

Case study – CB1

Background

In the Summer of 2017, Paul Bragman Community and Economic Regeneration Consultants Limited was commissioned by developer Brookgate and the CB1 Estate Management Company from the CB1 Estate in Cambridge. The aim of the commission was to facilitate workshops and to facilitate a summit to bring local stakeholders together to develop a shared understanding of CB1. This estate is mixed-use with commercial and residential property and consists of a mix of private, leaseholder and social housing as well as students.



Post-it exercise at a Community Event held in February 2018

Work carried out

The commission was to conduct some research to understand, by talking to a range of people, what would make the CB1 area an even better place to live, work and play. One to one conversations were carried out with a handful of residents, employees and stakeholder organisations responsible for delivering the services across the estate and its properties. Those contacted were invited to a workshop to develop a shared understanding of CB1 and to identify key areas of work to continually improve the area. These areas of work were identified as communication, cohesion and anti-social behaviour.

Following this work, a steering group was set up with the key agencies in the area (housing associations, the management company, student accommodation organisations, City Council, Cambridge BID etc). This was to ensure there was working between different stakeholders in CB1 on the issues identified. In late 2017/early 2018, the 'CB1 Community' initiative was set up to help strengthen the community in CB1 and a community bulletin was launched in December 2017, with a website and social media platforms being launched in early 2018. A residents group was set up in February 2018 for residents across the estate to gather and discuss issues in CB1. In July 2018, a new role was created to work on this project three days a week with the other two days on Community and Economic Regen projects. The person who was selected for the new Community Engagement and Project Coordinator role is Sam Kenward.

Outcome

The steering group has held regular bi-monthly meetings and residents are now represented on the steering group to provide a resident perspective of the estate. The residents group also meets bi-monthly and through events, residents have been contributing ideas on how communication and cohesion can be improved. As part of the aim to improve student-resident relations on the estate, a meeting was facilitated by Community and Economic Regen to look at how things can be improved over late-night noise. Sam has attended local residents association meetings and will support them through his tenure. Sam also organised a community event in late-September to mark the reopening of the park in CB1.