

# REGENERATING AND REBRANDING A RURAL AREA

## SOUTH CAMBRIDGESHIRE

### THE SOUTH CAMBRIDGESHIRE LOCAL COUNCIL (SCLC) VISION

- A 'fairer, kinder, greener' future for 350 sq. miles of countryside around the city of Cambridge.
- One of the top places to live in the UK. Very good quality of life and standard of living.
- Aspects of the vision:- Social, vibrant healthy communities, good housing.  
Economic, a strong local economy, jobs.  
Environmental, protection and enhancement of the natural and built environments.

### SOCIAL / HOUSING

- More housing near jobs, less commuting.
- Development of the Eco-town at Northstowe on an old airfield. Sustainably built housing, 40% affordable.
- Area on the edge of Cambridge suffers from urban sprawl and counter-urbanisation. New housing, business parks, science parks and retail outlets put pressure on the countryside. But do provide jobs and services for people in the nearby rural areas.

### ENVIRONMENT

- Maintain the green belt around Cambridge.
- Maintain the green infrastructure such as the fens and country parks.
- Maintain the built heritage to encourage tourism.
- Preserve habitats such as hedgerows to maintain biodiversity.
- Maintain the distinctive landscapes of the fens in the north and the chalklands in the south.

### ECONOMY

- Develop a hierarchy of rural, centres from minor to group villages with increasing numbers of facilities and services.
- Retain the rural character of villages.
- Develop renewable energy sources (wind and solar) but understand the delicate balance between sustainable energy and environmental damage.
- Improve the transport infrastructure and services to promote jobs in the tertiary sector, research and development, science and pharmaceuticals.

