

South Cambridgeshire Your Place Our Plan 2018-19





Welcome

South Cambridgeshire sits at the heart of one of the most economically successful and fastest growing regions of the UK.

The district has tremendous potential and by working closely with local people we can help our villages and new communities thrive and be places where people want to live, work and learn.

By helping shape our future together we can build prosperity and a healthier life for our residents.

The success of the area means South Cambridgeshire is frequently named as one of the best rural places to live in the UK in national surveys. Although successful, there are still challenges in housing and transport. We are committed to tackling these for people living here now and future generations.

This plan covers the four main areas you have told us to focus on and what we'll be doing to meet your aspirations. We hope you enjoy reading it. Please let us know what you think as your views are really important to us.



About South Cambridgeshire

South Cambridgeshire is a vibrant, prosperous rural district at the heart of the East of England. We're home to world-leading centres of science and technology from Granta Park, Babraham Institute and the Genome Campus at Hinxton, to Duxford's Imperial War Museum and some of England's oldest villages and newest communities.

The district covers approximately 350 square miles of countryside, surrounding Cambridge City.

Most of the 156,500 population live in small outlying villages and communities, or larger villages on routes into Cambridge. The first residents have also moved into the area's first town, Northstowe, which will eventually have around 10,000 homes.

South Cambridgeshire is a flourishing area with high levels of economic activity and low unemployment. It has excellent transport links via road and rail and a growing cycleway network.

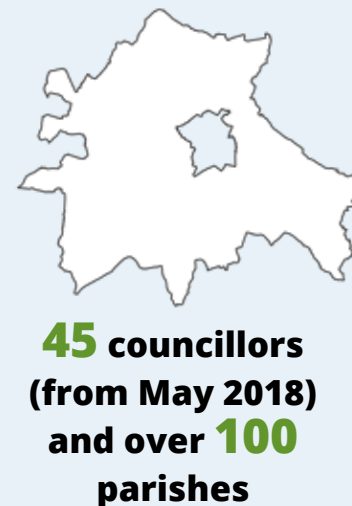
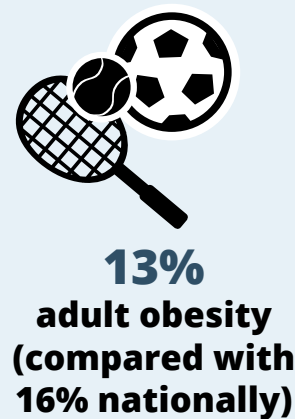
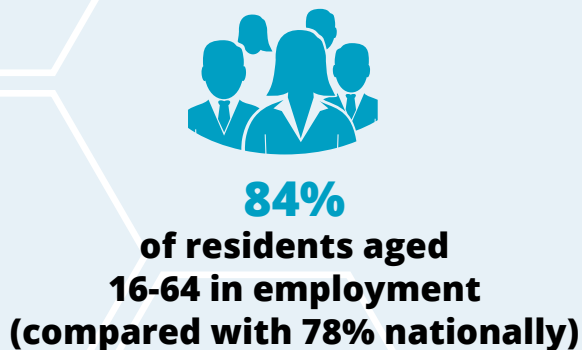
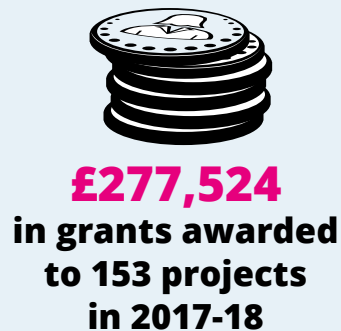
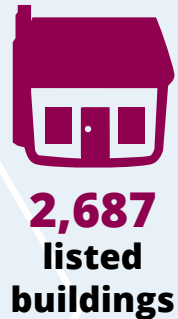
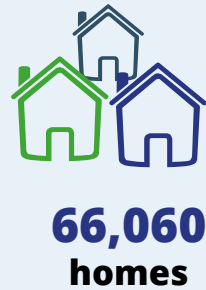
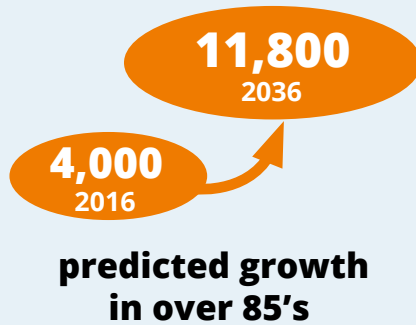
Our challenge is to balance growth with maintaining what we all love about the area. We're also working hard to ensure residents can afford to live here, whether they are born and grow up in South Cambridgeshire, or move here to work.

South Cambridgeshire is a healthy area, one of the least deprived in England, with high life expectancy, and the lowest crime rate in Cambridgeshire.



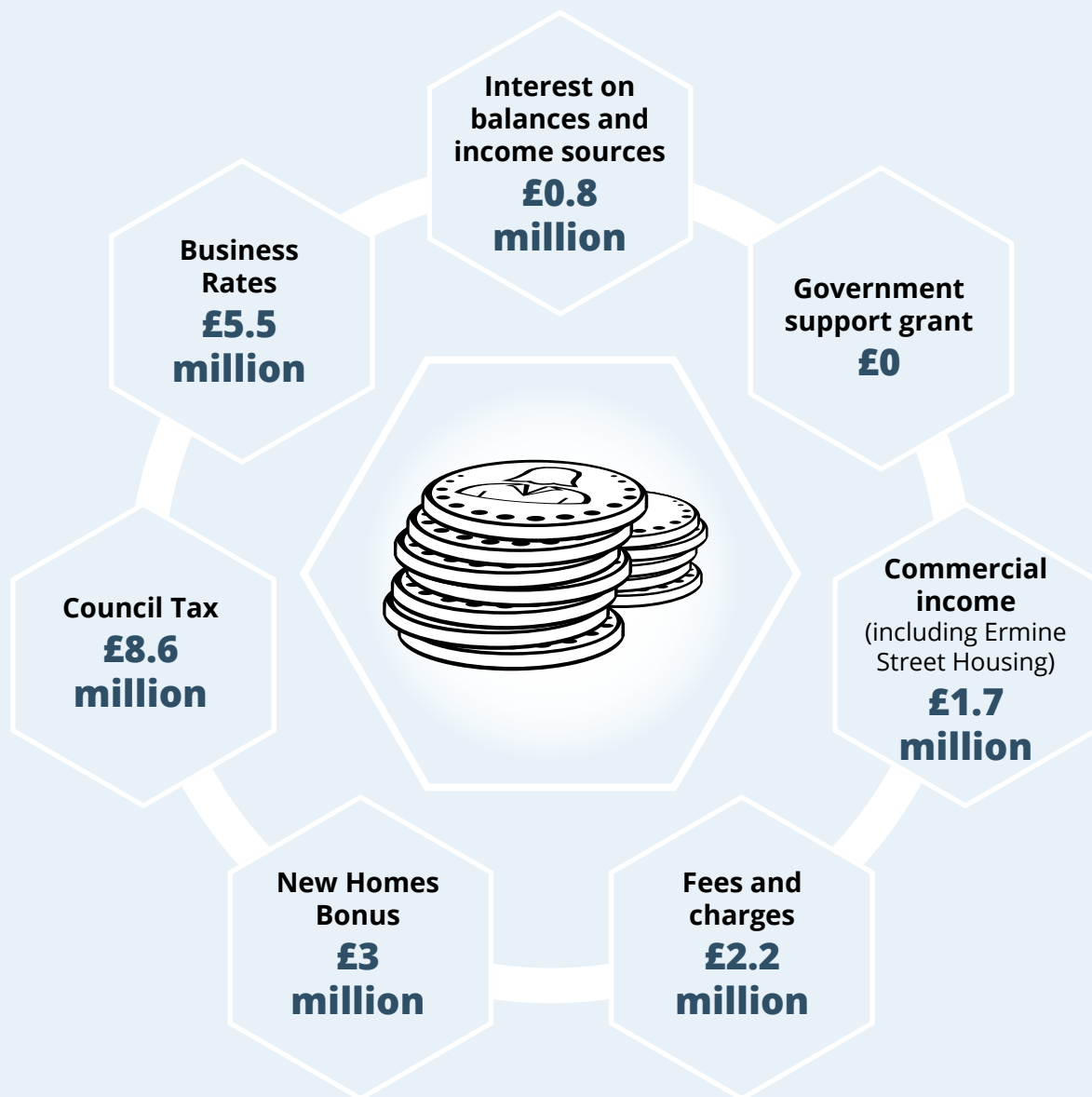
Credit -Babraham Research Campus

A snapshot of South Cambridgeshire



Our resources

How we're funded



Where the money goes



We also collect £28 million in Council house rent, which covers the cost of providing and maintaining around 5,700 Council owned properties

Spotlight on key issues

- South Cambridgeshire is one of the fastest growing regions in the county and home to world-renowned centres of science and innovation. However, with growth comes challenges around congestion, house prices and broadband speeds.
- We must continue to shape and influence ongoing economic growth rather than assuming the 'Cambridge effect' will make it happen, whilst supporting local businesses to survive and prosper.
- The average house price in South Cambridgeshire in June 2016 was over 12 times an average income. We need to ensure all residents can access the homes they need, whether they're already living here, our future generations growing up in the district, or moving for work.
- The district is one of the healthiest and least deprived in England, yet around 8% of children live in low income families. We need to work together with other public organisations and our communities to improve quality of life for all.
- We have an ageing population and it is expected there will be around three times as many people aged over 85 by 2036. This means we must plan our services, housing and facilities correctly. Some areas are not well served with public transport and we want to avoid more people experiencing the feelings of loneliness and social isolation.
- We've delivered millions of pounds of savings in recent years whilst also protecting frontline services. Innovation and investing in good business opportunities have been key to meeting the tough savings targets we have been set.

Working together

- We couldn't deliver our objectives without key strategic partnerships or local joint working with more than 8,000 businesses, over 100 parishes and the diverse people and groups within them.
- We worked with other councils in the area to unlock over £600 million of government funding for the transport, housing and skills needed for Cambridgeshire. This money is now being invested through the Cambridgeshire and Peterborough Combined Authority which launched in 2017.
- We're part of the Greater Cambridge Partnership, together with the City and County Councils, Greater Cambridge and Greater Peterborough Local Enterprise Partnership and University of Cambridge. The Partnership will invest up to £1 billion in improvements to vital transport improvements for Cambridge and South Cambridgeshire.
- We're part of the Crime and Disorder Reduction Partnership, working with the County Council, Police, Fire Service, NHS and Probation Services to deal with local crime and anti-social behaviour issues
- We have existing shared services with Cambridge City and Huntingdonshire District Councils, which has helped us lower costs. These include waste collection, ICT, legal and building control.
- Our partnerships with parish councils help provide important local services such as street cleaning.



Our Plan

We recently ran our 'Let's Talk' listening exercise with residents, businesses, parish councils and partners.

You told us about some key areas you wanted us to focus on over the coming years which we have used to put our plan together.

These included the need to make sure we maintain the look and feel of the district with its green spaces, ensure that transport links and facilities are in place to support new high quality homes, and communities continue to be thriving and vibrant places to live, work and study.

Living Well

We will support our communities to remain in good health whilst continuing to protect the natural and built environment

Connected Communities

Work with partners to ensure new transport and digital infrastructure supports and strengthens communities and that our approach to growth sustains prosperity

Our Vision

- The best place to live, work and study
- Impressive and sustainable economic growth
- Quality of life in a beautiful and green environment

Homes for Our Future

Secure the delivery of a wide range of housing to meet the needs of existing and future communities

An Innovative and Dynamic Organisation

Adopt a more commercial and business-like approach to ensure we can continue to deliver the best possible services at the lowest possible cost

Living well

What we've done

Over the past two years we have:

- Worked with other public bodies to help support over 150 families with complex needs
- Subsidised an Active and Healthy 4 Life exercise programme which helped almost 300 people who were referred by their GPs
- Gave over 10,000 residents the chance to try new sports at our annual Parklife event at Milton Country Park
- Changed our taxi licensing policy so we have some of the most stringent eligibility checks on drivers in the country
- Provided the final piece of funding so a new ice rink could begin to be built on the edge of Cambridge – our loan will generate an income for us to reinvest in services
- Secured over £1 million of developer funding for play equipment and green spaces in our villages
- Funded 12 mobile warden schemes helping over 250 local residents in 22 villages
- Lent equipment to communities to support over 40 litter picks
- Launched a £55,000 renewable energy grant fund to support green initiatives in our communities

What we plan to do

Over the next year we plan to:

- Work with local people to promote recycling initiatives and increase the quality and quantity we collect in our area
- Fund the set-up of community timebanks to encourage volunteering
- Help people access community transport by distributing a new directory
- Publish a Parish Toolkit to help tackle social isolation
- Deliver the 'Let's Get Moving Cambridgeshire' programme to encourage people to become more active and improve physical and mental health
- Adopt a new Local Plan that will guide where and how new jobs, homes and facilities will be delivered in the area
- Put more resource into preventing people becoming homeless
- Manage the introduction of Universal Credit across the district
- Promote and support community litter picks, street sweeping, re-use and recycling projects
- Set up a £200,000 loan fund for projects that help our residents and businesses become greener



Homes for our future

What we've done

Over the past two years we have:

- Built and let 39 new Council homes to families in Swavesey, Linton and Foxton
- Secured £45 million towards community and sporting facilities alongside new homes at Cambourne
- Helped over 150 new affordable homes to be built across the district
- Welcomed the first residents to the new town of Northstowe
- Changed the way we register and deal with planning applications to improve the service
- Helped more people consider building their own home, including identifying 100 plots for self-build
- Worked with 13 parish councils to put together plans for how they want to improve their area
- Helped over 200 people avoid becoming homeless
- Set up a new housing company working with private landlords to help people facing homelessness
- Worked with the new Combined Authority on their housing programme, and helped secure funding for affordable housing schemes in the district
- Launched a grant scheme to help local groups develop affordable housing schemes in their villages

What we plan to do

Over the next year we plan to:

- Work with the Combined Authority as they begin to build affordable homes as part of the £100 million housing programme
- Finish building and rent out 31 more affordable Council homes and begin work on site on 28 more
- Work closely with developers so they can get on site more quickly to deliver high quality new homes where they are needed
- Assess and determine planning applications for new houses and facilities at major growth sites, such as Northstowe
- Carry out design work on the construction of a community centre and sports pavilion at Northstowe
- Make sure local communities are actively involved in how major housing sites are being developed
- Complete the construction of the first self-build homes in the district
- Fund and help set up community groups to develop local affordable housing schemes
- Provide more help and advice for parish councils so they can shape and influence the design of new homes in their villages



Connected communities

What we've done

Over the past two years we have:

- Successfully lobbied government to prioritise major improvements to the A14 and A428
- Along with other Cambridgeshire councils, we secured more powers and funding from government to be controlled locally by the new Combined Authority. This included £600 million for transport and a further £100 million for new affordable homes
- Helped the Greater Cambridge Partnership deliver transport improvements, including the opening of a new foot and cycle way linking Melbourn to the A10
- Granted planning permissions for expansions at Babraham Institute and Sawston Trade Park, creating 1,850 new jobs
- Launched a community rail partnership to deliver improvements in and around local railway stations
- Provided business rate relief to over 300 local firms
- Begun a community street sweeping pilot with Melbourn Parish Council
- Worked with the Greater Cambridge Partnership on how we can make it easier for our residents to travel in to Cambridge, and around the district, without having to rely on their cars

What we plan to do

Over the next year we plan to:

- Work with local communities to develop Rural Travel Hubs to help people access Cambridge as well as travel around the district without having to rely on their cars
- Work with the Combined Authority to see how bus services can be improved
- Encourage new local business support networks
- Hold a series of workshops on issues of importance to local businesses
- Work with government to drive forward, and open in 2022, a new Cambridge South railway station at Addenbrooke's
- Support the Connecting Cambridgeshire initiative to ensure superfast broadband access for 99% of premises by 2020
- Carry out a review, and make a plan, to help communities access all the services available to them



An Innovative and dynamic organisation

What we've done

Over the past two years we have:

- Maintained frontline services whilst receiving less and less funding from the government
- Established a housing company, Ermine Street Housing, which has generated over £1 million income for us to reinvest in services
- Combined bin collections with Cambridge City Council, saving 20,000 miles a year and £700,000 over three years
- Achieved the joint highest Council Tax collection rate in England
- Launched a suite of new e-forms so people can carry out tasks at a click of a button. Over 18,000 forms in total were submitted during 2016/17
- Achieved the Investors in People gold award
- Diverted over 50% of household waste from landfill
- Worked in partnership with the private sector to install over 2,000 Council homes with solar panels to help tackle fuel poverty

What we plan to do

Over the next year we plan to:

- Generate almost 10% of our own income to help fund services - equivalent to £1.7 million
- Invest over £500,000 in ICT upgrades to make it easier and more convenient for customers to access our services
- Launch an online customer portal for Council Tax and benefits so residents and businesses can receive, review and pay their bills electronically
- Provide 11 new apprenticeships to help people begin their careers
- Improve our website so it is even easier for people to find what they need, get involved in what's happening and carry out more transactions online
- By giving people better online options, we will reduce call waiting times for customers who need to phone us to an average of under two minutes
- Increase the money generated from our trade waste service by 10% to help fund waste and recycling in the area



To find out more about our business plan, visit:
www.scambsgov.uk/council-aims-and-objectives

To give us your feedback on our plan, contact us on:
SCDC@scambsgov.uk

