



Welcome to our exhibition about the proposals for the Wellcome Genome Campus.

Wellcome has been working with a wide ranging technical team to develop ideas about how the Campus could expand in the future and deliver benefits for both our scientific community and the surrounding area.

This exhibition sets out the contents of the planning application as well as our proposed mitigation strategies and benefits ahead of submitting an application to South Cambridgeshire District Council in the coming months.



CREATING A FRAMEWORK FOR GROWTH

Wellcome's aim is to create a long-term framework which can accommodate the immediate need for growth combined with sufficient flexibility to respond to the dynamic scientific, institutional and commercial environment. This strategic framework provides the roadmap that will set out a plan to secure successful and sustainable growth.

The genomics and biodata industries are international and dynamic areas of science in which the Campus is a global leader.

The expansion of the Campus will provide the opportunity for scientific research to continue to be translated into real world health applications that genomic science is making possible. The Campus brings together the Government, NHS, researchers and businesses to work collaboratively, ensuring that the UK can compete in an internationally significant field.

PROJECT OBJECTIVES



Create a complementary community around the Genomics ecosystem to **attract and retain the best global talent**.



Engage widely with industry and the general public – local and global – by creating an open Campus and promoting opportunities for debate and collaboration.



Strengthen the reputation of the Wellcome Genome Campus as a **centre of excellence in Genomics and Biodata**.



Provide resilient and sustainable infrastructure and amenities for the **benefit of Campus users and the wider community**.



Develop a **flexible framework** for the Campus to evolve, setting a clear intent and inspiring investor confidence.



Focus on enhancing **health, well-being and restorative sustainability** of people and land.

WORKING WITH THE COMMUNITY

Since the beginning of this year, Wellcome has been consulting Campus staff and local residents on creating a sustainable framework for future growth, from understanding local priorities and challenges through to developing a concept approach and illustrative scheme.



LOCAL CHARACTER

- Retain the farmland between Hinxton and the new homes on the northern part of the site
- Locate smaller scale development in the northern section of the site to retain the longer views across the site
- Locating 3 and 4 storey buildings on the southern part of the site opposite the existing Campus where views are less sensitive



LANDSCAPE

- Create a net gain in woodland planting through retention, translocation and new planting
- Translocate trees from the 12 year old tree belt, where practical and feasible
- Landscape planting undertaken at an early stage to provide screening for subsequent development



TRANSPORT

- Building on the award winning travel plan currently in place at the Campus
- Making the site more accessible by providing new walking and cycling routes
- Improving and extending the cycle link to Whittlesford Parkway Station
- Creating a signalled crossing at the A1301/A505 'McDonalds' roundabout to improve traffic flow and cycle access



HOUSING & AMENITIES

- New housing being restricted to households where at least one member is a 'Campus Linked Worker'
- Providing local people access to the amenities on site
- Opening up the Campus and enhancing pedestrian links between the Campus and Hinxton

EXPANDING THE RESEARCH COMMUNITY

Our vision is to build on the scientific foundations of the Campus to become the international centre for scientific, business, cultural and educational activities emanating from genomes and biodata.

To create an environment where scientific research, innovation and translation flourish requires creating the right conditions for people to do their best work. This will include providing a range of complementary amenities that people need to live a rich and full life.

Our research suggests that a significant number of Campus staff would consider living on-site if the right type of accommodation was provided, supported by new amenities and infrastructure. The proposed scheme provides a mix of uses including new infrastructure that could also be used by the wider community.

Creating an open and inclusive community

Our vision for the Campus Community follows a 'total place agenda' promoting quality of life for residents, vibrancy, reduced through traffic and encouragement of economic integration.

Provision of infrastructure of appropriate scale and type will be a key element in creating a successful place, which:

- Delivering opportunities for collaboration and innovation
- Attracts staff of the highest calibre – an attractive, liveable place of the highest quality
- Provides opportunities for wider community benefit and access
- Reflects international best practice and recent developments in placemaking, integration, learning, living and working sustainably.

Approach to community facilities

Our consultations to date found local communities value their existing facilities.

Our vision is to meet the needs of the future community on Campus by providing capacity for appropriate, high quality facilities, while not undermining existing provision.

We will work with the Councils and local schools and health providers to monitor take up and will ensure any impacts are addressed either through contributions or on site provision.

We will agree an access policy for any on site facilities to ensure local people can also use the facilities.

Informed by community consultation we are working with SCDC to deliver facilities of an appropriate type and scale:

- Up to 1,500 new homes
- A new nursery
- Capacity for a primary school – if the need arises
- Capacity for a new on site technical education facility linked to the work of the Campus
- New high quality open spaces, including children's play space and outdoor sports provision
- An exemplary environment for healthy living – in line with WELL Community standards – working in partnership with local NHS providers



Design approach - concept diagram

A PLACE FOR GATHERING

Our proposals include a more open Campus environment, with opportunities for gathering and engagement at its heart.

Campus staff have highlighted to us that spaces for interaction are important, while the community have expressed an interest in accessing amenities on the Campus.

At the centre of our plans is the idea of creating a public common connecting the existing Campus to the expansion land. New crossings and measures to calm the A1301 would improve connectivity, including to the wetlands and River Cam valley further west.

The Common would be framed by local shops, cultural, sport, recreation, social and education amenities that will be available to staff, residents, visitors and the local community to use.



2.7 hectare public common



Open spaces and opportunities for community events



A range of facilities accessible to the community



A space for public engagement



New shops, cafes and restaurants



Concept view of the public common



A public landscape



Places for resting



Places for wandering



Places for growing

A PLACE FOR WORKING

Our proposals expand the **Genomics and Biodata Ecosystem** to provide a place for collaboration and exchange of ideas.

We aim to build on the success of the existing Campus to create an integrated working environment. Our plans position the new Campus and research buildings in the southern part of the site, where they will have a relationship with the existing Campus and where views are less sensitive.

International research has indicated that clustering organisations within related fields can have significant benefits for innovation as ideas and information are exchanged through the informal interaction of people. The Campus has already established itself as a world leading centre for genomic and biodata science and its real-world application, bringing together the Government, NHS, international researchers and businesses in a collaborative environment.

There is significant interest from the sector in the provision of more space for research and development on Campus. Additional floorspace will allow the current institutes to expand, create potential for new institutes to locate here, as well as provide the space for growth of the public engagement programme.



150,000m² of new scientific research and translation space



Buildings to support start-ups and mature companies



Social spaces to encourage collaboration



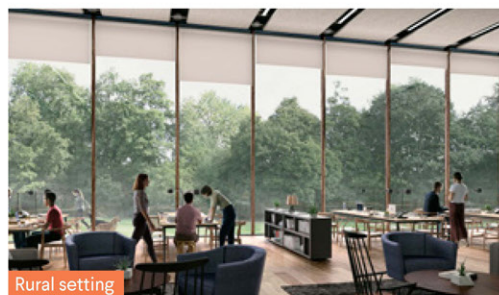
Amenities and facilities to support the workforce



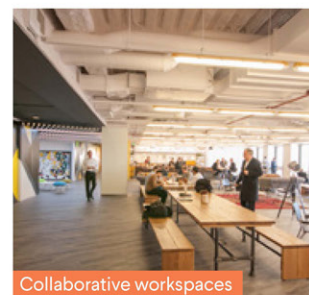
Innovative and sustainable building design



Concept view of the Campus environment



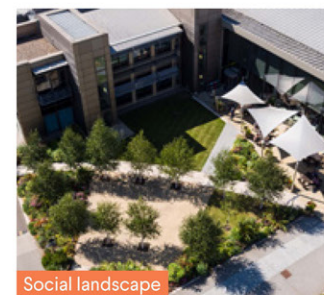
Rural setting



Collaborative workspaces



Innovative and sustainable design



Social landscape

A PLACE FOR LIVING

Our proposals include a unique living environment with an emphasis on supporting the needs of the wider Campus.

We know that the quality of the local environment is important to those who work on Campus and to those who live nearby. Wellcome's intention is to create an outstanding place that brings people together; integrating both the surrounding villages and the global scientific community into the rural setting of the East Anglian Chalklands.

Our proposals include the provision of up to 1,500 new homes, which would be delivered over a number of years, rather than all in one go. The homes would be focussed on supporting the people who work on Campus and occupation of the homes will be limited to households where at least one member of the household is a 'Campus Linked Worker' (i.e. they are employed by an occupier of the Wellcome Genome Campus).

Wellcome has the opportunity to create a unique community influenced by the success of the existing Campus. We want to reflect the rural setting and distinctive landscape throughout the design process, using it to drive the quality and design of new neighbourhoods and how they connect with their surroundings.



Up to 1,500 new homes



Homes will be for 'Campus Linked Workers'



33% mix of sale and rent (some at discounted rates) subject to demand



A mix of studio, 1 bed, 2 bed, 3 bed and 4 bed homes



A mix of townhouses and small apartment blocks



Illustrative view from the north-west corner on the A1301 just south of Tichbalk Road



Open green spaces



Creating a safe community



A unique pedestrian environment



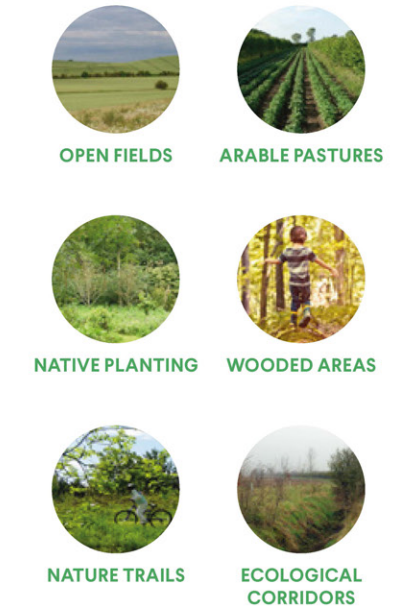
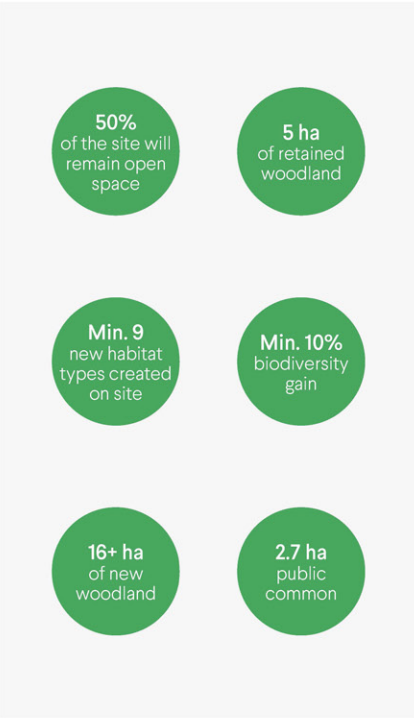
High quality design

ILLUSTRATIVE MASTERPLAN

Our plans to expand the Campus include a significant focus on working with and enhancing the existing landscape.

Over the last 25 years Wellcome has invested in the surrounding landscape to promote a high-quality and diverse environment that is rich in native flora and fauna. The highlight of Wellcome's investment in the landscape is the Wetlands on the western boundary of the existing Campus, which provides a buffer to flooding of the River Cam and has become an important amenity for Campus staff and the local community.

The proposals aim to reduce visibility of the development from Hinxton by preserving fields between the village and development, incorporating additional hedgerows and trees for screening, retaining and reusing existing vegetation where possible.



LANDSCAPE APPROACH

Our landscape proposals are designed to respond to the local environment, ensuring we respond sensitively to the landscape character, views and historic and ecological context of the site. This includes:

- Preserving established broadleaved woodland habitats within the dismantled railway corridors, safeguarding valued mature trees and established badger setts
- Preserving the majority of existing hedgerows on site and infilling with new hedgerows and trees to improve landscape and ecological connectivity
- Preserving part of the 12 year old woodland plantation within the masterplan and transplanting the remaining trees within the new areas of woodland on site
- Preserving the setting of Hinxtton Hall whilst thinning some of the understorey along the A1301 to improve visual connectivity between the existing Campus and expansion site
- Establishing a wide variety of new habitats and green links on site including aquatic and calcareous grasslands, woodlands and hedgerows, all in keeping with the character of surrounding Cambridgeshire countryside
- Allowing for views towards the distinctive tower and spires of Hinxtton and Ickleton churches, Hinxtton Hall and chalk hills from within the masterplan
- Enhancing the health and well-being of Campus users and the wider community by providing an extensive network of footpaths and open spaces



Open Fields Landscape

The northern section of the land will be left open, with expansive fields opening up the rural vista interspersed with pockets of different habitats, including woodlands meadows, and ponds and ditches.



Buffer Landscape

The new woodland on the eastern boundary will provide a rich mosaic of habitats to increase biodiversity and wildlife connectivity that will provide a buffer for noise, views and air quality. The buffer will also offer the opportunity to incorporate footpaths, bridleways and natural play areas.



The Gathering Landscape

New spaces for gathering and socialising will anchor the centre of the expanded Campus and form part of a network of functional and amenity open spaces that enhance creative and collaborative working and promote wellness for the Campus as well as the wider community.

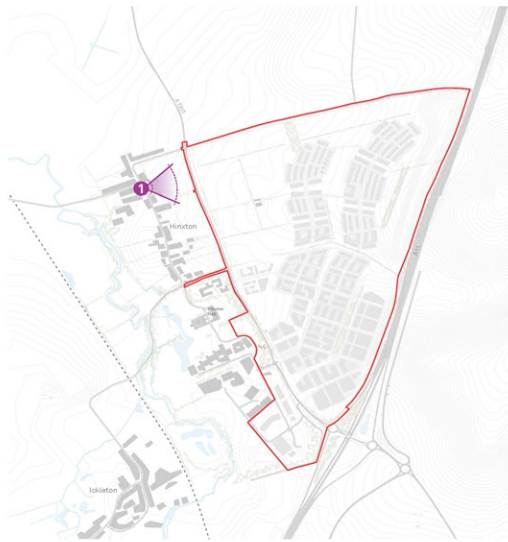


Residential Landscape

A variety of outdoor spaces will be available for leisure activities, promoting wellness for staff and the wider community. Tree lined boulevards and small copses will integrate the residential areas into the surrounding landscape.



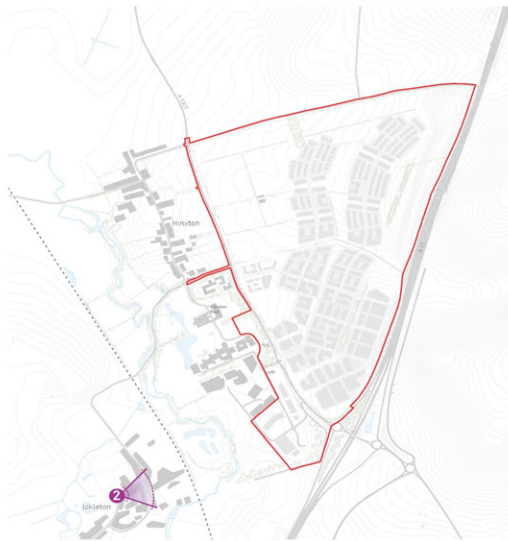
LOCAL VIEWS



View from Hinxton High Street
BEFORE



View from Hinxton High Street
AFTER



View from Butchers Hill, Ickleton
BEFORE



View from Butchers Hill, Ickleton
AFTER



CREATING A SUSTAINABLE FRAMEWORK

A bespoke sustainability framework has been developed, drawing on elements of One Planet Living, BREEAM requirements and WELL Community. The framework defines key performance targets for monitoring and delivering a sustainable and climate resilient development over the lifetime of the development.

Wellcome is committed to the long-term stewardship of the land and the expansion of the Campus into a broader community setting. Wellcome's long-term horizon enables the establishment of a governance structure for the expansion that will ensure its current stewardship principles of quality, innovation, sustainability, well-being and behavioural change can be a defining factor of the plans for growth.

Wellcome's long-term approach to development has already delivered environmental benefits to the Campus and community. In the future, Wellcome's ongoing presence and commitment will continue to deliver innovative solutions that are difficult to deliver under conventional business models.



Towards Zero Carbon:

- Adoption of passive design principles to reduce the energy demand of buildings
- Provision of an energy centre with a district heating network for low carbon heating
- At least 10% of the predicted energy demand will be from low or zero carbon technology such as photovoltaic (PV)
- Low carbon materials and construction techniques will be explored to reduce embodied carbon
- Restoring the landscape and improving soil health to maximise its capacity to absorb and store carbon
- Commitment to Post Occupancy Evaluation for continuous monitoring and reduction of carbon emissions



Climate Resilience Building in capacity to future weather extremes:

- A network of green and blue infrastructure for natural shading and cooling
- Building design will account for future weather scenarios to build in ability to adapt to increasing temperatures without energy intensive mechanical cooling
- Drainage strategy includes a 40% allowance for climate change to minimise the risk of flooding
- 100% of surface water will be managed through on-site infiltration to recharge the aquifers
- Landscaping will be drought tolerant and pest resistant to safeguard local ecosystems put under stress during extreme weather



Resource efficiency:

- Reducing demand for non-renewable materials, energy and water
- Preference given to renewable and recycled resources where practical
- Adopting the principles of a Circular Economy for building design to minimise materials to landfill over the lifetime of the building, e.g. material efficient design, designing for ease of refurbishment and deconstruction.
- Synergies explored across different engineering systems to maximise opportunities to turn waste from one system into a resource for another
- Focus on behaviour change programmes to support sustainable lifestyles, this could include recycling and waste minimisation programmes, repair workshops, swap shops and on-site composting facilities



Ecological Sustainability:

- A restorative landscape will be developed that improves the long term health of soils, the countryside and the community.
- A fully coordinated green infrastructure network will deliver new habitats, natural drainage systems and increased carbon sequestration to ensure climate resilience and adaptation for generations to come
- Introduction of hedgerows, trees, arable field margins and new sensitive arable regimes

ECOLOGY AND BIODIVERSITY

Wellcome has demonstrated an ongoing commitment to restoring local habitat and improving biodiversity through the development of the Wetlands on the existing Campus in 2003 and the ongoing management and maintenance of this environment next to the River Cam.

As part of our landscape strategy we will continue to focus on preserving and creating new habitats and ensure there are plenty of foraging, commuting and roosting opportunities for native fauna.

Working with the landscape and creating suitable habitats for native species, Wellcome's ambition is to deliver a net biodiversity gain over the next 25 years.



RESPECTING NATIVE SPECIES

- Protect and enhance native species of plants, including beech woodland, cherry, hazel, elder, silver birch, oak, ash and willow trees and hawthorn, blackthorn, elder, ash, bramble and dog rose
- Maintain the area's function as a 'stepping stone' for movement of animal and bird species across the landscape



CREATING NEW HABITATS

- Allow space to introduce arable fodder crops or create small plots of wild bird cover to provide seed-rich habitat areas
- Allow for the creation of a mosaic of habitats and grass margins around fields to increase food availability close to the nesting habitat for certain bird species
- Provide space for potential flower-rich margins around the site to be established to boost numbers and a greater variety of insects



WORKING WITH THE LANDSCAPING

- Retaining and preserving most of the established woodland corridor along the disused railway embankment
- Preserving the majority of existing hedgerows on site and infilling with new hedgerows and trees to improve landscape and ecological connectivity
- Areas safeguarded to allow green corridors and 'stepping stones' to be included in the design
- Provision of buffer and safeguarding areas from development around existing key habitats to allow habitats to remain



SUSTAINABLE WATER MANAGEMENT

- Flood plain meadows will be planted to provide natural filtration and visual amenity
- Swales and permeable surfacing will be used to slow down rain water run-off and encourage percolation of water to the aquifer
- Rainwater harvesting and grey-water recycling will reduce mains water demand

CONNECTIONS WITH THE WIDER AREA

The Campus already achieves a high number of trips from sustainable travel options, such as travel by bus, by rail, cycling and car sharing. The existing Campus Travel Plan will continue to play an important role in minimising the number of car trips to the site.

To complement and enhance the effectiveness of the current Travel Plan, a range of additional measures are proposed including improvements to the local highway, walking and cycling infrastructure, enhancing access to bus and rail services and providing a cycle hire scheme, car club scheme and car share facilities.

Highways:

- Improvements to the 'McDonalds' Roundabout to increase peak period capacity including new crossing facilities
- Changing the character of the A1301 to slow vehicles and facilitate cycle and pedestrian movements
- New roundabout and access to the south from the A1301 to provide access to the Campus
- Provision of an on site car club scheme including the provision of electric vehicles
- Low car parking provision across the site with electric vehicle charging points

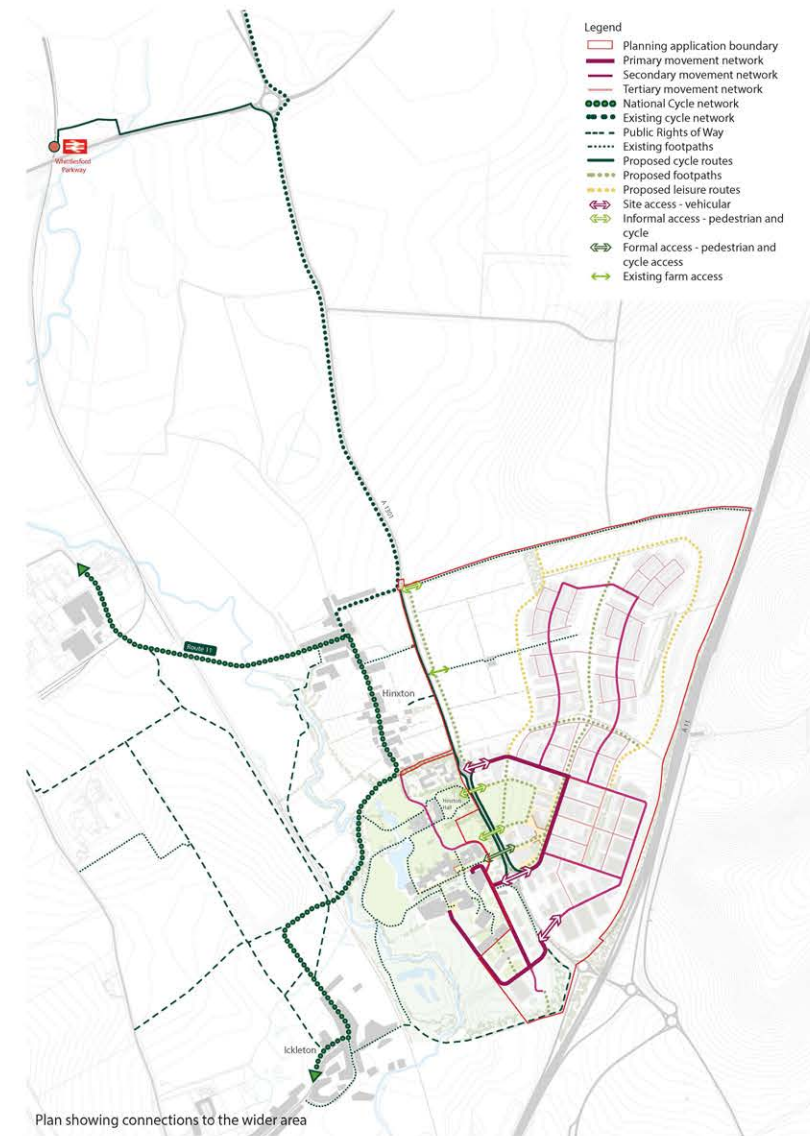
Public Transport:

- Enhancement of the existing Campus shuttle bus service which operates between the Campus and Whittlesford Parkway station to provide a high frequency service during peak periods
- Expansion of the existing Campus bus service to meet the additional demand
- Potential to allow access to the Campus bus service to residents of local villages and a wider Demand Responsive service
- Extension of the existing Citi7 bus route from Sawston along the A1301 and into the Campus

Walking and Cycling:

- Provision of homes for 1,500 Campus workers to enable people to walk to work and reduce the need to travel
- New footway connection to Hinxton along New Road
- Improved cycle routes to Whittlesford Parkway, including a signalised crossing of the A505
- New footway / cycleway provided along the A1301 to extend the existing route to the Campus
- New crossings on the A1301 including a signalised crossing for pedestrians and cyclists
- Campus cycle hire scheme including electric bikes with the potential to expand to external sites such as the railways station
- Contribution towards enhanced cycle parking at Whittlesford Parkway station with the potential to introduce a cycle hire scheme
- Improvements to the existing cycle links along the A505 to the railway station and route towards Sawston
- Opening new country walks for local residents

Main mode of commuter travel



INTEGRATING THE A1301

Encouraging interaction amongst Campus staff and providing safe access to the new facilities for the local community is a core consideration of our plans to expand the Campus. Our ambition is to create an integrated Campus that encourages people to move freely between institutes, the new living environment, new facilities and open spaces.

To achieve this our proposal includes changing the character of the A1301 for a short stretch adjacent to the Campus to create a physical connection between the sites and improve safety for people travelling across the road.

To achieve this, we are considering the following interventions:

- Reducing the speed limit from 50mph to 30mph
- New pedestrian crossing points
- Thinning of vegetation and removal of fencing
- Active Frontage and Gateway features
- New access junctions to slow vehicle speeds
- Footway / cycleway on either side of the road



1 Transition area north. Shared footway/cycleway



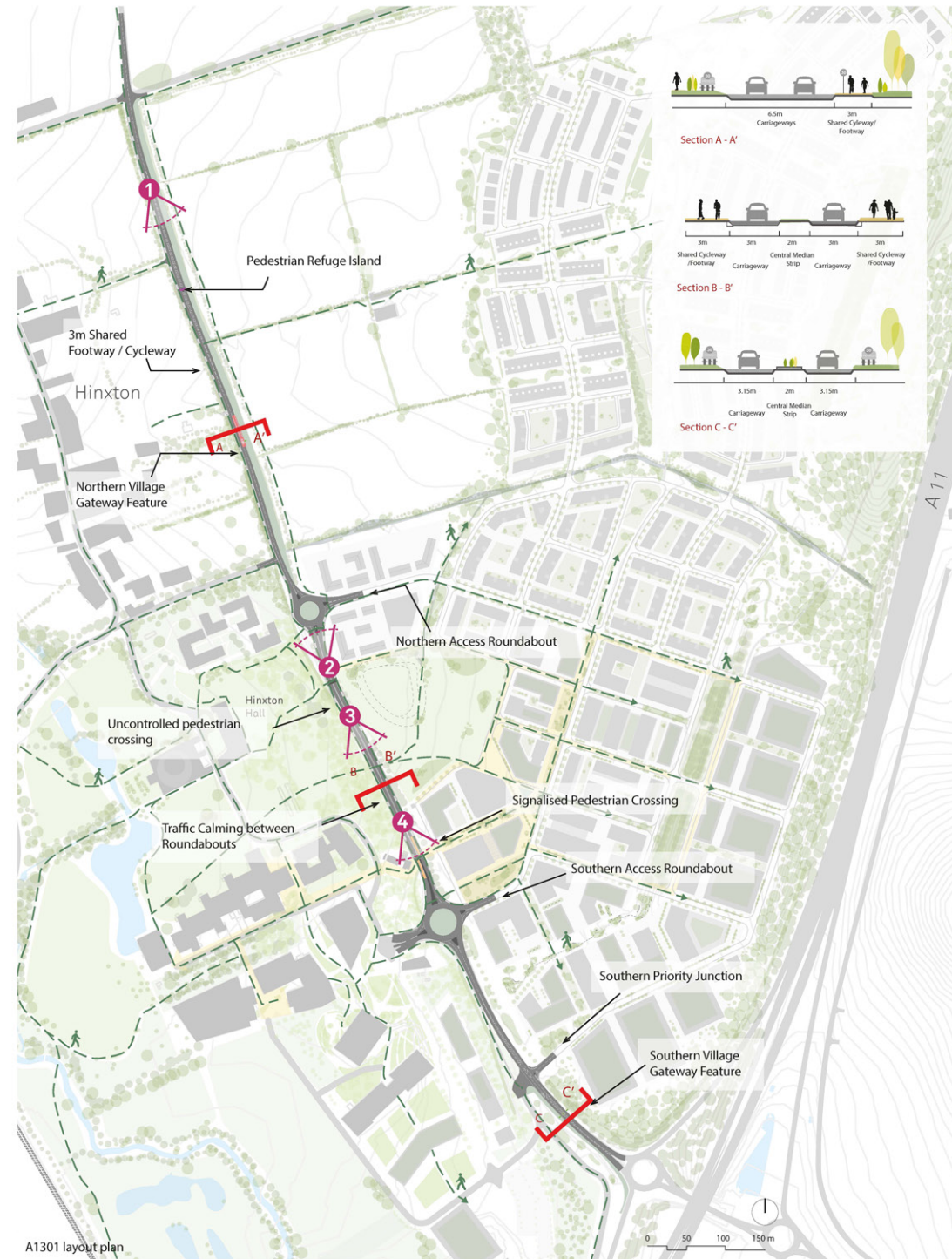
2 View towards north access roundabout



3 Informal pedestrian crossing



4 Signalised pedestrian crossing

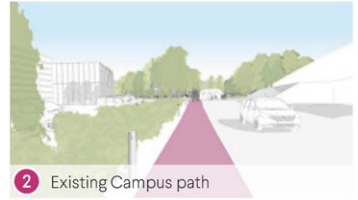


INTEGRATING THE A1301

Design improvements to the A1301 aim to enhance its character as a safe and attractive place for pedestrians and cyclists while retaining its function as an important local connection.



1 Existing Campus cafe



2 Existing Campus path



3 Extension of Campus path to A1301



4 Signalised crossing across the A1301



5 Into the new site gateway



6 Expansion Campus main plaza

OUTLINE PLANNING APPLICATION

The Planning Application

Wellcome will be submitting an Outline Planning Application which sets out the framework for the future development of the site through a series of parameters and strategies but not the detail of individual buildings. The illustrative masterplan has been produced to represent how the framework could be delivered.

Outline planning permission will be sought for:

- Up to 150,000 square metres of Gross External Area (GEA) of flexible Research and Translation (employment) space including research and development, office and workspace
- Up to 1,500 homes
- Up to 40,000 square metres of supporting uses, including:
 - Supporting community uses and social infrastructure including a nursery
 - Conference facility and associated hotel
 - Local retail (including shops, restaurants and cafés, and bars) and leisure uses
 - Landscape and public realm, including areas for sustainable urban drainage and biodiversity enhancements
 - Energy centre and utilities
 - Site access (vehicular, cyclist and pedestrian), car and cycle parking and highways works
 - Site preparation and development enabling works

Application Content

The planning application submission will comprise a series of documents which will set out further details and information about the proposals, including:

- A description of the proposed development
- The application plans (Parameter Plans and highways access drawings)
- Case for Growth: a document that explains the need for the proposed development (including the homes for Campus related staff)
- Planning Statement: An assessment of the proposed development against planning policy
- Environmental Statement: the assessment of the predicted environmental impact of the proposed development, the scope of which has been agreed with South Cambridgeshire District Council (this includes landscape and visual impact and transport)
- Transport Assessment: the assessment of the predicted effects of the proposed development on the wider highway network, including the proposed Travel Plan
- Design and Access Statement: setting out the design intent for the project, including in the proposed areas of landscape, open space, and community facilities
- A series of supporting strategies, such as the Sustainability Statement and Energy Statement

PARAMETER PLANS

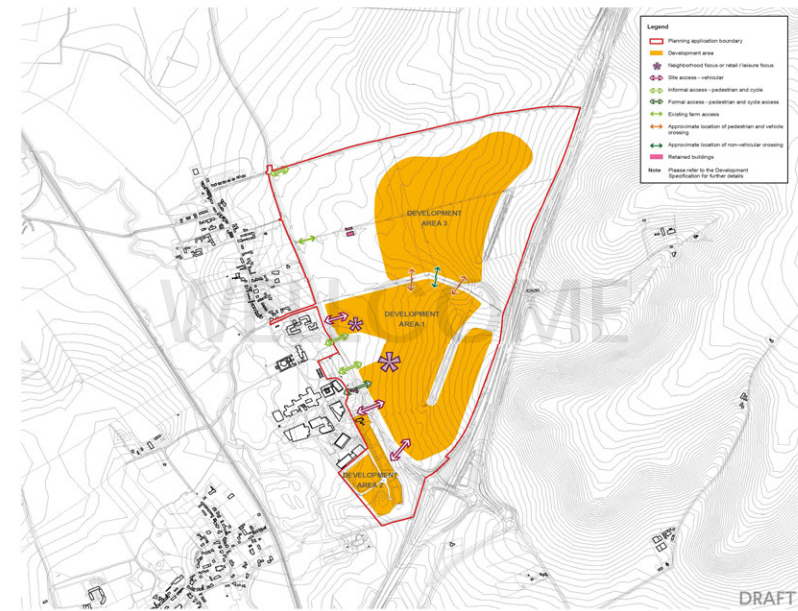
The Parameter Plans are the key drawings that will establish how the site can be developed. They set the framework for:

- Identifying the main areas of open spaces
- The main routes within the site and the access points to the site
- The areas of the site where buildings, streets, public realm and development can be located
- Maximum building heights

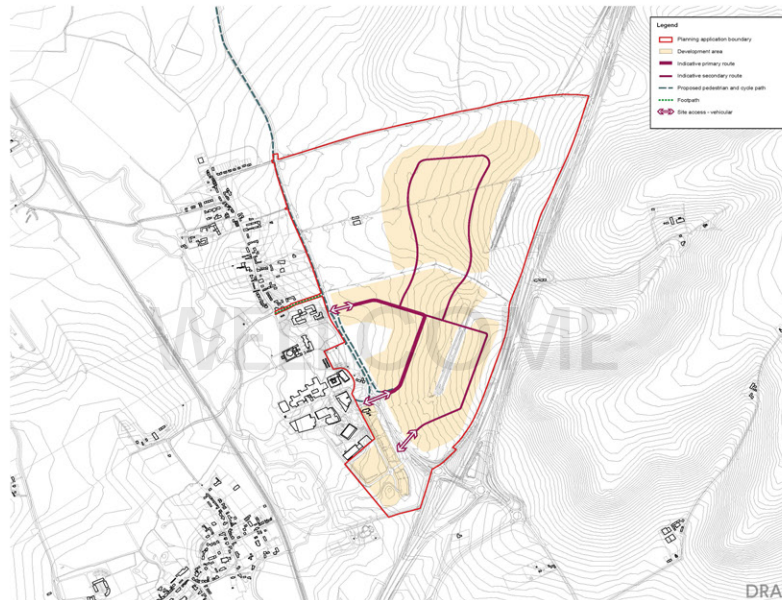
GREEN INFRASTRUCTURE PARAMETER PLAN



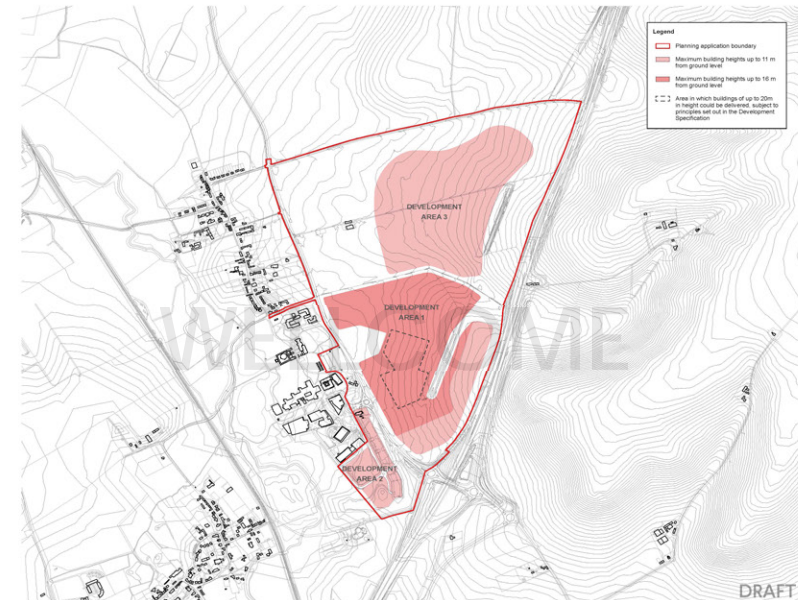
BUILT FOOTPRINT / LAND USE PARAMETER PLAN



MOVEMENT NETWORK PARAMETER PLAN



MAXIMUM BUILDING HEIGHTS PARAMETER PLAN



NEXT STEPS

Application Programme

Wellcome intend to submit the planning application this autumn. The local planning authority will then process and validate the application, publish the application for consultation and notify residents. Residents will be asked by South Cambridgeshire District Council for their views on the proposals and would then be able to submit comments and responses to the local planning authority. South Cambridgeshire District Council would then determine the application. The timeframe set by Government for an application of this size is 16 weeks from the receipt of a valid application.

Delivering the proposed development

Following grant of outline planning permission, further details of the scheme would then be prepared by Wellcome and submitted for approval by the local planning authority. These details would relate to the design of the buildings, landscape and layout of the development, referred to as Reserved Matters applications. A number of details required by planning conditions and Section 106 obligations attached to any planning permission would also need to be submitted for approval by the local planning authority.

Initial works undertaken on the site would include advanced planting in specific locations agreed with the local planning authority in order to minimise the visual impact of the proposed development.

