



Project overview

The Hartree development embraced a programme of both traditional and innovative forms of community consultation and engagement to create a positive constellation of stakeholders and community members to inform an ambitious 20+ year project.

About Hartree

The Hartree development is a 48-hectare major mixed-use project located in the North East Cambridge area. It's been designed to transform the region into a vibrant, sustainable, and well-connected urban community over the next 20+ years.

Hartree is part of a broader vision to redevelop the Cambridge Science Park area, one of the leading hubs for technology and innovation in the UK. The development aims to create an engaging and lively environment that combines residential, commercial, and public spaces, fostering a sense of community and enhancing the overall quality of life.

Consultation and engagement

A core part of the design and development of this project was a programme of both traditional and innovative forms of community consultation and engagement. The programme set out to gather diverse perspectives on the development and how it could be a net positive for the constellation of stakeholders and community members in the area. In the process, Landsec U+I, TOWN and ECF (who shaped a comprehensive communication and engagement programme) have spoken to thousands of people through a series of workshops, pop-ups, roadshows, meetings, door-knocking sessions and at events such as the People City Planet Festival, which took place in 2022.

This wider engagement effort was then complimented by an Ideas Exchange, a forum

made of a group of 18 demographically representative residents from the surrounding area that have fed into the different stages of the design development process. This approach, based on a model led by the Sortition Foundation, was the beginning of long-term conversations that informed the masterplan proposal using locally rooted lived experiences of the area.

Targeted sessions to speak to young people were also part of this process. These sessions were specifically tailored to speak to young people and those with disabilities, and were carried out in partnership with organisations such as VoiceAbility, and the locally based Cambridge Curiosity & Imagination.

The Hartree development is set to be a transformative project that enhances North East Cambridge, making it a model for sustainable urban development that balances residential, commercial, and public interests while celebrating the area's scientific heritage. The process carried out in this development brought the community along, ensuring that they were actively, consistently and equitably engaged with the community and its constituent members

Good practice

Whilst outreach, consultation and engagement approaches shouldn't be a one size fits all, we can learn from each other's practice and adapt the principles of the Quality of Life Code of Practice within different contexts.

Here are some examples of how the consultation and engagement approaches for this project meet those principles.

Principle 4: Be inclusive

TOWN took the **time to understand the diverse residents, communities and perspectives**, whilst also respecting individual and local customs or traditions. They reached out further to understand where people go for information, and reviewed and tailored their steps to reach and involve communities that may not have had their voices heard in the past.

Principle 6: Support mutual learning:

TOWN learned with residents and communities throughout the process by **supporting two-way conversations and building trust to shift power dynamics** through their community-led approach.

[Hartree website](#)

Hartree

Cambridge

By TOWN, ECF and U+I

Settlement extension
5,600 homes



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