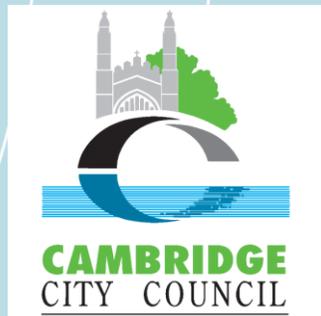
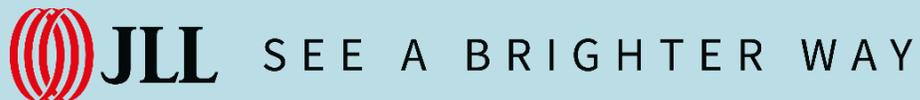




Cambridge City Council

Ekin Road Strategy Proposal

May 2023



Our Understanding

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The Ekin Road Estate is located in the north-east of Cambridge. The site is currently residential, comprising of 122 existing homes, including 7 small blocks of flats of two or three storeys, 10 bungalows and 32 two storey houses.

Cambridge City Council are focused on addressing the housing shortage, reviewing existing council owned homes, improving sustainability and creating great places for residents to live and enjoy. Ekin Road represents an opportunity for the Council to support the community through better connectivity and open spaces in the area, generate high-quality housing and contribute towards a sustainable ecosystem.

JLL understands the Council are considering the following options for Ekin Road:

- Do nothing
- Structural repairs and retrofitting
- Partial redevelopment options (for example flats only)
- Full redevelopment of the site

Cambridge City Council are looking to develop a clear, comprehensive redevelopment strategy that can be used by the key stakeholders to align resources and improve the community of Ekin Road by ensuring there are high quality homes and public realms.

A key focus for the Council is to determine the most viable delivery option for the site that maintains the Council's objectives and is supported by the local community.

The successful delivery of regeneration schemes requires many elements. JLL's response to the development proposal will test the potential for transformative change to the area, high quality and affordable housing and high quality public realms for the community. JLL's proposition is to provide the services and expertise of UK Consulting and the Residential team with the support of other JLL teams including Strategic Development Consulting and Compulsory Purchase as required to develop a clear strategy for the estate.

JLL has the experience in developing the vision and delivering regeneration projects in both the public and private sectors. Furthermore, our team has an understanding of Cambridge City Council having worked with yourselves on the Hanover Street and Princess Street project. We believe this makes JLL well placed to deliver a strategic solution that is both implementable and credible in the marketplace and will bring social value to the community and Council.

Council Requirements

The requirements of the Council for the project are to:

1. Determine the strategic vision for the Ekin Road site that incorporates Council objectives
2. Conduct an options appraisal to determine which of the available options is the most viable
3. Develop high-level financial modelling for the scheme
4. Build an clear, implementable strategy and road map for the future of Ekin Road estate

Scope

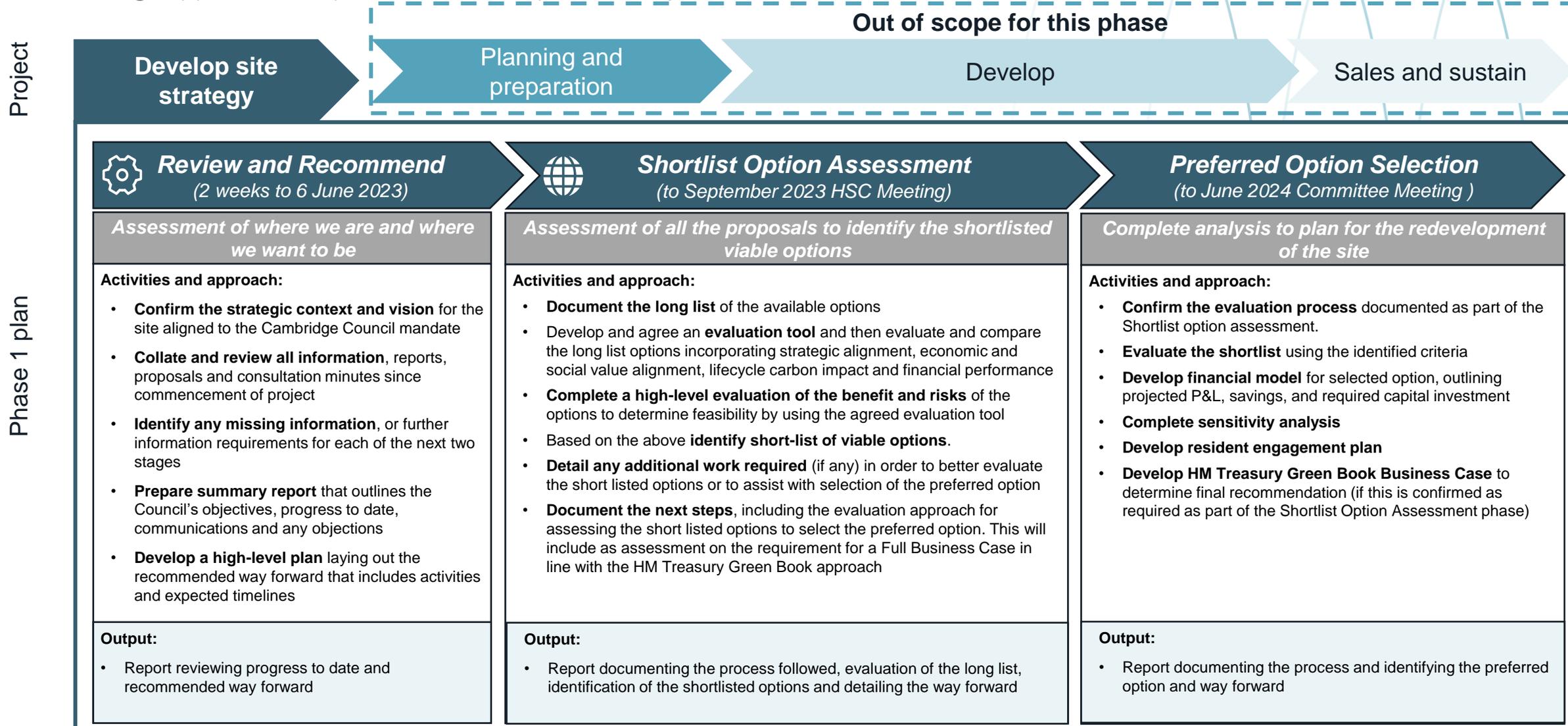
The JLL team will be contracted to deliver the following scope elements in a phased approach:

- **Vision** – Identify the strategic vision for the site that considers the Council's and community requirements
- **Socio-economic Assessment** – Overview of the economic, social, environmental, financial and strategic outcomes of the redevelopment
- **Options Appraisal** – Critically evaluation through stress testing the available options against the socio-economic outcomes to determine the most viable option for the site
- **Development Strategy** – Provide a robust road map for the delivery of the most viable option and detail the mitigation of any associated risks
- **Compulsory Purchase** – It is recognised that a Compelling Case must be made for use of Compulsory Purchase powers and the report will be written to show that this is met if the preferred option may require it

Our Proposal

Our Proposed Approach

A multi-stage approach that provides decision points at key milestones



Case Studies

Case Studies



Central Winchester Regeneration

Client: Winchester City Council

Overview:

JLL supported the writing of a Green Book business case for the Central Winchester Regeneration Project in alignment with their ongoing procurement process. The Green Book five case business case model was used to form the basis for the report. The role included detailed research, internal Council consultation and conducting an assessment of the scheme's benefits and risks taking into account the current market conditions.



Hackney Regeneration Programme

Client: LB Hackney

Overview:

Managing the delivery of the regeneration programme across the LB Hackney. This includes prioritising development sites to achieve council objectives and affordable housing targets. The role has included using detailed research and analysis alongside extensive internal and external stakeholder engagement.



Strategic Regeneration Advice

Client: Medway Council

Overview:

Role includes providing pre planning advice for two major regeneration schemes in Kent. This role included using detailed research, analysis and data presentation to support recommendations for delivery.



Ebury Bridge Estate

Client: Westminster City Council

Overview:

Strategic advice regarding a disposal strategy for residential units within the scheme. The role included scenario testing of market changes, viability assessment of mixed tenure and forecasting of scheme performance against market conditions.