

CASE STUDY: Community engagement



Mitchams Park
OLD CAMBRIDGE

Whistle blowing annual event

Mitchams Park is a large Crest Nicholson development situated on the old Cambridge City Football Ground. Every year to mark the last game played at the old stadium we hold a field of play event with a celebratory whistle blown at 3pm then again 90 mins later to signify the sound of the last game played at Milton Road.

Residents at Mitchams Park are each given an engraved brass whistle when they move into their home. These are pieces of artwork produced by Frances Crow from Liminal, titled 'End of The Game,' created to reflect the site's former heritage.

The inaugural event was the first of its kind to bring together the new community at the development. There were a range of activities that took place on the day, including banner printing, live music from Cambridge Sing Choir! who sang The Man with The Whistle, a new anthem composed by Jason Rowland in collaboration with members of the community as part of the Spirit of Song project, and an exclusive performance called This is The Place by drama students from Chesterton Community College. Food and drink was supplied by a range of local producers.

In addition, residents were rallied together by the reading of a poem especially written for the occasion by award winning author and resident of the new development, Ian Whybrow.

Clr Robert Dryden (Mayor of Cambridge) was in attendance on the day, and said:

"It was great to meet some of the residents at Mitchams Park, and to see how they joined together to produce what was such a wonderful community event."

Carrying on the tradition

The Remus property team really enjoy running this annual event. The first year we held it, and with Crest's support large crowds attended, but as the years have gone on unfortunately as we have to rely on volunteering and so attendance has been lower, but still enjoyed by all. The event is even written into the planning documents; s106

We plan to continue to run this event every year, and with music playing its part in the day, and with some residents having a musical background, one year we even had a resident playing the spoons together with the attending Property Manager.

The importance of building strong communities is never undervalued by Remus, and we constantly strive to bring people together with activities and events that create a more enjoyable environment to live in. An integrated community will inevitably be more invested in the welfare of the estate, which is ultimately better for all.

