





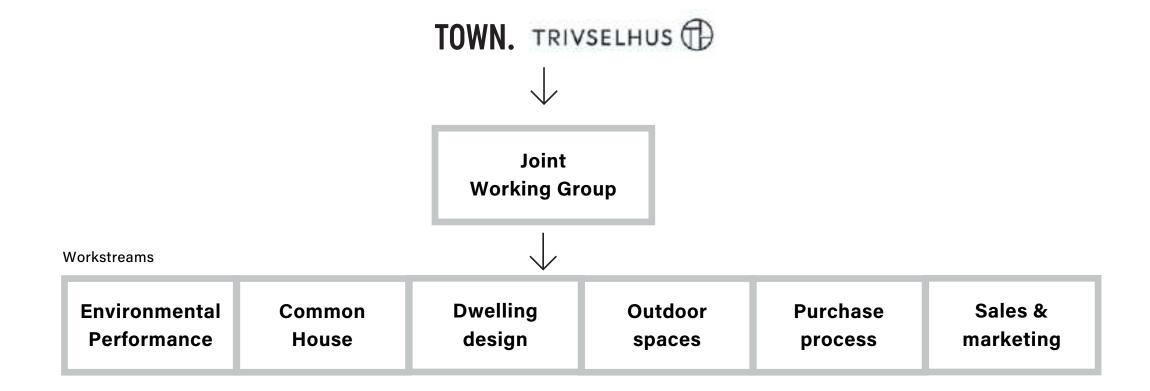


Marmalade Lane

CONTEXT

- Last-but-one parcel of large urban extension to north of Cambridge (Orchard Park)
- 800 homes already delivered speculatively by volume housebuilders during 2000s
- Good masterplan but undermined by poor design and construction and excessive parking requirements
- Area had a reputation for transience and low engagement
- Parcel "K1" owned by Cambridge City Council which was approached by activists to pilot community-led housing
- Developer competition won by TOWN in 2015
- Scheme completed in 2018







Marmalade Lane

LOW-CARBON APPROACH

- Fabric-first design approach
- Timber-based, modern methods of construction
- Triple glazing
- Mechanical Ventilation with Heat Recovery (MVHR)
- Air source heat pumps



Marmalade Lane

CUSTOMISATION

- Units ranged from 1-bed flats of 50m² to 5-bed houses of 125m², within a street-based approach.
- Selling space, not bedrooms.
- Customers chose internal layouts from a series of options
- External finish choices including brick and front door colour









Conclusion

LEARNING POINTS

- Dividing line in UK housing is between speculative and purposive development cohousing is a subset of community-led housing which is itself a subset.
- Support of local authority and/or longterm institutions is important – they control land
- Top-down (skills, capacity, finance) meets bottom up (community participation)

- The urban block is a good scale to combine masterplanned settlement growth, community development capacity and 'Dunbar's number'
- The challenge is scaling-up innovation –
 UK terrible at learning from exemplars
 because oligopoly = weak competition and
 low innovation