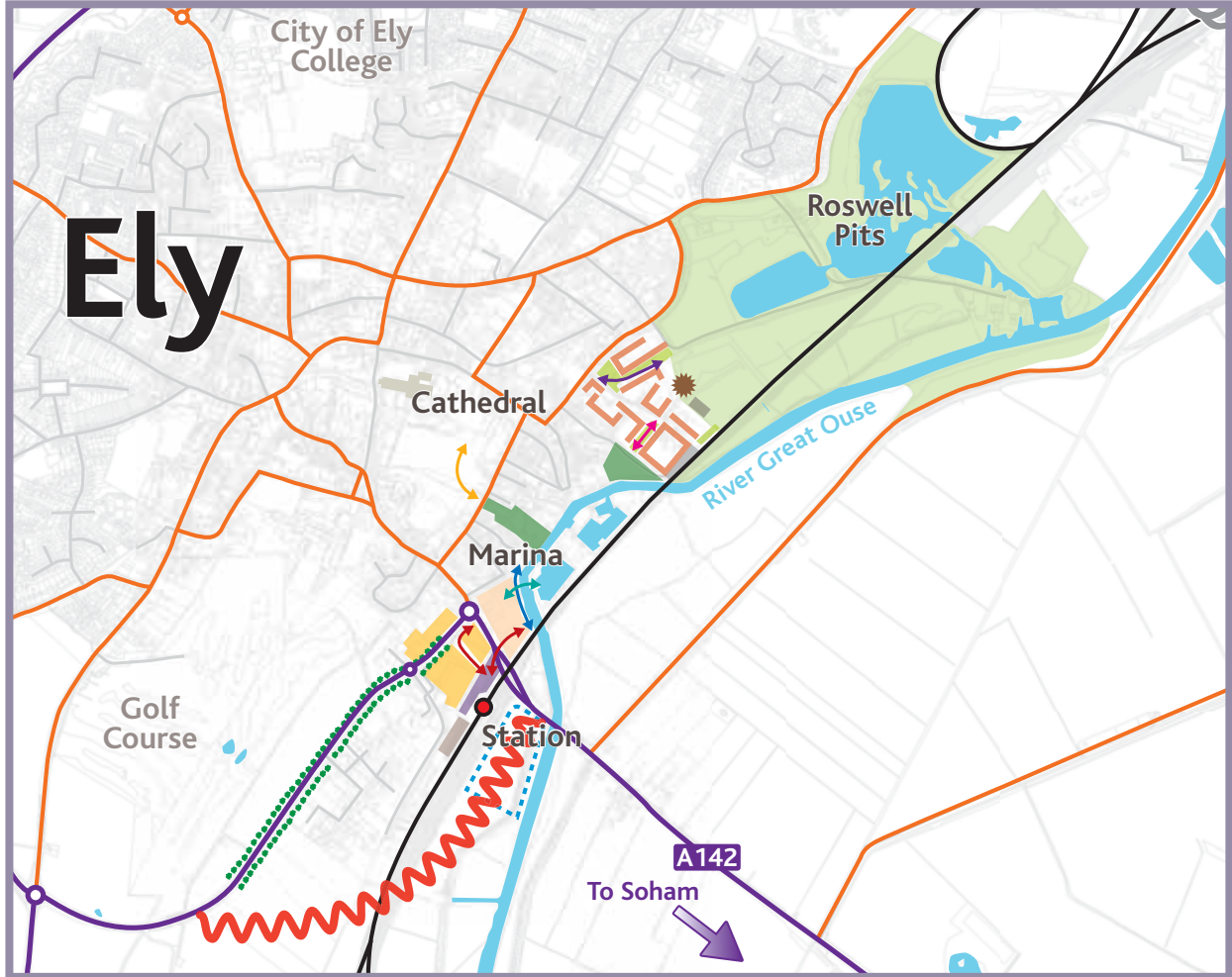
#### Riverside

- New marina on the east or west bank of the River Ouse to provide additional moorings.
- Improved pedestrian and cycle links to Riverside and the station.
- Redevelopment of west bank of the river to provide mixed use development with offices, cafes, restaurants and residential above. Potential hotel site.
- New footbridge to existing marina on east bank of River Ouse with opportunity for new small scale uses associated with the marina, such as bar, café or restaurant.
- Widened riverside walk towards High Bridge, with café/restaurant/specialist small-scale retail uses.

#### Willow Walk Riverside Quarter

- Redevelopment as a residential area with other appropriate mixed uses. Sites close to the river and country park to be lower density with higher density near Lisle Lane and the city centre.
- Inclusion of green "wedges" to provide transition from proposed Country Park to developed areas.
- A widened and enhanced access from Willow Walk to the proposed Country Park car park and visitor centre.
- Fisherman's car park upgraded.

The concept for development in this area:



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**Key**

- Residential use with mixed density. Sites close to the river and Country Park to be lower density with higher density near Lisle Lane and the city centre
- Area of mixed use residential and employment extending from the station to the north side of Angel Drove to promote development in close proximity to the railway station
- Redevelopment of west bank of the river for new mixed use development including offices, with residential above, café/restaurant/specialist retail uses and a possible hotel
- Enhanced station forecourt with transport interchange facilities, and buildings with active frontages at ground floor level to animate the space. Opportunities for a possible hotel, offices and small shops
- Station car parking relocated into multi storey car park to south west of the station with an opportunity for provision of park and ride. Careful design of the multi storey car park will be needed to avoid detracting from the Cathedral views
- Tree planting along Angel Drove to enhance approach to the city
- Country Park boundary
- Proposed siting for new visitor centre
- Proposed new car park at Country Park
- Enhanced access from Lavender Green to Country Park proposed visitor centre and car park
- Existing car park enhanced
- Inclusion of green 'wedges' to provide transition from proposed Country Park
- Existing open spaces on Riverside
- Area of search for new marina on the River Ouse to provide additional moorings
- New footbridge to existing marina on the east bank of River Ouse with opportunity for new small scale uses associated with the marina, such as bar, café or restaurant
- Widened riverside walk towards High Bridge with café/restaurant/specialist small-scale retail uses. Improved pedestrian and cycle way to the west of the riverbank
- Creation of access to the Country Park
- Improved footpath link from Riverside/Broad Street to Cathedral
- Provision of a new pedestrian link from the station to the Riverside to provide an attractive route to the City Centre, Cathedral and proposed Country Park
- Southern Link Road – route to be agreed

## City Centre Expansion

The concept is to strengthen the centre of Ely as a place to work, live, visit and shop. The approach is to maximise the potential of opportunity sites within the historic city centre in order to provide additional shopping floorspace, leisure/cultural facilities and central high density residential accommodation. These will bring additional people into the city centre, encourage a more lively evening economy as well as a more viable retail offer.

### Concept Assumptions

- That the current sports activities on Paradise can be relocated to a new leisure village to the northwest of Ely on Downham Road.
- That a strategy for restricting vehicular access to the city centre is introduced.
- That a car parking management strategy concentrates off street parking around the city centre to ensure that all parts of the retail centre are accessible.
- That the police and ambulance stations can be relocated to the north of Ely.
- That the District Council offices are relocated north of Nutholt Lane.
- That improved pedestrian routes can be achieved to develop the linkages between the different parts of the City.

### Concept Elements

#### High Street/Market Street Alleyways

- Potential to open up and intensify the retail uses in the area between High Street and Market Street for small retail shops, encouraging more active frontages, which in turn would increase pedestrian footfall and open up interesting perspectives of the Cathedral from these alleyways. Servicing arrangements for both the new and existing shops would need to be resolved.
- Develop the pedestrian linkages through this area.

#### Cloisters/Market Place

- Redevelopment of Brays Lane car park to include continuation of the Cloisters retail development/extension of the supermarket. This would be linked with improved pedestrian links to the Paradise area and into Market Street via Brays Lane. Options to replace surface car parking with a sensitively designed multi storey car park (with no more than two storeys above ground) will be explored.
- Redevelopment of the Market Place incorporating soft and hard landscaping works. Redevelopment of 1960's building for mixed retail and residential uses.
- An open area for markets to be retained.

#### Paradise Quarter

- New mixed use/leisure quarter, with cinema, restaurants, bars, cafes and pedestrian links to the existing city centre. Options for replacing existing surface car parking with sensitively designed multi-storey car parking will be explored. Some residential development including first floor apartments. Paradise Field to remain as green area, potentially urban park.

#### Nutholt Lane/District Council Offices Site

- Redevelopment of ambulance/police station sites to provide for upgraded junction of Lynn Road/Nutholt Lane/Egremont Street.
- Retail redevelopment of current District Council offices site and areas to the north of Market Street through to a key corner site accessible from

the Market Place, Market Street, Newnham Street and High Street Passage. This would provide a site of some 7,500m<sup>2</sup> for larger retail shops and an anchor store. It is already easily accessed by existing pedestrian linkages within the city centre and there are opportunities to increase the pedestrian linkage from the north side of Market Street. Redevelopment of this area will retain retail floorspace within the historic core rather than requiring an edge of town development. It will draw pedestrians through from the Cathedral Quarter, High Street, Market Place and the Paradise Centre.

- Creation of new bus and taxi drop off point on Nutholt Lane/Lynn Road junction with good pedestrian linkage into the new retail area, Market Street, the city centre and the new leisure quarter on the Paradise site. This will serve all existing bus routes and link with enhanced bus corridor.

#### Lighthouse Centre

- Potential for redevelopment of this area for residential, office and community uses with improved linkages into St Mary's Street car park.

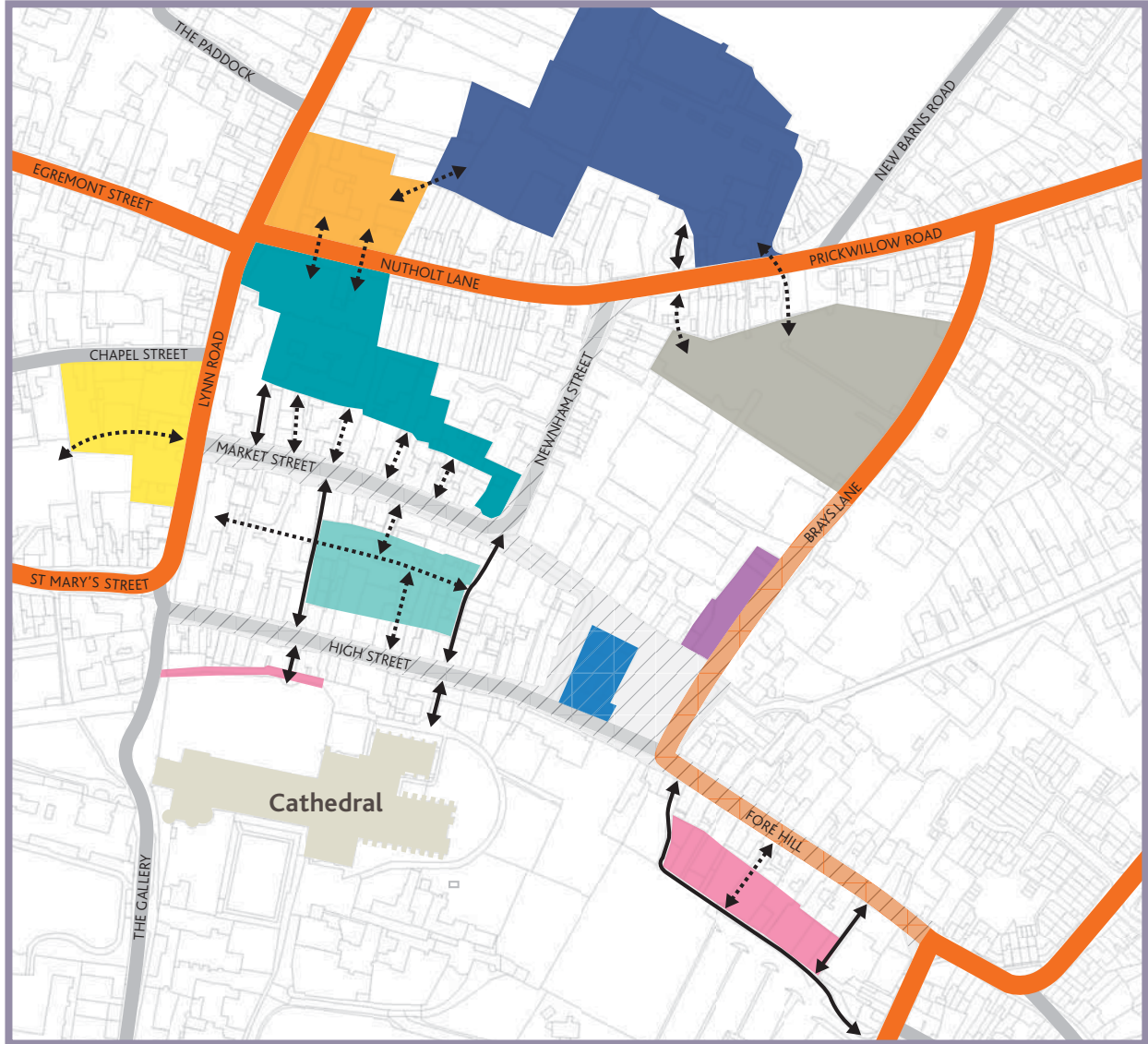
#### Forehill

- Improved and more active frontages on Three Cups Walk with pedestrian links to Forehill and Broad Street.

#### Steeplegate













- Creation of new/enhanced frontages to Steeple Row including waste storage facilities within existing premises and improved pedestrian access to High Street.

The concept for development in this area:



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**Key**

|   |   |   |  |
|---|---|---|--|
|  | Pedestrian area   |  | Area of search for residential, office and community uses  |
|  | Existing pedestrian links   |  | Redevelopment of current Council offices and potentially adjoining sites for retail uses including anchor store or hotel   |
|  | Investigate new/enhanced pedestrian links   |  | Creation of new bus drop off point with opportunity to improve Nutholt Lane, Egremont Street and Lynn Road junction. New linkage for pedestrians from this area to Paradise area. Possible site of new council offices |
|  | Intensified retail uses with improved pedestrian access to High Street, Market Street and existing pedestrian links   |  | New Paradise Quarter with cinema, restaurants, bars, and cafés. Sensitively designed car park with new and enhanced pedestrian links. Some residential development including first floor apartments                    |
|  | Improved frontages on Steeple Row and Three Cups Walk to include storage of refuse bins and public links to High Street and Broad Street  |  | Redevelopment of site to provide extension to Cloisters/supermarket and potential site for sensitively designed multi storey car park. Improved pedestrian links to Paradise Centre and Brays Lane                     |
|  | Improved frontages and pedestrian access between Brays Lane and Market Place  |   |  |
|  | Redevelopment of Market Place incorporating soft and hard landscaping works. Redevelopment of 1960's building to provide retail with residential over, or a new civic building for meetings/arts/cultural events. Open area for the market to be retained |   |  |



The Ely Masterplan brings together for the first time the economic and spatial aspects of growth in a watershed place shaping plan. This new approach will require an integrated approach to delivery, enabling sustainable economic growth alongside strategic priorities such as housing, transport and climate change. Strong project management and a clear implementation programme, taking into account implementation risks, will be crucial to the success of the plan.

## Implementation Programme

A key objective of the implementation programme is to ensure that the proposals for Ely are developed in a sustainable way. There are four challenges which the implementation programme will need to address:

- Ensuring community involvement and support in the development plans and implementation programme
- Phasing of development to ensure housing growth does not take place without an adequate infrastructure provision
- Obtaining funding to implement the infrastructure requirements
- Building capacity within local agencies and statutory bodies to manage the growth process.



## 1. Ensuring Community Involvement and Support

If the Ely Masterplan and its proposals do not involve the participation and support of the local community the plan will not be successful. The community must be involved in the development of the ideas suggested in the plan.

A six week public consultation period on the ideas and proposals in the Ely Masterplan took place in Autumn 2009. This included both the residents and working population of Ely and the communities in the surrounding rural area which it serves, as well as statutory consultees and interested organisations and agencies. The results from this consultation were considered by the District Council and taken into account before the plan was formally adopted.

The development of a community engagement programme is proposed to take forward the implementation of the plan and enable the community to continue to be the backbone of this Masterplan process. Such a programme will, for example, include the setting up of a range of 'consultation panels' in respect of specific project proposals within the Ely Masterplan, whose role will be to consider and advise the District Council on ideas, views and opinions about the development of specific projects.

The innovative and successful consultation work carried out with young people and key stakeholders during the development of this plan provide an example of approaches which can be developed to ensure that the community have a real say in the future development of their City.

| Aspirational Framework for Public Participation |   |
|---|---|
| <b>Inform</b>                                   | To provide the public with balanced and objective information to assist them in understanding the problem, alternative, opportunities and/or solution.                            |
| <b>Consult</b>                                  | To obtain public feedback for decision makers on analysis, alternatives and/or decision.  |
| <b>Involve</b>                                  | To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered in the decision making process. |
| <b>Collaborate</b>                              | To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.                             |
| <b>Empower</b>                                  | To place final decision making in the hands of the public.  |

Source – Inspire East Presentation to Ely Masterplan/Growth Delivery Working Party

**NB** Planning law requires decisions on planning policy to be made by formal Council Committees



“ Early and ongoing community engagement. ”  
Cambridge Horizons



“Stakeholder involvement - backbone of successful masterplanning.”

Inspire East

## 2. Phasing and Infrastructure Development 'Thresholds'

The Masterplan does not envisage the large scale release of residential sites in the short term. The approach will be to concentrate first on resolving current concerns over infrastructure capacity and quality of development.

Some housing development will be required to enable the funding to be obtained for the planned infrastructure, but this will be done in a balanced way, with releases of sites for housing growth being strictly tied to a phased infrastructure development strategy and action plan.

Work is already in progress on the development of an infrastructure development strategy, which will set out the infrastructure requirements for the district to enable it to accommodate future growth. This will include transport, community facilities and services, employment and other infrastructure provision. Once this work is completed in early 2010 further studies will be undertaken to identify the development 'thresholds' beyond which further housing, employment and retail development will not be permitted until the threshold requirements have been met.

The table on the next page sets out, in very broad terms, the current expected sequence of future development, identifying key short term projects (years 1-5), medium term projects (years 6-10) and long term projects (years 11-20). This will be further refined and expanded as the work on the implementation programme and infrastructure development strategy is developed.

The District Council can influence the rate and pattern of future development through both the timing incorporated into the Local Development Framework planning documents and through the timing of Council funded infrastructure.



*"Despite the impact of the credit crunch there is still a need to plan for the longer term."*

**Working party discussions**



*“ To support the number of visitors that we get within the Cathedral we need effective transport links and car parking when they arrive, good quality accommodation and hotels, and good tourist support. ”*

**Dean & Chapter**

## Indicative Implementation Timelines and Resourcing.

Note – this table is indicative only, suggesting potential sources of funding which can be explored. No funding commitments have been made by any of the organisations indicated.

| Actions  | Short Term<br>2010/15 | Medium Term<br>2016/20 | Long Term<br>2021/31 | Indicative Resources                                     |
|--|-----------------------|------------------------|----------------------|--|
| <b>Implementation Mechanisms</b>   |                       |                        |                      |  |
| Set up Ely Growth Area Delivery Structures   | xxxxxxx               |                        |                      | Existing budgets   |
| Ely Area Action Plan   | xxxxxxx               |                        |                      | PDG  |
| Infrastructure Strategy and Developer Contributions Policy   | xxxxxxx               |                        |                      | HGF  |
| Public Transport and Footpaths/Cycling Strategies  | xxxxxxx               |                        |                      | HGF  |
| Community Engagement Programme   | xxxxxxx               | xxxxxxx                | xxxxxxx              | PDG  |
| <b>Historic Ely</b>  |                       |                        |                      |  |
| Detailed Design Guide  | xxxxxxx               | xxxxxxx                | xxxxxxx              | PDG/existing budgets                                     |
| Conservation Area management   | xxxxxxx               | xxxxxxx                | xxxxxxx              | PDG/existing budgets                                     |
| World Heritage Area Status – investigate potential   | xxxxxxx               |                        |                      | Existing budgets   |
| Riverside and Station Gateway Regeneration   |                       | xxxxxxx                | xxxxxxx              | Private sector   |
| Review Environmental Capacity Study  | xxxxxxx               |                        |                      | PDG/existing budgets                                     |
| <b>Green Ely</b>   |                       |                        |                      |  |
| Country Park Phase 1   | xxxxxxx               |                        |                      | HGF/LPSA/S106  |
| Country Park Phase 2   |                       |                        | xxxxxxx              | Budget required  |
| Green Links  |                       | xxxxxxx                | xxxxxxx              | Budget required  |
| Paradise Urban Park  |                       | xxxxxxx                |                      | Public/CIL   |
| Exemplar Eco Development   |                       | xxxxxxx                | xxxxxxx              | Private sector/HGF                                       |
| Angel Drove Boulevard  |                       |                        | xxxxxxx              | Public/CIL   |
| Enhanced Sewage Treatment Plant  | xxxxxxx               | xxxxxxx                |                      | Anglian Water/HGF  |
| <b>Ely on the Move</b>   |                       |                        |                      |  |
| Southern Link Road   |                       |                        | xxxxxxx              | RIF/CIL/Rail Authorities                                 |
| Northern Link Road   | xxxxxxx               | xxxxxxx                | xxxxxxx              | RIF/CIL  |
| A10 Public Transport Improvements  |                       | xxxxxxx                | xxxxxxx              | RIF/CIL/Private  |
| Enhanced Railway Services  | xxxxxxx               | xxxxxxx                | xxxxxxx              | Network Rail/National Express<br>East Anglia             |
| Station Interchange  | xxxxxxx               | xxxxxxx                |                      | CIL/Network Rail/National Express<br>East Anglia/Private |
| Pedestrian/Cycle Network Improvements  | xxxxxxx               | xxxxxxx                |                      | LTP/CIL  |
| Quality Bus Network  |                       | xxxxxxx                |                      | HGF/LTP/CIL  |
| Additional Road Network Upgrades   |                       | xxxxxxx                | xxxxxxx              | CIL/Other transport budgets                              |
| City Centre Pedestrianisation and Car Park Management Strategies   | xxxxxxx               | xxxxxxx                |                      | Budget required  |
| <b>Ely at Home</b>   |                       |                        |                      |  |
| City Centre Apartments – Paradise Cultural Quarter and above Shops   | xxxxxxx               | xxxxxxx                | xxxxxxx              | Private /HA  |
| Willow Walk Riverside Quarter  |                       | xxxxxxx                |                      | Private/HA   |
| Station Gateway  |                       | xxxxxxx                | xxxxxxx              | Private/HA   |
| North Ely Extension – up to 500 dwellings in accordance with Core Strategy proposals.  | xxxxxxx               | xxxxxxx                |                      | Private/HA   |
| North Ely Extension – later phases up to a total of 3,000 dwellings  |                       |                        | xxxxxxx              | Private/HA   |
| Affordable Housing provision   | xxxxxxx               | xxxxxxx                | xxxxxxx              | HA   |
| <b>Ely at Work</b>   |                       |                        |                      |  |
| Angel Drove Business Park  | xxxxxxx               | xxxxxxx                |                      | Private sector/GCP/EEDA                                  |
| Lancaster Way Business Park  | xxxxxxx               | xxxxxxx                |                      | Private sector/GCP/EEDA                                  |
| Station Gateway Business Hub   |                       |                        | xxxxxxx              | Private sector/GCP/EEDA                                  |
| North Ely Employment Area  |                       | xxxxxxx                | xxxxxxx              | Private sector/GCP/EEDA                                  |
| <b>Ely at Leisure</b>  |                       |                        |                      |  |
| Markets Expansion  | xxxxxxx               |                        |                      | Self financing/Private                                   |
| Leisure Village  | xxxxxxx               | xxxxxxx                |                      | S106/CIL/Lottery   |
| City Centre Shopping – Intensification between Market Street and High Street   | xxxxxxx               | xxxxxxx                |                      | Private  |
| City Centre Shopping – Expansion on site north of Market Street  |                       | xxxxxxx                | xxxxxxx              | Public/Private   |
| Paradise Cultural Quarter  |                       | xxxxxxx                | xxxxxxx              | Public/Private/CIL                                       |
| Angel Drove Commercial Park – bulky goods retail   |                       | xxxxxxx                | xxxxxxx              | Private  |
| New Hotels   |                       | xxxxxxx                | xxxxxxx              | Private  |
| North Ely Neighbourhood Centres  |                       | xxxxxxx                | xxxxxxx              | CIL/Private/HGF  |
| <b>Key</b>   |                       |                        |                      |  |
| <p>PDG – Planning Development Grant available to the District Council    HGF – Housing Growth Funding available through Cambridgeshire Horizons<br/> Private – Private Sector Finance    LPSA – Local Public Sector Agreement funding    S106 – Developer Contributions    CIL – Community Infrastructure Levy<br/> RIF – Regional Infrastructure Fund    HA – Housing Association Finance    GCP – Greater Cambridge Partnership funding<br/> EEDA – East of England Development Agency funding sources    Lottery – National Lottery</p> |                       |                        |                      |  |

### 3. Funding

The Ely Masterplan contains a series of major project proposals, many related to infrastructure, which will require significant funding. Budget estimates based on current day prices for some of the key proposals are indicated below, but it should be noted that these are estimates only at this stage and further detailed work will be needed.

Southern Link Road – costs estimated between £20 million-£28 million.

Relocation of leisure facilities and development of leisure village – estimated costs £12 million. Currently scheduled for completion in 2012.

Development of Country Park – Phase 1 – £850,000 estimated cost for Phase 1, potentially £5 million to complete all phases of the project.

Relocation and Development of Sewage Treatment Plant – £15-£20 million depending on the timing and type of plant and technology installed. A five year planning and commissioning process is likely to be required.

Other major projects which have not yet been costed include measures to increase public transport provision both within Ely and connections with other destinations, railway station interchange, provision of cultural and community facilities, additional road network upgrades, A10/A142 highway capacity enhancements and proposed pedestrian and cycling improvements.

European case studies examined during the preparation of this plan suggest that successful developments require the local authority to take a leading role in stimulating infrastructure provision and managing the development process. With the scale of the developments being considered by the Ely Masterplan, the District Council alone will not have the resources to enable the implementation of the plan. It will need to work in close partnership with other agencies, government bodies and the private sector to secure the necessary finance. However, the District Council can take a lead facilitation role.

*“Local authorities played the leading role in both commissioning masterplans and providing infrastructure.”*

**URBED case studies**

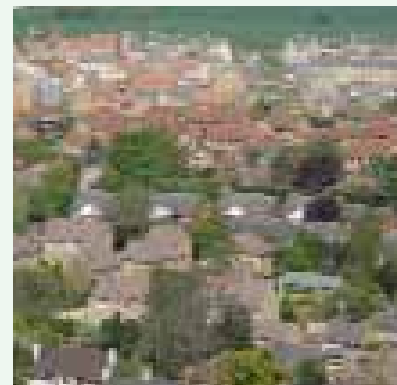
*“Admit the developers only on the City’s terms.”*

**URBED case studies**



*“Local authority needs to intervene to ensure that public and private land is combined and planned as a coherent whole.”*

**URBED case studies**



## Funding Sources

The traditional route for funding of community and social infrastructure has been through the S106 developer contributions agreements, where developers make a contribution towards community facilities, which are needed as a direct result of the new development taking place.



*“Aim to substantially increase the proportion of spend in the local economy as a result of the Masterplan.”*

City of Ely Perspective

However there are a number of other sources which may become available in the future:

### Community Infrastructure

**Levy (CIL)** – The Government is planning to introduce a tariff system through the CIL which is anticipated to be a more effective way of collecting developer contributions towards new infrastructure. Essentially this is a set tariff payable for each unit (for example a house) of development. Local Authorities will be able to decide whether or not to use this new mechanism. Cambridgeshire Horizons has commissioned a number of studies into the likely impact of CIL and their work indicates that a tariff approach would increase developer contributions in East Cambridgeshire significantly, with estimates of between £2,675,000 and £5,350,000 annually. An Infrastructure Investment Strategy, setting out the infrastructure needs of an area, and a development contributions policy is an essential prerequisite for introducing a tariff system and work is already underway on these.

**Housing Growth Funding** – This is Central Government funding from the Department for Community and Local Government, which is specifically targeted towards projects which will deliver housing growth, including infrastructure projects. Locally this is administered by Cambridgeshire Horizons. In 2008/9 East Cambridgeshire District Council secured £687,000 from this source to pump prime key development sites, and application is being made for further awards in future years.

**Regional Infrastructure Fund** – The East of England Development Agency is considering the introduction of a Regional Infrastructure Fund (RIF) to provide capital investment to pump prime growth related infrastructure schemes ahead of development starting and, by recycling receipts, allow forward funding. The details are still being considered but may provide an additional funding source targeted at regional and sub regional priority projects.

**Exemplar Eco Development** – Growth in Ely will not be of sufficient size to be considered under central government’s initiative for encouraging eco towns. However there is a strong Government impetus to encourage sustainable eco communities and funding opportunities should be sought for this, particularly in view of the higher costs of insisting on quality developments.

### Transport Regional Funding

**Allocations (RFA)** – this is central government funding provided via the Department for Transport for capital enhancements on the Highways Agency strategic road network and rail network which are not otherwise proposed for delivery through national programmes. Demand for this funding is extremely high.

Other sources of funding which can be explored include the Local Transport Fund for smaller transport based projects, economic development funding opportunities through the Greater Cambridge Partnership, private sector funding and public/private sector partnerships. The long term viability of the public domain and of community facilities will need to be secured, possibly through endowments with capital sums or commercial property entrusted to “not for profit” enterprises or development trusts.

*“ A recent study by Arup for the Greater London Authority suggests that the additional costs of building zero carbon homes could be between £5000-£30,000 per housing unit. ”*

2007

## 4. Building Capacity to Manage Growth

### Progress development proposals for Ely within the formal Local Development Framework planning process

In the short term the Ely Masterplan proposals are in line with the Council's Core Strategy proposals. In due course details of the review of the Regional Spatial Strategy will emerge, which will indicate whether the East Cambridgeshire area will need to accommodate higher levels of growth. The impact of this on the Core Strategy can then be assessed. In the meantime, the District Council will focus on development of the following planning policy documents:

- Ely Area Action Plan
- Detailed planning briefs for North Ely, the Paradise Quarter, City Centre Extension and Riverside and Station Gateway Regeneration.

### Develop transport strategies to support sustainable growth

The Masterplan has demonstrated that, if Ely is to develop as a sustainable small city, alternatives to car travel must be a major feature of any development strategy. The transport studies indicate that intervention is essential to discourage significant further growth in out commuting and congestion. The development of public transport and cycling and walking strategies must therefore be an early priority.

*"All this requires a gentle and long-sighted hand on the planning tiller."*

Ely Society

### Ensure high quality development standards

The public consultation work has demonstrated that local people feel that Ely is a special place, with the combination of the Cathedral, heritage buildings and rural setting. High quality design is crucial in all new developments to ensure this special character is retained, and experience elsewhere has demonstrated the value of clear design codes and design briefs in raising standards of design and construction. These design codes will also be an early priority in the implementation programme. The Cambridgeshire Quality Charter provides a potential framework for this, taking into account four themes of community, connectivity, climate and character.

*"Learning from experience and applying the Quality Charter principles."*

Cambridgeshire Horizons



### Provide strong programme management

Strong programme management will be essential to enable delivery of the growth programme. Cambridgeshire Horizons, as the local growth delivery agent, have developed significant expertise and knowledge in this field through their work in other parts of Cambridgeshire. It is proposed that the District Council should set up a delivery structures to oversee growth, working in partnership with representatives of Cambridgeshire Horizons, the Greater Cambridge Partnership and community representatives.

The role of the delivery structures will be to develop an implementation action plan, identify and address potential barriers, ensure community participation in the development of plans, and monitor and review progress. There will need to be a clear line of accountability to the District Council. A liaison mechanism will also be required with local landowners and private sector interests. The delivery structure will need to be supported by officers with a range of specialist skills, including urban design, community development, communication and engagement, landscaping, land assembly and project management.

*"Strong programme management, identifying and addressing barriers."*

Cambridgeshire Horizons

## Summary of Implementation Programme

- Set up an Ely Growth Delivery Structure to oversee growth plans.
- Develop the Ely Area Action Plan and formal development briefs for individual sites.
- Set up an intensive community engagement programme alongside a detailed growth delivery action plan.
- Develop quality design codes and briefs to raise standards of design and construction.
- Complete the Infrastructure Development Strategy, to enable the identification of phasing and infrastructure development thresholds, and a tariff and developer contributions policy.
- Develop an Ely Public Transport and Footpaths/Cycleways Strategy, identifying means of achieving a shift away from car transport.
- Further investigate the feasibility, cost benefits and funding sources for the Southern Link Road.

## Risks

Any growth and change plan will be subject to uncertainties and risk, particularly when planning over a long time scale. The implementation programme therefore seeks to build in mitigation measures to reduce this risk as far as possible, and to enable these risks to be managed. The main risks and proposed mitigation measures for the Ely Masterplan are set out below.

### Ely Masterplan Risk Assessment

| Risk  | Likelihood                                  | Impact   | Mitigation measures   |
|---|---|--|---|
| Uncertain economic climate impacts on developer confidence and market demand                              | High in short term<br>Medium in longer term | Significant  | Look at phasing and sequencing of development, ensuring infrastructure investment keeps pace with growth.<br>Strict business planning techniques to ensure sustainability.  |
| Lack of community/political consensus on plan   | High in short term<br>Medium in longer term | Significant  | Intensive community consultation, involvement and participation programme.  |
| Lack of funding to implement projects   | Medium                                      | Vary according to project  | Obtain sub regional and regional government support and backing for plan<br>Work up infrastructure development strategy, with clear developer contributions policy.   |
| Piecemeal development led by developers rather than coherent development led by ECDC Masterplan framework | Medium                                      | Significant – in terms of uncoordinated development of both housing and social and community infrastructure. | Incorporation of draft Ely Masterplan within the formal Local Development Framework planning process. It will need to comply with formal planning processes and be subject to submissions and appeals by other parties. |
| Housing growth not matched by infrastructure growth   | Medium                                      | Significant  | Adherence to the overall masterplan concept, introduction of thresholds/sequencing requirements before further residential development takes place.   |
| Non delivery/delayed delivery of Southern Link Road   | High  | Significant in terms of development of Station Road and amount of housing growth which can be achieved.      | Obtain sub-regional/regional support and funding.   |
| Non delivery/delayed delivery of Sewage Works Location  | Low   | Significant as level of housing growth which can be achieved will be restricted                              | ECDC to work with Anglian Water to identify suitable options, sites and funding.  |
| Traffic congestion on A10/A142 impacts on competitiveness of Ely as a place to live and work              | Medium                                      | Significant  | Focus on measures to encourage modal shift in transport away from the car and on improved public transport provision.   |
| Poor quality developments   | Medium                                      | Significant  | Introduce quality design codes and design briefs to encourage high quality design.  |

|                                |   |   |
|--------------------------------|---|---|
| <b>ACRE</b>                    | Action with Communities in Rural Areas.             | A government funded organisation that supports rural communities at national, regional and local level.   |
| <b>ADeC</b>                    | Arts Development in East Cambridgeshire             | ADeC is responsible for the development and delivery of the arts in East Cambridgeshire.  |
| <b>CCC</b>                     | Cambridgeshire County Council                       | Cambridgeshire County Council is responsible for Education, Libraries and Heritage, Social Services, Roads and Traffic, Environment, Strategic Planning, Trading Standards, Waste Disposal, and County Farms Estate within East Cambridgeshire District.  |
| <b>CIL</b>                     | Community Infrastructure Levy                       | A proposed tariff system that the Government is planning to introduce as a more efficient means of obtaining developer contributions toward infrastructure provision.   |
| <b>City of Ely Council</b>     |   | Local 'parish' level tier of local government administration.   |
| <b>Core Strategy</b>           | East Cambridgeshire District Council Core Strategy. | One of a suite of documents within the local development framework, which sets out the long-term spatial vision for the district, strategic policies and development control policies. The Core Strategy is currently going through the Examination in Public and once adopted will become a Development Plan Document. |
| <b>Cambridgeshire Horizons</b> |   | Horizons role is to bring together all the elements of growth to ensure sustainable new communities are built throughout the County, and that the associated new services and facilities have benefits for both the new and existing residents.   |
| <b>CHP</b>                     | Combined Heating and Power systems                  | Heat from an engine block, oil cooler and exhaust, which would normally be wasted is absorbed by a high efficiency heat exchanger and stored as hot water. It is then used directly for central heating, hot water, or indirectly for air conditioning.   |
| <b>Comparison Retailing</b>    |   | Shops selling items such as clothes, shoes, electrical goods, etc but not food items.   |
| <b>Convenience Retailing</b>   |   | Food shops and supermarkets.  |
| <b>DEFRA</b>                   | Department for Environment Food and Rural Affairs   | Central government department.  |
| <b>DPD</b>                     | Development Plan Document                           | A document prepared by East Cambridgeshire as part of the LDF. A DPD forms part of the Statutory Development Plan having been through independent Examination. E.g. Core Strategy DPD.  |
| <b>ECDC</b>                    | East Cambridgeshire District Council                | District level tier of local government administration, responsible for a range of services including development planning, environmental health, housing, building control, leisure and community services.  |
| <b>EEDA</b>                    | East of England Development Agency                  | This Regional Development Agency is tasked with improving the economic performance of the East of England by promoting sustainable economic growth and regeneration.  |



|                        |                               |   |
|------------------------|-------------------------------|---|
| <b>GCP</b>             | Greater Cambridge Partnership | The Greater Cambridge Partnership (GCP) is the sub-regional economic partnership (SREP) covering a 25-mile radius around Cambridge. The sub-region includes Huntingdon, Ely, Newmarket, Bury St Edmunds, Haverhill, Royston, Stansted and Wisbech.  |
| <b>HA</b>              | Housing Associations          | Not for profit organisations which provide social housing.  |
| <b>HCV</b>             | Heavy commercial vehicle      |   |
| <b>HGF</b>             | Housing Growth Funds          | A grant fund available from the Department for Communities and Local Government to promote housing growth, administered locally by Cambridgeshire Horizons.   |
| <b>LDF</b>             | Local Development Framework   | A Local Development Framework comprises a suite of planning policy documents rather than one local plan.<br>It is a series of separate Development Plan Documents (DPDs) that set out policies and proposals for the development and use of the land in the District. As each document of the Framework is adopted, it will either replace or add to the policies in the Local Plan, until the Local Plan is completely superseded. |
| <b>LDV</b>             | Local Delivery Vehicle        | Partnerships between central government, local government, private and voluntary sectors that aim to deliver large-scale economic and environmental improvement.  |
| <b>Long Term</b>       |                               | For the purposes of the Masterplan long-term projects for years 11-21. (Plan period 2010-2031)  |
| <b>LTP</b>             | Local Transport Plan          | A strategy and plan prepared by Cambridgeshire County Council setting out the improvement plans for the County's transport infrastructure over a set time period.   |
| <b>Medium Term</b>     |                               | For the purposes of the Masterplan medium term projects for years 6-10. (Plan period to 2031)   |
| <b>Mixed Use</b>       |                               | Mixed use areas are where it would be appropriate for the land to be used by more than just a single land use. For example, retail and leisure uses at ground level with residential above.   |
| <b>NATURAL ENGLAND</b> | Natural England               | Statutory Body comprising the former English Nature, Countryside Agency and the Rural Development Service.  |
| <b>PDG</b>             | Planning Delivery Grant       | Funding made available to the District Council to assist in the delivery of its planning functions.   |
| <b>RFA</b>             | Regional Funding Allocations  | Central government funding provided via the Department for Transport for capital enhancements on the Highways Agency strategic road network and rail network that are not otherwise proposed for delivery through national programmes. Demand for this funding is extremely high.   |
| <b>RSS</b>             | Regional Spatial Strategy     | The Regional Spatial Strategy prepared by the East of England Regional Assembly which sets out policies for the future of the region to 2021. The East of England covers the counties of Essex, Hertfordshire, Bedfordshire, Cambridgeshire, Suffolk, and Norfolk.  |

|                                |  |  |
|--------------------------------|--|--|
| <b>S106</b>                    | Section 106 Agreement                      | Legal agreement between a Local Authority and developer in order to secure contributions (in cash or kind) towards the provision of infrastructure and services that are necessary to facilitate a proposed development. E.g. provision of highways. |
| <b>SCDC</b>                    | South Cambridgeshire District Council      | District level tier of local government covering the immediate area surrounding Cambridge.   |
| <b>SCI</b>                     | Statement of Community Involvement.        | Document setting out how and when stakeholders and other interested parties will be consulted and involved in the preparation of the LDF (and the considerations of individual planning applications).   |
| <b>Self Sufficiency</b>        |  | In this document self sufficiency refers to employment self sufficiency. It is the proportion of residents both living and working locally. The Masterplan aims to have 50% of people living locally working in Ely.                                 |
| <b>Short Term</b>              |  | For the purposes of the Masterplan short-term projects for years 5-10. (Plan period 2010 – 2031)   |
| <b>SPD</b>                     | Supplementary Planning Document            | A document forming part of the suite of documents making up the LDF. It contains additional detail and information on policies or proposals, which are outlined in a Development Plan Document.  |
| <b>SSSI</b>                    | Site of Special Scientific Interest        | The designation of an area as an SSSI gives legal protection to wildlife and or geological features of the area. Natural England is responsible for designation.   |
| <b>Stakeholder</b>             | Stakeholder                                | Private individual, local interest groups, local councils, public authorities, utility companies, and other organisations that have an interest in development and/or the site.  |
| <b>Statutory</b>               | Statutory                                  | Required by law (statute), usually through Act of Parliament.  |
| <b>SUDS</b>                    | Sustainable Urban Drainage Systems         |  |
| <b>Sustainable Development</b> | Sustainable Development                    | Development which enables people to satisfy their needs and secure quality of life without compromising the quality of life for future generations.  |
| <b>SUSTRANS</b>                |  | Sustrans is a charity dedicated to improving access for cyclists and pedestrians.  |
| <b>URBED</b>                   | Urban and Economic Development consultants | Urban and Economic Development consultants who carried out initial work on the Ely Masterplan.   |

## Background Documents

**Background research documents to the Draft Ely Masterplan are:**

**Draft Ely Masterplan Appendices** – contains reports and summaries of the consultation work undertaken and the research studies specifically commissioned for the Masterplan.

**Draft Ely Masterplan Statement of Community Involvement** – sets out the main consultation approaches used in the development of the Ely Masterplan, indicating how these comply with the processes required by the East Cambridgeshire Local Development Framework Statement of Community Involvement.

**Draft Ely Masterplan Sustainability Appraisal** – assesses the Draft Ely Masterplan proposals in terms of their main economic, social and environmental impacts and overall sustainability.

**Draft Ely Masterplan Habitats Regulations Appropriate Assessment Screening Report** – assesses whether the Draft Ely Masterplan proposals will have a likely significant effect on the qualifying features and conservation objectives of European Natural Habitat sites.

**Ely Transport Modelling Study, Forecasting and Option Testing Reports March and June 2009** – three technical reports by Atkins Consultants detailing the development of an Ely Transport Model, and the use of this to test various growth and development scenarios for Ely, including the scenario of a Southern Link Road.

All of these documents are available on the District Council website and can be downloaded. They can also be supplied on CD's or as printed copies.

## Further Information

There is an extensive library of further information available on the District Council's website under the Local Development Framework section

**[www.eastcambs.gov.uk](http://www.eastcambs.gov.uk)**.

This lists all of the regional, sub regional, district and local plans, policies and studies carried out over the last few years in relation to the development of the East Cambridgeshire Local Development Framework.

**If you wish to contact East Cambridgeshire District Council about the Draft Ely Masterplan please write to:**

Ely Masterplan  
East Cambridgeshire District Council  
The Grange  
Nutholt Lane  
Ely  
Cambs CB7 4EE

or email: [elymasterplan@eastcambs.gov.uk](mailto:elymasterplan@eastcambs.gov.uk)





# Ely Masterplan – A Framework for the Future Development of the City of Ely

“Developing Ely into a special 21st century Cathedral City and Cambridgeshire Market Town, which offers a great quality of life for all by balancing living, working and playing in an historic and rural setting with a thriving centre.”

## Ely Masterplan/Growth Delivery Working Party Members



**Councillor Peter Moakes,**  
East Cambridgeshire District Council  
and Chairman of the Working Party



**Councillor Mike Rouse,**  
East Cambridgeshire District Council



**Councillor Bill Hunt,**  
co-opted member representing  
Cambridgeshire County Council



**Councillor Sheila Friend-Smith,**  
East Cambridgeshire District Council



**Councillor Richard Hobbs,**  
co-opted member representing City of  
Ely Council (June 2008 – May 2009)



**Councillor Brian Ashton,**  
co-opted member representing City of  
Ely Council (June 2009 – Sept 2009)

# Translation Service

Documents prepared by East Cambridgeshire District Council can be translated.

Requests for the translation of policy documents can be made at the Council's main reception. A language line is available for short documents and enquiries. There is no charge for this service.

## Albanian

Dokumentat e përgatitura nga Këshilli i Qarkut East Cambridgeshire mund të përkthehen. Kërkesa për përkthimin e dokumentave të rregullores/politike mund të bëhet në receptionin kryesor të Këshillit. Një linjë gjuhësore është në dispozicion për dokumentat e shkurtër si dhe për pyetje. Ky shërbim është pa pagesë.

## Arabic

يمكن ترجمة المستندات المهيئة من قبل مجلس مقاطعة بلدية ايسٲ كامبريدجشاير. وكذلك تقديم طلب ترجمة عقود الوثائق إلى دائرة الاستعلامات الرئيسية للبلدية. خط هاتف لغوي متوفر للوثائق القصيرة والاستفسارات. وهذه الخدمة مجانية.

## Bengali

ইউ কেমব্রিজশায়ার ডিস্ট্রিক কাউন্সিলের তৈরী করা ডকুমেন্টের অনুবাদ পাওয়া যায়। পলিসি ডকুমেন্টের অনুবাদ পাওয়ার জন্য কাউন্সিলের মূল রিসেপশনে অনুপ্রবেশ করুন। ছোট কোন ডকুমেন্টের জন্য অনুপ্রবেশ এবং অনুসন্ধানের জন্য একটি ব্যাপ্যয়েজ লাইনের ব্যবস্থা আছে। এই সেবার জন্য কোন পরশা নেয়া হয় না।

## Chinese

東劍橋郡議會所發佈的政策文件可以翻譯成中文，你可以到議會的接待大堂提出要求。傳譯熱線能翻譯短文和接受查詢。該服務是免費的。

## Croatian

Dokumenti koje je pripremio East Cambridgeshire District Council (Okružni Odbor East Cambridgeshire) mogu se prevesti. Zahtjev za prijedom dokumenta o politici možete predati na glavnom prijemnom pultu Odbora. Za neopsežne dokumente i upite omogućena je jezična linija. Ta je usluga besplatna.

## Czech

Dokumenty, které připravuje Okresní rada East Cambridgeshire District Council, lze přeložit. Žádosti o překlad politických dokumentů lze podávat na hlavní recepci Rady. Pro krátké dokumenty a dotazy je k dispozici jazyková linka. Tato služba je bezplatná.

## Farsi

مذاکر و متن تهیه شده توسط شورای محلی ايسٲ کامبريدجشاير در خواست ترجمه East Cambridgeshire District Council. داند درخواست ترجمه مذاکر و متن سياستها از طريق بخش پذيرش اصلی شورا امکان پذير است. يك تلفن كمكي زبان نيز براي متن کوتاه و درخواستها در خدمت شماست. اين سرويس هيچ هزینه ای ندارد.

## French

Les documents préparés par la Municipalité de East Cambridgeshire peuvent être traduits. Les demandes de traduction de documents relatifs à nos politiques peuvent être déposées à la réception principale de la Municipalité. Un service téléphonique est également offert pour les documents de petite taille et pour toute question que vous pourriez avoir. Ce service est gratuit.

## German

Die von der Bezirksverwaltung East Cambridgeshire erstellten Unterlagen können übersetzt werden. Anfragen bezüglich der Übersetzung von Grundsatzunterlagen können beim Hauptempfang der Verwaltung eingereicht werden. Kurztexte und Anfragen können über eine fremdsprachige Hotline bearbeitet werden. Dieser Dienst wird kostenlos zur Verfügung gestellt.

## Greek

Τα έγγραφα που συντάσσονται από το Περιφερειακό Συμβούλιο του East Cambridgeshire μπορούν να μεταφραστούν. Μπορείτε να ζητήσετε τη μετάφραση των εντύπων πολιτικής από το γραφείο υποδοχής του Συμβουλίου. Σύντομα έγγραφα και ερωτήματα είναι διαθέσιμα σε διάφορες γλώσσες. Για την υπηρεσία αυτή δεν υπάρχει χρέωση.

## Gujarati

ઇસ્ટ કેમબ્રિજશાયર ડિસ્ટ્રિક કાઉન્સિલ દ્વારા તૈયાર કિયે દસ્તાવેજના અનુવાદ થઈ શકે છે. નીતિનાં દસ્તાવેજોનાં અનુવાદ માટે વિનંતી કાઉન્સિલનાં મુખ્ય રિસેપ્શન પર કરી શકાય છે. ટૂંકા દસ્તાવેજો અને પૂછપરછ માટે ટેલિફોન પર લેન્ગ્વેજ લાઇન ઉપલબ્ધ છે. આ સેવા વિનામૂલ્યે છે.

## Hindi

ईस्ट कैम्ब्रिजशायर डिस्ट्रिक्ट काउन्सिल द्वारा तैयार किये दस्तावेज का अनुवाद हो सकता है। नीति के दस्तावेजों के अनुवाद के लिये विनती काउन्सिल के मुख्य रिसैशन पर की जा सकती है। संक्षिप्त दस्तावेजों और पूछताछ के लिये टेलिफोन पर लैन्ग्वेज लाइन उपलब्ध है। यह सेवा मुफ्त है।

## Italian

È possibile richiedere la traduzione dei documenti emessi dal distretto est della contea di Cambridge. Si prega di richiedere la traduzione di documenti sulla linea politica adottata dal consiglio comunale direttamente alla segreteria principale. Una linea telefonica è a vostra disposizione per rispondere alle vostre domande e per tradurre brevi testi. Il servizio è gratuito.

## Kurdish

ئەو بەلگەنامەى لایەن ئاھەڵدانەى ھەزىنى كامبىرىجشايرى رۆژھەلانەو نامادە دەكرن دەشتن تارجومە داواكارەكان بۆ وەرگرتنى وەرگرتارى بەلگەنامەكانى سياستى ئاھەڵدانەى پرسەگى گشتى ئاھەڵدانەى. هێلىكى زمان بۆ وەرگرتارى بەلگەنامە كورتەكان و وەرلامەنامەوى پرسەكارەكان دەستەبەر كراو. ئەم خزمەتگوزارىيە بەخۆرايە.

## Polish

Istnieje możliwość przetłumaczenia dokumentów przygotowanych przez radę samorządu lokalnego ze wschodniego hrabstwa Cambridgeshire (East Cambridgeshire District Council). Prośby o przetłumaczenie dokumentów dotyczących polityki rady należy składać w głównej recepcji rady. W celu przetłumaczenia krótkich dokumentów lub zapytań uruchomiliśmy telefoniczną linię językową. Usługa ta świadczona jest bezpłatnie.

## Portuguese

Documentos preparados por East Cambridgeshire District Council podem ser traduzidos. Pedidos de tradução de documentos de normas podem ser feitos na recepção da Junta. Uma linha de idiomas é disponível para documentos curtos e indagações. Não é cobrada uma taxa por este serviço.

## Punjabi

ਈਸਟ ਕੇਮਬ੍ਰਿਜਸ਼ਾਇਰ ਡਿਸਟ੍ਰਿਕਟ ਕੌਂਸਿਲ ਰਾਹੀਂ ਤਿਆਰ ਕੀਤੇ ਦਸਤਾਵੇਜ਼ ਦਾ ਤਰਜਮਾ ਹੋ ਸਕਦਾ ਹੈ। ਨੀਤੀ ਦੇ ਦਸਤਾਵੇਜ਼ਾਂ ਦੇ ਤਰਜਮੇ ਲਈ ਬੈਨਤੀ ਕੌਂਸਿਲ ਦੇ ਮੁੱਖ ਰਿਸੈਪਸ਼ਨ 'ਤੇ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ। ਦਸਤਾਵੇਜ਼ ਦੇ ਸੰਖੇਪ ਅਤੇ ਪੁੱਛ-ਗਿੱਛ ਲਈ ਟੈਲੀਫੋਨ 'ਤੇ ਲੈਂਗੂਏਜ ਲਾਈਨ ਉਪਲਬਧ ਹੈ। ਇਹ ਸੇਵਾ ਮੁਫ਼ਤ ਹੈ।

## Romanian

Documentele întocmite de Consiliul Districtual al East Cambridgeshire pot fi traduse. Solicitățile pentru traducerea unor documente de asigurări pot fi depuse la recepția principală a Consiliului. Pentru documentele și întrebările scurte este disponibilă o linie de traducere. Acest serviciu nu se plătește.

## Russian

Документы, подготовленные Районным советом Восточного Кембриджшира, могут быть переведены на иностранный язык. Заявки на перевод программных документов могут быть поданы в центральную приемную Совета. Для коротких документов и запросов имеется телефонная линия на соответствующем языке. Данная услуга предоставляется бесплатно.

## Serbian

Dokumenta koje je pripremio Regionalni Odbor Ist Cambridgeshire (East Cambridgeshire District Council) mogu da se prevedu. Zahtev za prevod dokumenta o politici možete da predate na glavnom šalteru Odbora. Za kratka dokumenta i pitanja uspostavljena je linija za jezike. Ta usluga se ne plaća.

## Somali

Dokumintiyada ay diyaariyeen Dowlada Hoose ee Degmada East Cambridgeshire waa la turjuma. Codsasho loogu talagalay turjumista dokuminti siyaasadeed ayaa laga sameyn karaa goobta xafiiska guud ee soo dhaweynta ee ay dowlada hoose leedahay. Khad luqadeed ayaa la helaa oo loogu talagalay dokumintiyada iyo weydimaaha kooban, Ma jiraan wax lacag bixin ah oo khuseeya adeeggan.

## Spanish

Podemos ofrecer traducciones de documentos preparados por el East Cambridgeshire District Council. Para solicitar traducciones de los documentos de política, diríjase a la recepción principal del Council. También disponemos de una línea en varios idiomas para documentos cortos y Este servicio es gratuito.

## Tamil

கிழக்கு கேம்ப்டிர்ஷயர் ஷாஹைர் நகராட்சியால் (ஈஸ்ட் கேம்ப்டிர்ஷயர் டிஸ்ட்ரிக்ட் கவுன்சில்) ஆக்கப்பட்ட தகவல்கள் பொதுப்பொருள்சட்டத்துத் தரப்படும். சொற்கள் சம்பந்தப்பட்ட (பொலிசி) தகவல்களை பொது பெயர்ச்சிப் பெயர் வேண்டியவர்கள் வரவேற்புப்பெறும் (பெயர் நிபந்தனை) விசாரிக்கலாம். இச்சேவைக்குப் பணம் வசூலிக்கப்பட மாட்டாது.

## Turkish

East Cambridgeshire İlçe Belediyesi tarafından hazırlanan belgelerin tercüme ettirilmesi mümkündür. Police belgelerinin tercümesi için Belediye'nin ana girişindeki resepsiyona başvurabilirsiniz. Kısra belgeler ve sorular için bir dil hattı vardır. Bu hizmet ücretsizdir.

## Urdu

ایسٹ کیمبرج شائر ڈسٹریکٹ کونسل East Cambridgeshire District Council کی طرف سے تیار کی گئی دساتیرات کے ترجمہ و تفسیر کے لیے پالیسی کے بارے میں دساتیرات کے ترجمے کے لیے کونسل کے مرکزی رجسٹریشن سیکشن اختیار کیا جاسکتا ہے۔ مختصر دستاویزات اور خطبات اور خطبات کے لیے کونسل کے مرکزی رجسٹریشن سیکشن کے پاس درخواست کی جاسکتی ہے۔ مختصر دستاویزات اور خطبات کے لیے زبان میں ماسک کرنے کے لیے کونسل کے مرکزی رجسٹریشن سیکشن کے پاس درخواست کی جاسکتی ہے۔ اس سروس کے لیے کچھ ادائیگی کی ضرورت نہیں ہے۔

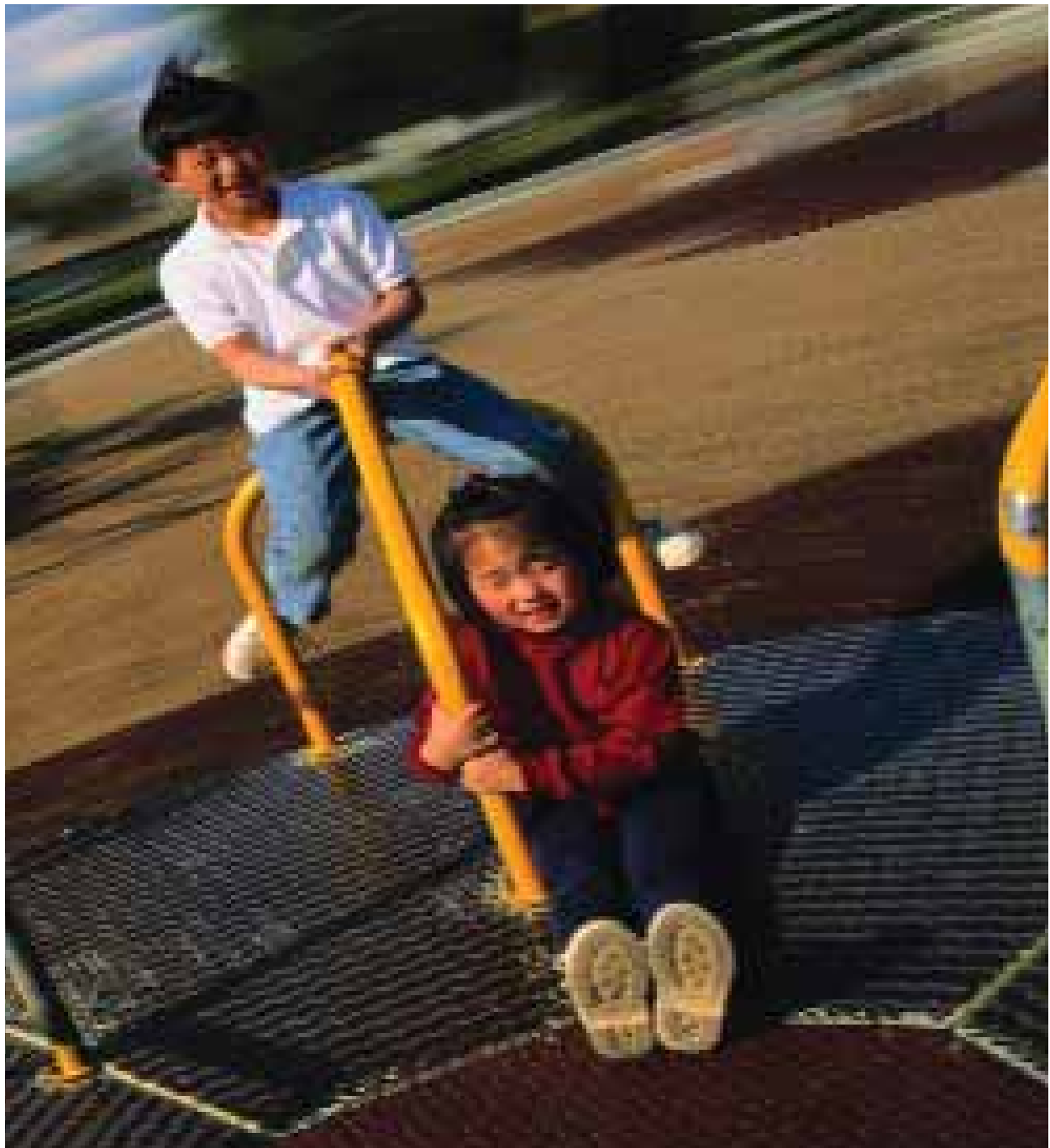
## Vietnamese

Những tài liệu do Hội Đồng Quận Đông Cambridgeshire soạn thảo có thể được dịch sang ngôn ngữ khác. Yêu cầu dịch các bản tài liệu về chính sách có thể xin tại phòng tiếp khách chính của Hội Đồng. Đối với những tài liệu ngắn và tham dò tin tức có thể dịch qua đường dây điện thoại. Dịch vụ này miễn phí.



### Other free services offered by East Cambridgeshire District Council:

- Documents can also be made available in large print, Braille or on audio cassette.
- For the services of a sign language interpreter please contact us in advance by email or fax so that arrangements can be made.  
Email: [translate@eastcambs.gov.uk](mailto:translate@eastcambs.gov.uk) Fax number: 01353 665240
- A loop system is available in our main reception





EAST CAMBRIDGESHIRE  
DISTRICT COUNCIL

# Ely Masterplan

A Framework for the Future Development  
of the City of Ely

East Cambridgeshire District Council  
The Grange  
Nutholt Lane  
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Cambs  
CB7 4EE

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