



Malcolm Reading Consultants (MRC) specialises in achieving outstanding design for clients with capital projects. Expert in all methods of selecting and appointing architects, we believe in the power of design to act as an inspiration.

Whatever the commission – cultural or commercial, high-profile or discreet – MRC creates a unique search strategy around it. We devise original intellectual and visual content for our project briefs in order to engage designers and attract the best minds.

We are the leading independent organiser of design competitions based in the UK, with a dedicated global following and an unrivalled reputation for finding new talent.

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The Cambridge – Milton Keynes – Oxford arc is home to 3.3 million people. The region hosts some of the country's most successful universities and high-tech manufacturing hubs and has a highly-skilled workforce. But its future success is threatened by significant housing constraints and transport pressures.

This ideas competition – MRC's first – focused on essential challenges facing the UK, including how to accelerate the supply of affordable homes without sacrificing the quality of the environment and how to engage and enthuse the public in making the choices ahead. It showcased how new infrastructure can creatively enable new communities to flourish over the coming decades.

The competition, commissioned by the National Infrastructure Commission (NIC), caught the attention of many local planners and authorities across the UK as well as achieving coverage in *The Spectator* and the opinion columns of the international design media.

The winning, all-woman 'VeloCity' team devised a vision that offered a low-impact blueprint for delivering much-needed new homes while maintaining a person-centred scale and retaining the existing character of the area.

Bridget Rosewell, NIC Commissioner and competition jury chair, said:

The jury was drawn to VeloCity's human scale approach to sensitively and incrementally accommodating new homes, alongside the team's commitment to ensuring new settlements would be communities from the get-go.

The Shortlist

Barton Willmore
Fletcher Priest Architects
Mae
Tibbalds Planning and Urban Design

Won by

Tibbalds Planning and Urban Design