

PERCEPTION PETERBOROUGH

September 2008

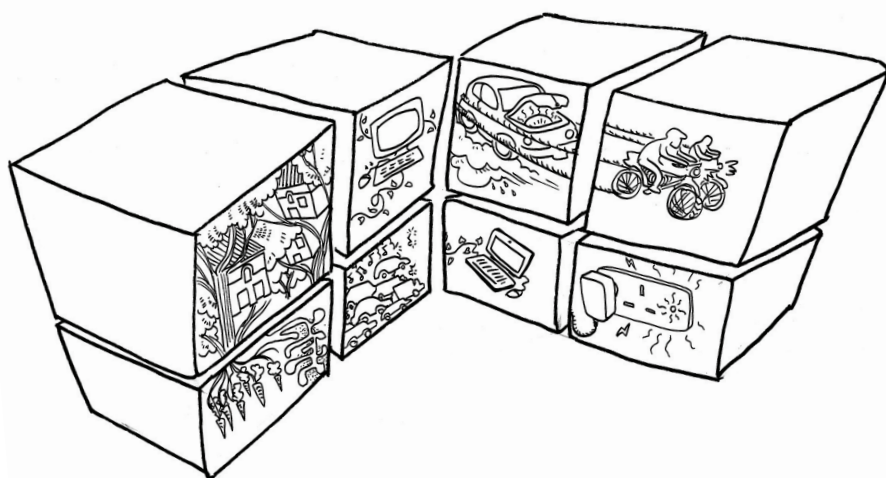
Perception Peterborough is a dynamic and creative visioning project which brings together key local representatives with creative thinkers to develop innovative approaches to the challenges and opportunities facing Peterborough. Within the overarching theme of the Environment, this creative process focuses on three main themes of Growth and development of the built environment; Green infrastructure and environmental technologies; and Social cohesion within a climate of migration.

This creative summary consolidates for the first time key strategy and policy statements extracted from over fifty current documents pertaining to the future of Peterborough's economy, culture and community. Our starting point for this information acknowledges that policies and strategies must remain responsive to immediate and long term influences upon the public realm.

This current snapshot, designed specifically for the Perception Peterborough workshop participants, identifies the strong connections between existing strategic thinking throughout the city to provide an objective and useful creative tool for the visioning of Peterborough.

1

GREEN INFRASTRUCTURE AND ENVIRONMENTAL TECHNOLOGIES



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Peterborough aspires to be the Environmental Capital of the UK and this ambition is well articulated within all the key Peterborough strategies and regional plans for the area. However, it is not always clear whether the population of Peterborough is ready to make the step-change in behaviour which will enable it to achieve this goal.

GREEN TECHNOLOGY

The city is developing a specialism in environmental sciences, linked to the development of renewable power. These companies are generally young and relatively small and only one is in the top five of Peterborough companies by size. Currently these businesses are scattered round the city and there is no central 'hub'.

4,000 people are currently employed in the Environmental Goods and Services sector within the city. It is predicted that this sector will grow nationally by 45% by 2015 due to government regulations and the drive for business efficiency.

Historically, Peterborough has a much stronger focus on 'value added' services such as logistics and distribution and high value manufacturing for environmental products to serve the renewable sector but also transport, food and white goods.

A range of business support mechanisms have been developed to encourage this sector:

An Environcluster has been launched which aims to support existing businesses, encourage new businesses to come to the city and develop a range of R&D and commercial projects.

The Eco Innovation centre was launched in April 2008 providing physical space, business support and networking.

It is envisaged that there will be an **'environmental business district'** developed in the urban extension developments around Hadden – there are also proposals to develop a world class **renewable energy park** including the implementation of an environmentally sustainable waste management system with zero landfill.

The city has launched its first university linked R&D centre – the **Centre for Sustainable Engineering**.

The Cleantech Investment Partnership – a developing network of large organisations and companies who want to incorporate sustainable technologies within their businesses.

In order to showcase Peterborough's environmental aspirations, there is a possibility to develop an annual environmental design competition and temporary pavilion on the South Bank as the focus for a two week cultural programme.

INFRASTRUCTURE AND COMMUNITY

The City has strong environmental assets in terms of green space. The Green Grid project aims to extend the open space in the areas surrounding the city centre and the wider rural area and increase its usage.

The Green Grid principles include: connecting spaces and landscapes, developing multi-functional areas, extending access and enhancing the character and biodiversity of these areas.

Projects include *revitalising allotments, supporting local suppliers and producers, developing digital networks to support businesses and promoting recreation hubs.*

The developments planned for the city will result in additional car and bus trips but it is proposed that this is mitigated through a range of sustainable transport initiatives.

SUSTAINABLE TRAVEL DEMONSTRATION TOWN – through this initiative, the city aims to have a 21% decrease in the number of car trips by 2021 and to be a leader in provision of sustainable travel. Other plans include a Peterborough Bikes Scheme, extending the 'Green Wheel' which connects communities through a continuous network of cycle ways, footpaths and bridleways and providing low carbon transportation networks.

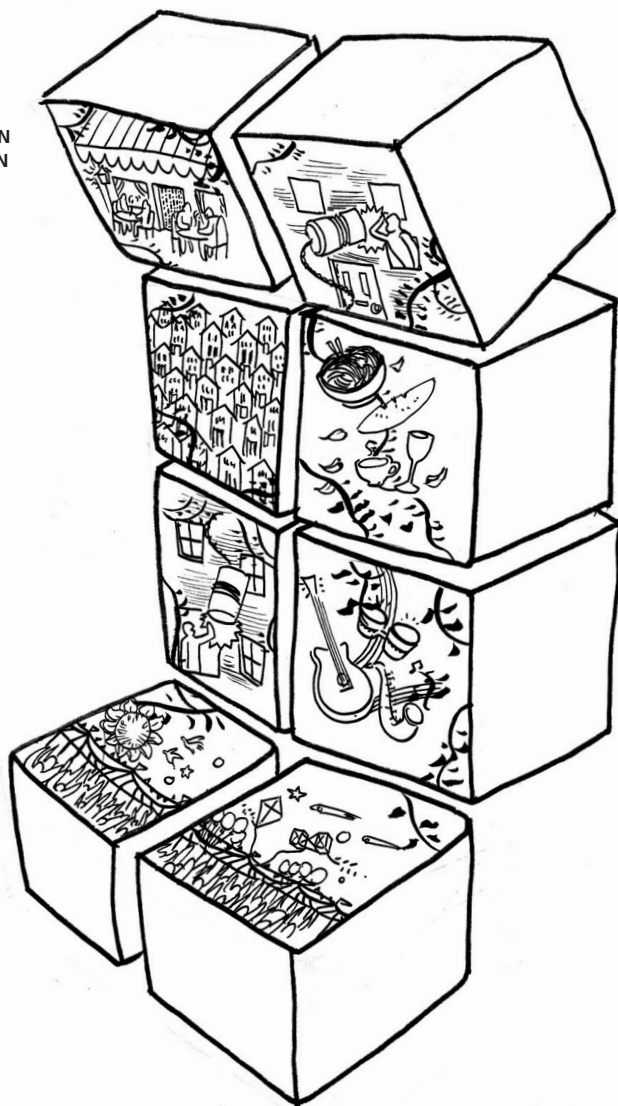
LOW ACOUSTIC ZONE – there is proposal for the city to be the UK's first 'low acoustic zone' through use of measures to protect against transport noise (similar to the Low Emissions Zone in London).

GREEN GRID EXPLORER – this project will involve the creation of customised software and GPS data to be used in PDAs and mobile phones, which produces an interactive map of parks, open spaces, and cycling routes.

Many of the environmental sustainability aims relate to new developments but there are also plans around existing homes/businesses including: improving insulation, enabling home owners to invest in renewable energy and supporting local businesses to develop energy efficiency and Green Travel Plans.

2

SOCIAL COHESION WITHIN A CLIMATE OF MIGRATION



2 **SOCIAL COHESION WITHIN A CLIMATE OF MIGRATION**

According to the 2001 Census, 90% of Peterborough's population was born in the UK and 10% were born outside the UK. Of these, 40% were born in Asia, 30% were from Western Europe (not including the UK) and 14% were born in Africa. 8% of the population were born in America. Only 5% were born in Eastern Europe and less than 3% were from other nationalities.

It is estimated that since 2001, 15,600 foreign people have come to Peterborough for work purposes. Of these, 60% have come from Eastern Europe, 16% have come from Asia, 15% from Western Europe, 6% from Africa and 2% from Oceania or America.

There are 100 languages spoken and 93 different nationalities in the city.

As a city, Peterborough has a population younger than the regional average and this will increase. There is a projected 21% increase in children aged up to 14 and 57% increase in over 65s.

Peterborough is also one of 3 active 'cluster areas' for the housing of asylum seekers in the Eastern region.

Although migration and cultural diversity is seen as a priority area for community cohesion, it is useful to take a broader definition of community which takes in: age, gender, ethnicity, religion, employment status, disability and geographic location.

Peterborough is one of five cities where non-whites are more likely to live in the most deprived neighbourhoods. A key priority for the city is to avoid the creation of 'parallel cities' where people live separate lives.

Peterborough is described as having 'relatively cohesive communities'. What does a cohesive community look like and how can it be measured?

There is evidence that over 50% of the migrants who have arrived in the UK since 2004 have already returned home. What implications might this have for the economy of Peterborough?

The key identified cohesion challenges for the city are: employment, housing and environment, integration, leadership, perceptions and young people and their needs

Increasing the housing supply in the city (of the right type and in the right places) may address issues of community integration, prevent social segregation and address current issues of multiple occupancy and affordability.

The New Link project offers a number of services for migrants and new arrivals including job matching, teaching English skills, translation services and ensuring access to services through a 'one stop shop'. They also support community groups for new arrivals.

Over 60 young people have been trained in conflict resolution and plan events for other young people through the Peacemakers initiative.

Peterborough is a pilot in a project which is developing the 'community ownership of assets'. This enables the development of 'community anchors' which are organisations who can manage spaces for the benefit of a range of community organisations.

The city perceives that culture can act as a driver to develop cohesion and plans to develop a range of cultural events and festivals to celebrate the communities within the city through the Festival of Festivals initiative.

Can the Environment Capital aspiration provide a focus for community cohesion and a means to unite communities in a common goal?

3

GROWTH: DEVELOPMENT
OF THE BUILT ENVIRONMENT



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The headlines of growth in Peterborough: 25,000 new homes and 20,000 new jobs between 2001 and 2021. To meet these targets, 1,420 dwellings a year will be built from 2006-2021. This is the highest rate for any local authority area in the region.

The Peterborough strategies divide the growth plans into four areas: *city centre, existing and developing townships/district centres, urban expansion and rural villages*

CITY CENTRE

The city centre is generally regarded as slightly jaded with a lack of connectivity, some tired buildings, an underdeveloped early evening and night-time economy with a lack of bars and restaurants, family offer and a number of underutilised assets. The city centre retail offer is currently losing out to out-of-town developments.

The city currently has the reputation as being one of the easiest cities to move around in the Eastern region.

RAILWAY STATION

The city has excellent rail links, but the station provides a poor gateway into the city. Bourges Boulevard disconnects the station from the rest of the city. An extended shopping centre is proposed for this area.

CATHEDRAL SQUARE

The Cathedral is one of the key heritage assets of the city, but a study found it to be the least visited of England's cathedrals in 2005. There is considerable potential to develop the square as a venue for events and festivals. In order to protect the views of the

cathedral, there are restrictions on high-rise buildings erected in the city. ACE East are currently investing in a pilot project which will be managed by Commissions East, involving the commissioning of an artist to work with Landscape Architects to develop a design for the Historic Core of the city (including Cathedral Square).

THE RIVER NENE

The river is currently disconnected from the city, which in effect 'faces in the wrong direction'.

There are a range of possibilities for the River area including growing the football club stadium, heritage attractions, utilising the open spaces more effectively, housing, retail and restaurants.

OFFICE SPACE

There are major issues with City Centre office space which is seen as being older, poorer quality spaces with issues of access, over-pricing and out of date specifications. Businesses are currently attracted to the more modern 'peripheral business parks' which are dependent on access by car. A key priority is to bring businesses back into the city centre.

RESIDENTIAL DEVELOPMENTS

Residential provision is currently low density in the city centre. There is an aspiration to develop higher density accommodation, focusing on quality housing including 1 and 2 bedroom housing to attract young professionals and those who work in research/high-tech industries.

The city is participating in the **CARBON CHALLENGE** programme – a national pilot for home builders to design and build zero-carbon and low carbon houses and communities, which will take place on a site on

FOOTBALL GROUND

The football club has the aspiration to develop a new 15,000 seat stadium. This could be located at the current site on the South Bank, relocated onto the North Embankment or moved out of the city centre.

SPORTING FACILITIES

Many of the sports facilities in Peterborough were built in the 1970s and are out of date. There is currently a regional pool, lido and running track located on the North Embankment. There is potential to develop a flagship city-centre sporting facility, possibly as part of a university campus or as a sports/leisure-led mixed use development.

UNIVERSITY

the South Bank near the football ground.

A key priority for the city is to develop a university, in partnership with Peterborough Regional College and Anglia Ruskin University. There are a range of options for location, including a city centre campus on the South Bank or dispersed in a range of sites across the city. Its subject areas are planned to include environmental research, 'health and sustainability', 'community needs' and finance, building on the existing business strengths of the city.

CAR PARKING

Peterborough currently has 16 surfaced car parks in the town centre, generally regarded as an inefficient use of city centre space. There are plans to build on 8 of them whilst balancing the need for a number of parking spaces available in the centre.

OPEN SPACES

Peterborough has strong environmental assets in terms of green space. The preferred development option will not result in the loss of any designated public space and will provide an increase in open space and sports pitches with an aim that 50% of urban dwellers will have access to public open space within a 20 minute walk.

CULTURAL VENUES

There is a lack of performance space and facilities within the city centre, with current provision focusing on the Key Theatre on the River Embankment, and Broadway Theatre, situated to the north of the Cathedral. There is an aspiration to develop a multi-use arena of between 2,000 and 10,000 seats, which could be integrated with the new football ground.

There is potential to create a number of distinct areas in the town centre, linked by enhanced and 'legible' pedestrian routes. These might include:

A 'Live and Work Quarter' focused around the station area, which could provide accommodation near a range of employment uses, have potential for 'green' office space development and serve as a gateway and entry point for the city centre.

The 'Historic City Centre Quarter' which would enhance the city's historic centre, adding retail opportunities and increasing activity to 24 hours a day and 7 days a week. The cathedral square would include space for festivals and cultural events.

The 'Park Campus' could provide a campus location for a university on the embankment, with access to parks and views of the river.

The 'River Room/Cultural District' could provide the opportunity for riverfront development, link north and south Peterborough at a series of intervals along the riverfront (cafes and restaurants) and have a cultural venue.

The 'Leisure and Sport Quarter' could include the existing stadium, and complement it with additional leisure facilities.

There is also potential to develop a cultural 'cross' at the heart of the city centre via a west/east Heritage axis and a north/south Arts axis. The centre would be the enhanced Cathedral Square and the axes would link the retail areas to the North of the town centre with cultural facilities on the Riverside. The heritage assets of the city could be linked through a range of 'trails' and creative signposting.

TOWNSHIPS/DISTRICT CENTRES AND URBAN EXTENSIONS

There are currently 5 district centres, mainly developed in the 1970s and 80s as self contained areas. Retail is provided by local convenience stores and large 'out of town' retail parks and supermarkets. Plans are to increase the density of the existing District Centres, providing space for new communities, open spaces, leisure facilities and transport. The aim is that all new development in these centres will be within 800 metres of their centres in order to create 'walkable neighbourhoods'.

The new Hamptons District Centre development is being currently built and is the largest private sector housing development in Europe. It aims to address some of the problems that the existing district centres have. It has 50% open space and is developing a joint service centre which aims to be a model of good practice.

One possibility is for each District Centre to adopt a unique role (e.g. hub for creative industries or health), rather than providing all services in each area.

Two new urban extensions will be built in Great Hadden and Norwood, the former of which is proposed to be the new environmental business district. The aim is to deliver this new growth in an environmentally sustainable way and to maximise open space potential and usage.

RURAL AREAS AND VILLAGES

Much of the growth agenda for Peterborough focuses around the urban area, but there are a number of proposals in relation to the rural areas and there is a proposed housing growth of 590 dwellings, mostly in Thorney and Eye, with some employment growth proposed in the larger settlements, mainly focusing around development of rural businesses (for example rural food produce networks) and the re-use of agricultural buildings for small scale commercial use.

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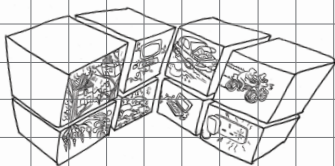
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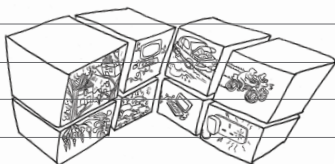
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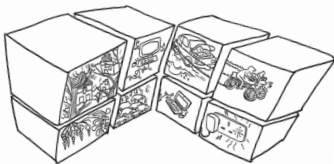
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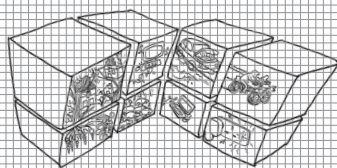
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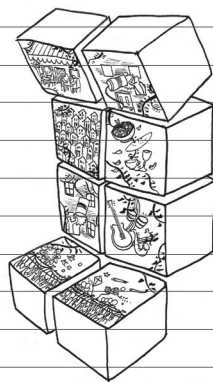
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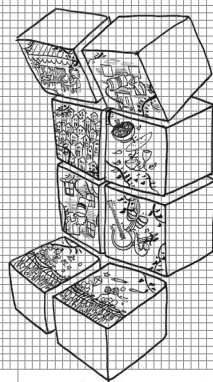
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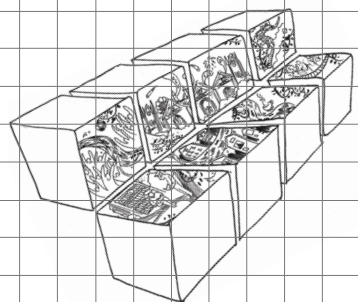
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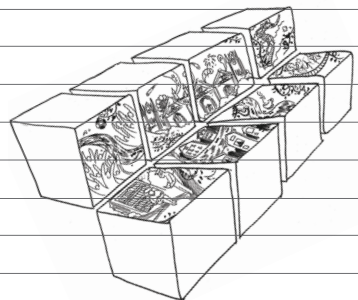
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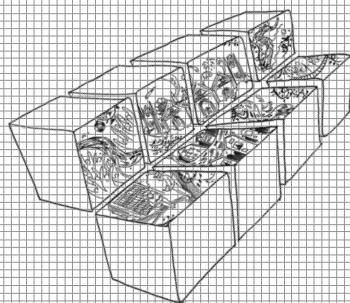
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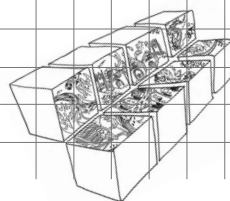
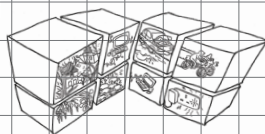
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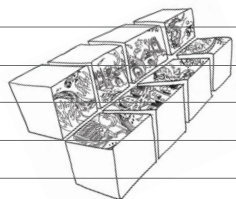
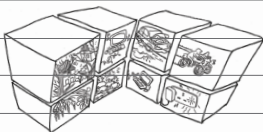
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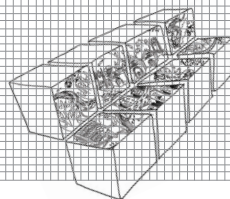
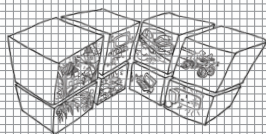
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