

Appendix A

Waterbeach - Naming Consultation Results Overview and Recommendations

1. Introduction and Summary

The public consultation has now been completed on the question of naming Waterbeach New Town and its components parts.

There were two distinct parts to this consultation and two related questions:

1. The first part related to the naming of the new settlement which has thus far, through the planning process, been called Waterbeach New Town.
2. The second part related to the naming of places within the new development, including the neighbourhoods, streets, public squares and parks. The consultation exercise in relation to this matter adopted a more open invitation to establish an approach of these and character areas and to help to begin to assemble a 'bank' of possible names and useful references to inform and guide the naming of places over the years ahead. For now, the consultation material focussed on the Airfield and Barracks, where development is underway, with the scope to expand that eastwards as development moves forward.

The consultation exercise was underpinned by a report examining the issues around naming and setting out approaches, considerations and - for the second part - suggested character areas, themes and examples from current research.

The consultation was carried out in two phases, with an open consultation in phase 1 asking the questions above, and then 3 workshops held in phase 2 to refine the feedback from the first phase with 3 key groups which represented the past, the present and the future of Waterbeach. This report pulls together the feedback from both phases of the consultation and includes the final recommendation.

The results of all stages of the consultation were consistent in their conclusions, which are that there is a majority consensus that Waterbeach New Town should retain the name of Waterbeach, with the existing village, the Barracks and the land to the East all being within the parish boundary and continuing to be named Waterbeach. Notwithstanding that, there is a discreet identity and character of the existing Village which it is important to retain, and therefore that the existing built form of the village of Waterbeach, should be demarcated and known as Waterbeach Village. The public realm enhancements planned through S106 and additional collaborative working can be progressed with the Parish Council to refine the detailed approaches to how this is implemented.

The consultation also enabled a positive response to the approach of naming streets, public areas etc through a character area approach. It enabled gathering of information, suggestions and refinements for the character areas to ensuring they fully reflected the history and ecology around them.

The sections below set out:

- Phase 1 consultation process
- Phase 1 results and analysis
- Phase 2 consultation process
- Phase 2 workshops feedback summaries
- Overall recommendation

2. Phase 1: wider consultation

I. Process and response

The consultation was targeted toward existing residents within Waterbeach and its immediate environs. The following approach was taken to publicising the consultation event:

- Door-drop of the full consultation document to each home in Waterbeach, Landbeach, Chittering, Horningsea and Clayhithe.
- Summary and promotion of consultation in newsletter door-dropped to same villages.
- Promotion with links by e-newsletter for those subscribed to the Urban&Civic/Waterbeach Barracks website for updates.
- Promotion on Twitter, with repeat and reminder tweets covering heritage, naming and community themes to provoke debate and link to consultation.
- Press release to local media, and coverage in the *Cambridge Independent*.
- Posts on the local Facebook group.

Responses included very useful and interesting contributions, as well as views on the key questions posed, particularly in relation to the Part 2 Consultation Questionnaire. However, the consultation did not generate a large response. In total, there were 120 respondents which represents a small percentage of the total population of the village (around 5,500) and the total number of households notified (over 3,000 households), with a total population of over 8,500 people. The breakdown of responses is shown below:

Consultees responded:

- by filling out and returning the online questionnaires (92 respondents)
- by returning the freepost questionnaires (26 respondents)

- via email (2 respondents)

II. Key Feedback

Part 1 - Naming the Settlement – Results

The whole settlement	
Do you agree that Waterbeach (the existing village) and incoming community (to be brought forward on the Waterbeach Barracks, Airfield and New Town East, should be identified together as one place (as a single settlement and destination)?	53% YES
If you answered yes to Question 1a above, should that settlement be called Waterbeach?	76% YES
The existing village	
If the settlement, as a whole, is identified as one place, do you agree that it is important to distinguish the existing Waterbeach Village as a defined part of the settlement (i.e. an identifiable area within the settlement).	87% YES
If you answered 'Yes' to questions 2a, is adopting 'Waterbeach Village' as the name the best approach?	80% YES

By a small margin, the majority of respondents answering the relevant question favour an approach which recognises the existing village and new development as one place (53%).

Of those supporting the 'single settlement' approach the majority answering the relevant question (76%) favour it being named Waterbeach.

Those favouring a clear distinction in naming between the village and new development offered a variety of alternative names or references. Denny, Water, Beach, Fen, Winfold all recur in the alternatives offered, in various combinations (for example, Northbeach, Fenbeach, Denny End, New Beach, Windbeach). No single alternative emerges with significant support; North Waterbeach or Waterbeach North is the alternative that is offered most often, but still only by 7 consultees.

It is also noteworthy that while some respondents underline the need to preserve 'Waterbeach' for the village (unchanged) others highlight the importance of Waterbeach being attached to the new development but distinguished by an extension of the name. Some propose distinguishing adjectives to add to Waterbeach: for example north, old, new, village, town, great. Examples include Waterbeach North, Waterbeach New Town, Waterbeach Cum Denny.

If a single settlement approach is adopted, the vast majority of respondents answering the relevant question (87%) favour the village being distinguished and 80% favour 'Waterbeach Village' as the appropriate nomenclature.

Of those that did not favour this approach, and chose to expand upon their reasoning, there were a number of observations. One recurring theme in a number of responses was that it is the new development that should get the new name, not the existing village.

Part 1 – Naming the Settlement - Analysis

The scale of response to the consultation has not provided a firm basis upon which to draw conclusions which might be regarded as representative of the existing community. The limited response can be interpreted as an indicator that naming is not a major issue for most existing residents. Furthermore, while the majority of detailed comments were negative, the voting did support the name of Waterbeach as a single settlement. However, U&C and RLW are keen not to dismiss the opinions of those that do feel strongly about the matter, especially as the comments suggest highly polarised opinions.

A limited response does present one advantage, and that is the ability to consider each individual return. Many individual comments are very considered and insightful. There is strong sentiment expressed by some focused upon impending change and wanting to protect their village and distance it from the 'new' community. The undercurrent of injustice at the 'requisitioning' of the village name for the new town is notable, although it remains a minority view. Nonetheless it cannot be dismissed lightly. Others suggest that in decades to come no-one will distinguish between old and new. It is important to all parties therefore that decisions taken now support community cohesion and good neighbourliness – both for the existing as well as incoming residents.

The majority consensus, such as it is, would suggest:

- naming the enlarged settlement Waterbeach
- the name 'Waterbeach' to associate with the existing and the planned.

Aspects noted through the comments include:

- an understanding that residents value 'village' life and want to protect it;
- the character and identity of 'the village' is regarded as precious;
- but renaming the historic village as Waterbeach Village would be resisted by some, as it is changing the existing, rather than making the new different.

Aspects reflected by U&C and RLW in analysing the results include:

- The intention to carefully control car access and movement into the historic village, is aimed at protecting the historic village centre, and that could be part of a strategy to create distinction, but not separation.
- Previous consultation has also revealed that many existing residents desire access to the amenities coming forward within the new development, and while the historic centre of the village is currently the centre of focus, the future development will introduce new nodes for community activity (around the station quarter, the lake and the town centre area).
- While the SPD distinguishes a Town Centre, the design work incorporates different local community areas and centres / character areas and quarters. The historic village core will continue to be a distinctive 'centre'. It seems most likely that functions will evolve around different locations which people use according to their activities and networks.

It was felt that the workshops provided a helpful format to explore these aspects, to reconcile some of the conflicting views and understand better how a future approach can respond to the views shared.

Part 2 – Naming the component parts of the new settlement – Results and Analysis

The Part 2 questionnaire has generated some hugely valuable references for place naming and special thanks must be extended to those residents who have taken the time to share stories, including the highly personal recollections of family members with long associations with the area, or have provided carefully recorded and researched accounts/ records associated with the farming, military, and early settlement activities at Waterbeach.

Information is being collated and will be published as the information is refined and falls into place with a coherent strategy. A Waterbeach Stories platform is being set up online to ensure people can continue to share thoughts and views and help shape both the resource and the heritage strategy and approach going forward.

It is notable that the range of stories and emotion connected to this second part, seemed to U&C / RLW, to reinforce the view that bonds across the area are strong and the historic connections, evident through the centuries should continue with the approach to naming – reconnecting ties that were severed by the airfield (removing the agricultural use that remained on the Eastern side) or alternatively reconnecting ties made as an airfield and barracks to the village, which were lost when the barracks closed.

This will be further explored through the workshops.

3. Phase 2 – Workshops

i. Workshop approach

3 workshops and a school project were then held to carry out further exploration of the results and analysis. These included:

- **The past – how the history informs the naming approach - 16 June, 2-4pm**
Waterbeach Heritage Group, expanded to include representatives from 514 Squadron Association and 39 Royal Engineer Regiment veterans.
- **The present: how do the current residents view the connections with the New Town – 14 June 6-8pm**
Parish, District and County Councillors as the democratic representatives of the village and local area.
- **The Future: how the young people of Waterbeach feel about the identity of the village and the New Town.**
The Primary School collated views from classes in response to a video and shared plans, over a 2 week period, sending through compiled responses from the Headteacher.
A workshop was held with Waterbeach Action for Youth on 23 June, 7pm.

The format for these sessions is set out below – with each workshop taking on a slightly different but complementary format to support the themes highlighted above.

- **Heritage workshop:**
 - Presentation of the consultation responses
 - Discussion:
 - How was the area of the New Town regarded historically?
 - How should that be reflected in the naming approach?
 - How do the character areas reflect historical uses and how should that influence naming approaches to streets and other spaces?
 - Conclusion
- **Present workshop:**
 - Presentation of the consultation responses
 - Discussion
 - How do we interpret the connection expressed through this feedback?
 - How do we respond to the desire for distinction and village identity?
 - What does that mean in the naming approach?
 - What does that mean in designing access and wayfinding?
 - How is this reflected in historic approaches to street naming and naming of public spaces?

- Conclusion
- **Youth workshop:**
 - Presentation of consultation responses
 - Discussion
 - What do you think makes Waterbeach special?
 - Will the area feel more like a village or a town when the new development is built?
 - Would you use some of the new facilities?
 - Would you move into one of the new homes there when you're older?
 - Do you think the new town will be a part of Waterbeach or something distinct?
 - What does that mean in naming approach?

ii. Workshop Outcomes

Parish, District and County Councillors Workshop 14 June 2021

On 14 June Urban&Civic (U&C) and RLW Estates (RLW) hosted a workshop with Parish, District and County Councillors as the democratic representatives of the village and local area. The objective of the workshop was to look at the present: how do the current residents view the connections with the New Town.

The session enabled the local representatives to share the views of current residents of Waterbeach and crucially, the wider feeling of its relationship to the New Town. The workshop proved vital for establishing a consensus for the approach to naming the New Town.

A significant proportion of the workshop was focussed upon the potential for a distinction between Waterbeach and the New Town, as two places with separate identities and names. The consensus view was that this should be avoided, and as a way of achieving this, the naming of the new settlement should avoid reference to “new”.

Discussions reflected both identity and access to services and facilities, with a clear message that residents will want to and need good access to what is coming forward and families and friendships will make strong ties inevitable.

Alongside the above overarching principle, there was a preference for the existing village to be known as ‘Waterbeach Village’ as part of the larger expanded Waterbeach. This supports the distinct identity and character it has, reflects the current culture, and would enable organic evolution as the new community establishes.

The intention behind this approach is to avoid detaching the connection between the new settlement or the existing village of Waterbeach, as in the long term it could be considered one place – examples were given of an undesirable scenario where you might have sports teams or community clubs both bearing the name Waterbeach in opposition to each other rather than as part of one community. But to also enable – like the Milton Keynes Village example – the village identity to remain in the long term as an essential part of the identity of the existing community.

Attendees at the workshop supported the general approach to applying character areas to the new settlement, the themes of agriculture, historic connections and the military were identified as a good way of defining discrete local areas. Attendees made reference to specific place names that are existing and could be incorporated into the new settlement, these included: Soldiers Hill, Snake Pit and Denny Abbey.

The overall conclusion at the workshop was that the name Waterbeach should apply to the village and the New Town as a whole in order to promote a sense of integration and a collective identity.

The outcome of the workshop was that U&C and RLW would meet with the group again following completion of the round of workshops to discuss how the naming strategy has progressed.

Heritage Group Workshop 16 June 2021

On 16 June U&C and RLW Estates hosted a workshop with the Waterbeach Heritage Group, plus representatives from 514 Squadron Association and 39 Royal Engineer Regiment veterans to discuss how history should influence the approach to naming.

The focus of the discussion at the workshop was upon the historical references made in the original Naming Strategy Report which could be used to inform the names of Character Areas, or wider local naming of streets, places and key civic buildings within the New Town. Generally, the group was pleased to see a range of time period covered. However, they suggested there was too much emphasis on the military heritage of the area. Where military references are made this should focus on everyone who has served rather than selecting high ranking officials, this could be achieved through using crests, notable tours or selecting individuals who are particularly unique (e.g., the first commissioned female officer), as well as those who gave their lives during the conflict.

In relation to the Part A of the consultation, the issue of the overall name for the New Town, the Heritage Group reached the consensus view that the name for the new settlement and the existing village should allow continuity and not introduce a new place name per se. The agreed position was that on balance, consistent with the conclusion of the workshop with Parish, District and County members, the existing village should be known as

'Waterbeach Village' and the New Town and existing village as a whole should be known as Waterbeach.

The group discussed the existing villages character and how this will relate to the new town; whether it will be considered one place or whether it would become two distinct areas. Governance of the new settlement was cited as a method for achieving a united place (i.e., incorporating the new residents into the current local community) and it was acknowledged that naming would be significant for this also.

It was noted that the physical integration of the existing village and the New Town would be a key issue to ensure that they can be considered as a whole integrated place. The Group acknowledged that a careful balance will have to be applied to create an inclusive place for new residents and those in the existing village.

The group discussed the tendency to apply a dichotomy of "old" and "new" to the existing place and the future new settlement, there was a feeling that this was an unhelpful distinction and didn't reflect the depth of history in the area – Waterbeach long predates the Barracks and even the village in its current form. This view also precipitates some existing challenges in the Village, where newer residents in homes to the north of the village have said they do not always feel part of the historic village.

Further to this the group were receptive to the ideas of naming Character Areas within the development to recognise the history of the site. However, the Group recommended that the naming of proposed Character Areas should be refined further to incorporate a wider breadth of history: Roman, Tudor and references to agricultural heritage / landownership (legacy of the Enclosures Act c.1800).

During the workshop there was commitment to a wider responsibility for recording the history of the area, in view of this a Waterbeach Stories platform is being set up on the Waterbeach Barracks website to ensure people can continue to share thoughts and views and help shape both the resource and the heritage strategy and approach going forward.

Youth Workshop 23 June 2021

On 23rd June 2021, U&C and RLW hosted a youth workshop on the naming strategy for Waterbeach New Town, with support from Waterbeach Action for Youth. The session engaged with 30 young people ranged in age from 10 – 15. The workshop was split into two halves.

The first half was a discussion about the new town and young people's hopes and aspirations for it and a discussion of what is good and bad about Waterbeach Village as it is now. Generally, respondents were positive about the character of Waterbeach citing the parks, green spaces and wildlife in particular.

The second half focused on the naming strategy for the New Town. This discussion focused around whether the New Town should be considered part of Waterbeach or should be considered a new place with a new name. The consensus on this second question was that the New Town should be part of the existing Waterbeach settlement. Some young people raised the idea of having the existing village be known as Waterbeach village or separated in some other informal way. Most felt that they consider the land as it is at the moment to be part of Waterbeach.

The young people were asked to consider alternative names for the new Town, with no real consensus for the whole or parts of it. Suggestions raised included calling part of the New Town “Airbeach” to reflect being part of Waterbeach and Landbeach family and reference the airfield use. Other ideas raised were Fenbeach, Firebeach, Skybeach and Cambsbeach.

The overall conclusion was that the development and village, should together be Waterbeach, but with the existing village retaining the Waterbeach Village identity.

Engagement with Waterbeach Community Primary School

In July 2021 the second aspect of the youth engagement was undertaken with Waterbeach Community Primary School, where class teachers talked with the children about the new settlement and came up with a variety of ideas for names of the settlement and for streets. The comments were received from year 3 – year 6 classes.

Across the year groups there was a general feeling that the new settlement should be distinguished from the existing area with its own name. However, there was less certainty as to whether it would create an additional place or whether it would form part of one place in combination with the existing village, overall the feedback suggests it should be considered as one place: it has always been part of Waterbeach so should still be part of /called Waterbeach.

The schoolchildren offered numerous examples of place names, streetnames, school names and the names for park / play areas. A selection of these follows: New Greenfield, Heron Primary/Secondary School, Eston Primary School, Cattle College, Air-Force Close, Runway Primary, Denny Air, Beachway Town, Heron Hill, Crossbeach.

4. Conclusion

Overall, from this stage of the consultation process, in relation to Part A there is a clear preference for the existing Waterbeach village and the New Town to be known collectively as ‘Waterbeach’. Additionally, that there is a demarcation, for the existing village to retain its village identity, and be defined as ‘Waterbeach Village’.

There is support for an approach which defines further character areas within the New Town with distinct naming which reflects the history of the site. That this history should be refined further to be more inclusive in terms of each period of history significant to the history of the land, and to ensure wider representation of those who farmed, owned, lived and served there.

The consultation has provided further critical information to enrich the 'name bank' of places which can be used to inform the naming of key places, open spaces and civic buildings within the New Town. Finally, a range of actions and next steps have been agreed to further inform and utilise this through ongoing engagement and dialogue with key stakeholders.

Recommendation

Based on the outcome of this consultation, it is recommended that South Cambridgeshire District Council Cabinet confirms the name of the new town, which includes the existing village, as "Waterbeach". It is further recommended it supports continued evolution of the work between the developers and the Parish Council and community, to express the identity of Waterbeach village as part of future public realm, signage and other projects already underway.