

Delivering Active Design

An essential component of the approach to designing and now delivering new development at Alconbury Weald has been the embedding of Sport England's Active Design Principles.

In 2019, Alconbury featured as a Sport England case study which stated:

"An important aspect to ensuring the success of embedding the Active Design Principles into the scheme has been the long term 'Master Developer' role that Urban&Civic (U&C) have taken. U&C have retained the long-term overall control of the site, which ensures that there is proper phasing of build out and adherence to the design principles and vision for the overall development."

