



# Biodiversity and urban forest strategies

## End of survey report

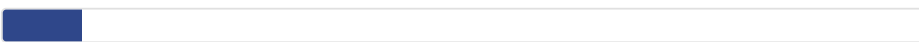
### Which of our strategies would you like to feed back on?

256/256 - Multiple choice - choose one - required

Both 83.2% (213 choices)



Urban Forest Strategy 8.6% (22 choices)



Biodiversity Strategy 8.2% (21 choices)



### Do you support the Biodiversity Strategy vision?

233/234 - Multiple choice - choose one - optional

Strongly support 76.9% (180 choices)



Support 15.4% (36 choices)



Neutral 3.4% (8 choices)



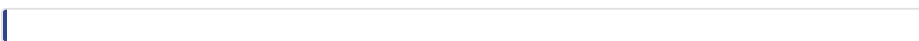
Oppose 3% (7 choices)



Strongly oppose 0.9% (2 choices)

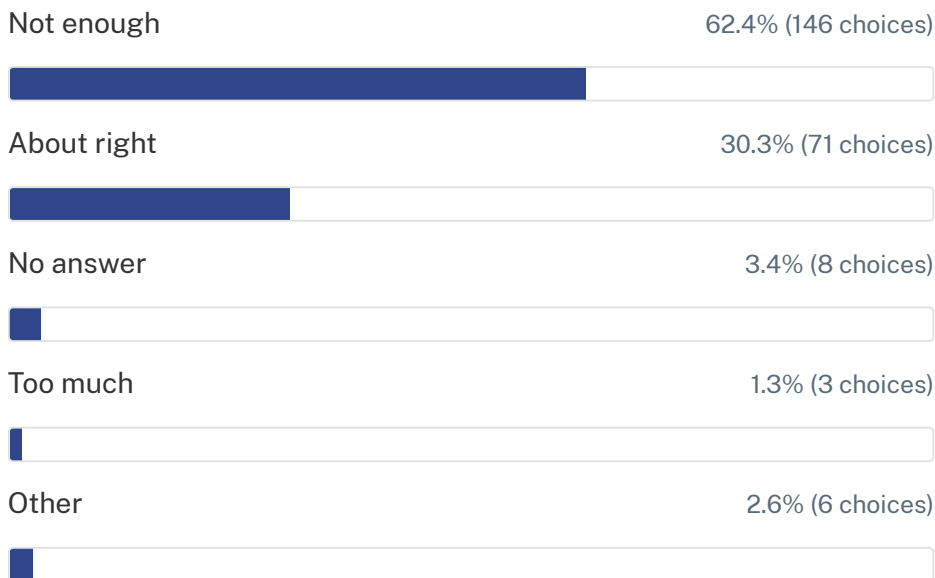


No answer 0.4% (1 choice)



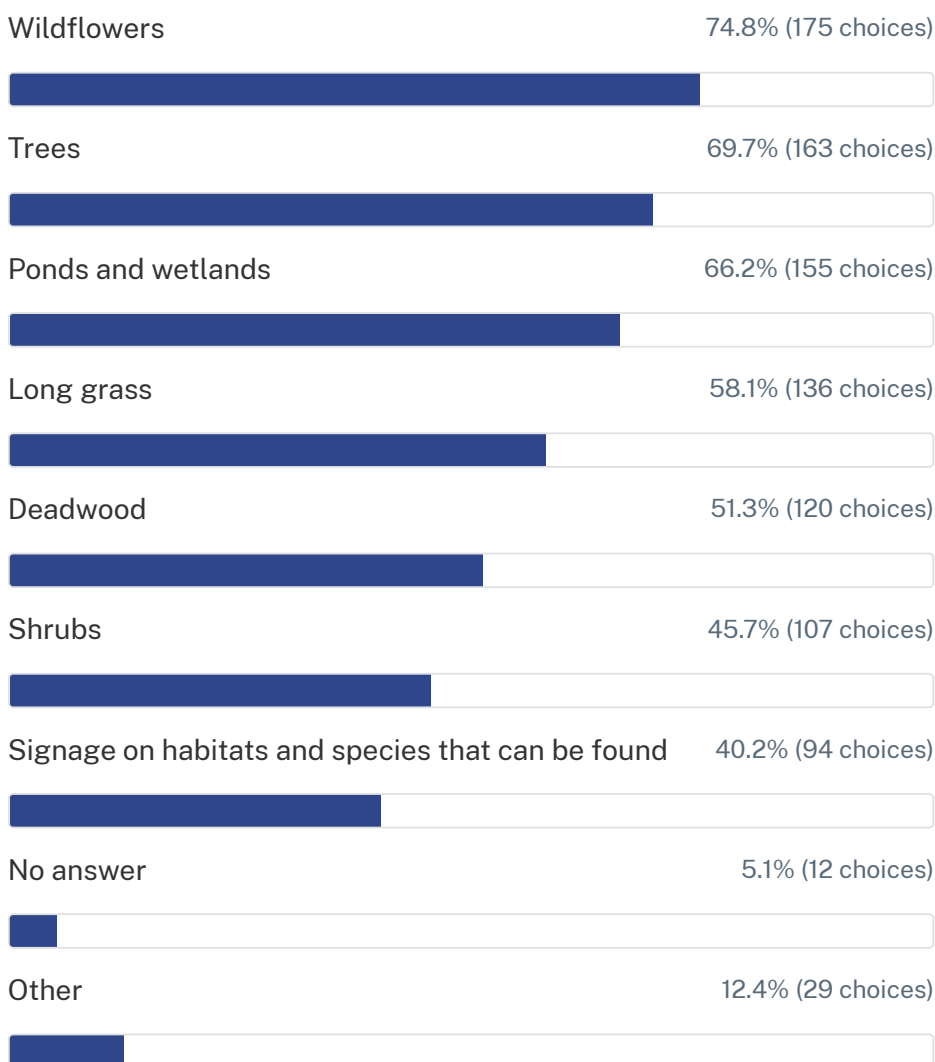
## Do you feel our parks currently provide enough space for nature in the city?

226/234 - Multiple choice - choose one - optional



## What if any additional things should we be including for nature in our parks?

222/234 - Multiple choice - choose many - optional



English

## Which of our proposed strategic objectives should be prioritised?

221/234 - Multiple choice - choose many - optional

Ensure designated sites and priority habitats are in good/favourable condition and connected, where possible, to increase resilience to a changing climate and contribute to the Cambridge Nature Network and Cambridgeshire & Peterborough Local Nature Recovery Strategy

64.1%  
(150  
choices)



Maximise the potential of our buildings, parks, open spaces, allotments and community gardens, watercourses and tree stock to support biodiversity, whilst balancing their multifunctional needs

50.9%  
(119  
choices)



Secure a measurable net gain in biodiversity across the city by 2031 in support of the Natural Cambridgeshire Doubling Nature Vision

46.2%  
(108  
choices)



Ensure that biodiversity protection and enhancement is considered by all council service functions and projects in line with our statutory Biodiversity Duty

40.2%  
(94  
choices)



Harness the wealth of local professional and amateur knowledge and experience in identifying and solving local issues

32.1%  
(75  
choices)



Engage and promote awareness of biodiversity and wellbeing, supporting and empowering coordinated action in our communities, businesses, and institutions

26.5%  
(62  
choices)



Work with partners to establish long term, species and habitat surveys and monitoring to measure the impact of activities and identify new threats and opportunities across the city

23.5%  
(55  
choices)



No answer

5.6% (13 choices)



## What if any additional objectives would you like to see included in the strategy?

90/234 - Long answer - optional

Many respondents emphasised the need for ongoing maintenance and monitoring of green spaces and newly planted trees, with several noting that trees often die due to lack of follow-up care. There was strong support for integrating biodiversity and green spaces into all new developments, rather than relocating them elsewhere. Many called for stricter enforcement and measurable targets for biodiversity net gain, with some suggesting specific percentages or compulsory standards for developers.

A recurring theme was the importance of reducing pesticide and herbicide use, with several respondents urging the council to reinstate and strengthen its herbicide-free commitment and promote this approach city-wide. Linked to this, some highlighted the need to measure both positive and negative impacts of council activities to accurately demonstrate net biodiversity gain.

Engagement and accessibility were frequently mentioned, including calls for improved access to green spaces, better public transport, and inclusive engagement across all demographics and ages. Community involvement, citizen science, and support for local groups and community-led projects were also widely supported.

Many respondents wanted greater protection for existing mature habitats and wildlife, especially in the face of urban development, with some advocating for rewilding, wetland creation, and prioritising native species. Concerns about the impact of construction, light pollution, and loss of wildlife due to development were raised repeatedly.

Several respondents highlighted the need to link biodiversity objectives with wellbeing, health, and social prescribing, suggesting that green spaces should support both wildlife and human use. Education and awareness-raising, especially among young people, were also frequently mentioned.

Other notable suggestions included improving water management and creating rain gardens protecting building-dependent bird species and ensuring green spaces are safe and accessible after dark.

A minority of responses expressed concerns about increased pests or opposed certain environmental measures.

Overall, the strongest trends were calls for robust maintenance and monitoring, integration of biodiversity into all development, reduction of pesticide use, measurable targets, community engagement, and linking biodiversity with wellbeing and accessibility.

## How important is it for every resident to have access to high-quality natural greenspace within 15 minutes walking distance?

227/234 - Multiple choice - choose one - optional

Essential 68.8% (161 choices)



Important 20.5% (48 choices)



Nice to have 6.4% (15 choices)



No answer 3% (7 choices)



Not important 1.3% (3 choices)



## Should resources be directed first to communities who currently have the poorest access to nature and lowest tree canopy cover?

223/234 - Multiple choice - choose one - optional

Yes 55.6% (130 choices)



Maybe 30.3% (71 choices)



No 9.4% (22 choices)



No answer 4.7% (11 choices)



## What local habitats or species should be the focus of future projects?

144/234 - Long answer - optional

Wildflower meadows, native trees, ponds, wetlands, and chalk streams are the most frequently mentioned habitats for future focus. Many respondents highlight the importance of supporting pollinators (especially bees and butterflies), birds (including swifts, house martins, sparrows, and songbirds), bats, hedgehogs, foxes, and other small mammals. Insects are repeatedly cited as a foundation for wider biodiversity.

There is strong support for prioritising endangered or declining species and habitats, and for connecting fragmented green spaces to create wildlife corridors. Many urge a shift away from manicured lawns and frequent mowing, advocating for more natural, less managed spaces, including urban meadows, scrubland, hedgerows, and deadwood habitats. Several mention the need to halt pesticide and herbicide use.

Water habitats, especially rivers (notably the Cam), ponds, and wetlands, are repeatedly highlighted for restoration and maintenance, including concerns about silt, pollution, and the need for clear water and healthy banks. Chalk streams are specifically mentioned as under threat and in need of protection.

Many respondents stress the need to protect and enhance existing commons, parks, and open spaces, with several naming Stourbridge Common, Midsummer Common, Coldham's Common, and Coton Orchard as priorities. Some call for more street trees and planting in residential areas, especially in less green-rich neighbourhoods.

There is also concern about the impact of new developments, with calls to protect habitats from building, integrate nature into new housing, and avoid further loss of green space. Several suggest focusing on areas where biodiversity is most degraded, and on habitats near residential housing.

Other recurring themes include the need for habitat connectivity, community involvement in local planting, and adapting to climate change with drought- and heat-resistant species. Some mention specific sites (Mill Road Cemetery, Paradise, Hodsons Park, Logan Meadows) and species (badgers, water voles, kingfishers, skylarks, swallows, amphibians, reptiles) as deserving attention.

Overall, the strongest trends are: prioritising native and endangered species, restoring and connecting diverse habitats (especially meadows, wetlands, rivers, and trees), reducing intensive management and chemical use, and ensuring nature is accessible and integrated throughout the city, including in new developments and less green-rich areas.

## **How should we balance recreational access and people's enjoyment of our parks with protecting sensitive habitats?**

134/234 - Long answer - optional

Most respondents emphasised the need for clear zoning or separation between recreational areas and sensitive habitats, often suggesting fencing, signage, and designated paths to protect wildlife while allowing people to enjoy green spaces. Many called for some areas to be permanently or periodically off-limits to the public, especially for the most sensitive habitats.

Education and awareness were frequently mentioned as crucial, including information boards, campaigns, workshops, and school programmes to help people understand the importance of biodiversity and how their actions affect habitats.

Several respondents highlighted the importance of thoughtful design, such as providing benches, bins, and well-maintained paths to guide movement and reduce disturbance, as well as landscaping features like hedges and buffer zones.

Dog management was a recurring theme, with many suggesting dog-free zones, dogs on leads, or restrictions during sensitive periods (e.g. bird nesting season).

Some respondents prioritised wildlife and biodiversity over recreation, arguing that urban parks should provide undisturbed habitats and that people's wellbeing benefits from nature. Others felt recreation should take precedence, especially in dense urban areas, and cautioned against restricting access too much.

There was broad support for a balanced approach, with many suggesting a mix of accessible and protected areas, and some advocating for seasonal restrictions or adaptive management depending on wildlife needs.

Other points raised included the impact of major events, fireworks, and urban development on habitats the need for more and larger green spaces and the value of community involvement and engagement.

In summary, the strongest trends were support for zoning and separation, education and awareness, thoughtful design, dog management, and a balanced approach between recreation and habitat protection. There was some disagreement about whether wildlife or recreation should be prioritised, but most respondents favoured solutions that allow for both, with careful management and communication.

### **If there are children or young people in your household, what do they want from existing and future green spaces?**

82/234 - Long answer - optional

Respondents most frequently highlighted the importance of natural, biodiverse, and varied green spaces where children and young people can freely explore, play, and connect with nature. Many want spaces with trees to climb, wild areas, water features, and opportunities to observe and interact with wildlife such as birds, insects, and small mammals. Climbable trees and places to build dens or hide were specifically mentioned by several respondents.

A strong theme was the desire for green spaces to be safe, clean, and free from litter, needles, and antisocial behaviour. Safety and the ability to explore without fear were repeatedly emphasised, both for younger children and for teenagers seeking places to socialise.

Learning about nature and opportunities for environmental education were also common requests, including information boards, signage, and school visits to wildlife sites. Some suggested that green spaces should be accessible for school activities and that events like bioblitzes are valuable.

Respondents want a mix of open spaces for running and sports, as well as wilder, less manicured areas for adventure and discovery. Some noted that playgrounds are less appealing than natural areas with shrubs, woods, and features like stumperies. There were also calls for more wildflowers, ponds, and spaces for ethical angling.

Facilities such as toilets, drinking water, picnic benches, bins, and shelter from rain or sun were mentioned as desirable. Some respondents highlighted the need for spaces that exclude dogs for safer play, and for areas suitable for a range of ages.

Concerns were raised about the impact of urban development on green spaces, with some expressing frustration at loss of biodiversity and inadequate protection from authorities. A few also mentioned the importance of making green spaces accessible by different modes of transport.

Finally, several responses noted the importance of balancing spaces for play, sports, relaxation, and quiet enjoyment, and ensuring that green spaces are inclusive and welcoming for all ages and genders.

## Do you support Fulbourn Road Local Nature Reserve designation?

201/234 - Multiple choice - choose one - optional



## Do you support Church End Local Nature Reserve designation?

188/234 - Multiple choice - choose one - optional

Yes 76.5% (179 choices)



No answer 19.7% (46 choices)



No 3.8% (9 choices)



## Do you support Cambridge seeking Nature City Accreditation?

221/234 - Multiple choice - choose one - optional

Yes 76.1% (178 choices)



Unsure 9.8% (23 choices)



No 8.5% (20 choices)



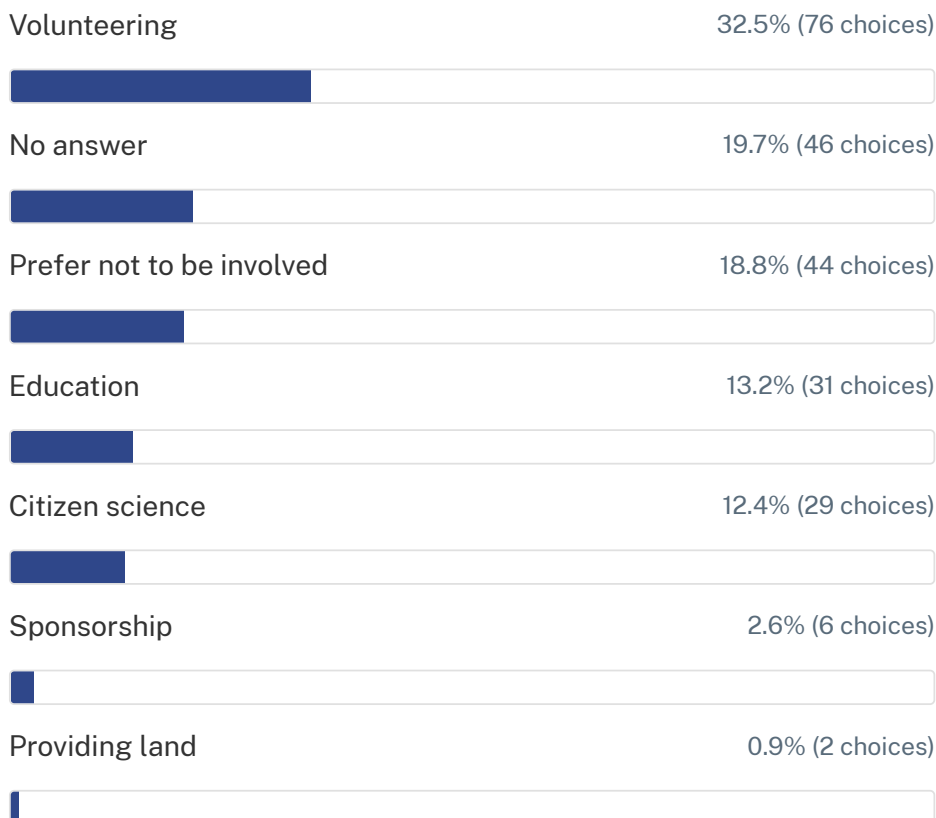
No answer 5.6% (13 choices)



English

## How would you or your organisation like to collaborate on biodiversity projects and engage with Nature City accreditation?

188/234 - Multiple choice - choose one - optional



## What barriers might prevent you from participating in nature activities such as exploring a Local Nature Reserve or volunteering to help with a nature project in your local park?

113/234 - Long answer - optional

The most common barrier mentioned by respondents is lack of time, often due to work, family, or other commitments etc.]. Many people also cite physical barriers such as disability, poor health, age, or limited mobility etc.].

Accessibility and transport are also recurring issues, including distance from sites, lack of public transport, poor cycle routes, and parking difficulties etc.]. Several respondents highlight the need for activities to be local and accessible by foot or bike.

A lack of information or communication about opportunities, events, and how to get involved is another common theme. Some also mention a lack of family-friendly or child-inclusive activities.

Other barriers mentioned include safety concerns (especially in secluded areas or due to anti-social behaviour) poor facilities (such as toilets), and the physical quality of sites. A few respondents express distrust in council motives or frustration with bureaucracy and the political nature of such projects.

A minority of respondents say they face no barriers or are already actively involved.

In summary, the main barriers are lack of time, physical and health limitations, accessibility and transport issues, insufficient information, and the need for more family-friendly and flexible

Safety, facilities, and trust in organisers are also concerns for some.



English

## How would you like us to share progress and decisions on biodiversity actions?

212/234 - Multiple choice - choose many - optional

Online updates 76.5% (179 choices)



Interactive maps 40.2% (94 choices)



Social media 35.5% (83 choices)



Community meetings 28.2% (66 choices)



No answer 9.4% (22 choices)



Other 5.6% (13 choices)



## Do you have any innovative ideas that could help make Cambridge a leader in urban biodiversity and meet our Nature City accreditation aspiration?

100/234 - Long answer - optional

The most common themes across responses are the need for greater community engagement and education, including involving schools, colleges, and local residents in biodiversity projects. Many suggest expanding volunteering networks, citizen science, and making biodiversity culturally visible through signage, art, and public campaigns.

A strong emphasis is placed on rewilding, reducing mowing and chemical use, and allowing verges and green spaces to become more natural, with wildflowers, scrubland, and less intensive maintenance. Several respondents highlight the importance of protecting existing green spaces from development and prioritising biodiversity over city growth.

Many mention the need for more trees, shrubs, and wildflower planting in parks, streets, and neglected spaces, including replacing failed plantings and increasing tree cover in areas like Parker's Piece and Mill Road. Suggestions include vertical planting, green roofs, and water gardens for climate resilience.

There is repeated concern about pesticide and herbicide use, with calls to maintain and promote the city's herbicide-free commitment and educate residents and businesses about alternatives.

Water and river habitats are frequently mentioned as priorities, including protecting chalk streams, the River Cam, and creating more ponds and wetlands.

Other recurring ideas include creating wildlife corridors, hedgehog highways, and pollinator patches to connect habitats incentivising garden ponds and rainwater collection and using technology for monitoring biodiversity.

Several respondents urge the council to listen to local experts, Friends groups, and environmental organisations, and to mainstream nature-based solutions in all planning decisions.

There are also calls for more funding, personnel, and incentives for biodiversity projects and for improved communication and visibility of biodiversity efforts.

Less frequently, respondents mention limiting cars, improving public transport, and managing tourist impact as well as unique ideas like supertrees, urban food forests, and orchard parks.

Overall, the strongest trends are: prioritising community involvement and education, rewilding and naturalising green spaces, protecting existing habitats from development, increasing tree and wildflower planting, maintaining a pesticide-free approach, and enhancing water and river habitats. Respondents want biodiversity to be embedded in everyday life and city planning, with visible, accessible, and well-communicated actions.

### **Are there any other comments or suggestions you'd like to make regarding the Biodiversity Strategy or Nature City accreditation?**

62/234 - Long answer - optional

Many respondents emphasised the need for **urgent, ambitious, and practical action** rather than focusing solely on accreditation or strategy documents. There is a strong call for **measurable targets, robust monitoring, and enforcement** to ensure real outcomes for biodiversity.

**Development pressure and loss of habitat** are major concerns, with several respondents urging limits on new building until infrastructure and biodiversity protections are in place. Many want **nature and biodiversity to be prioritised above profit and unchecked growth**.

**Pesticide and herbicide use** is a divisive issue. Several respondents demand a pesticide-free city and criticise the omission of this commitment in the latest strategy while one suggests limited herbicide use for safety and drainage reasons.

**Community engagement, education, and inclusivity** are widely supported. Respondents want clear communication, opportunities for volunteering, and education to be central to the strategy. There is also a call for **better public awareness campaigns** and more accessible information.

**Protection and enhancement of existing habitats** is a recurring theme, with many stressing the importance of preserving what remains, improving green corridors, and ensuring developments deliver on-site biodiversity gains. There are also calls for **better management of mowing, invasive species, and pollution**.

**Trees and urban greening** are highlighted as vital for climate resilience and urban wellbeing. Respondents want more tree planting, green corridors, and adaptation to changing climate conditions.

**Collaboration** with local experts, universities, and community groups is encouraged to leverage existing knowledge and resources.

Other points raised include the need to address **light pollution** improve **litter management** ensure **inclusive design** and avoid over-bureaucratisation. Some respondents also highlighted the **mental health benefits** of green spaces.

A minority expressed scepticism about the strategy's effectiveness or the value of accreditation.

Overall, the responses show strong support for urgent, ambitious, and practical biodiversity action, with a focus on measurable outcomes, community involvement, and the protection and enhancement of existing nature in the face of development pressures.

## What would you like to do next?

234/234 - Multiple choice - choose one - required

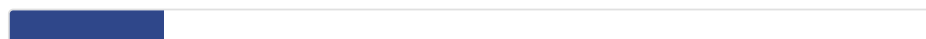
Go to the Urban Forest Strategy questions 56% (131 choices)



Go to the end of the survey 27.4% (64 choices)



Go to the cross-cutting questions 16.7% (39 choices)



## Does the strategy clearly explain the concept of Urban Forestry?

136/153 - Multiple choice - choose one - optional

Clearly explains 50.3% (77 choices)



Somewhat explains 34.6% (53 choices)



No answer 11.1% (17 choices)



Does not explain 3.9% (6 choices)



## Do you support the overall vision, principles and aims of the Urban Forest Strategy and the direction of travel for the next decade?

142/153 - Multiple choice - choose one - optional

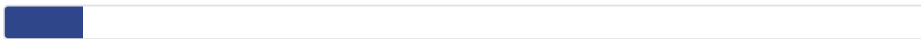
Strongly support 60.8% (93 choices)



Support 22.2% (34 choices)



Neutral 8.5% (13 choices)



No answer 7.2% (11 choices)



Strongly oppose 1.3% (2 choices)



Oppose 0% (0 choices)



English

## What level of ambition should Cambridge adopt for future canopy cover and overall tree legacy?

148/153 - Multiple choice - choose one - optional

Adopt an ambitious long-term target above current levels (~25%), supported by major investment 60.1% (92 choices)



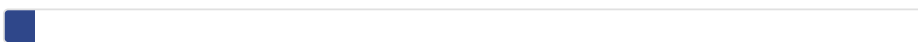
Aim for modest canopy growth, prioritising areas with the lowest canopy cover 22.9% (35 choices)



Aim for modest canopy growth (~20%) over the next 10-15 years 11.1% (17 choices)



No answer 3.3% (5 choices)



Maintain the current canopy cover (no major change at ~17%) 2.6% (4 choices)



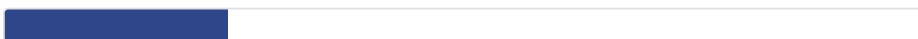
## What approach should the council take to selecting tree species in a changing climate?

143/153 - Multiple choice - choose one - optional

Prioritise climate-resilient species (including non-native) where evidence supports it 28.8% (44 choices)



Actively diversify the species mix for long-term resilience, even if this means major shifts from historic species 24.2% (37 choices)



Use a mix of native and non-native species, with careful site-based selection 20.9% (32 choices)



Prioritise traditional native species wherever possible 19.6% (30 choices)



No answer 6.5% (10 choices)



## How should the council balance mature tree retention with public safety?

149/153 - Multiple choice - choose one - optional

Retain mature trees wherever reasonable, accepting some residual risk, to preserve public benefits 43.1% (66 choices)



Retain mature trees where risks are tolerable and can be managed proportionately 33.3% (51 choices)



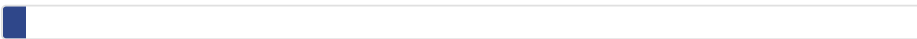
Balance safety with retention, using pruning before removal 15.7% (24 choices)



Prioritise safety above all; remove trees where risk is identified 5.2% (8 choices)



No answer 2.6% (4 choices)



## What level of responsibility should developers have for new and existing trees?

148/153 - Multiple choice - choose one - optional

Provide full funding for establishment/aftercare (for example, at least three years), long-term protection and enhanced canopy delivery 60.8% (93 choices)



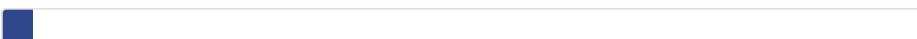
Deliver high-quality tree retention, planting and aftercare as a standard requirement 29.4% (45 choices)



Meet minimum national requirements 3.3% (5 choices)



Protect existing trees of value and plant replacements where feasible 3.3% (5 choices)



No answer 3.3% (5 choices)



## How should the council prioritise where new trees are planted?

147/153 - Multiple choice - choose one - optional

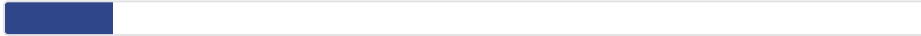
Where canopy cover is lowest or heat risk is highest 54.2% (83 choices)



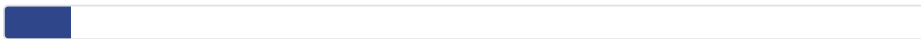
Strongly prioritise areas with the greatest environmental inequalities, even if this means fewer new trees elsewhere 22.9% (35 choices)



Evenly across the city 11.8% (18 choices)



Where new development is happening 7.2% (11 choices)



No answer 3.9% (6 choices)



## What approach should the council take to replacing and establishing new trees?

145/153 - Multiple choice - choose one - optional

Increase replacement ratios and invest in high-quality watering and formative care 66% (101 choices)



Treat young-tree establishment as a high-priority investment, even if it means planting fewer trees 17.6% (27 choices)



Replace trees 1:1 and provide basic establishment 8.5% (13 choices)



No answer 5.2% (8 choices)



Replace removed trees 1:1 where possible 2.6% (4 choices)



## What approach should be taken when subsidence is alleged to be caused by a public tree?

146/153 - Multiple choice - choose one - optional

Prioritise public benefits; only remove trees where strong evidence shows they are the dominant cause 51.6% (79 choices)



Require robust technical evidence and consider engineering alternatives before removal 24.8% (38 choices)



Investigate and remove the tree if evidence suggests possible contribution 17% (26 choices)



No answer 4.6% (7 choices)



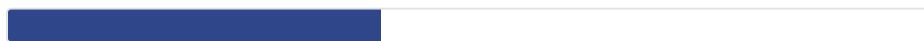
Remove the tree if any subsidence is reported 2% (3 choices)



## How would residents like to be involved in supporting Cambridge's urban forest?

132/153 - Multiple choice - choose many - optional

Join local planting or maintenance volunteer groups 40.5% (62 choices)



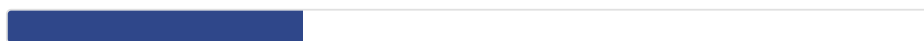
Sponsor a tree 38.6% (59 choices)



Participate in citizen science (monitoring pests, species, canopy) 38.6% (59 choices)



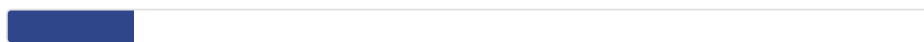
Access to better information and guidance 32% (49 choices)



Prefer not to be involved directly, but support the council doing more 19% (29 choices)



No answer 13.7% (21 choices)



## If resources are limited, what should the Council prioritise?

146/153 - Multiple choice - choose one - optional

Maximising long-term benefits (biodiversity, shade, climate) even if it means difficult trade-offs (like what) 35.9% (55 choices)



Maintenance and aftercare of existing trees 24.2% (37 choices)



Planting fewer trees but with proper establishment 18.3% (28 choices)



Engagement, education and partnerships to expand capacity 11.8% (18 choices)



Tree safety work 5.2% (8 choices)



No answer 4.6% (7 choices)



## What would you like to do next?

148/153 - Multiple choice - choose one - optional

Go to cross-cutting questions 80.4% (123 choices)



Go to end 16.3% (25 choices)



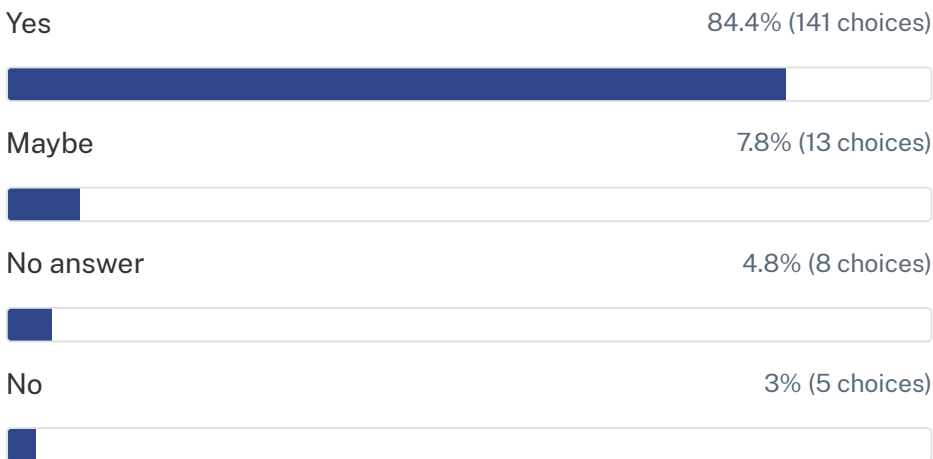
No answer 3.3% (5 choices)



English

## Do residents support a more integrated approach to canopy cover, habitat connectivity and species recovery?

159/167 - Multiple choice - choose one - optional



## How should the city adapt habitats and planting practices to hotter, drier summers and increased climate risks?

93/167 - Long answer - optional

Respondents most frequently emphasised the need to plant more trees, especially those that are resilient to hotter, drier conditions and future climate scenarios. Many called for prioritising the protection and maintenance of existing mature trees, which are seen as more resilient and valuable for shade and biodiversity.

A strong trend was the recommendation to diversify planting, using a mix of native and climate-resilient species, to hedge against uncertainty in future weather patterns and pests. Some stressed the importance of focusing on native species for biodiversity, while others argued for including non-natives if they are better adapted to future conditions.

Water management was another key theme: respondents suggested rainwater collection, rain gardens, ponds, and mulching to support plant survival and reduce reliance on mains water. Several also highlighted the need for improved soil health as a foundation for resilient planting.

Community involvement in watering and caring for new plantings was widely supported, with suggestions for volunteer schemes, public awareness campaigns, and involving schools.

Many respondents advocated for increasing shade through tree avenues, green walls, and roofs, and reducing hard surfaces to mitigate urban heat. There was also support for creating and maintaining wetlands, wildflower meadows, and less intensively managed green spaces.

A number of responses stressed the importance of evidence-based, expert-led approaches, learning from other cities, and adapting strategies as more is learned.

Some respondents raised concerns about the unpredictability of future climate (including wetter winters), and the need to avoid over-reliance on any one approach. A few questioned the premise of climate adaptation or the urgency of intervention.

Overall, the main trends were: prioritising tree planting and protection (especially shade and resilient species), diversifying plantings, improving water and soil management, involving the

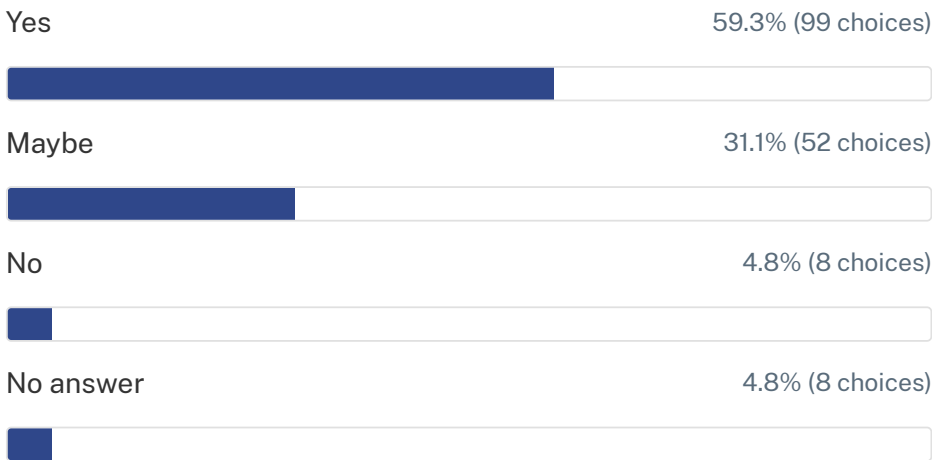


English

and taking an evidence-based, flexible approach.

## Should reasonable resources be directed first to communities with the lowest canopy cover and poorest access to wildlife?

159/167 - Multiple choice - choose one - optional



## What role could communities play in both tree and biodiversity?

82/167 - Long answer - optional

Most respondents emphasised the importance of community involvement in both tree planting and ongoing care, particularly watering and maintenance of young trees. Many suggested schemes such as 'adopt a tree' or 'guardian' roles for residents, schools, or local groups.

Education and awareness were frequently mentioned, especially through schools and community events. Several respondents highlighted the benefits of involving children and families, both for biodiversity and for fostering stewardship.

Volunteering opportunities, monitoring, and reporting issues were also common themes. Respondents noted the need for accessible and well-publicised volunteering, with some suggesting family-friendly sessions and community events.

Many stressed the value of local knowledge and input, including species selection, site suggestions, and everyday stewardship. Some respondents called for more support, training, and genuine decision-making roles for communities.

Private gardens were identified as a major issue, with suggestions to encourage retention and replacement planting, and to promote biodiversity-friendly gardening. Hedgerows, leaf litter, and wildlife corridors were also mentioned as ways to boost biodiversity.

Some respondents noted barriers such as lack of time, unclear information, or insufficient council support, and called for easier access to resources, clearer communication, and practical help (e.g. watering equipment, rainwater collection hubs).

Overall, the strongest trends were calls for community-led planting, care, and monitoring; education and engagement through schools and families; accessible volunteering; and support for biodiversity in private gardens.

## How can we best present evidence, decisions and trade-offs to build public confidence across both strategies?

65/167 - Long answer - optional

Transparency, honesty, and clear communication were the most frequently emphasised themes. Respondents repeatedly called for open explanations of decisions, evidence, and trade-offs, using plain language and avoiding spin. Regular updates and feedback loops, such as email newsletters, were suggested to keep the public informed about progress and outcomes.

Many respondents stressed the importance of using a wide range of communication channels, including social media, local press, leaflets, noticeboards, public events, and community meetings, to reach diverse audiences. Visuals such as maps, diagrams, artist impressions, and short videos were recommended to make information more accessible and engaging.

Demonstrating real-world results and successful case studies, both locally and from other cities, was seen as important for building trust and showing the impact of strategies. Several responses highlighted the need for baseline data, measurable targets, and transparent reporting on progress, costs, and benefits.

Active public engagement and collaboration were also recurring themes. Respondents wanted opportunities for feedback, influence, and involvement, with some suggesting support for local champions, schools, and community groups. Listening to public opinion and showing how it shapes outcomes was seen as key to building confidence.

A minority of responses expressed scepticism or opposition to the strategies or questioned the council's priorities

## Demographic of respondents

Respondents are invited to share some details about themselves as part of the registration process on our online engagement platform. This helps us better understand how representative the responses are of the people who live and work in Cambridge.

To ensure that the survey is accessible to as many people as possible, we do not make it compulsory to provide this data. The online engagement platform is continually working to improve how it presents this data.



English

## Year of birth

0-9



10-19



20-29

5%



30-39

8%



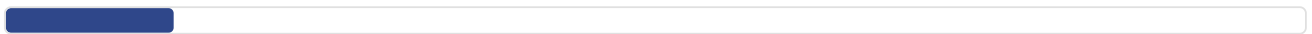
40-49

12%



50-59

13%



60-69

12%



70-79

11%



80-89

5%



90+



Unknown

34%



## Place of residence



English

Somewhere else 2%



Unknown 66%



**Which of the following describes how you think of yourself? (please select one response from the following)**

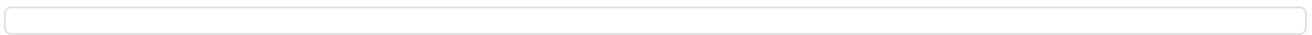
Male 25%



Female 31%



In another way



Prefer not to say 4%



Unknown 40%

