

Report to: Cabinet

22 March 2021

Lead Cabinet Member: Cllr Bill Handley – Lead Cabinet Member for
Community Resilience, Health and Wellbeing

Lead Officer: Jeff Membery – Head of Transformation

Naming report for the new town at Waterbeach

Key Decision

1. No

Recommendations

2. It is recommended that Cabinet note the contents of this report and agree the engagement process that the two master developers will follow - at paragraphs 11 and 12 - to gather feedback and opinion on the name of the new town north of Waterbeach. Cabinet is asked to agree the final step in the process, whereby Cabinet are required to take the final decision on the name of the new town following the period of engagement.

Reasons for Recommendations

3. Based on the precedent set at Northstowe, it is believed that a final decision made by the District Council will ensure the name of the new town has been fully tested and based on the findings of robust local engagement.
4. To ensure the District Council can confidently take the decision, it is suggested that Cabinet first validate the process by which the developers will execute the period of engagement.

Details

Cambourne and Northstowe

5. Cambourne was named by the developers following their own period of engagement. They had promoted the village, which is now formally a town, under the name of Cambourne. The engagement carried out did not show Cambourne as the favoured name for the new village, but it was chosen by the developers.
6. Northstowe was named by the District Council following a period of engagement. Northstowe was the clear favourite. The final recommendation was taken to Cabinet for resolution.

A collaborative approach

7. The engagement activity defined in paragraph 11 and 12 sets out the process by which the developers will engage with the local community and key stakeholders to arrive at the most appropriate name.
8. This is not a statutory process but, through conversations with legal, it was suggested we use the phases of engagement used in a Community Governance Review to give a clear and well-developed structure to the period of engagement. This process has been designed and supported by all key stakeholders: Urban&Civic (U&C), RLW Estates, Waterbeach Parish Council, local elected District and County Councillors with support from South Cambridgeshire District Council Communities Team.
9. It is felt that the timing of pursuing the name, and indeed the identity, for the new town is appropriate due to the western half of the new town now having outline planning permission and the eastern half having recently received a resolution to grant outline planning permission, subject to the signing of the Section 106 agreement.
10. Urban&Civic received outline planning permission, for their half of the town, in September 2019. They are currently approaching the submission of their first residential planning application and it is integral to their promotion and delivery of the site that there is a strong name that is supported locally.
11. The process and timescales are described in the table below -

Stage of process	Dates	Detail
Stage 1	1 April – 12 May (6 weeks)	Consultation on name of town and on U&C wider naming strategy
Review	13 May – 26 May (2 weeks)	Review of submissions and formulation of preferred options
Stage 2	27 May – 7 July (6 weeks)	Consultation on preferred options including a number of targeted workshops with 3 key stakeholder groups: <ul style="list-style-type: none"> • Parish, County and District Councillors • Heritage Groups • Youth Representatives
Final review & submission	July Cabinet TBC	Review of feedback and recommendations put forward to Cabinet for final decision

12. Due to government guidelines surrounding the coronavirus pandemic, methods used for engagement will be mostly virtual and will include virtual workshops, a dedicated webpage, newsletters / e-news and social media / public relations. At the request of the Waterbeach Parish Council they have agreed to include a mail drop to the village.
13. Due to the planned schedule of meetings for Cabinet over the summer period, it will be necessary to hold an additional meeting of Cabinet in late July to agree the

name for the new town. To allow U&C to begin to promote their first residential development it is not possible to wait until the planned Cabinet meeting on 1 September.

Options

1. To accept, with no alterations, the recommendation set out in paragraph 2 of this report, thereby affirming the process and accepting that the final decision will be taken by Cabinet.
2. To accept, with alterations, the recommendation set out in paragraph 2 of this report, thereby affirming the process and accepting that the final decision will be taken by Cabinet.
3. To dismiss the recommendations set out in paragraph 2 of this report.

Implications

14. In the writing of this report, taking into account financial, legal, staffing, risk, equality and diversity, climate change, and any other key issues, the following implications have been considered: -

Legal

15. There are no statutes that govern the naming of new towns or villages. Precedents have been set by Northstowe and Cambourne in the past and it has been agreed by the master developers and local stakeholders that this is the most appropriate course of action for the new town at Waterbeach.

Risks/Opportunities

16. There is a risk that either of the partners reject the final decision made by Cabinet. This risk is extremely low as all key stakeholders have confirmed their support for this process.
17. There is an opportunity to establish the vision and identity of the new town at Waterbeach by meaningful collaboration between key stakeholders.

Background Papers

Naming the New Town, June 2003 -

<http://modern.gov/documents/s2170/New%20Town%20Name.pdf>

Naming the New Town, Sept 2003 -

<http://modern.gov/documents/s1497/Naming%20of%20New%20Town.pdf>

Appendices

Appendix A: Waterbeach New Town Naming Consultation

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