

NORTHSTOWE

The next chapter – Supporting Northstowe's Growth

Community Forum 4th December 2004



Northstowe Neighbours

Quality of Life Research at Northstowe survey feedback

NORTHSTOWE

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NORTHSTOWE NEIGHBOURS – RESEARCH OVERVIEW

186
PEOPLE
COMPLETED
THE SURVEY

INTRODUCTION

In May and June 2024, Homes England ran a research exercise to uncover the lived experience of residents in Northstowe.

Based on the Quality of Life Framework (see themes below), the identical online and off-line questionnaires investigated different aspects of residents' lives and was completed by 186 people – this is a statistically significant sample.

The purpose of the research was to benchmark current attitudes and perceptions and to understand the key elements which impact people's quality of life.

The research can, therefore, be used to track liveability in Northstowe in the future.

CONTROL

allows residents a sense of agency over their surroundings

HEALTH

provides a local environment that supports good health

NATURE

promotes contact with nature and respects the environment

WONDER

delivers a sense of delight and fun

MOVEMENT

encourages walking, cycling and minimises the negative effects of cars

BELONGING

fosters a sense of community and neighbourliness

SUMMARY OF FINDINGS

Moving to Northstowe has improved the quality of life in four of the six categories the framework examines.

OVER HALF

of residents reported that the town provides housing to meet current and future needs and that access to outdoor space had improved.



OVER HALF

of residents are either satisfied or very satisfied with the Control, Health and Nature elements of the town covered in the poll.



OVER TWO THIRDS

of parents with school age children say that their child attends school within Northstowe and

75% say that schooling is equivalent or better than their child received in their previous location.

LARGEST IMPROVEMENT

40% of residents said that well-being and access to nature had improved since moving to Northstowe.



Those decreasing relate to parts of the development which have yet to be delivered – healthcare and retail provision in particular.

A Refreshed Identity

- for a place with a great future

Changing the narrative,
Moving the story to the next chapter.

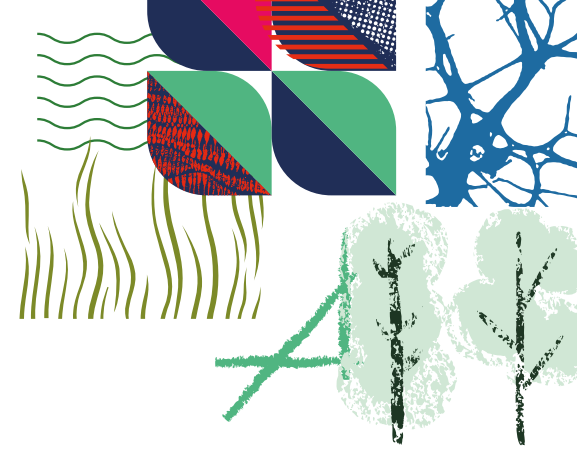
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Why?

To build somewhere businesses and people want to visit, live and do business

Build on the great community emerging and attract future;

- Retailers
- Workforce
- Residents
- Developers
- Service providers



Process

Consultation with stakeholders

- **Northstowe stakeholders;** Cllrs, community leaders, council officers
- **Wider business community;** Cambridge University, Greater Cambridge Partnership, Clean Tech community, and Cambridge Science Park
- Developers and developer partners
- **40 x 1:1 conversations** with Homes England and other partners
- **3 x Steering Group Meetings** circa 20 people
- **Resident feedback**
- **Workshop with Homes England consultants**

Output

What people said

daring to be different

fresh

multi-cultural

young

forward looking

bold

green

pioneering

stories within stories

friendly

communities

diverse

colourful

international

growing

active and healthy

Cambridge



Northstowe, Cambridge: breaking boundaries, daring to be different

Championing our pioneering, independent and international spirit

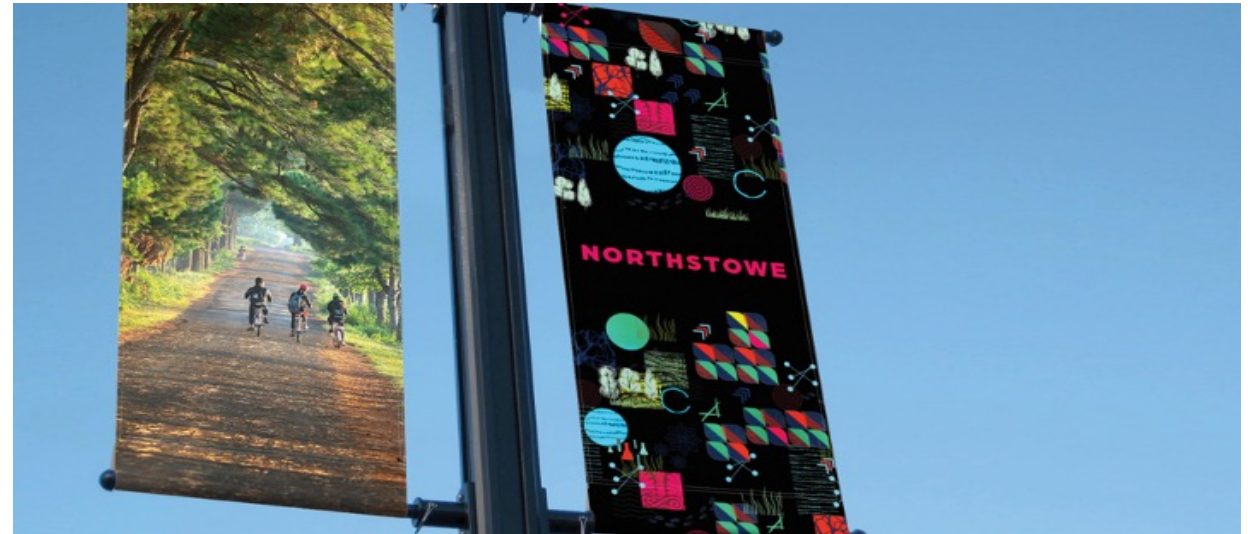
Growing a fresh green future

Home to an active, healthy and fun lifestyle



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Working examples



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Working examples






Welcome


Welcome to the Northstowe Secondary College, part of the wider Northstowe Learning Community and Meridian Trust. This is an exciting time for our students moving schools and we want to ensure that the transfer into the College is both a smooth and stimulating experience for every individual. It is an especially exciting time for...


[Continue reading >](#)


Our Values


Meridian Trust exists to provide, support, and champion high-quality education at the heart of local communities.

- 

Achievement for all
- 

Valuing People
- 

A high quality learning environment
- 

The pursuit of excellence
- 

Extending the boundaries of learning

JOB VACANCIES < >

Site Officer

We need a kind, curious and hardworking person to join our expanding Site Team. Working across the Campus you will ensure the security, care and availability of the school buildings along with daily management of the site for school and lettings.

ACADEMY CALENDAR < >

June 2024

Tuesday 7th May – Wednesday 19th June
Year 11 GCSE Exams

Monday 10th June – Friday 14th June
Week A

LATEST NEWS < >

Newsletter – 10th May 2024



Next steps

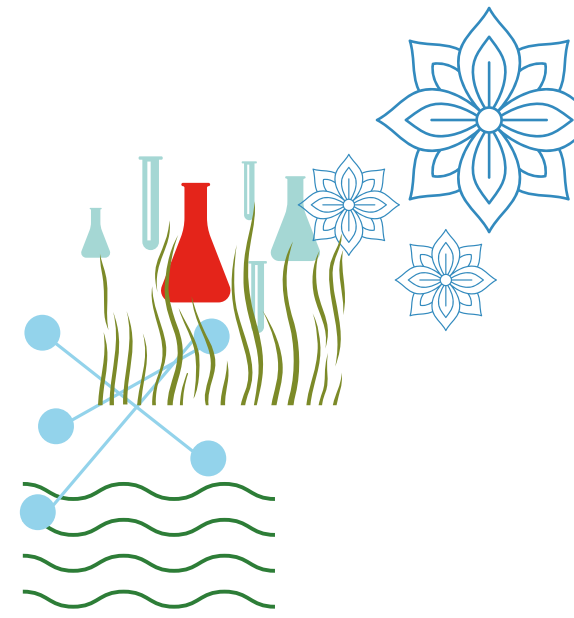
Talk to partners / stakeholders / residents

Series of Masterclasses have taken place for community groups and developer partners

Brand toolkit: Marketing materials will start to be produced this new way

But so much more than that!

Bins, benches, seating areas, wayfinding, buildings.....



Questions?

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CAMBRIDGE

Typeface and colour palette

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

NORTHSTOWE'S TOOLKIT

COLOUR PALETTE

These are the colours of the Northstowe colour palette and no other colours can be used.

We have provided separate colour palettes for print (CMYK), screen (HEX) and spot colour (Pantone) to make sure the colours are represented correctly in all circumstances.

COLOUR

C:100 M:69 Y:8 K:54 HEX: 002855 PANTONE 295C	C:99 M:48 Y:1 K:14 HEX: 0061A0 PANTONE 2384C	C:60 M:0 Y:3 K:0 HEX: 5BC2E7 PANTONE 2985C	C:43 M:0 Y:23 K:0 HEX: 86C8BC PANTONE 564C
C:30 M:71 Y:75 K:081 HEX: 4E3629 PANTONE 476C	C:46 M:6 Y:100 K:42 HEX: 76881D PANTONE 7496C	C:73 M:0 Y:62 K:0 HEX: 5CA47F PANTONE 2249C	C:23 M:3 Y:19 K:8 HEX: A7BDB1 PANTONE 5685C
C:19 M:90 Y:50 K:55 HEX: 782F40 PANTONE 195C	C:0 M:85 Y:100 K:0 HEX: D14124 PANTONE 7597C	C:0 M:0 Y:95 K:0 HEX: FCE300 PANTONE 102C	C:0 M:94 Y:43 K:0 HEX: DB0A5B PANTONE 2040C