



Sibson
*garden
community*

Vision Document

November 2024



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1. Introduction

Introduction

Foreword



Huntingdonshire has demonstrated remarkable vision by setting out a shared strategy for sustainable development over the next 30 years through the Huntingdonshire Futures Place Strategy. On behalf of Phoenix Sustainable Investments, I am pleased to present our vision for a pioneering Garden Community, and eco-enterprise hub at Sibson Aerodrome, located north of Huntingdon and west of Peterborough.

This ambitious project aligns with the priorities of the Huntingdonshire Futures initiative and the UK's commitment to achieving clean energy by 2030, positioning the district as a leader in sustainable, future-proofed communities.

Phoenix Sustainable Investments, including the Larkfleet Group, is at the forefront of 21st-century sustainability. From zero-carbon-ready homes to extensive electric vehicle infrastructure and high-speed internet connectivity, we are addressing pressing environmental and social issues with tangible solutions designed for the long term.

Our proposal for Sibson centres on sustainability and the '15-minute neighbourhood' concept, ensuring that jobs, shops, schools, and healthcare are all accessible within walking distance of beautiful, energy-efficient homes. The development also includes rapid transit connections and convenient access to the A1, A47, and north-south mainline railway, facilitating connectivity to wider regional hubs.

Strategically located in northern Huntingdonshire, Sibson complements the district's southern strategic allocations, ensuring equitable benefits across the area as it grows. Our expanded landholdings now allow us to deliver a more ambitious and sustainable community, generating its own green energy, supporting advanced manufacturing, and creating a vibrant eco-business hub that will forge connections with Peterborough's new university, driving innovation in green industries.

Karl Hick
Chairman,
Phoenix Group



Additionally, our vision enhances local environmental and recreational spaces along the Nene Valley and within the John Clare Countryside. By increasing biodiversity and providing accessible, natural spaces, we will enable residents to lead healthier, more active lives all within nature.

We are eager to collaborate with all stakeholders to bring this vision to life. There is immense potential to make Sibson a model of modern, sustainable living—a balanced and resilient community that meets the aspirations of Huntingdonshire Futures and the UK's climate goals. We look forward to discussing this vision in detail.”



Introduction

Foreword



England faces a severe housing crisis, particularly in the South and East, where young families are priced out of the communities they grew up in. Housing estates tacked onto existing towns and villages have not resolved this, often straining local schools, doctors, and dentists while increasing traffic congestion. These issues are compounded by global and local environmental challenges and the need for more affordable commercial spaces for small businesses.

The crisis isn't just about "incomers" but also about providing homes for our children and grandchildren. The older generation is living longer, staying in their homes, while younger generations face a housing squeeze. This dynamic highlights the urgent need to balance housing development with protecting historic communities and providing essential services.

At the same time, Huntingdonshire must seize opportunities in sustainable, digital, and carbon-zero technologies to create high-quality jobs and drive future prosperity.

New settlements offer a solution to these interconnected challenges. Purpose-built communities can provide homes, health services, schools, shops, and workspaces in well-planned, environmentally sustainable neighbourhoods, rather than overwhelming historic towns already struggling with traffic and service shortages. By starting with a clean slate, these developments can address housing, infrastructure, and environmental needs comprehensively.

Sibson Garden Community is designed to meet this challenge. Positioned along the A1, it offers a nationally significant vision for a net-zero settlement, combining garden community principles with 21st-century eco-

Lord Matthew Taylor

Created Government 'Garden Communities' programme and the Government's National Planning Practice Guidance



business innovation. It promises to deliver new homes alongside the services, amenities, and employment opportunities necessary for Huntingdonshire to thrive sustainably.

Phoenix Sustainable Investments, with its proven expertise, is committed to making this vision a reality. By working in partnership with local stakeholders, the goal is to create a model community where the next generation can live, work, and flourish, while protecting the environment and supporting the local economy. Sibson represents an exciting opportunity to address Huntingdonshire's housing and employment needs while setting a national benchmark for sustainable development.



Introduction

Purpose of this Document



Strategic Case

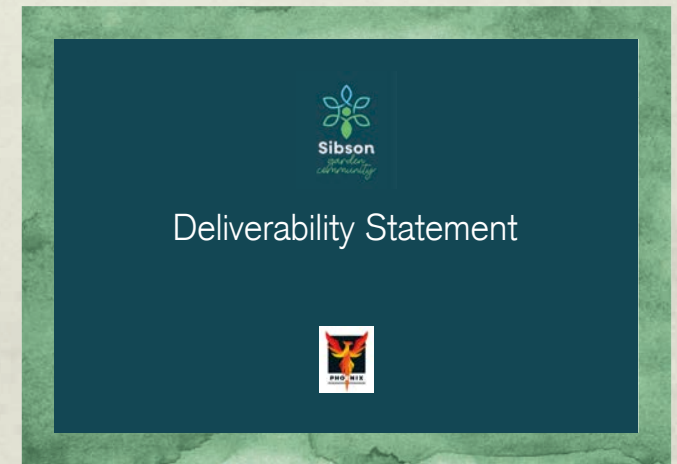
Spatial, economic and policy analysis supporting the case for this type and quantum of development in the north of Huntingdonshire



Vision Document

(This document)

Our overall vision for Sibson, the context that informed it and insights into the design of the masterplan



Deliverability Statement

An overview of supporting technical information and insights into the scheme, demonstrating how its deliverable and achievable

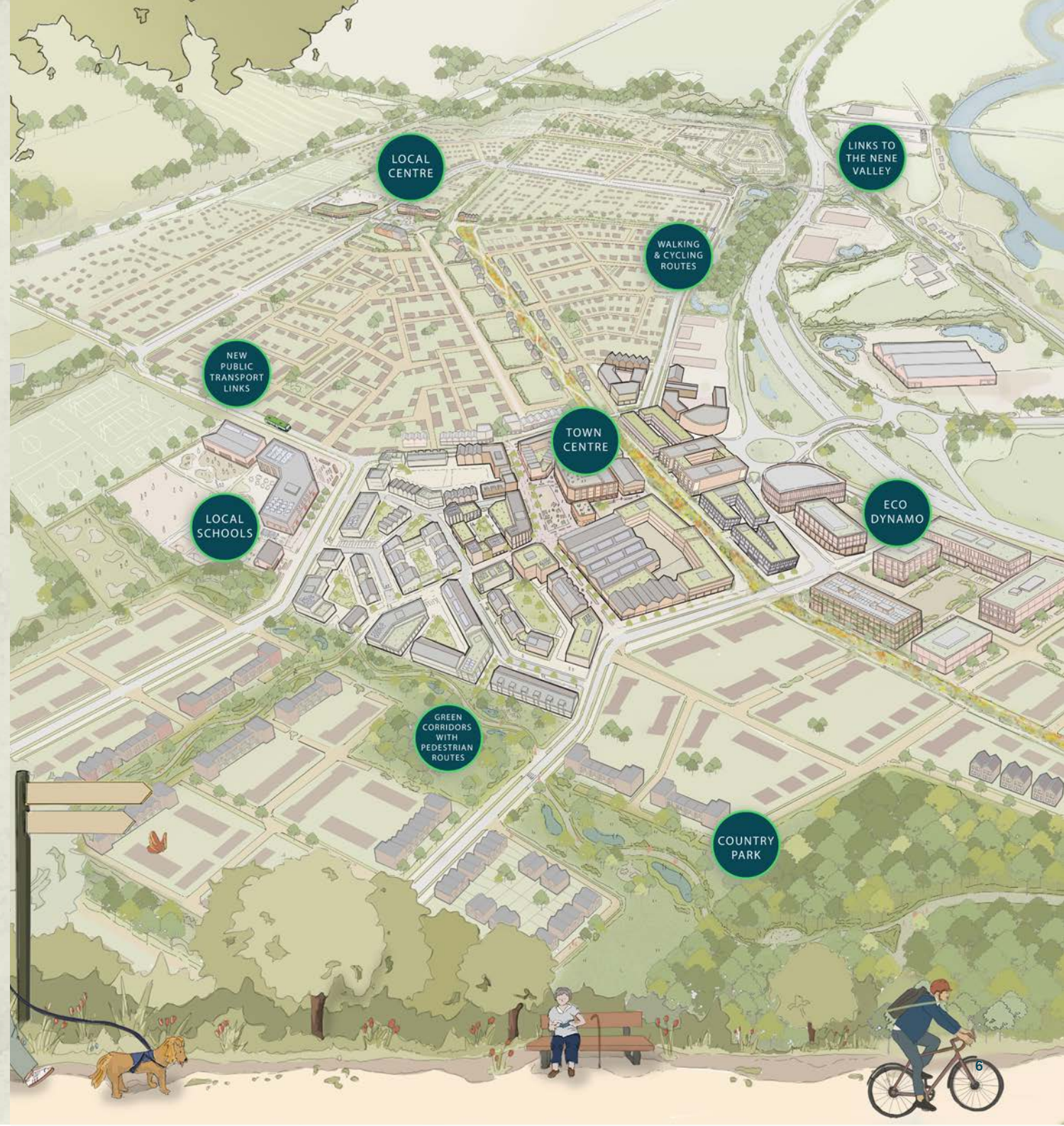
Introduction

The vision

Sibson Garden Community is an innovative, sustainable new settlement for the north of Huntingdonshire

Our vision for Sibson comprises the following headline principles:

- Compact, inclusive growth and innovative design, creating a vibrant, self-sufficient community that sits within and connects to the Nene Valley and John Clare Countryside.
- Environmental responsibility, embedding green technology, renewable energy, and net-zero-ready practices.
- Employment-led development that fosters high-skilled jobs, education and improved living standards for the north of Huntingdonshire.
- Everything needed for day to day living on the doorstep, embodying the Quality of Life Framework principles of a sense of control; health equity; connection to nature; a sense of wonder; getting around; connected communities.



Introduction

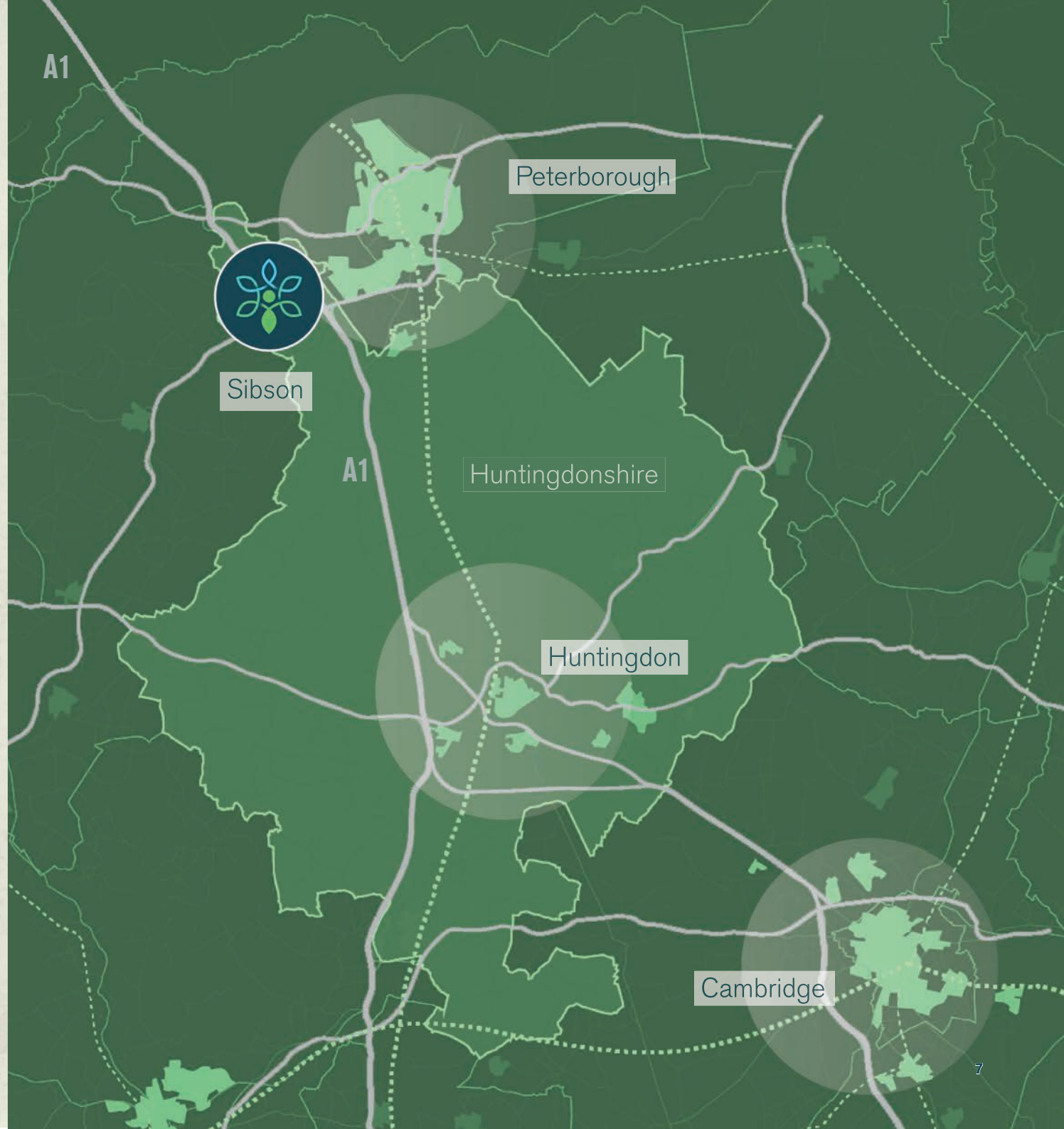
The location

Sibson is a dynamic economic opportunity in the north of Huntingdonshire.

As set out in the Strategic Case document included within this submission, development in Huntingdonshire has historically been focused in the south, which has taken 75% of housing allocations and 79% of employment allocations. This has resulted in a saturated market and overburdened transport infrastructure, while the north has fallen behind.

Sibson Garden Community's location represents an opportunity to regrow the north of Huntingdonshire with new homes, new employment opportunities, improved connectivity and an expanded network of green spaces.

The site's location allows it to capitalise on the economic orbit of Peterborough, in the same way that sites to the south have benefited from proximity to Cambridge. It's strategic location, alongside the A1 and close to the A47, provides seamless north-south and east-west connections. This 360-degree connectivity fosters a sense of dynamism.



Introduction

The key components

Sibson is a 21st Century Garden Community balancing homes, employment and leisure to ensure a high quality of life.

A significant portion of Sibson will be EcoDynamo, a 18.6 hectare innovation hub with over 100,000 sq m of floorspace (NIA) capable of creating 4,000 jobs and 1,200 vocational, graduate, and postgraduate opportunities, boosting the north of the district.

Sibson will provide around 4,500 much-needed sustainable homes, significantly contributing to Huntingdonshire's housing needs. High-quality neighbourhoods will enable local people, including younger residents, to stay in the area.

Through workshops (see P25), we learned that young people in Huntingdonshire want more than affordable housing; they're seeking exciting opportunities, a better quality of life, and a hopeful vision for the future.

A vibrant, multi-functional town centre combining shops and cafés with essential services, as well as green links and accessible open spaces, ensures Sibson will be a genuinely vibrant mixed use town.



£297m
GVA p/a
economic
output*

4,000
Jobs Created

£ 5m
Yearly
In local
Business rates
revenue

1,200
Vocational, Graduate &
Post-Grad students
supported

* plus £32m p/a GVA gain from high value industrial sector activity



2. Around Sibson

Around Sibson

Existing uses

Sibson Garden Community lies within the historic agricultural landscape of the Nene Valley, and a significant proportion of the site is currently used to grow crops. Despite its farming heritage, the land is of low agricultural grade, limiting both its potential to yield produce and its biodiversity potential due to mono-cultured growing. There are hedgerows and small patches of woodland with potential for expansion and improvement.

Leisure activities in and around Sibson add vibrancy to the landscape. Within the western boundary lies Sibson Aerodrome, a small airfield offering a flying school, private piloting, and skydiving experiences. The Nene Valley Railway, a heritage attraction with limited services, runs west to east along the northern edge, passing through a cutting and tunnel beneath the site. North of the site boundary flows the River Nene, once a vital transport route from the North Sea to Peterborough, now favoured for boating and angling. Public rights of way cross the site and the area is popular for walking and cycling.

We aim to build on the lands legacy of productivity and activity, enhancing biodiversity while creating a thriving new community. As we will learn in the next section, the area also has a dynamic and surprising past from which we can draw inspiration.

“We aim to build on the lands legacy of productivity and activity, enhancing biodiversity while creating a thriving new community.”



Photos taken around and within the site

Around Sibson

Early history

The area around Sibson has been inhabited since the Roman era. While the current focus on development in the south of Huntingdonshire goes back to Medieval times, the Romans saw most potential in the north. To the north east of Sibson, where the current settlement of Water Newton is today, was the important Roman town of Durobrivae.

Durobrivae's location gave it excellent connectivity, being set as it was on a key north to south route, not a million miles from the current path of the A1. It was a place of both homes and employment, with significant industry based on the unique opportunities of the land: Iron works and foundries, pottery and bricks from the clay-rich soil, salt extracts and stone quarrying.

There was a deep connection to the landscape of the River Nene. Its fertile riverbanks fed the population and spiritually enriched the lives of the inhabitants; archaeologists have found offerings and treasures thrown into the water.

At Sibson there is potential to emulate this synthesis of homes, industry and landscape, re-imagining it through the lens of a modern market town.

"There is potential to emulate this (historic) synthesis of homes, industry and landscape, re-imagining it through the lens of a modern market town"



Excavation sites in the surrounding area

Visualisations of the Roman town of Durobrivae

Around Sibson

Landscape setting

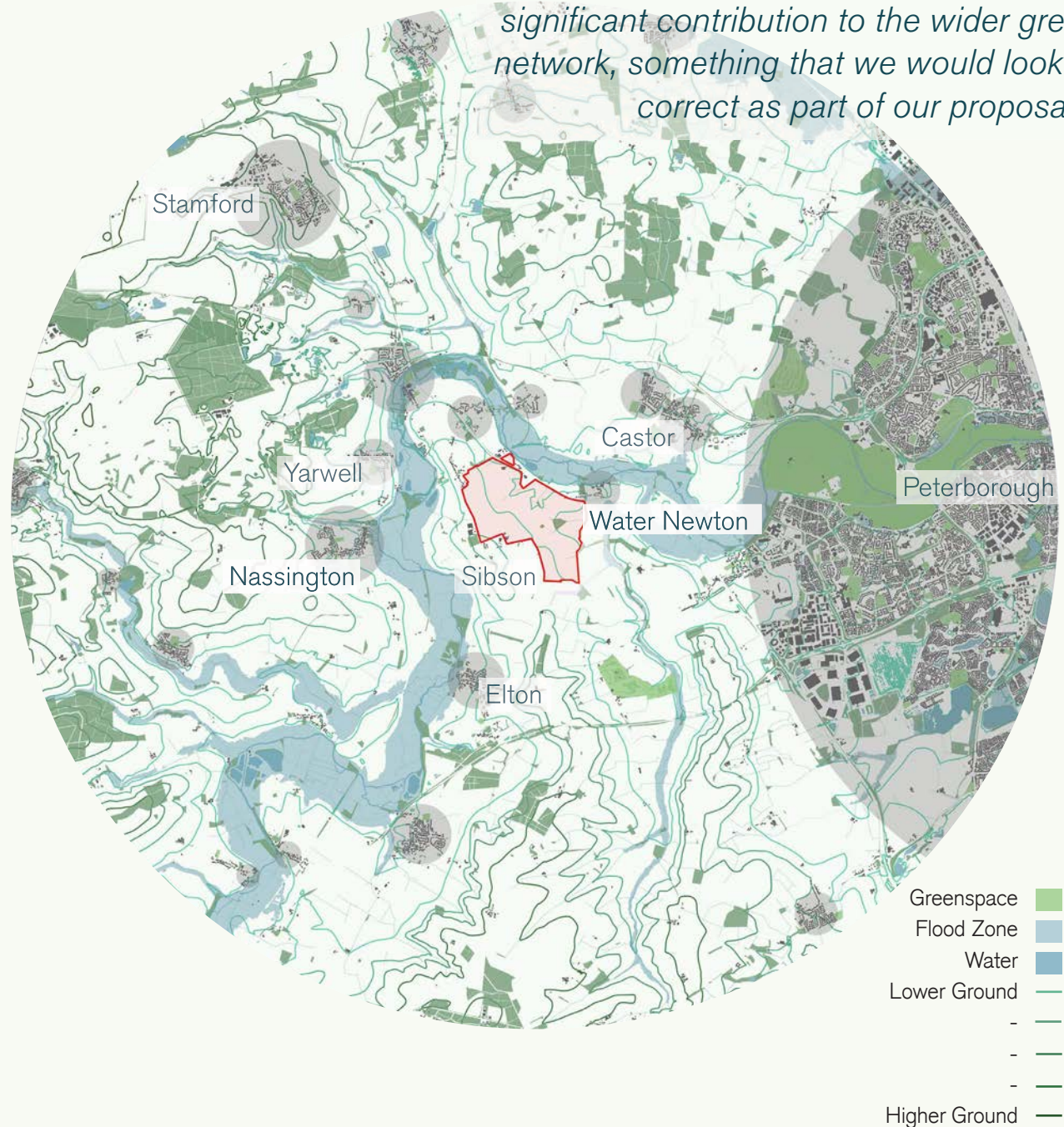
We have learned about the importance of landscape to the area in and around Sibson on the preceding pages. By zooming out we can see that this sits within the wider network of topography, watercourses and green spaces of the John Clare Countryside.

The existing topography is shaped by a loop in the River Nene, forming a north-south ridge along Elton and Wansford Road. The lower valley of the River Nene lies to the west and east. Most of the site is situated on the eastern side of the ridge, with the land sloping from the higher ridge to the lower valley. Sibson Garden Community is strategically positioned outside areas at medium or high risk of flooding from the River Nene.

Within a one-mile radius of Sibson, there are five key zones identified for woodland improvement and habitat networks. The area is surrounded by broad leaf and deciduous woodlands.

Although it has small areas of woodland within it, the site at Sibson does not currently make a significant contribution to the wider green network. This is something our proposals would correct, supporting and enhancing the surrounding countryside.

“Sibson does not currently make a significant contribution to the wider green network, something that we would look to correct as part of our proposals”



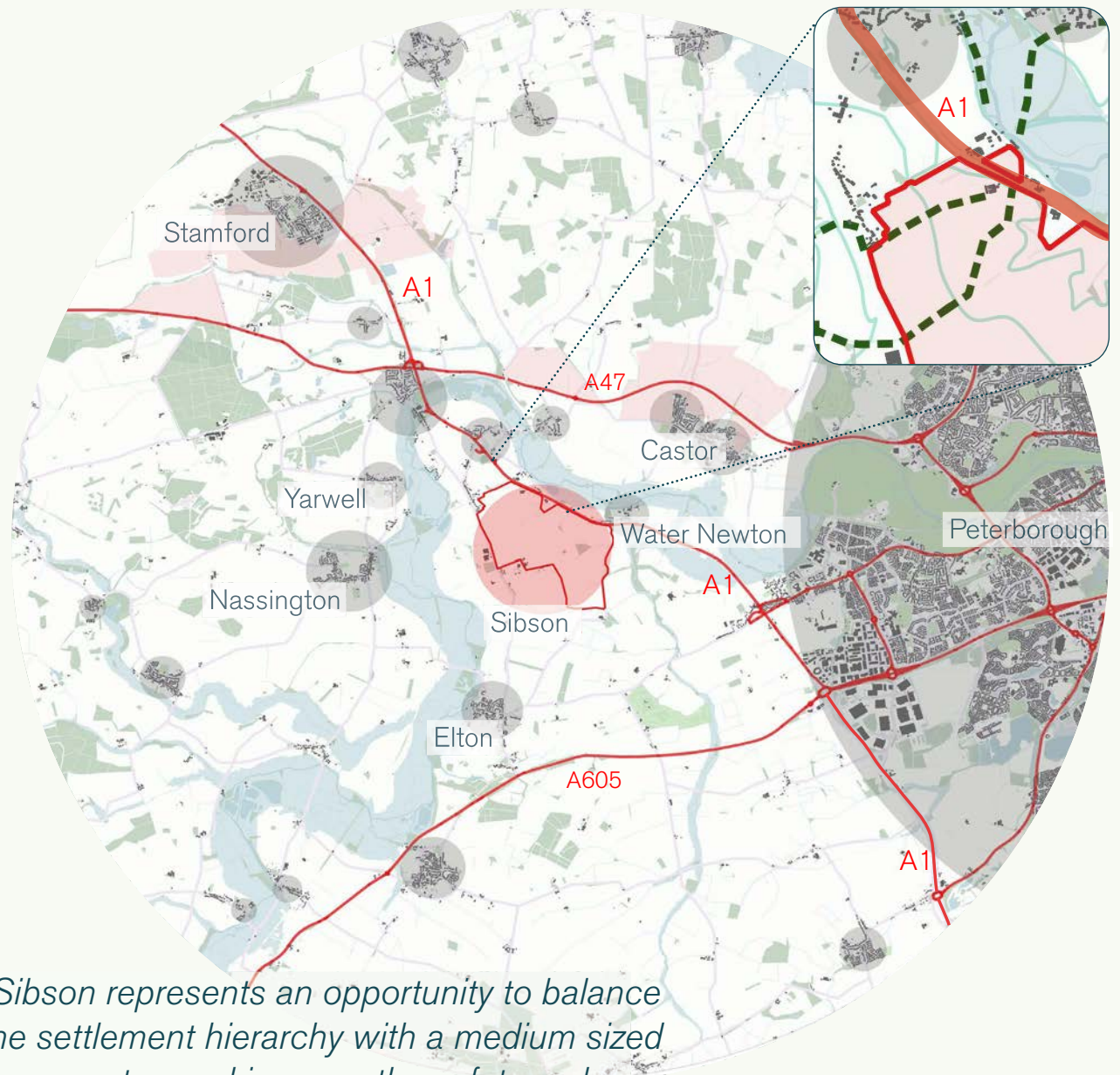
Around Sibson

Settlement hierarchy and road network

While it sits within Huntingdonshire, Sibson has a functional relationship with Peterborough and the surrounding constellation of villages. Settlement sizes in the area sit at two extremes. Peterborough is a cathedral city with a population of around 220,000 and all the resultant services and amenities. By contrast, villages like Nassington, Elton and Castor have populations of around 700-800. There are pubs, village shops and the occasional restaurant, but not a sufficient range of uses to meet all residents needs.

The surrounding road network links Sibson to Peterborough and the areas beyond. As described earlier, Sibsons location alongside the A1 and close to the A47, provides seamless north-south and east-west connection. However the section of the A1 adjacent to Sibson falls short of modern standards with issues such as poor quality junctions, below standard visibility and gaps in the central reserve. The A1 also presents a barrier to pedestrian and cycle permeability between the northern site boundary and the River Nene valley.

Sibson represents an opportunity to balance the settlement hierarchy with a medium sized town centre, and improve the safety and permeability of the road network.



"Sibson represents an opportunity to balance the settlement hierarchy with a medium sized town centre, and improve the safety and permeability of the road network."

Around Sibson

Sustainable transport networks

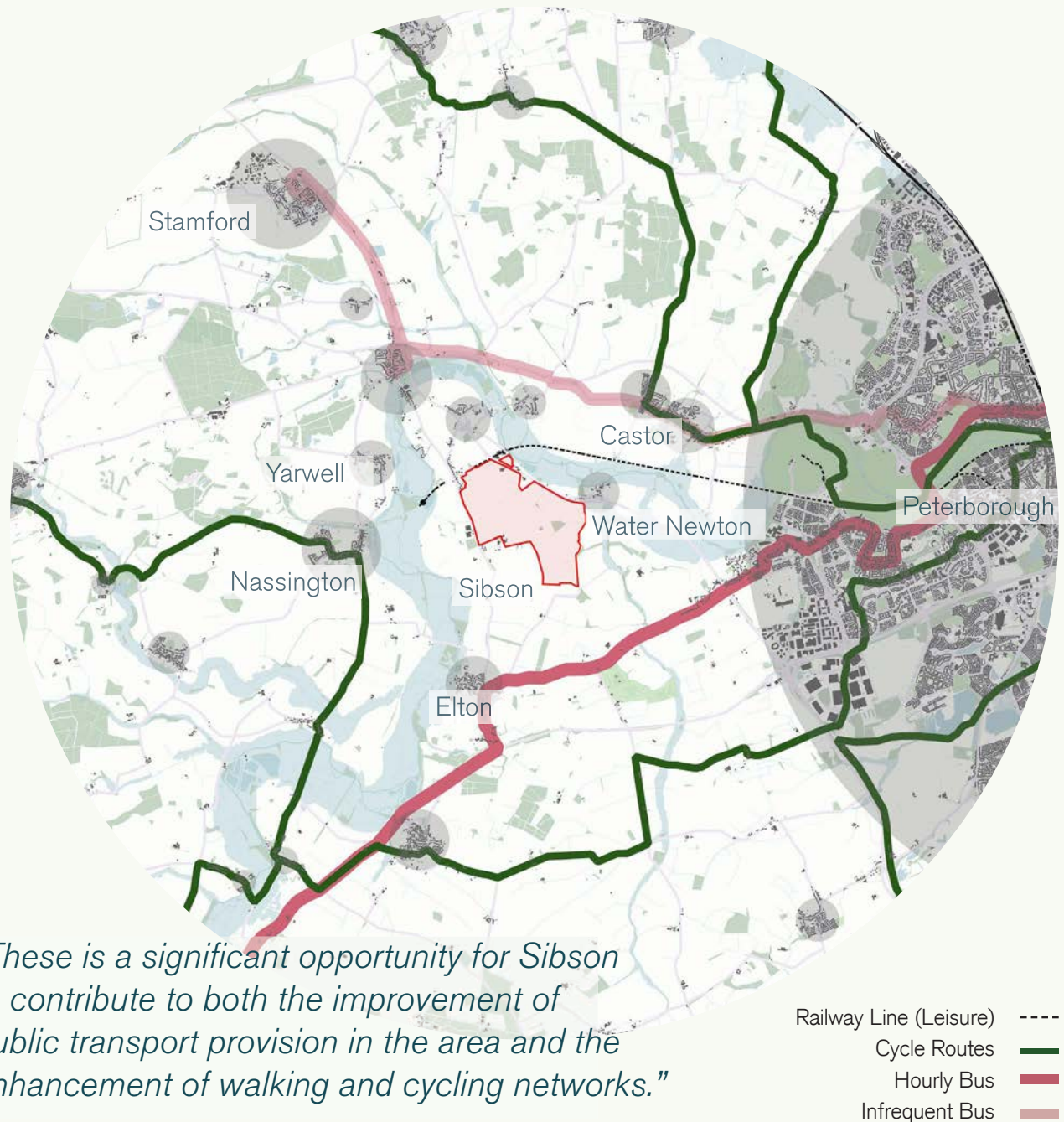
While road connectivity at Sibson is good (save for the modernisation required on the A1), connectivity by non-car modes is relatively poor.

There are bus routes to the north and south of the site, both of which provide access to Peterborough. However the southern X4 service only runs hourly, and the northern 27 bus only runs a handful of services a day. Neither connect the full constellation of villages surrounding Sibson.

The Nene Valley Railway, while it is a leisure asset, does not present any kind of practical function as a day to day transport link.

There are national and regional cycle ways relatively close to Sibson, and the surrounding area has many cycle routes including within the Nene Valley, but the network is fractured in places. Similarly the area has a number of footpaths and public rights of way, but barriers like the A1 prevent optimum connectivity.

There is a significant opportunity for Sibson to contribute to both the improvement of public transport provision in the area and the enhancement of walking and cycling networks.



Around Sibson

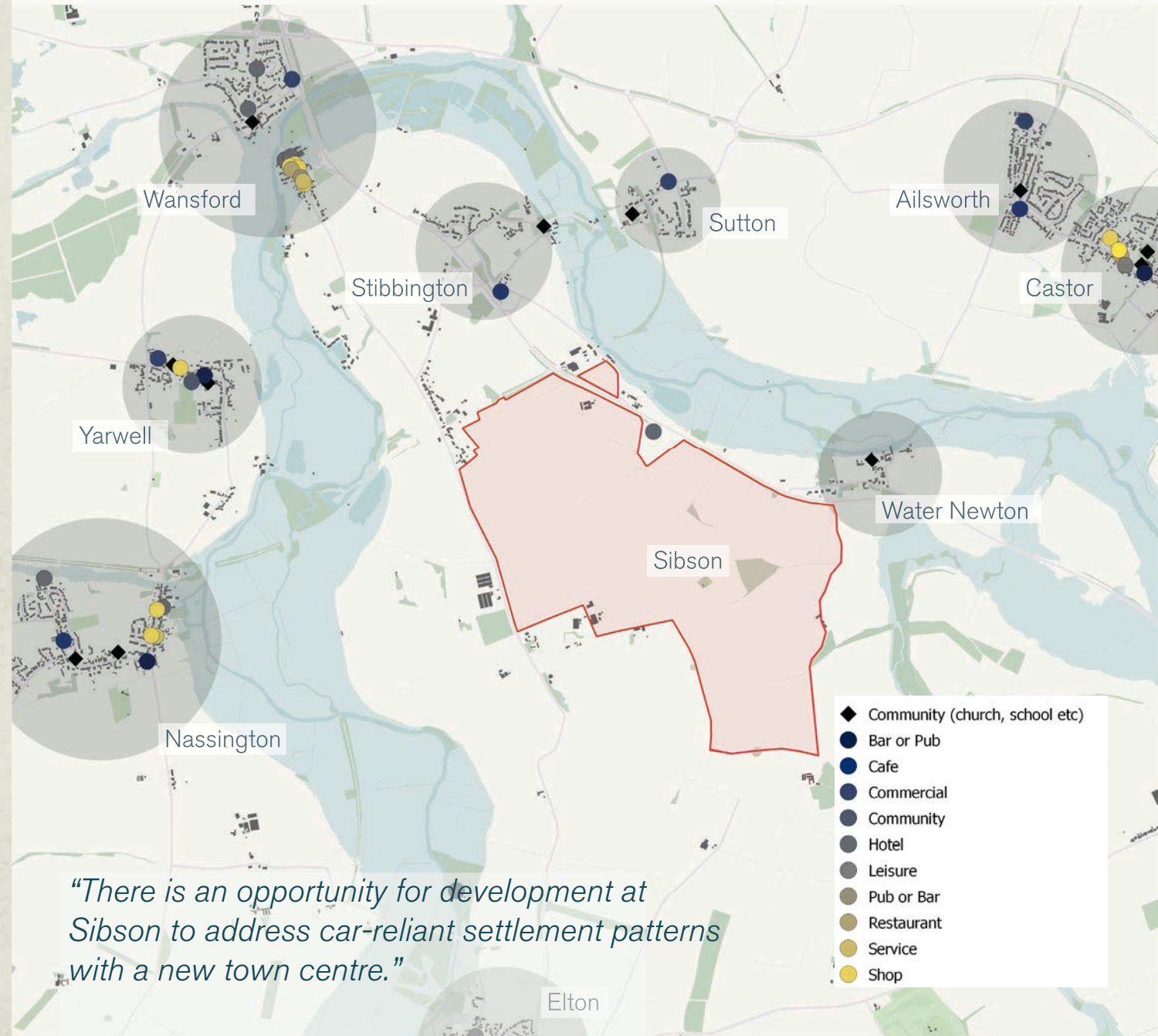
Surrounding villages

Sibson sits within a constellation of small villages hugging the curves of the River Nene. As described earlier in this document the river was an important trade route and its banks provided economic opportunities including agriculture, clay pottery and metal working.

The clustered settlements are surrounded by farmed land and seem to appear where the old roads intersect with or pass close to the river. The settlement pattern of individual villages is relatively dispersed, often evolving in a roughly linear pattern along intersecting routes.

As stated earlier in the document there are a number of shops, community uses and amenities within the villages, but none has a full range of uses, and few have a recognisable centre. In Wansford for example we can see that the various uses are distributed along Elton Road, culminating with a church and community hall at the intersection with Peterborough Road.

While historic and characterful, this arrangement makes it challenging for residents to access what they need without the use of a private vehicle. There is an opportunity for development at Sibson to address this with a new town centre.



"There is an opportunity for development at Sibson to address car-reliant settlement patterns with a new town centre."

Around Sibson

Local vernacular

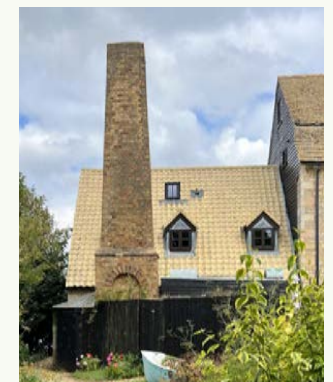
The character of the area around Sibson strongly influences our proposals for the site. As noted earlier, the interplay between built form and the landscape is key.

Agricultural and industrial heritage has shaped some of the area's most distinctive building typologies. For instance, in Water Newton, a structure now identifiable as an old mill evolved from a farmhouse, with its transformation evident in the shift from 17th-century coursed limestone rubble to 19th-century brick.

The 17th Century houses are typically low and regular in form, stepping down at the sides with adjoining outbuildings. Later industrial structures are more vertical, featuring taller forms, towers, and pronounced door and window details. Older buildings frequently front directly onto the street, establishing a strong building line, which stone walls maintain in the spaces between buildings. Materials common to the area include warm-toned stone or brick, darker roof tiles, and minimal use of render.

Interface with landscape, variation in typology, strong building lines and coherent materials have influenced our design thinking.

"Interface with landscape, variation in typology, strong building lines and coherent materials have influenced our design thinking."





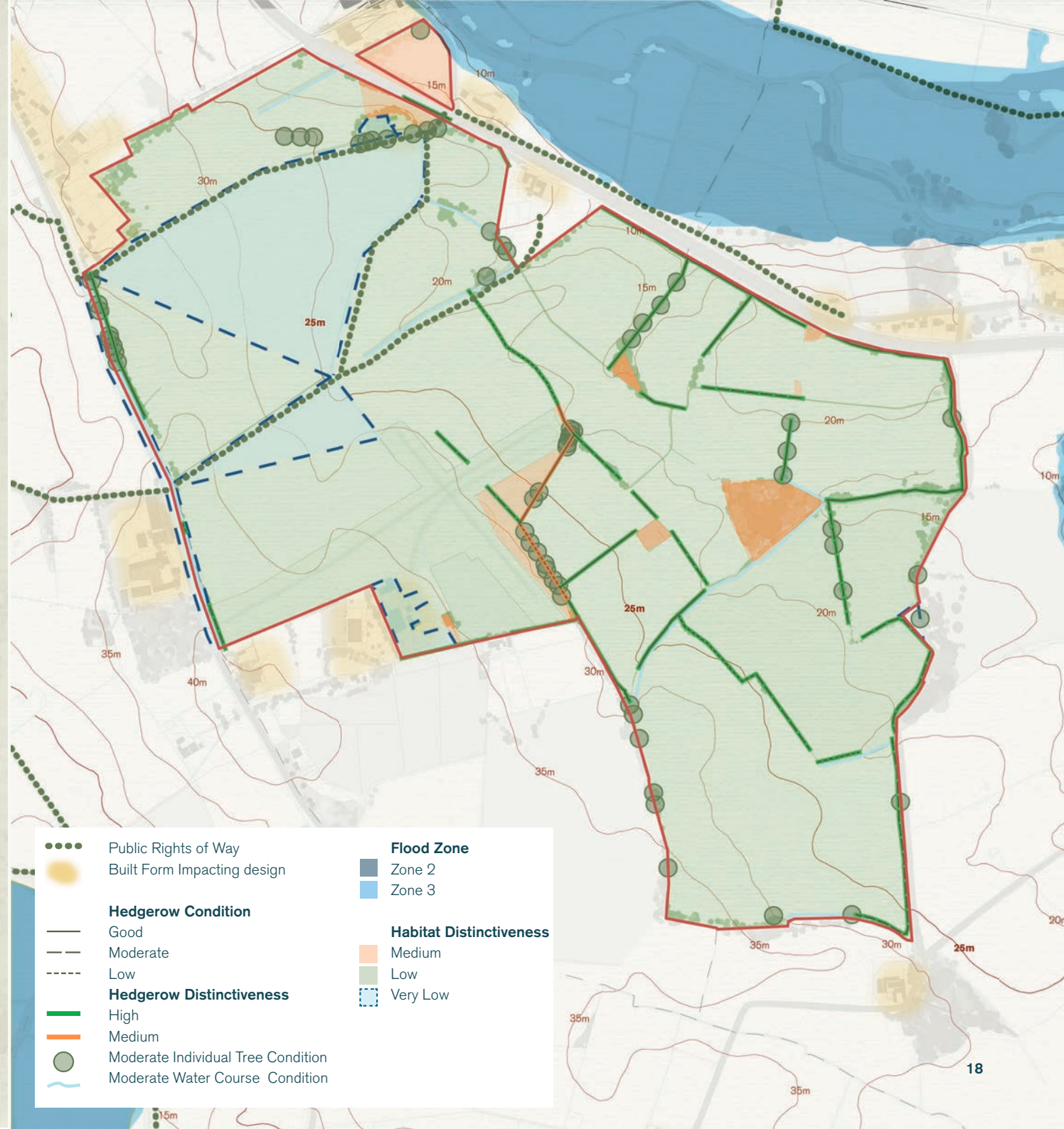
3. The Site

The Site

Landscape character

The existing site is extensively cultivated with a number of hedgerows and trees, including a wooded area. These all have a positive carbon impact and form the baseline carbon position for the scheme. The site is well placed to respond to the rich cultural, historical and natural context and character of the surrounding landscape through the following:

- Incorporating Green and Blue Infrastructure within the site to link to the wider Nene Valley and John Clare Countryside;
- Utilising existing public footpath routes within the site to link to the wider network of routes for pedestrians and cyclists;
- Increasing ecological networks, including areas of wetlands/marsh grassland, hedgerow and woodland copses within the site to link to the existing network of ecological habitats;
- Protecting the setting of existing Conservation Areas, Listed buildings and the Scheduled monument of Durobrivae;
- Responding on a strategic and local scale to the landscape and its sense of place, within the site and outside of its boundaries; and
- Improving health and well-being with increased access to natural green space.



The Site

Access and movement

Whilst the A1 ensures Sibson benefits from excellent strategic connections, its current form does create localised issues around access, safety and permeability.

There is limited formal pedestrian and cycle infrastructure on existing highway corridors in the immediate vicinity of the site. Pedestrian provision is limited along much of the A1 to a narrow footpath running parallel to the southbound carriageway. There are sections of footway along part of the Old Great North Road and where such infrastructure is absent, the carriageway is flanked by soft verges. The site does however benefit from an extensive Public Right of Way (PROW) network with a series of footpaths and bridleways extending in all directions.

The Nene Valley provides an extensive network of off-road, signed public and permissive footpaths and cycleways, including the Nene Way and Hereward Way. There is an opportunity to support the aspirations of the Nene Park Trust, Sustrans, and other key stakeholders to deliver missing links that connect the Site into this established network of routes, delivering a high-quality environment that provides safe and direct connections to places of interest within the masterplan and beyond.

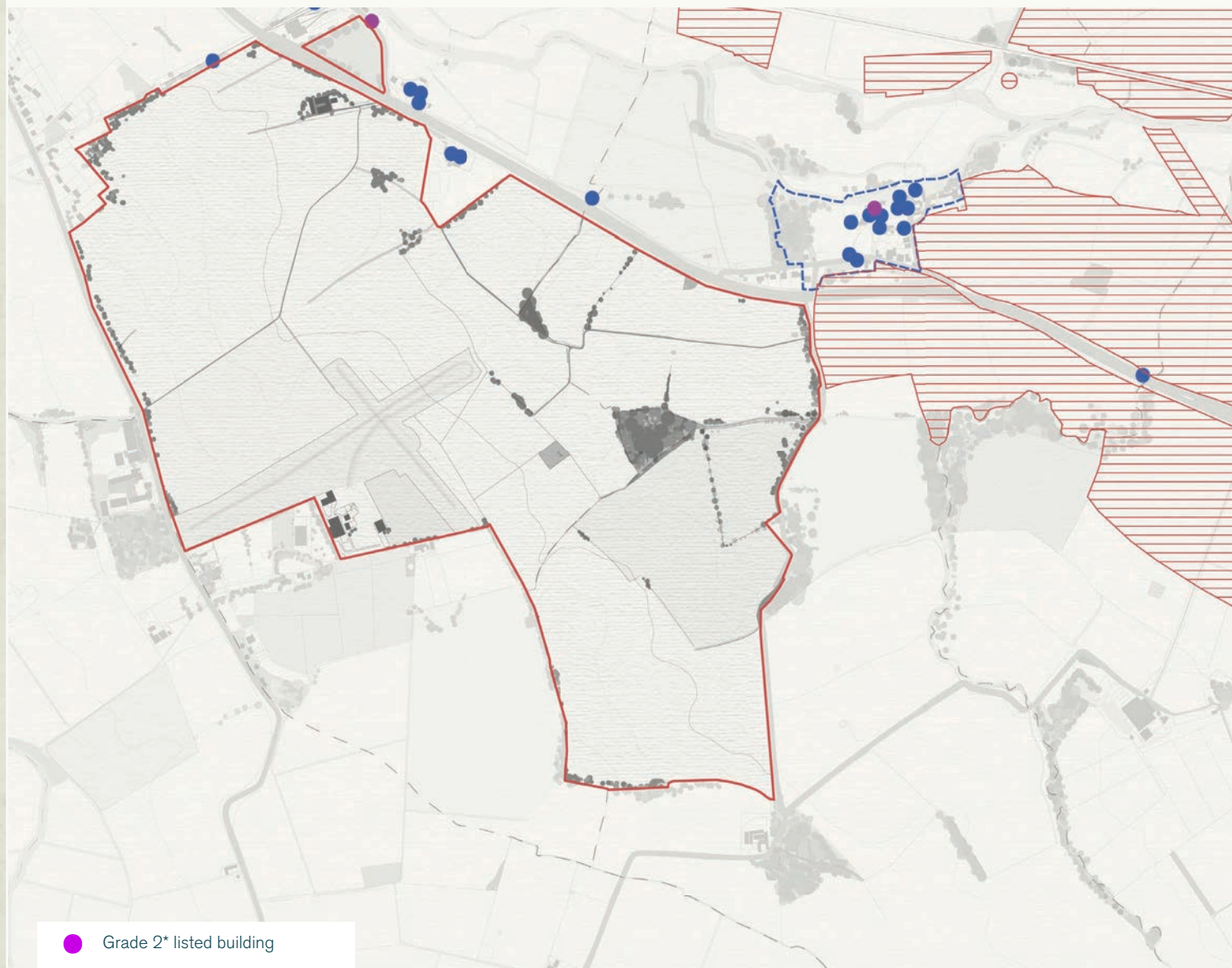






The Site

Heritage and archaeology

Built Heritage - Although there are no designated built heritage assets within the site, the proposed development has the potential to result in impacts to surrounding heritage assets as a result of development within their settings. A Built Heritage Assessment has demonstrated that the Site offers the potential to enhance elements of the setting of some of the heritage assets within the surrounding area, while also providing public access to better appreciate distant views to the surrounding churches and an appreciation of the neighbouring Scheduled monument. The greatest impact is likely to be to Sibson House Hotel and its neighbouring separately listed outbuildings; potential harm will need to be minimised through careful calibration of the masterplan.

Archaeology - The proposed development is not considered to have a material impact on the settings and significance of six Scheduled Monuments at this stage. There is a potential for late significant Prehistoric/Roman evidence to be present within the site. Further geophysical analysis will clarify which parts of the site may be affected by this risk. Should this risk materialise, an appropriate scheme of investigation and mitigation will be developed and agreed with the local archaeological officer accordingly.



-  Grade 2* listed building
-  Grade 2 listed building
-  Conservation Areas
-  Scheduled Ancient Monuments



The emerging masterplan will need to mitigate any potential harm caused to the listed Sibson House Hotel and its outbuildings (left). There are several notable heritage assets (top, right) in close proximity to the site and these could inform emerging character and identity for the new garden community.



The Site

Constraints and opportunities

The Sibson site has been selected as it benefits from having **no major constraints** in terms of physical conditions and designations. A summary of the site's constraints and opportunities is set out below, with a more comprehensive overview provided in the deliverability statement.

In terms of designations, the site:

- Is located in Flood Zone 1 (for its vast majority);
- Has no National Nature Reserves, SSSI, RAMSAR sites or other nature conservation designations;
- Has limited amount of Ancient Woodland, incorporated into the Country Park;
- Contains no Scheduled Monuments, Conservation Areas or listed buildings on the site;
- Has No former landfill sites or areas of geo-environmental risk;
- Has no public gardens, golf courses or other public open space;
- Does not comprise Grade I and II agricultural land (for its vast majority).

The emerging masterplan is underpinned by a comprehensive analysis of relevant **minor physical constraints**, summarised below:

Geo-Environmental - Desktop Geo-technical assessment has not revealed any significant risk of contamination on the site, which is largely greenfield. Agricultural Land Quality - The site is virtually all Grade 3 agricultural land. Only a small part of the northern site area is Grade 2, much of which is constrained by the A1.

Flood Risk and Drainage – A Scoping Drainage Strategy found that no evidence of previous flooding events for this site. The surface water system will discharge into the ground via infiltration, subject to further geotechnical testing, whilst foul water will discharge into the river Nene or Billing Brook following treatment with a private sewerage treatment plant which includes a process to achieve nutrient neutrality.

Landscape Character and Visual Assessment – The site is well placed strategically to provide additional Green Infrastructure linkages into the Nene Valley and integrate the strategic aims identified within the John Clare Country Project Area. The site contains several existing landscape features, which

are identified as ditches, hedgerows and woodland as well as existing footpath routes which contribute to the overall character and provide a starting point to inform the landscape framework used to anchor development.

Existing Easements - a significant amount of work has been undertaken by the design team to understand site constraints and to respond to these effectively within the current masterplan. This has included:

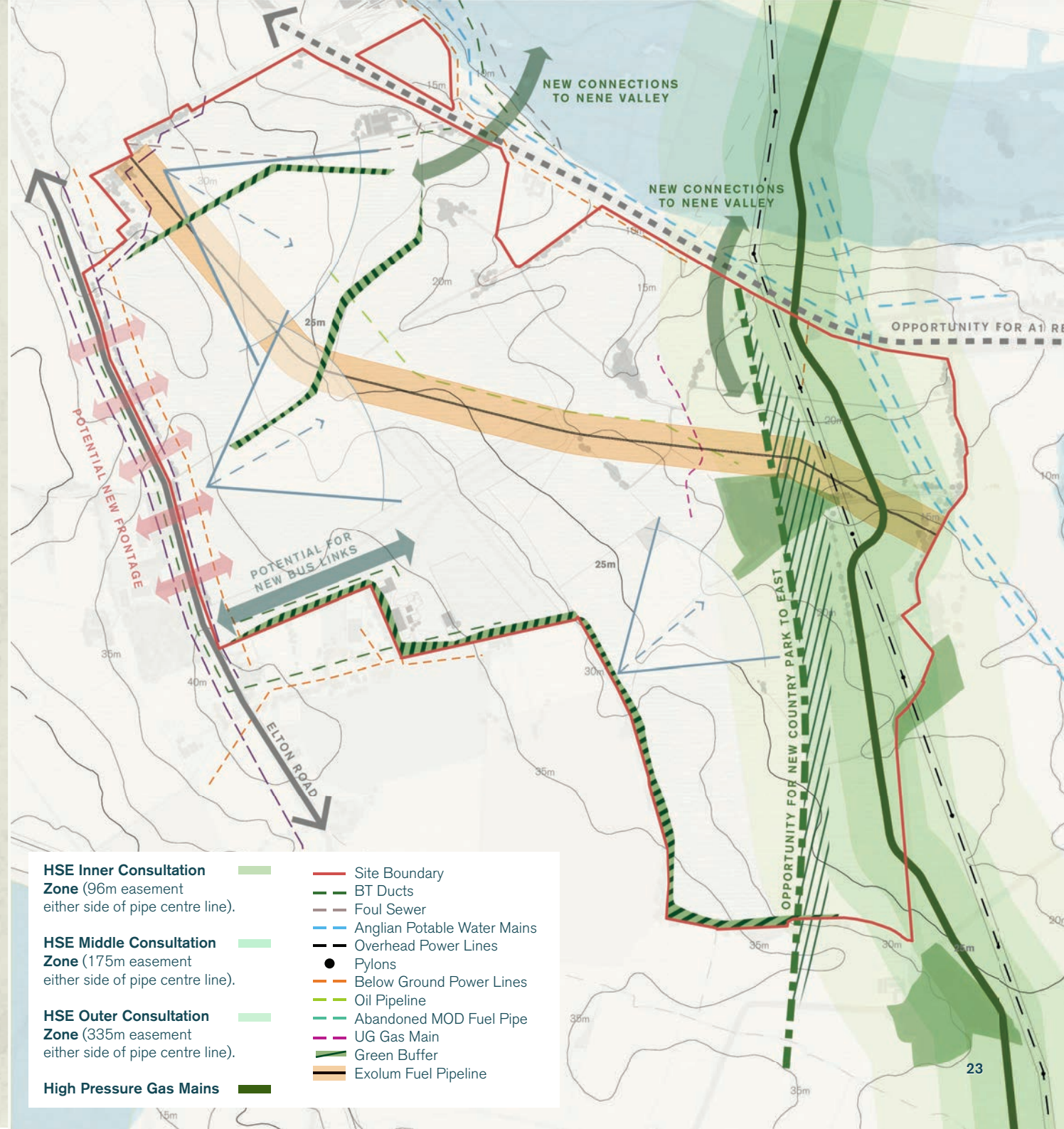
- Engagement with the HSE to fully understand the constraints associated with the high pressure gas main located to the east of the site, which has the potential to be utilised for green open space
- Overhead electricity cables also pass through the eastern part of the site, further reinforcing the need for a design response that minimises development in this part of the site
- Engagement with Exolum regarding the oil pipeline that passes east-west through the site. This has been designed as a greenway, with a limited formal crossing points for vehicles, whilst still providing multiple opportunities for pedestrian permeability.

The Site

Constraints and opportunities

Sibson offers several major key opportunities, crucial to the success of a strategic employment and residential development. The A1 offers strategic access to Peterborough and ease of access to Huntingdonshire and it's wider economies, as well as connections for new homes, jobs and services.

There are significant opportunities to enhance public access to Nene Valley and John Clare Countryside, building on the existing network of public rights of way. Crucially, land at Sibson is control of a single committed developer and the site benefits from the availability of water and power connections.





4. Developing a Masterplan

Developing a masterplan

Engagement and co-design



Contributions from Kelly De Jesus (top) and Eva Woods (bottom) at our Youth Workshop

Our engagement programme - Phoenix Futures - brings stakeholders across Cambridgeshire together to discuss how to ensure the communities of the future achieve our joint aspirations to create inclusive, healthy and sustainable places to live and work. These discussions are set within the context of the Huntingdonshire Place Strategy and the Local Plan Reviews being undertaken by both Huntingdonshire District Council and Peterborough City Council.

Four workshops have been held so far. The first in May 2023 looked at Communities, Housing and the Environment. Lord Matthew Taylor was our keynote speaker, and he was joined by representatives of the Hunts Community Forum, the Wildlife Trusts for Bedfordshire, Cambridgeshire and Northampton and sustainability charity, PECT.

The second in June 2023 focussed on Enterprise, Employment and Energy, with speakers including Ross Renton, from Anglian Ruskin University and representatives of Meridian Academy Trust, Connecting Cambridgeshire and the Combined Authority. In March 2024, our discussion was led by Al Kingsley from the Business Board and informed by a panel of young people setting out their aspirations for the future and the issues they face to

realise those ambitions. The fourth workshop looked at how we Create Connected Communities and was addressed by Mayor Dr Nik Johnson and the Quality of Life Foundation. Summaries of all these workshops can be found on the Phoenix website (www.phoenix-sustainable.co.uk/phoenix-futures-programme)

Our proposals for the new community at Sibson have been informed by these discussions and the input of our speakers and invited audiences. They have helped us refine our thinking on key topics such as biodiversity, transport and enterprise, and given us much to consider in terms of how we create community cohesion within the development. The input of young people has significantly enhanced our understanding of the importance of intergenerational equity. We look forward to continuing this programme of engagement and continually evolving our thinking around how Sibson can play its role in addressing these challenges.

Developing a masterplan

The design concept



Walking and cycling connectivity

Maintaining and enhancing the existing Public Rights of Way that cross the site, the masterplan creates a network of walking and cycling routes that create a high degree of permeability and accessibility both within the site and out to the surrounding landscape.



A1 realignment

The realignment of the A1 provides a new point of access into the site for private vehicles and buses. The design concept works with this single point of access to limit permeability by private vehicles while maximising permeability for sustainable modes of travel.

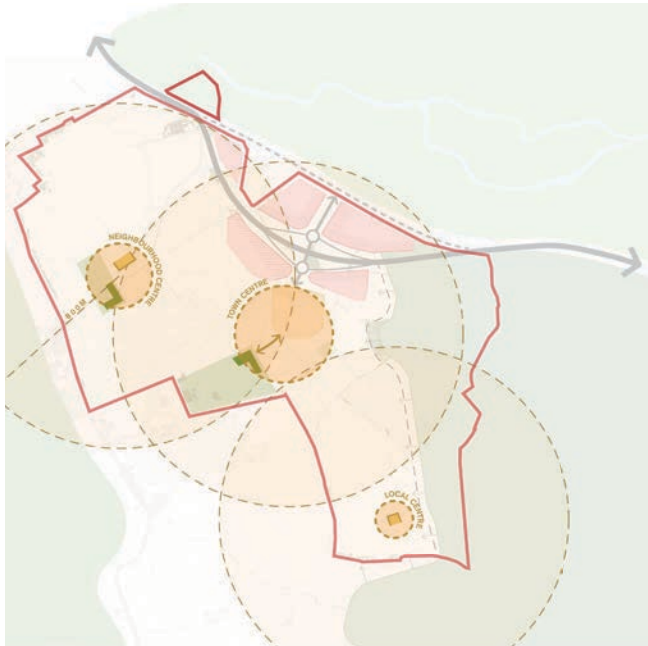


EcoDynamo and the town centre

Both the town centre uses and EcoDynamo have their accessing and servicing requirements met by the re-aligned A1. The town centre is co-located with EcoDynamo to maximise use by both residents and employees, boosting its vitality. Employment uses also act as a buffer between residential neighbourhoods and the road.

Developing a masterplan

The design concept



Accessible amenity

The entire site is within walking distance of either the town centre or a local centre. Schools, GP surgeries and other services are co-located within the town or local centres. This maximises footfall and activity at different times of day as well as ensuring convenience for residents via linked trips.



Distributing density

Sibson's density responds to the surrounding rural character while being high enough to create a sustainable community supporting local shops and services. Higher density areas are targeted towards the local centres, town centre and the key routes that link them. This provides a sense of place, critical mass and stronger enclosure in key locations.



Ensuring connection

Continuing to minimise permeability for the private car while maximising sustainable connectivity, the masterplan creates a network of green walking and cycling routes linking all areas of the site. The road and bus network acts as a higher tier circulatory system, allowing vehicles where they need to go without allowing them to dominate the community.

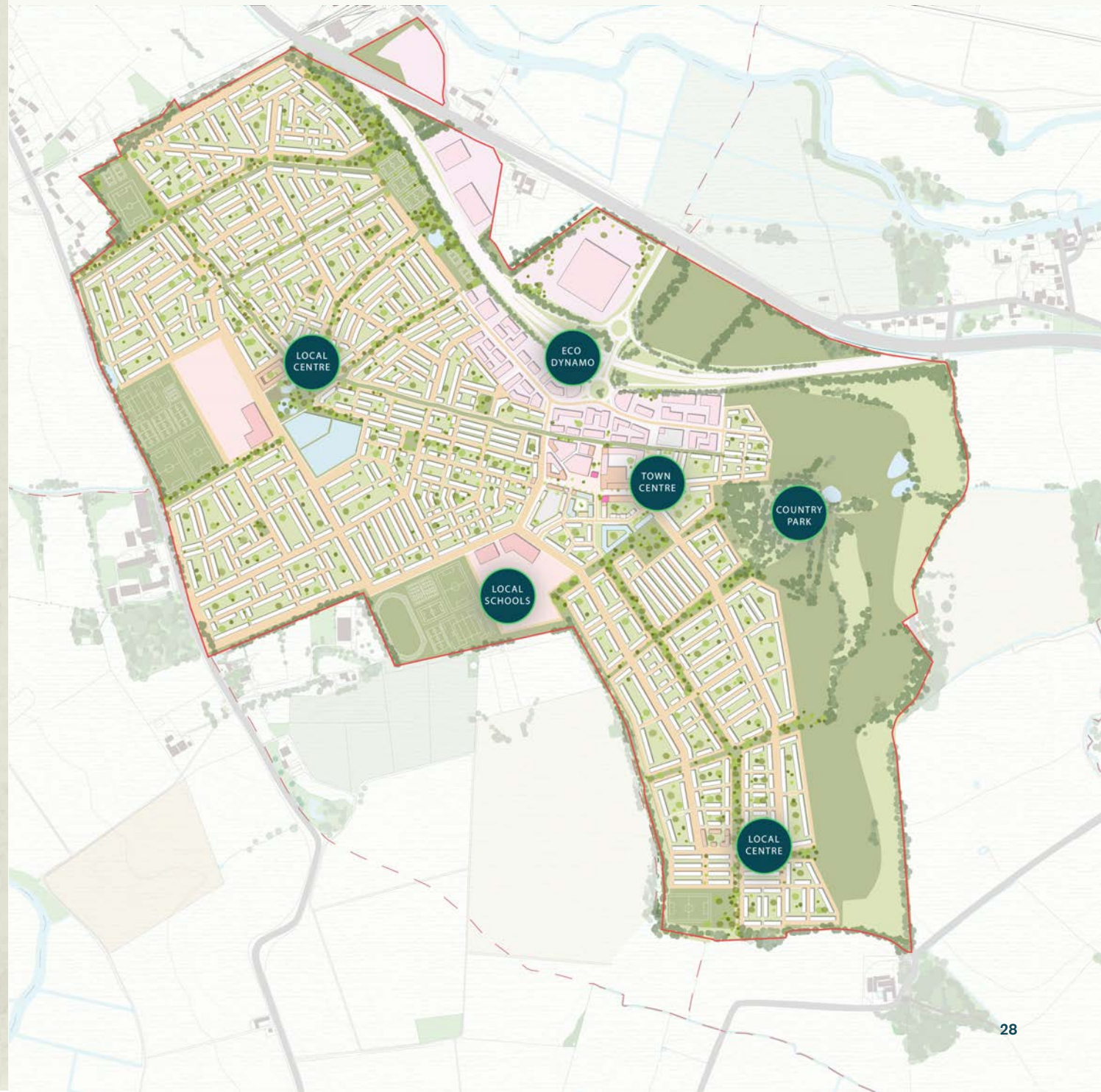
Developing a masterplan

The emerging masterplan

The illustrative masterplan gives an impression of how the design of Sibson Garden Community could look, and embeds the vision principles. As outlined in the previous section, our work on the site so far has been informed by our engagement with local stakeholders, especially younger people in the area.

We anticipate that the masterplan will evolve through a co-design process with Huntingdonshire District Council and the local community, based on the following core components and the Quality of Life Framework principles detailed on page 6:

- A re-aligned, safer A1
- Innovative, sustainable employment generating a mid-case estimate of £32 million GVA per annum (current prices)
- Mixed use “market town” centre
- Connections to the Nene Valley
- Country park
- 4,500 new households
- Green, walkable neighbourhoods
- Walking and cycling connections
- New secondary and primary schools
- Local centres
- Renewable energy



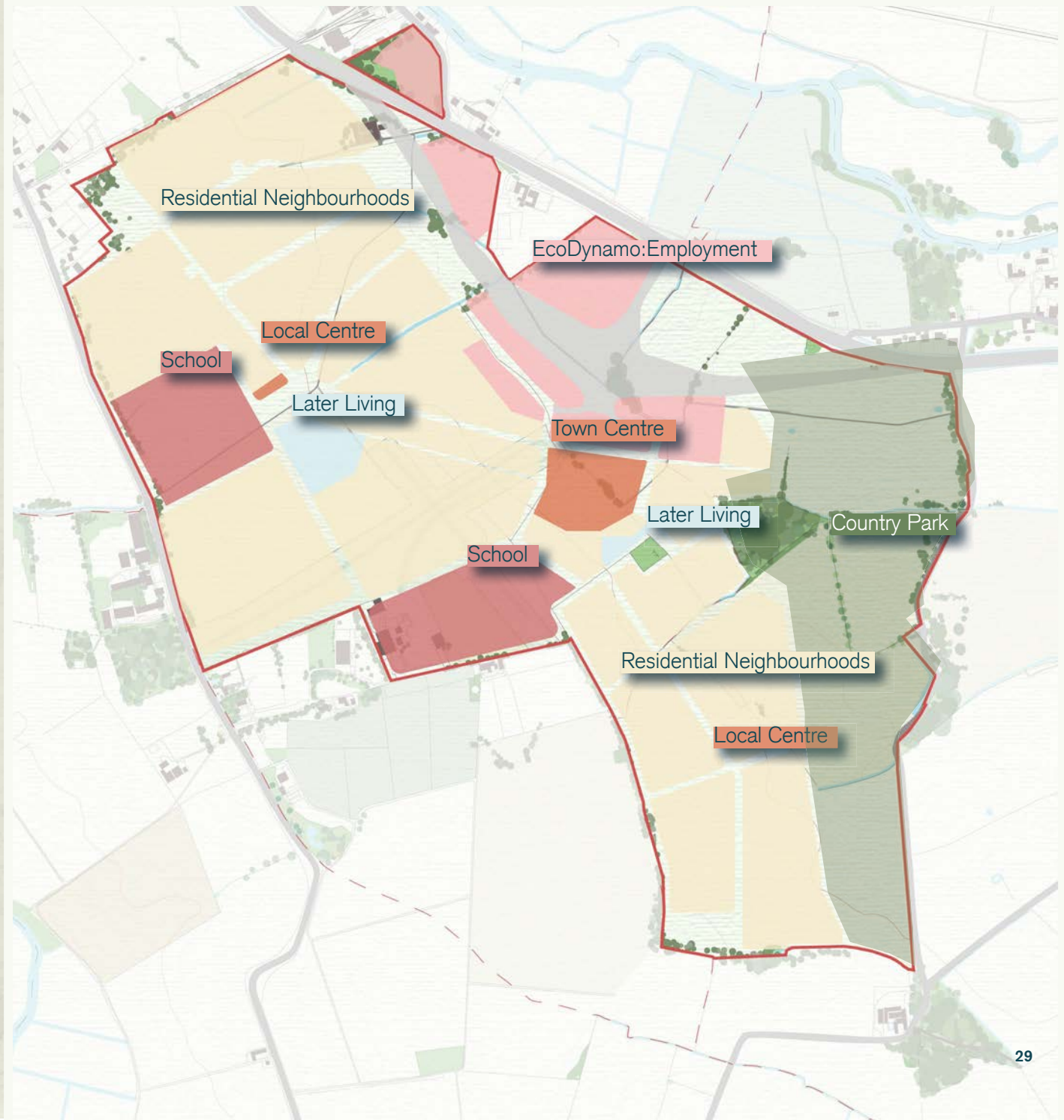
Developing a masterplan

Proposed uses

While the design detail of the masterplan is illustrative, we have established the quantum of various uses to inform our thinking on deliverability and viability. Sibson will comprise:

- Around 19 Ha of sustainable employment land at EcoDynamo, generating around 130,000 sqm of floorspace (GEA).
- Around 114 Ha of residential neighbourhoods, delivering 4500 homes (including a proportion within the town and local centres).
- Around 13,000 sqm (GEA) of town centre uses and two local centres including retail, offices, services and community uses.
- Around 90 Ha public open space, sports pitches and green infrastructure.
- Around 10.6 Ha of other uses including schools, community uses and older persons housing.

Further detail regarding uses including policy compliance, phasing and viability is included within the Deliverability Statement.



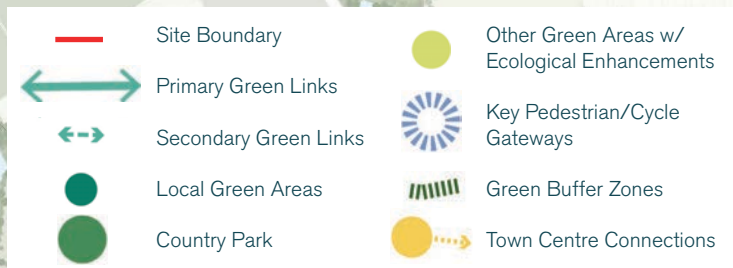
Developing a masterplan

Nature and biodiversity

The landscape proposal for the masterplan connects the various neighbourhoods together via a series of green links promoting walking, cycling and outdoor recreation. The links extend beyond the site, providing connections to the wider path network in the area. The character of these spaces takes inspiration from the existing landscape features present on site and incorporates a number of these into the design, together with a range of planting typologies to promote biodiversity (with a minimum 15% BNG uplift) and habitat creation.

A series of rain gardens line the streets, which support the site wide surface water management. Swales in green links and SuDS ponds in the Country Park and larger green spaces enhance the drainage network and boost site ecology.

Smaller neighbourhood pocket parks provide activity hubs for community interaction, play and outdoor exercise, promoting access to nature and thus improving health and well-being.



Developing a masterplan

Creating character

We have developed a design direction for each of the key uses within the masterplan, to support quality at later stages of design development.

Housing typology and configuration will reflect the traditional forms of the surrounding area, without becoming pastiche through excessive ornamentation. The focus will be on simple facade treatments and high quality materials: brick, stone and roof tiles. Homes will intersect with the landscape; fronting onto the country park, playable green links and village greens. Place names will reflect the site history, e.g. the aerodrome.

The focus of the town centre will be a modern market town square with high quality paving, trees, markets stalls and a range of active ground floor uses providing vitality. Units will be small and flexible, emulating traditional high street typologies in a clean, contemporary way.

Due to the range of uses at EcoDynamo there will be units of different sizes and configurations, from warehouses, labs, makers spaces and offices. Glazing and activation will be prioritised at the ground floor. A lush, cohesive public realm with places to relax and socialise will bring unity.



Developing a masterplan

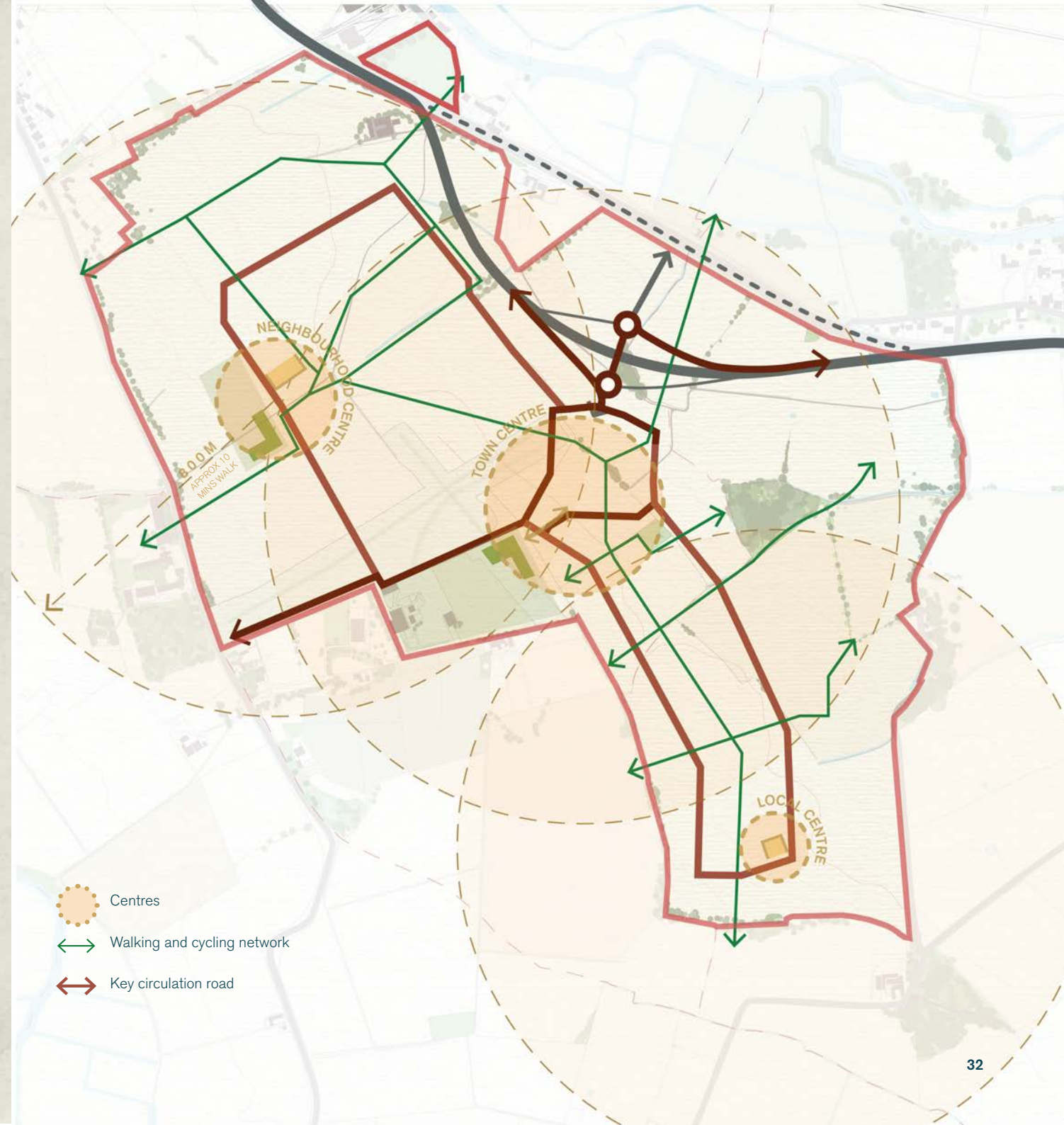
A well connected place

Connectivity by non-car modes is a key principle of the masterplan. Every part of the site is within walking, cycling and wheeling distance of the town centre or a local centre.

The walking and cycling network within the scheme will not only provide a quick and convenient way to access shops and services. Many of the key routes will also be green links, integrating planting, trees, rain gardens and play areas. Importantly these key routes will also be fronted onto and overlooked by houses to provide a sense of safety and enclosure.

A bus route runs through the site, following the path of the primary road. There will be numerous stops across the site but we have identified two key stops at EcoDynamo and the town centre. The bus is the only vehicle type that will have access onto Elton Road to the south, providing connectivity to the surrounding villages.

The whole site will be accessible by private vehicle, but car routes will not be as direct or permeable as routes by other modes. A network of secondary and tertiary roads provide access to the neighbourhoods from the primary route.



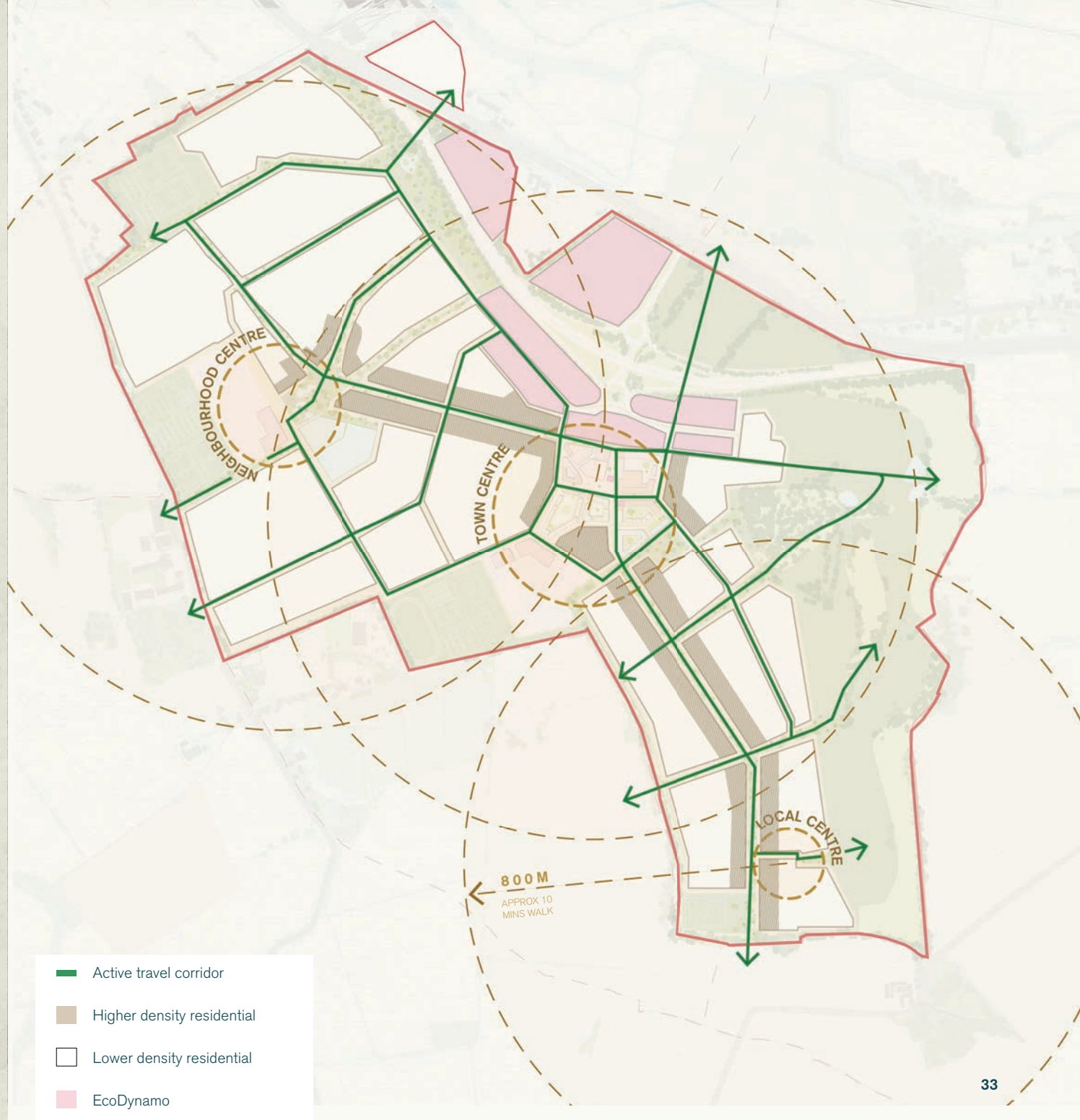
Developing a masterplan

Density and active travel

To capitalise on the opportunities provided by Sibson's unique offer of new homes and jobs, streets and blocks must be designed to encourage active travel and trip internalisation, reducing the reliance on car journeys.

Sibson will be centred around a mixed-use principal town centre, which links EcoDynamo, new homes, a secondary school, and public transport facilities. This town centre is supported by two smaller hubs: a neighbourhood centre and a local centre. Together, these three focal points ensure all new homes are within walking distance of shops and amenities. The centres are connected by a network of active travel corridors, which prioritise walking and cycling. The importance of these routes is further emphasised by higher-density development along them.

Too often, masterplans for new settlements make optimistic assumptions regarding the delivery of flats over houses, particularly in the early stages of growth. At Sibson, density assumptions have been carefully balanced to create strong urban form while maintaining viability. In more urban areas, the residential mix will include a maximum of 15% apartments, with a maximum density of 50dph. By contrast, suburban areas will achieve densities of 30-38dph, preserving a strong connection to the site's natural surroundings.



Developing a masterplan

EcoDynamo - a unique employment offer

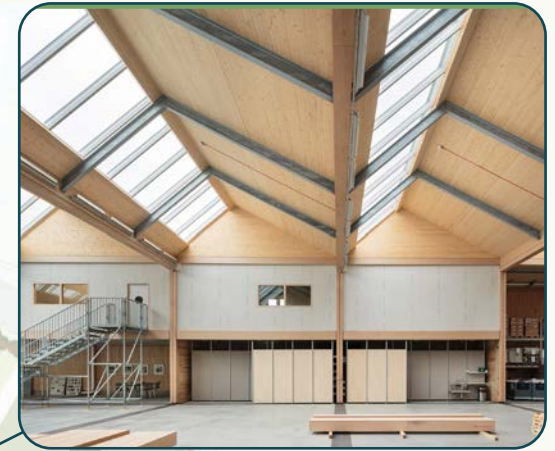
Our design approach at EcoDynamo has been to distribute the unit sizes, typologies and uses in accordance with their relationship to the realigned A1 junction and to the town centre.

All elements of EcoDynamo incorporate the following key attributes: strong site identity; clustering and diversity of activities; educational facilities and linkages; occupier flexibility and support; workforce proximity and local amenities; and, environment quality and sustainability.

Differentiation is created between: larger floorplate units for manufacture and logistics, located to the north of the A1; mid-sized offices and R+D spaces acting as a buffer between residential areas and the main road; and, smaller scale education, makers spaces and co-working units interfacing with the town centre.

High quality public realm and the integration of green and blue spaces will knit together the varied uses and typologies, creating an environment that supports employees wellbeing.

Find out more about EcoDynamo in "Embedding Productivity" on Page 38.



Larger floorplate units interfacing with strategic road infrastructure



Education, makers spaces and co-working interfacing with the town centre



Mid-sized offices and R+D spaces with high quality public realm

Developing a masterplan

A mixed use town centre

The market town square at Sibson will be a hub both for residents of the surrounding neighbourhood and employees at EcoDynamo.

The plans ensure a mix of uses at a quantum sufficient to ensure critical mass, but proportionate to the scale of the place. Based on research about the future of high streets, a range of uses have been co-located in the town centre via small, flexible units. Activity will be generated by retail, cafe's and restaurants, health services, education (the Secondary School is located close by) and community uses.

Residential also has a crucial part to play, with higher density housing including older persons housing supporting the town centre. This approach creates a sense of place and boosts the catchment population for businesses.

We will ensure that any anchor supermarket will add to rather than detract from the town centre, with an entrance fronting directly onto the square and active frontage along a significant proportion of the ground floor.

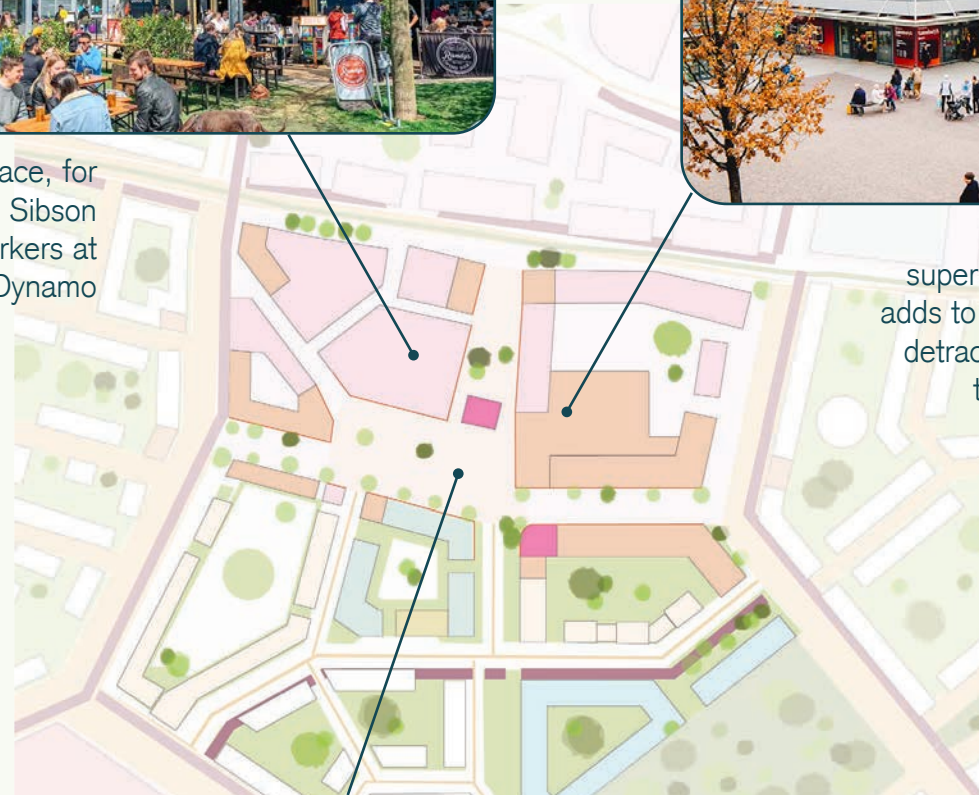
Find out more about the town centre in "Developing a Marketplace" on Page 42.



A meeting place, for residents of Sibson and workers at EcoDynamo



An anchor supermarket that adds to rather than detracts from the town centre



A mixed use market town square that's about more than just retail



5. Welcome to Sibson

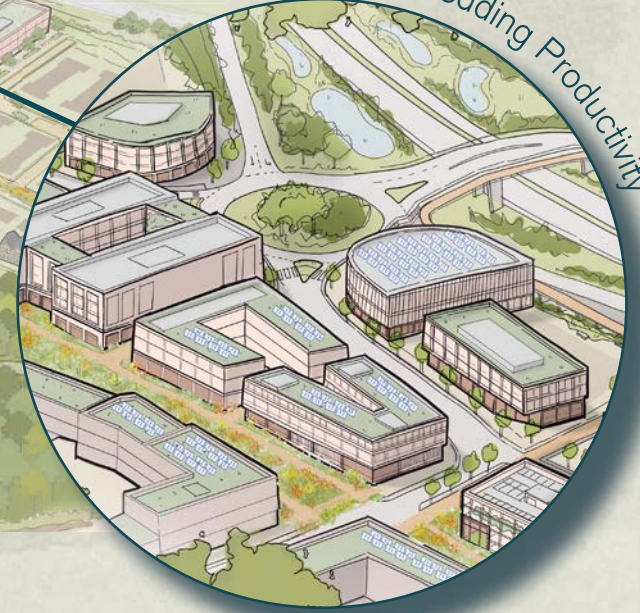
Growing a Community



Making Connections



Embedding Productivity



Enhancing the Landscape



Developing a Marketplace



Welcome to Sibson

Growing a community

Highly sustainable homes, beautifully designed around walkable neighbourhoods, with easy access to jobs, schools, shops and doctors.

Sibson will offer 4,500 beautifully designed, energy-efficient and innovative homes that will reflect local heritage, creating a sustainable community that feels established and welcoming.

As we evolve the masterplan through co-design we will be seeking to embed the Quality of Life Framework principles of: a sense of control; health equity; connection to nature; a sense of wonder; getting around; connected communities.

Community stewardship will foster a spirit of cooperation and shared responsibility. Residents will be involved in managing public spaces, amenities, and even energy supply through a Community Energy Trust.

By generating renewable energy collectively, residents can create a more sustainable future, within a community powered by collective action.



Welcome to Sibson

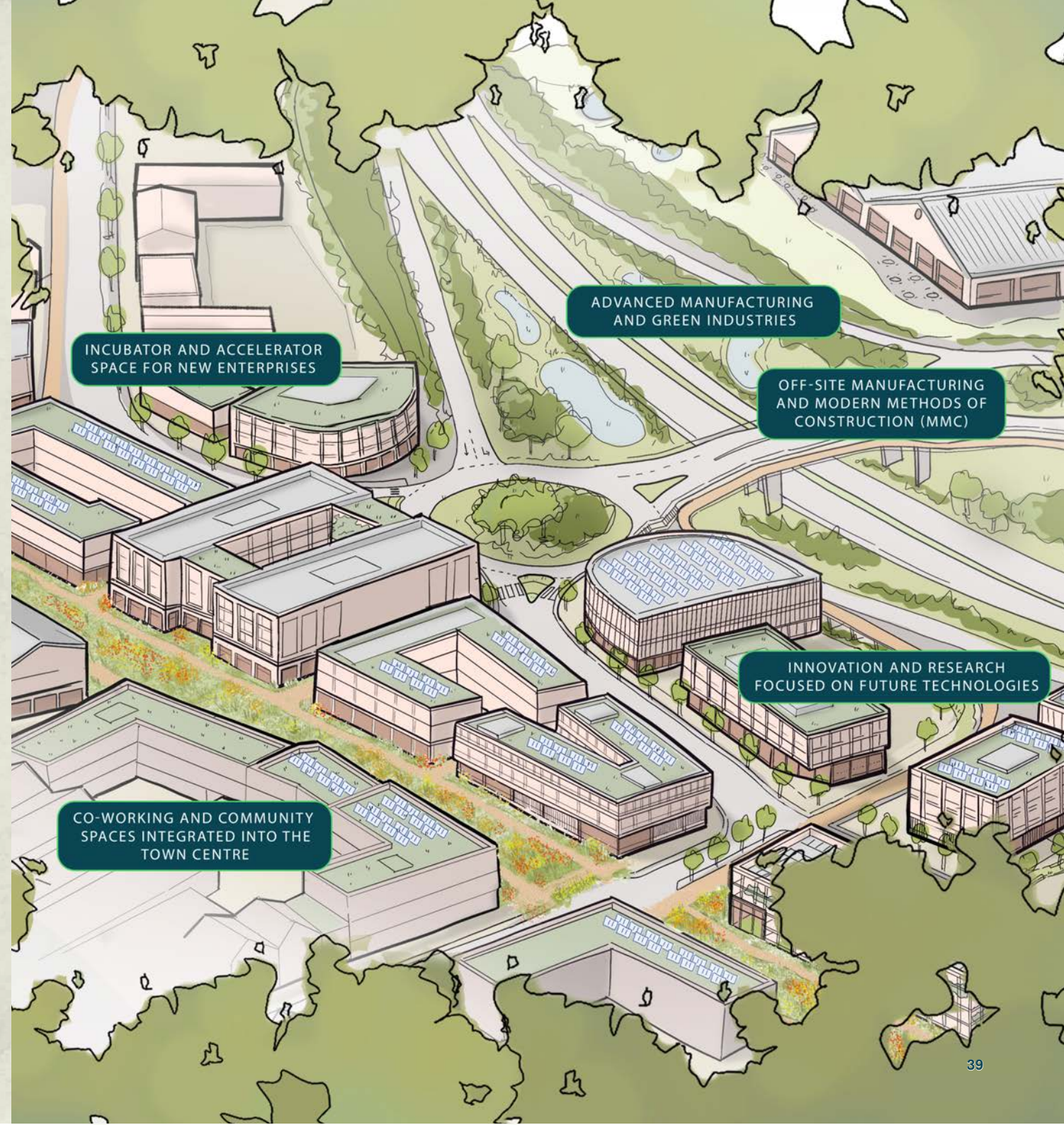
Embedding productivity

A campus that considers our climate.

EcoDynamo will be a national centre of excellence for off-site manufacturing and Modern Methods of Construction (MMC), potentially linked to and partnering with the growing University of Peterborough.

A comprehensive programme of engagement with local schools, colleges and employers, will develop skills and provide apprenticeships within the community.

New enterprises will be supported with co-working, incubator and accelerator spaces, providing the capacity to create the next successful companies in advanced manufacturing and green industries.



Welcome to Sibson

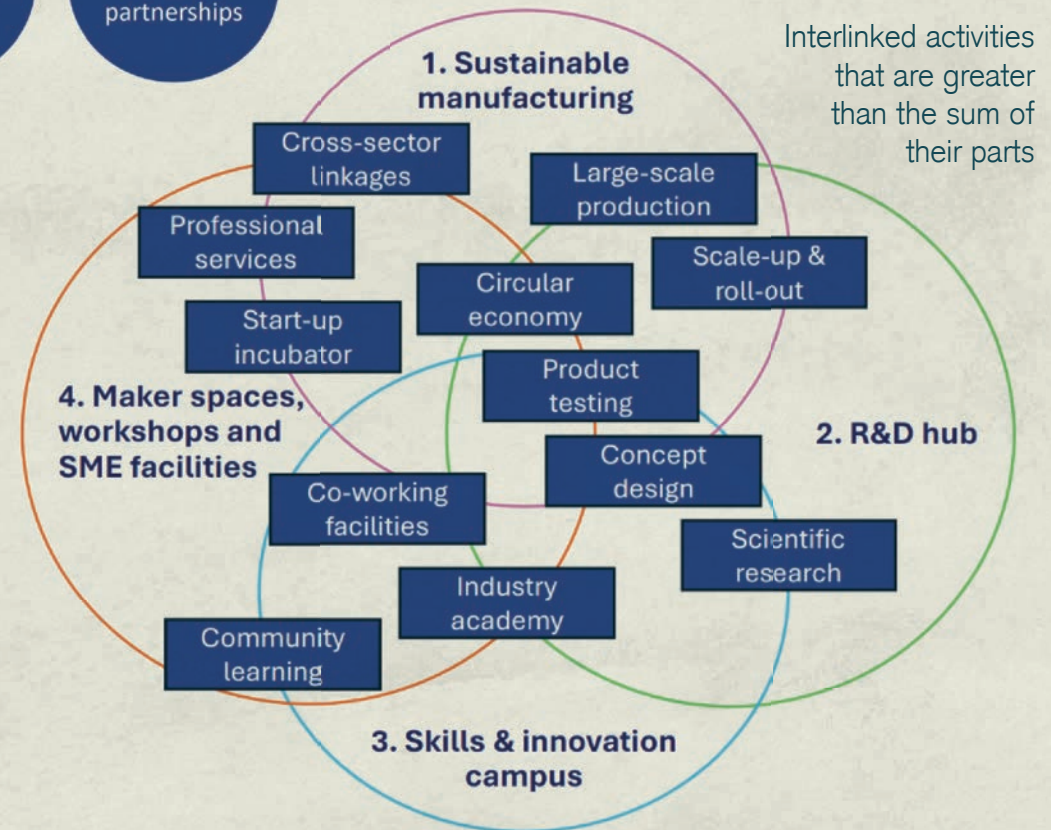
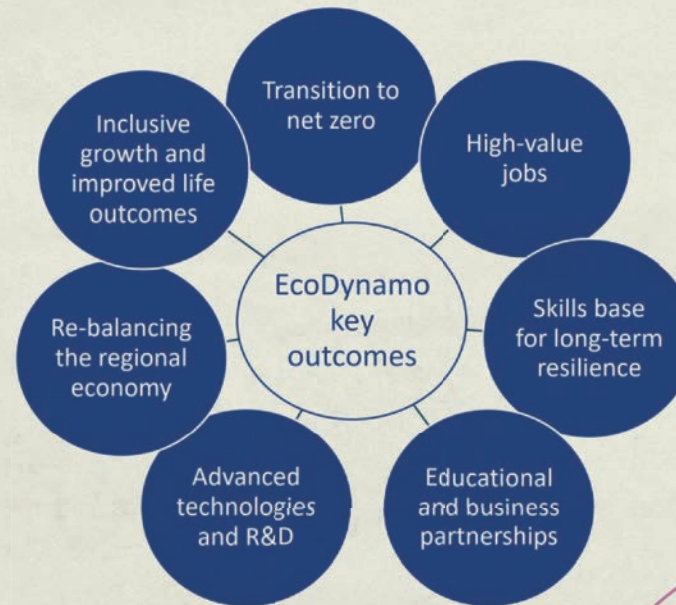
Embedding productivity

The development of EcoDynamo will deliver substantial economic benefits to Huntingdonshire and the wider region. This includes gross economic output of £297m GVA per annum, £32 million of additional GVA per annum resulting from high-value industrial activity focused on the low carbon economy, plus a further £12m per annum of wider productivity benefits (mid-case estimates).

Total economic benefits over the appraisal period (2029-2070) are estimated to range between £373 million and £787 million in present value terms, with a mid-case estimate of £541 million.

The greatest benefit arises from productivity gains associated with industrial activity in the low carbon economy, which is characterised by research and innovation, strong technical skills, and adoption of new technologies. The resulting productivity gain is reflected in higher GVA per worker.

By the time all sites are fully operational (2043 onwards), EcoDynamo will deliver between £22 million and £46 million of additional GVA per annum, with a mid-case estimate of £32 million per annum (current prices).



"Total economic benefits over the appraisal period (2029-2070) are estimated to range between £373 million and £787 million in present value terms, with a mid-case estimate of £541 million"



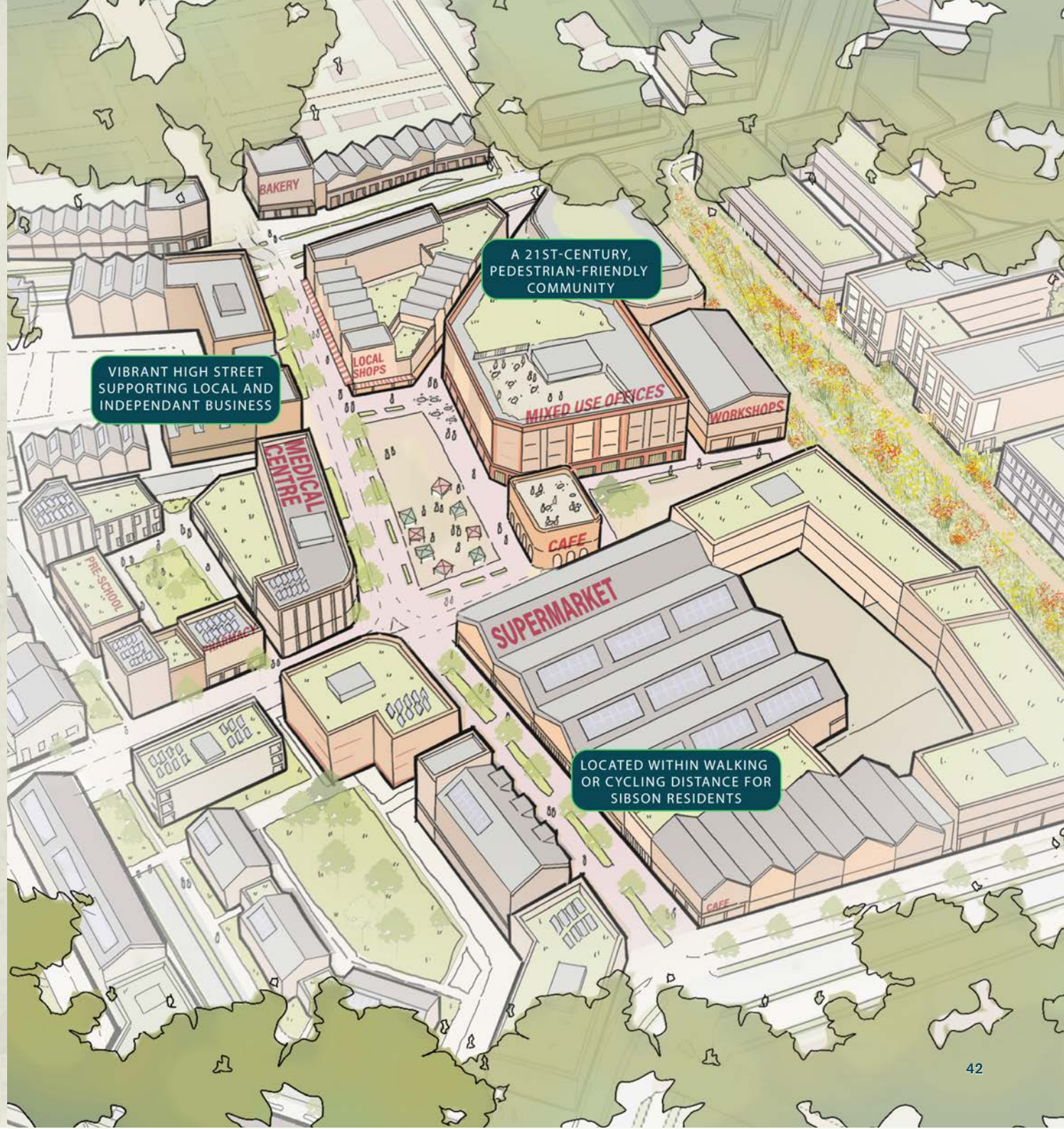
Welcome to Sibson

Developing a marketplace

Creating a vibrant, pedestrian-friendly market town where residents can connect with local businesses and thrive in an urban setting designed to reflect local character - a 21st Century Market Town.

Nurturing a rich mix of uses within new settlements is notoriously challenging; the UK has numerous examples of homes being developed without the necessary supporting infrastructure. By establishing strong physical connections between the town centre, a variety of housing types and tenures, a new secondary school, public transport access, and the EcoDynamo, Sibson's town centre is well-positioned to benefit from a significantly increased daytime population. This ensures that residents, commuters, and visitors alike contribute to the viability of a diverse range of new shops and amenities.

The spaces and buildings within the town centre have been carefully designed to feature a series of well-enclosed public areas, framed by small-scale shops that support local businesses. Creating a new hub full of opportunities will ease the strain on overstretched services elsewhere, allowing established towns to thrive alongside the Sibson Garden Community.



*"Residents, commuters, and visitors alike
contribute to the viability of a diverse
range of new shops and amenities."*



Welcome to Sibson

Opening up connections

Sibson's 360-degree connectivity will foster a sense of dynamism, establishing Sibson as a hub for the wider region.

The overarching transport and movement principles at Sibson aim to reduce the need to travel, promoting healthier lifestyle choices within a walkable, wheelable, and cyclable neighbourhood as part of a genuinely mixed-use garden community. The provision of additional bridge structures over the realigned section of the A1 will ensure seamless access to the Nene Valley Railway, the River Nene corridor, and the villages of Water Newton and Stibbington for pedestrians and cyclists.

New, affordable public transport links to the wider area—known as **Sibson Connect**—will address connectivity challenges in rural areas identified in the Huntingdonshire Futures Place Strategy (2050). Sibson Connect aims to integrate Sibson and surrounding rural communities with key local and regional destinations, transport hubs, and employment zones through a combination of timetabled and demand-responsive transport services. Further details are provided on the next page.



Welcome to Sibson

Opening up connections

Sibson Connect will be the designated passenger transport strategy for the Sibson Garden Community (SGC). Key principles of Sibson Connect include:

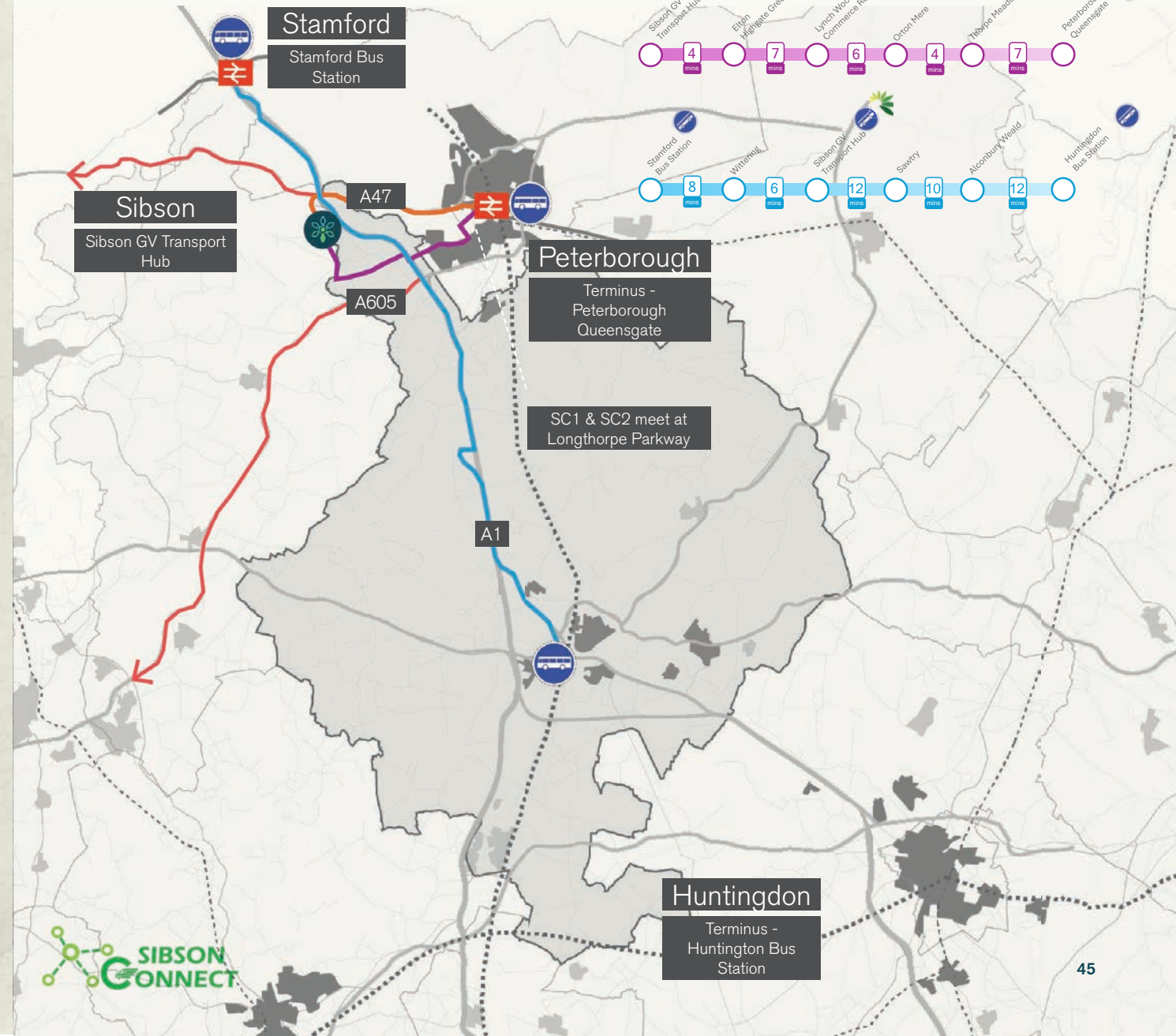
- Frequent services with competitive journey times to offer a viable alternative to car use.
- Convenient boarding points near population centers, featuring high-quality waiting facilities with real-time passenger information.
- Infrastructure designed for safety, accessibility, and comfort, with step-free access, proper lighting, and crime prevention measures.
- A fleet of modern, sustainable vehicles designed for comfort, accessibility, and effective branding to enhance service visibility and usability.
- Flexible ticketing options using smartcards and phone technology for seamless journeys.
- Clear branding and comprehensive passenger information

Passenger transport stops within SGC will be within a 400m walk of all homes, workplaces, schools, and community facilities. The diagrams to the right illustrate potential route options with expected journey times to key destinations.

SC1

SC2

SC3



Welcome to Sibson

Enhancing the landscape

We are excited by the opportunities this site presents and are fully committed to respecting and preserving its rich cultural heritage, historical significance, natural beauty, and distinctive setting. Our aim is to ensure the site becomes a valuable and integrated part of its surrounding environment, enhancing its character and role within the landscape.

Our vision focuses on integrating Green and Blue Infrastructure, creating strong connections with the wider Nene Valley and the John Clare Countryside. This approach is designed to support and enhance the area's ecological networks, including its important wetlands, hedgerows, and woodlands. By fostering these connections and protecting these habitats, we aim to create a site that respects its history and natural features while supporting a sustainable and vibrant future for both wildlife and the community.

Our approach focuses on retaining and thoughtfully incorporating the site's unique characteristics and key landscape features into the proposals. This will strengthen connections to the wider network of recreational routes, preserving the area's identity while enhancing its accessibility and ecological sustainability.



Welcome to Sibson

Enhancing the landscape

Green Links

These generous linear routes promote walking, cycling and outdoor recreation. Seating, play and trim trial opportunities are located within the spaces, providing areas of activities in a green setting

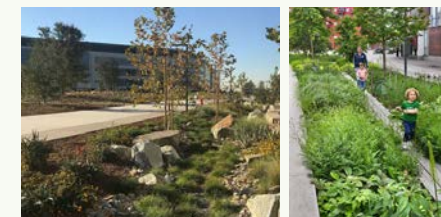
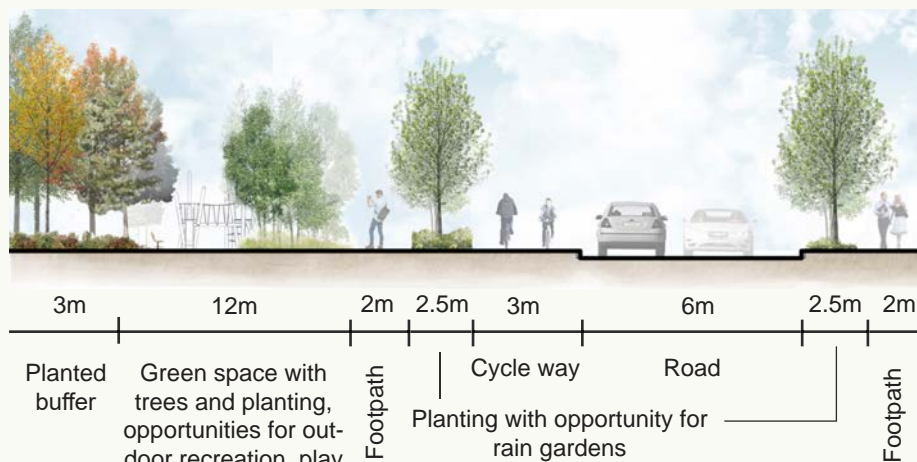
Streets

The streets provide safe, green connections across the masterplan, with opportunities for trees and low level planting strengthening the green infrastructure. Rain gardens can be provided to capture surface water run off, supporting sustainable drainage solutions, habitat creation and boosting biodiversity.

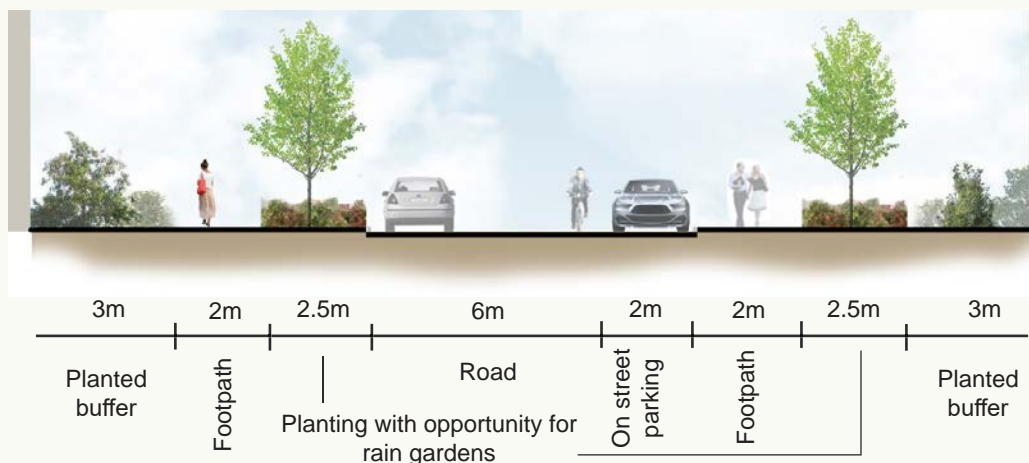
Landscape Buffer

A generous planted buffer with trees and under-storey planting will create a transition between the masterplan and the neighbouring landscape. It will not only provide a visual buffer, but also enhance habitat creation with the introduction of various planting typologies.

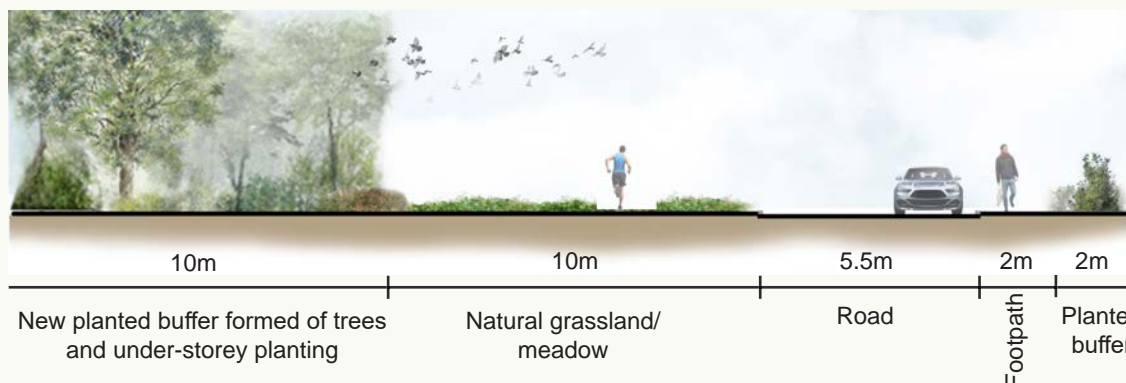
GREEN LINKS



STREETS



LANDSCAPE BUFFER



Welcome to Sibson

Enhancing the landscape

Country Park

The park is an exciting new destination for the wider community, providing opportunities for a range of outdoor activities for all ages, set within a varied landscape. Existing woodland, additional tree planting, wildflower meadows and SuDS ponds will enhance the existing landscape characters and improve biodiversity.

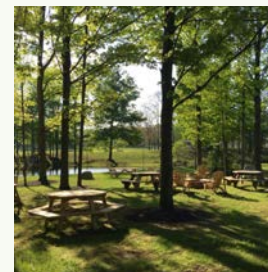
COUNTRY PARK



5m	10m	10m	10m
New tree planting with woodland buffer	Landform created with site dug material Natural grassland/meadow	Open space with footways and potential swale features	Existing woodland to be retained, improvements to under-storey planting



5m	25m	5m	10m
New tree planting with woodland buffer	SuDS pond with wetland planting	Natural grassland/meadow	New tree planting with woodland buffer





6. Conclusions

Conclusions

Place Strategy integration

This vision demonstrates how a Garden Community at Sibson has the potential to create a genuinely mixed-use 21st-century market town.

The proposition of 4,500 high-quality new homes interlinked with 4,000 high-value jobs will provide a range of wider socio-economic benefits that closely align with Huntingdonshire's vision for 2050 as set out by the five themes that comprise the District Council's Place Strategy:

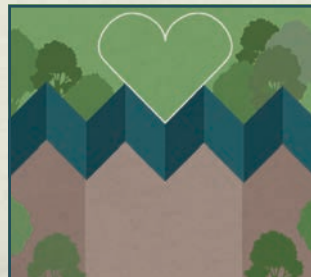


Pride in Place: Sibson will be a distinct new settlement where residents take pride in their community through active stewardship. The scale of development will provide a mix of housing types and tenures, addressing local needs.

Significant new social infrastructure is planned, including a secondary school, primary schools, and sports facilities.

The new town centre will feature a market square and high street, hosting a variety of community activities and serving as a focal point for social gatherings and community building.

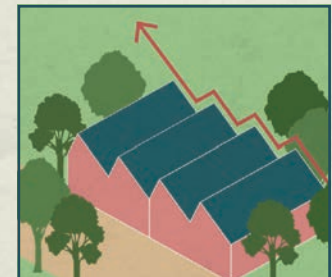
Community stewardship will be a key part of realising Sibson, with the new residents actively involved in managing the landscape, shaping spaces and local identity, and programming community events.



Inclusive Economy: Sibson aims to create a flourishing business environment where enterprises collaborate closely, and local commerce thrives. Sibson will facilitate this through EcoDynamo, which will provide workspaces of various sizes for green technologies and advanced manufacturing, and a range of spaces for local, independent businesses in the new town centre.

Engagement with our Youth Forum has already begun, ensuring young people play a crucial role in shaping Sibson. The town centre and two neighbourhood centres will offer numerous opportunities for local businesses, with the market square hosting food and makers' markets.

Educational opportunities will be expanded through the new secondary and primary schools, community building, and a new education campus at EcoDynamo.



Conclusions

Place Strategy integration

Health Embedded: Prioritising happiness, healthy living, and social connectivity, Sibson will be a vibrant place for adults and young people. It will offer a high-quality living environment designed around a comprehensive walking and cycling network, with amenities and jobs within walking distance from all new homes.

Housing will be designed to promote neighbourliness, with public spaces fostering social interaction and shared green spaces bringing communities together.

Schools, playing fields, green spaces, play areas, and public spaces will all be safe, inviting, and accessible for children and young people.



Environmental Innovation: Sibson embodies a commitment to lowering both embodied and operational carbon. The masterplan will look to go beyond benchmarks set by the Future Homes Standard during its realisation.

Renewable energy will be produced within the district, accelerating the move to net zero through local energy generation.

Sibson's sustainability strategy will be holistic, encompassing housing design, renewable energy, blue and green infrastructure, as well as sustainable transportation.

A new Country Park, green movement networks, and open Sustainable Urban Drainage Systems (SUDS) will create a pleasant environment for active travel, as the scheme seeks to provide a minimum of 15% net gain in biodiversity.



Travel Transformed: The new Garden Community will discourage reliance on trips made by private vehicles through creating a genuinely mixed-use place where active travel – both within the site and beyond – is safe, convenient, and enjoyable. Movement will be responsive to our needs. Sibson will be designed for walking and cycling first, with autonomous vehicle networks prioritised for vehicle movement within the settlement.

The realignment of the A1 will not only provide a much-needed upgrade to the region's strategic road network but will also create the potential for enhanced recreational connections to Nene Valley and beyond. New electric bus services will connect to Peterborough and local villages, and new cycling routes will link to Peterborough. Flexible and convenient transport options will be provided as part of Sibson's diverse town centre, including integrated transport hubs, car clubs, and cycle hire schemes.



Conclusions

Deliverable and achievable

Beyond a strong correlation to HDC's Place Strategy 2050, the proposition for a new Garden Community at Sibson is strongly aligned with several of the District Council's other strategic aims and will:

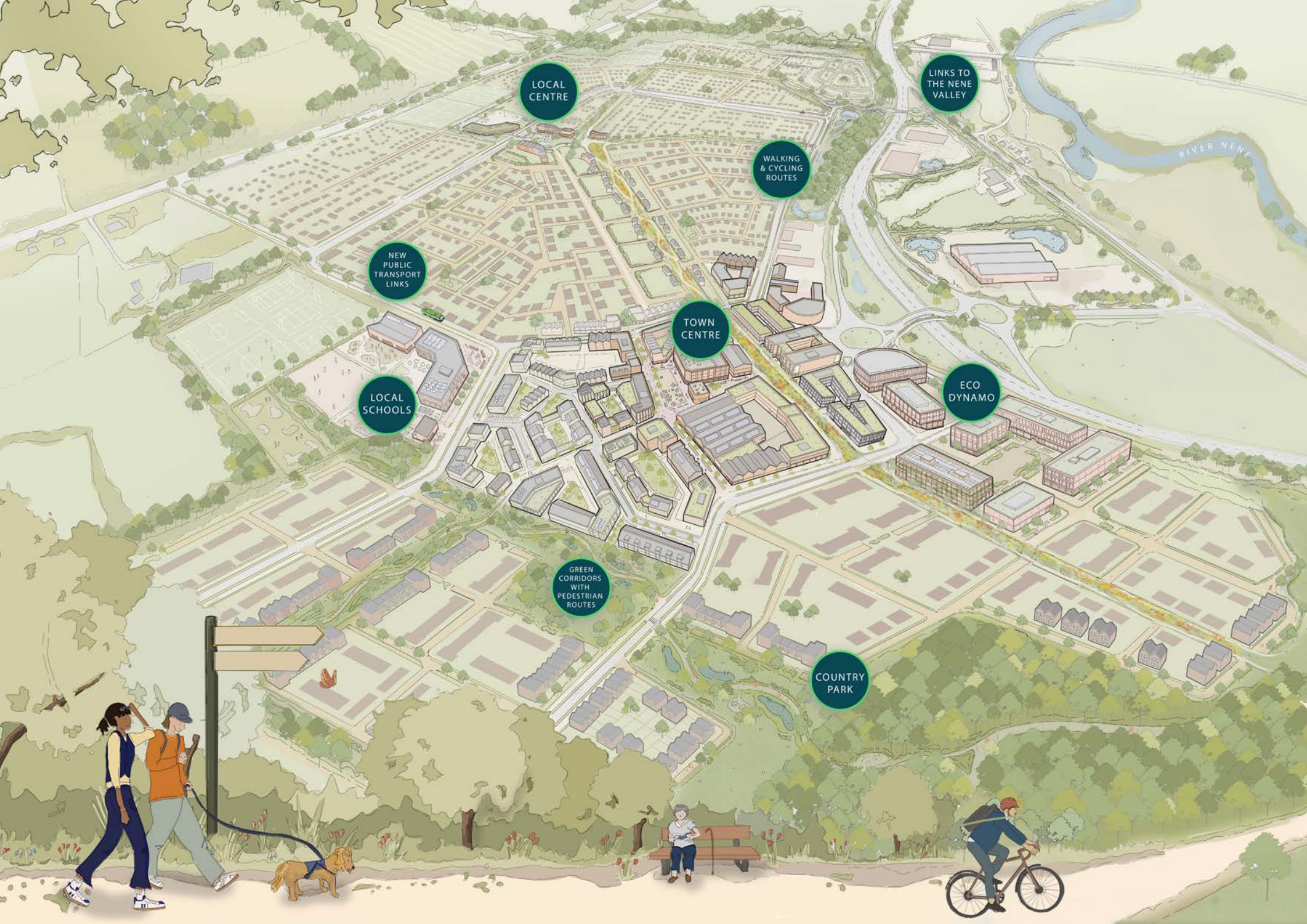
- Help rebalance the regional economy by bringing high-value employment opportunities and beautiful new homes to the north of Huntingdonshire.
- Assist the transition to net zero through new jobs linked to low-carbon industry, in addition to the creation of new neighbourhoods that are designed to reduce energy consumption.
- Provide inclusive growth opportunities and improved life outcomes through new skills and training, as well as partnerships between education and businesses.

Sibson will be a pioneering new community with innovation at its heart. It will bring a distinctive balance of jobs, homes, and sustainability. The new community will be set in the nature-rich landscape of north Huntingdonshire's Nene Valley and be part-powered by renewable energy generated on-site.

Together with the suite of documents and evidence base provided as part of Phoenix's response to HDC's emerging Local Plan, this Vision document demonstrates how Sibson offers a unique opportunity to deliver a nationally significant innovation park, creating thousands of skilled jobs alongside high-quality homes and social infrastructure.

The availability of a significant amount of land to deliver a complete settlement of jobs, homes, and services – all controlled by a single and committed master-developer – underscores why Sibson is both deliverable and achievable. Sibson Garden Community constitutes a once-in-a-generation opportunity to bring investment to north Huntingdonshire and remains the outstanding location for a holistic, sustainable, inclusive community and rebalance equity, opportunity and ambition in the District.





LOCAL
CENTRE

LINKS TO
THE NENE
VALLEY

WALKING
& CYCLING
ROUTES

NEW
PUBLIC
TRANSPORT
LINKS

TOWN
CENTRE

LOCAL
SCHOOLS

ECO
DYNAMO

GREEN
CORRIDORS
WITH
PEDESTRIAN
ROUTES

COUNTRY
PARK

RIVER NENE



Sibson
*garden
community*

