



Report to:	Cabinet	30 July 2021
Lead Cabinet Member:	Cllr Bill Handley, Lead Cabinet Member for Community Resilience, Health and Wellbeing	
Lead Officer:	Jeff Membery, Head of Transformation	

Waterbeach New Town Naming Report: Post-Consultation

Key Decision

1. No.

Recommendations

2. It is recommended that Cabinet notes the developers' consultation report at Appendix A, affirms the developers' consultation process and agrees the outcomes of the developer-led consultation which concludes that "Waterbeach" should be the name of the new settlement in Waterbeach Parish, and that this will be inclusive of the existing village.

Reasons for Recommendations

3. A report was brought before Cabinet on 22 March 2021 setting out the process by which the developers of the new town at Waterbeach would conduct a consultation into the naming of the new town. This consultation has now concluded, with their findings reported at Appendix A. Cabinet is asked to affirm its support for the process undertaken and either agree or reject the recommendations.
4. No significant alternatives were presented through the consultation process.

Details

5. The table below sets out the developers' consultation commitments that were agreed at the March meeting of Cabinet:

Stage of process	Dates	Detail
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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 week)	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

Stage 1

6. Consultation booklets were sent out to circa 3000 homes in Waterbeach, Landbeach, Chittering, Horningsea and Clayhithe. 120 responses were received.
7. In addition to the door drop, the consultation was marketed through the developers' regular newsletters, a dedicated webpage and social media – twitter and local Facebook groups.
8. Two webinars promoted by the developers were due to take place as part of the stage 1 consultation. These were cancelled due to lack of uptake. The few residents that did sign-up were followed up with individually.
9. Following the conclusion of stage 1, a report was drafted analysing the results, which was used as a basis for discussion in the stage 2 workshops as per the agreed process above.
10. Headline findings from the stage 1 consultation:
 - 10.1. By a small margin, most 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.
 - 10.2. Of those preferring a "whole place" approach, most (87%) favoured identifying the village as Waterbeach Village.
 - 10.3. The name "North Waterbeach" or "Waterbeach North" for the new development was the most common alternative. Only 7 of the 120 respondents suggested this. Without any significant alternatives, the developers agreed to use the workshops as a sounding board for the data collected in stage 1 and forego any wider consultation.
11. Cabinet is asked to note the majority support for the name "Waterbeach Village" for the existing settlement. Considering any adjustments to the name of the existing village was not covered by the scope of the consultation. However, following the conclusion of the naming of the new settlement, the local community may choose to consider this further.

Stage 2

12. Engagement in stage two was limited to workshops with selected groups. Wider engagement, for example with those who made comment in phase one, was not carried out by the developers. The justification for this approach is that the first stage did not present any significant support for any alternatives to the name 'Waterbeach' and therefore no "preferred options" could be presented.
13. Workshops took place on 14 June (Councillors), 16 June (Waterbeach Heritage Group) and 23 June (Youth Representatives), as per the agreed process. These workshops were designed to interrogate the data collected from the first stage of consultation. Each group corroborated the findings from stage 1 and agreed that Waterbeach is the most appropriate name for the settlement.
14. The Councillor workshop (made up of representatives from the Waterbeach Parish Council, District and County Councillors), Heritage Group and youth representatives noted the number of responses the developers received and concluded that the issue of naming the town must not be a key issue amongst residents.

Options

15. Cabinet could:

- 15.1. note the developers' consultation report at Appendix A, affirm the developers' consultation process and agree with the outcome of the consultation process that "Waterbeach" should be the name of the new settlement in Waterbeach Parish, and that this will be inclusive of the existing village.
- 15.2. reject the findings of the consultation, giving reasons as appropriate, and suggest an alternative course of action for naming the new settlement.

Implications

16. 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

17. The process by which the developers conducted this consultation was designed with significant input from the 3C Legal service.

Risks/Opportunities

18. There is an opportunity to resolve the name of this new settlement ahead of the first residential schemes coming forward. This will expedite the marketing of new homes on the site and incidentally support housing delivery in this area.
19. If a name is not adopted at this stage, there is a risk of the new town's identity not being secured, and this uncertainty could affect the marketing of new homes by prospective housebuilders which in turn effects the SCDC housing trajectory.

Equality and Diversity

20. The consultation undertaken by the developers has been robust and inclusive. The inclusion of a mail drop to every home proves that every effort was made to include all residents within the immediate and surrounding area. Each consultation document included a freepost questionnaire. Supplementing this was a strong drive online along with other digital communication methods.

Consultation responses

21. This paper presents the results of a consultation run by the developers with the process laid out at paragraph 4. Results and findings of this consultation are detailed at Appendix A.

Alignment with Council Priority Areas

A modern and caring Council

22. The naming of the new town has long been discussed within the Waterbeach community since the area was first allocated in the local plan. The council is delivering on their promise to tackle these types of local issues by working with stakeholders, developers and residents to resolve the naming of this important new settlement.

Background Papers

Waterbeach New Town Naming, March 2021 –

<https://scambs.moderngov.co.uk/documents/s121302/Naming%20Report%20for%20new%20town%20at%20Waterbeach%20220321%20RC.pdf>

Naming the New Town, June 2003 -

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

Naming the New Town, Sept 2003 -

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

Appendices

Appendix A: Waterbeach New Town Naming Consultation Summary

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