

FOR IMMEDIATE RELEASE

THE CAMBRIDGE TO OXFORD CONNECTION: IDEAS COMPETITION – COMING SOON

Initiative to launch at the end of June and offer competitors opportunity to influence strategic development and sustainable placemaking within the UK's leading economic growth corridor

COMING SOON

THE CAMBRIDGE TO OXFORD CONNECTION IDEAS COMPETITION

CAMBRIDGE • MILTON KEYNES • NORTHAMPTON • OXFORD

INTEGRATING PLACEMAKING & INFRASTRUCTURE IN THE UK'S LEADING GROWTH CORRIDOR

This competition is launching in late June. [Find out more.](#)

Sign-up for a launch notification:

Email address

NATIONAL
INFRASTRUCTURE
COMMISSION

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An upcoming ideas competition will offer the opportunity to broad multidisciplinary teams of placemakers, urban designers, related specialists and others to create conceptual proposals that creatively link new infrastructure with sustainable placemaking in the UK's leading growth corridor.

The free-to-enter competition will seek ideas for balancing placemaking with development within the arc encompassing four of the UK's fastest-growing and most productive centres: Cambridge, Milton Keynes, Northampton and Oxford.

The competition is the initiative of the National Infrastructure Commission (NIC), which was asked by the **Chancellor of the Exchequer** to: *"Make recommendations to maximize the potential of the Cambridge – Milton Keynes – Oxford corridor as a single, knowledge intensive cluster that competes on the global stage, whilst protecting the area's high quality environment and securing the homes and jobs the area needs."*

With a new East West Railway and an Oxford to Cambridge expressway supported by the NIC and increasing demand for housing, the two-stage contest will be aimed at urban designers; architects; planning, policy, and community specialists; landscape designers; development economists; and others. International teams are welcome.

Through the competition, the NIC will be seeking visionary ideas for development typologies across the Cambridge - Milton Keynes - Oxford corridor that can contribute to delivering the homes the area needs, integrate the delivery of infrastructure with high quality places and maintain the environmental and cultural character of the corridor.

The contest, organised by Malcolm Reading Consultants, will launch at the end of June and conclude in the autumn.

Competition Director, Malcolm Reading, said:

“This part of England is on the absolute cusp of change, new infrastructure is coming but now this needs to be integrated with imaginative and integrated placemaking that encourages a good social balance and easy access to natural landscapes and green spaces.”

Final preparations for the competition are in progress, with full details to be announced at the launch. More details are available on the competition [website](#), with an option for automatic notification of launch.

Ends

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NOTES TO EDITORS

• National Infrastructure Commission

The NIC's remit is to become the UK's most forward-thinking and influential voice on infrastructure policy and strategy.

It is an independent body that enables long term strategic decision making to build effective and efficient infrastructure for the UK. The NIC was set up on 5 October 2015 and will look at the UK's future needs for nationally significant infrastructure, help to maintain UK's competitiveness amongst the G20 nations and provide greater certainty for investors by taking a long term approach to the major investment decisions facing the country.

• Cambridge - Milton Keynes - Oxford Growth Corridor Project

In March 2016, the Chancellor of the Exchequer asked the Commission to:

“Make recommendations to maximize the potential of the Cambridge - Milton Keynes - Oxford corridor as a single, knowledge intensive cluster that competes on the global stage, whilst protecting the area's high quality environment and securing the homes and jobs the area needs. The commission will look at the priority infrastructure improvements needed and assess the economic case for which investments would generate the most growth.”

In November 2016, the NIC published its interim report on the Cambridge - Milton Keynes - Oxford Corridor. This report concluded that:

“The corridor connecting Cambridge, Milton Keynes and Oxford could be a world renowned centre for science, technology and innovation. But its future success is not guaranteed...”

“The corridor faces a chronic undersupply of homes made worse by poor east-west transport connectivity. Two of the least affordable cities in the UK lie within the corridor, and the area as a whole has consistently failed to build the number of homes it needs. That shortage puts sustained growth at risk. It is already increasing costs for businesses and diminishing their ability to attract employees at all levels.

“Investment in infrastructure, including enhanced east-west transport links, can help to address these challenges, but it must be properly aligned with a strategy for new jobs, homes and communities, not developed in isolation. This means local authorities working in partnership, and with government, to plan places, homes and transport together. Current governance mechanisms are not sufficient to deliver the step-change in strategic leadership and collaboration needed.”

For further information please see: <https://www.nic.org.uk>



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• **Malcolm Reading Consultants**

Malcolm Reading Consultants (MRC) is a strategic consultancy that helps clients to imagine and define contemporary environments, both built and natural. MRC is the leading specialist in devising and managing design competitions internationally. MRC believes in the power of design to create new perceptions and act as an inspiration.

Recent work includes competitions for the Illuminated River Foundation, Science Island (Lithuania), Tintagel Castle Bridge, the Mumbai City Museum and new buildings for New College, Oxford and Homerton College, Cambridge.

MRC is currently advising the British Council for Offices Ideas Competition for the future of workspace and working with the British Library to establish the Design Brief for the major northern development of the St Pancras site.

<https://malcolmreading.co.uk>