

Options Analysis – Evaluation Matrix

Cambridge City Council – Ekin Road



The critical success factors are the key elements that need to be achieved in order for the project to be considered a success in light of the key issues driving the case for change at the Estate, and the wider strategic objectives of the Council. The critical success factors for this project are tied to the broader Cambridge vision, namely:

#	Critical Success Factors	Evaluation Methodology	Source
1	Increasing the number of homes	Determine the volume change in the delivery of homes per option by examining the capacity, layout, and height of the buildings for each option.	Greater Cambridge Housing Strategy
2	Diversify the housing market and accelerate delivery	Determine the ratio of council and market homes delivered to the housing market per option by aligning with the Cambridge housing demand.	Greater Cambridge Housing Strategy
3	High standard of design and quality for the homes and communities	By using the recommended high standard of design, determine which option provides the ability to meet the required standard and the cost associated with each to assess the viability.	Greater Cambridge Housing Strategy
4	Improve housing condition	The current condition of the buildings on the Estate will be used as a baseline to compare each option's proposed new building condition to determine the level of improvement.	Greater Cambridge Housing Strategy
5	Innovate and maximise available resources	Determine which option will make the best use of the resources on the land in a sustainable way to enhance biodiversity, reduce water consumption and improve air quality.	Greater Cambridge Housing Strategy
6	Meet energy efficiency criteria to align with Net Zero Carbon ambitions	Determine which option best achieves the Council's Net Zero Carbon ambitions and the standards outlined in the Sustainable Housing Design Guide through making improvements in energy efficiency, design and Net Zero retrofit.	Cambridge Housing requirement
7	Reduce planned and preventative maintenance costs	Compare the current and predicted future maintenance costs produced from each option alongside any costs to achieve the reduction.	Cambridge Housing requirement
8	Provide an accessible, safe, and secure environment	Compare each option's layout and design of the Estate and its buildings to determine their ability to secure Secured by Design Gold Standard Certification and provide an accessible, safe, and secure environment for the residents and community.	Cambridge Housing requirement
9	Comply with current fire safety standards	Determine each option's ability to comply with the latest fire safety requirements through examining the proposed buildings' design, safety features and accessibility.	Cambridge Housing requirement
10	Improve resident amenities and community benefits	Compare each option's placemaking strategy and ability to improve the amenities on the Estate and the accessibility for the residents and community both in the buildings and around the Estate.	Cambridge Housing requirement
11	Improve the health and wellbeing of residents	Assess each option's ability to improve the health and wellbeing of the residents, through providing open green spaces, accessibility, and healthy living environments, whilst also examining the impacts on the community.	JLL Team