

achieving politically acceptable plans. Once all proposed options were defined by Cambridge Futures, they were tested through a land-use transport model that simulated the behaviour of firms, households and travellers. The outcomes of the model were assessed in relation to the aforementioned sustainability indicators and were presented to the public for consultation and discussion. The most popular options revealed the relative weight that each aspect of sustainability held for the participating population. The survey of the population's preferences and opinions was accompanied by exhibitions displayed in several towns and in the city of Cambridge, which included a video animation that simulated the likely physical outcome of each option.

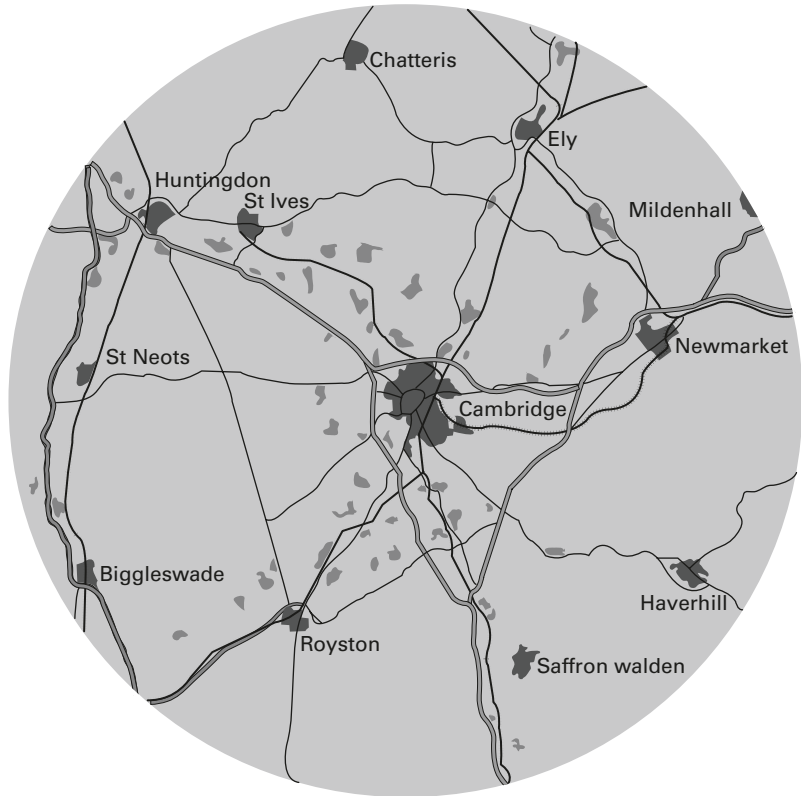
Cambridge Futures

Cambridge Futures is a group of local business leaders, politicians, government officers, professionals and academics investigating possible planning alternatives for Cambridge and its surrounding area. It is a not-for-profit organization and was established in 1996 due to growing concerns about the future of Cambridge. Cambridge Futures has published two studies: the first (Echenique *et al.*, 1999) focussed on alternative options for the sub-region development and was given the Royal Town Planning Institute Award for Innovation 2000, the results of which are summarized in this chapter. The second study focussed on the transport options to support the development of the region (Echenique and Hargreaves, 2003).

Cambridge sub-region

The sub-region of Cambridge has been defined by the Regional Policy Guidance (DETR, 2000) and adopted by Cambridgeshire County Council following the Cambridge Futures proposal. It is centred on the city of Cambridge and includes the surrounding ring of market towns (Figure 6.1). The area is home to approximately 475,000 inhabitants and encompasses most of the commuter traffic into Cambridge. The sub-region has a buoyant economy based on the so-called knowledge-based industries that have emerged from university research, and has been referred to as the 'Cambridge Phenomenon' (Segal Quince and Wicksteed, 1985), which is a cluster of high-tech industries, constituting a leading European centre for research and innovation.

Figure 6.1
The Cambridge sub-region as defined by Cambridge Futures.



Past policies

During the past 50 years, the growth in the Cambridge area has been restrained. The recommendations in an influential report by Holford and Wright (1950) have been followed in successive structure plans which have sought to maintain Cambridge as a university town within a rural surrounding. The policy was adhered to for the first 20 years of planning, as very limited growth of employment and housing was permitted within the city and surrounding villages. However, it became inconsistent with the arrival of new high-tech firms in the 1970s, which has continued to date. This change of policy was the product of a report by Sir Neville Mott (1969), which permitted the development of Trinity Science Park and the explosion of new firms in and around the city.

It is estimated that today over 30,000 jobs are directly related to firms in the high-tech sector (Segal Quince and Wicksteed, 2000). The deviation from Holford and Wright's report occurred as employment was allowed to increase within the city boundaries and housing was located beyond the Cambridge