



# newsletter

Image: Marco Betti / AstraZeneca

## A CATALYST FOR CHANGE

### FOREWORD

After months of political uncertainty, nationally and locally, we have a new government and a new crop of MPs in this area. Congratulations to Heidi Allen (South Cambs), Lucy Frazer (South East Cambs) and Daniel Zeichner (Cambridge) – we look forward to working with them. Commiserations to the outgoing Julian Huppert who was a strong voice for the city.

These are busy times. The ensuing weeks will see us releasing data on the true makeup of the wider Cambridge economy. The numbers are remarkable and show how important the technology sector is in this region. We will also be publishing the *Case for Cambridge* – essential reading for new MPs and Ministers to focus their attention on the needs of this region if it is to achieve its full economic potential.

We too are growing – I am very pleased to welcome new Members: Gonville Hotels, Pigeon Land and Hill, and a new Individual Member: Chris Bartram, Chairman of Orchard Street Investment Management. They add to the diverse mix of sectors that make up our Membership.

Finally, I am delighted that Alex Plant, who played such a significant role in securing the City Deal, has agreed to take over the chairmanship of our Transport Group. He brings a huge amount of knowledge and experience to help us address one of the biggest problems. A warm welcome too for Faye Holland, who has agreed to chair the Connectivity Group.

### CAMBRIDGE AHEAD IN NUMBERS

- 1½ years old
- 35 members
- 3 new members in 2015
- 36,000 employees
- £5bn turnover
- 7 Project teams
- £10,000 Membership fee
- 1,000+ Twitter followers

**Ian Mather**  
Chairman





Image: Cambridge Ahead

## CEO STATEMENT

It is genuinely satisfying to see our first year's labour now bearing fruit, much noticeably via our Project groups.

The Growth Project Group commissioned The Centre for Business Research at Judge Business School to conduct research on the employment and turnover of Cambridge-registered business and research institutions.

This more granular approach to forecasting, using these two key economic measures, will allow us to get even closer and enable us to predict more accurately our growth trends.

We will be sharing this data with the Council to develop an even more robust analysis for infrastructure planning. The data will also be placed on the Cambridge Ahead website, showcased through the Cambridge Cluster Map – which outlines the size of Cambridge's Technology sectors. We will

continue to invest in research to ensure the data is periodically updated to stay abreast of trends and that it remains relevant.

In April, the new, fast shuttle bus *Route R* service between Trumpington Park & Ride and Cambridge Railway Station was introduced. The idea was conceived through our Transport Project Group, then presented to Stagecoach East who enthusiastically agreed to launch the service.

Our Skills Project Group devised a plan to help school-aged students better understand the level of local opportunities for careers, and the qualifications and skills needed in Cambridge and the wider region.

Consequently, we are about to launch a new website, STEP UP, which will give young people an expanded knowledge of career choices, informing them about what subjects are required and how to qualify for work placement, apprenticeships or Higher

Education. Crucially, it will motivate young people to think more laterally about their career choices.

Our Education Project Group continues work to address the funding deficit in Cambridge Schools. Prior to the General Election, we wrote to all Parliamentary Candidates asking them to include in their election promises a commitment to address the chronic shortage of per pupil funding in Cambridge schools. All undertook to do so and we anticipate getting full support from the three new MPs for the region.

Our other three Project Groups are no less busy, as their respective sections in this newsletter reveal. Meanwhile, Cambridge Ahead has grown to 35 members and I am proud that all members from Year One continue to support us into Year Two.

2015 is already revealing itself to be a rewarding and exciting year for Cambridge Ahead and it is a privilege to be playing such an important part in the future of Cambridge.



  
**Jane Paterson-Todd**  
CEO

# OUR AGENDA

## 1. GROWTH

The Growth Project is coming to the end of its first phase, which is concerned with establishing an authoritative analysis of the current scale, make-up and growth rate of economic activity in the region, defined by a 25 mile radius around Cambridge.

The results, which cover the three years from 2011-13, have been assembled from two distinct segmentations of Companies House Cambridge data, and a bespoke survey of employment in non-corporate research and healthcare related institutions. These data provide company numbers, employment and turnover data by year and have been further analysed by location and sector, particularly knowledge intensive sectors. This work has been undertaken for Cambridge Ahead by the Centre for Business Research (CBR) based at the Judge Business School.

An editorial group, comprising members from Cambridge Ahead, Cambridge University and Cambridge Network, is now in the process of 'eyeballing' the data to make certain that it is as accurate

as it can be before it is published. The data is also being reviewed by a group of academic applied economists in the University to relate the company data to broader economic measures, and with the local councils' economic intelligence unit to ensure that it chimes with their latest economic indicators.

We are also working with Trampoline Systems, who provide City Cluster Maps including that of Cambridge, to ensure that there is a single set of Cambridge numbers agreed by all parties before the numbers are released and that these can be broadly compared with other cities. The current target release date for this data is the end of May and the numbers are likely to cause a stir.

The next phase of work of the Growth Project will then be to compare these recent growth rates with the top-down economic sector forecasts employed by the local councils in their longer-term planning, with a view to creating an equivalent bottom-up forecast in consultation with Cambridge Ahead members by the end of 2015. A refresh of the current data for 2014 in June/July is also under consideration.

## Growth Team Members:

### Matthew Bullock

*Project Leader - Master, St Edmund's College, Cambridge*

### Dr Tony Raven

*CEO, Cambridge Enterprise*

### Christopher Pratt

*Senior Bursar, Jesus College, Cambridge*

### Dr Ying Jin

*Director of Studies, Fellow Robinson College Cambridge*

### Dr Robin Pellew OBE

*Chairman, Cambridge Past Present & Future*

### Mike Derbyshire

*Head of Planning, Bidwells*

### Graham Budd

*COO, ARM*

### Roger Taylor

*Director of Estates Strategy, University of Cambridge*

### Stewart McTavish

*Founding Director, ideaSpace*

### Jonathan Rose

*Principal, Design & Planning, AECOM*

### Roderick Watson

*Director, Gonville Hotel*

### Robert Sansom

*Angel Investor*

### Chris Bartram

*Chairman/Partner, Orchard Street Investment Management*

### Bill Wicksteed

*Founder & Senior Advisor, SQW*

### Andy Cosh

*Assistant Director, Centre for Business Research, Cambridge Judge Business School*

### Christine Doel

*Director, SQW*

### Graham Hughes

*Executive Director of Economy, Transport & Environment*

### Jeremy Newsum

*Executive Trustee, Grosvenor Estate*

### Jane Paterson-Todd

*CEO, Cambridge Ahead*

### Mike Shaw

*Director of Strategic Development, Savills*

### Christopher Walkinshaw

*Group Corporate Communications Director, Marshall of Cambridge*

Illustration of the completed Biomedical Campus

Image: AstraZeneca / © Herzog & de Meuron





Image: iStock / © MachineHeadz

## 2. SKILLS

We are in the process of creating a website that will facilitate enhanced connections between schools, colleges and employers, improving the employability of students through active engagement with employers in the Cambridge area.

The purpose is to help foster a broader recognition of the skills and qualifications required for a plethora of career opportunities, particularly in the strategically important STEM sectors.

Through this service we hope to bring all local business providers of initiatives for schools together and thereby simplify and streamline how local businesses and schools work together. The website, branded STEP UP, is intended to become the platform where businesses can connect and engage with schools and students.

STEP UP is designed to help young people think more

strategically about their futures and provide access to opportunities through which students can improve their employability and careers awareness.

Ultimately, this offers students a wider scope of career paths to choose from. For schools, the website becomes a valuable tool for directly linking with many businesses without having to source from multiple platforms.

We are also ensuring there are links with other organisations that work with businesses on behalf of schools, such as Business in the Community, Founders4Schools, and Speakers for Schools so that this becomes the central hub for business/school activity in our area.

# STEP UP

We are in the testing phase at the moment but STEP UP will be ready and available for launch by the beginning of the new school year.

### Skills Team Members:

**Angela Rushforth**

*Project Leader – MD, Ridgeons*

**Anne Bailey**

*Employer Links coordinator  
Cambridge Area 14-19 Partnership*

**Neil Darwin**

*CEO, Greater Cambridge  
Greater Peterborough LEP*

**Simon Humphrey**

*Corporate Responsibility Manager, ARM*

**Jane Paterson-Todd**

*CEO, Cambridge Ahead*

**Vicki Sanderson**

*Group HR Director, Domino Printing Sciences*

**Christopher Walkinshaw**

*Group Corporate Communications Director  
Marshall of Cambridge*

### 3. EDUCATION

We know there is a national shortage of school leavers interested in STEM subjects, and with a growing economy in Cambridge for engineering IT, Life and Physical Sciences Skills, the Cambridge Cluster has a problem. Companies have been forced to recruit from outside the Cambridge region to locate the right quality of staff.

However, our local schools face a challenge as Cambridgeshire receives historically low levels of funding. The model used for funding has not been updated in 30 years. We want to redress the balance in line with other regions across the country.

Prior to the recent General Election, the Education Project Group asked prospective Parliamentary candidates for the region, that if elected, they would urge government and the Department of Education to consider the current funding options. We argue that the region deserves a review given the important economic role of the Cambridge Cluster, which returns over £13billion of revenue to the Government every year. We will be following this up with the new MPs now that they have settled into their seats.

But this is not the sole *raison d'être* of the Project group. Amongst other objectives, we are also investigating, without changing the exams, how the curriculum could be enhanced with teaching material through engagement with local industry.

This could be in the form of case studies based on local companies, talks by scientists, engineers focused on the key learning outcomes of lessons or visits. To ensure we do this right, we have included representatives from Cambridge Assessment, Cambridge University Press and Pearson Education within the Project group.

School tour

Image: Cambridge Arts Theatre



#### Education Team Members:

##### Professor Mike Thorne

*Project Leader  
Vice-Chancellor Anglia Ruskin University*

##### Andrew Daly

*Principal, Swavesey Village College*

##### Stephen Davison

*Political affairs advisor, University of Cambridge*

##### Jill Duffy

*Curriculum Development, Pearson*

##### Shirley Jamieson

*Head of Marketing, Cambridge Enterprise*

##### Heidi Mulvey

*Head of Community Engagement  
Cambridge University Press*

##### Tim Oates

*Group Director Assessment  
Research & Development, Cambridge Assessment*

##### Jane Paterson-Todd

*CEO, Cambridge Ahead*

##### Linda Sinclair

*Head, Hills Road Sixth Form College*

##### Martin Wade

*Schools Finance Manager  
Cambridge County Council*



Stagecoach East Operations Director & MD

Image: Cambridge

#### Transport Team Members:

##### Alex Plant

*Project Leader  
Programme Director Market Reform  
and Head of Policy & Regulatory Strategy  
Anglian Water*

##### David Ball

*Chairman, David Ball Group*

##### Andy Campbell

*MD, Stagecoach East*

##### Stephen Hamilton

*Corporate Finance Partner, Mills & Reeve*

##### Professor Peter Landshoff

*Chair, East of England Transport Information*

##### Ian Mather

*Chairman, Cambridge Ahead  
and Head of Office, Mills & Reeve*

##### Jane Paterson-Todd

*CEO, Cambridge Ahead*

##### Sally Standley

*Director  
Cambridge University Hospital Partnership*

##### Sven Topel

*Chairman, Brookgate*

##### Christopher Walkinshaw

*Group Corporate Communications Director  
Marshall of Cambridge*

## 4. TRANSPORT

Last year our survey told us what anyone who tries to drive on Cambridge roads knows: Congestion is a huge waste of time. It also makes Cambridge a less pleasant place to live. If not improved, it poses a real threat to the development of this city.

Although our focus in Cambridge Ahead is on the long-term, sometimes short-term measures are called for. The Transport Group asked itself, what can be done now to make a difference? The idea of running a shuttle bus between Trumpington Park & Ride to Cambridge railway station emerged and in December 2014 the idea was passed to Stagecoach East who embraced it.

Cambridge Ahead worked with Stagecoach East on communicating the launch to potential users, chiefly commuters into the city from the south west. On 7th April 2015, the new *Route R* service started. Running weekdays during peak travel times, the journey takes a mere 5 minutes and passenger numbers have grown steadily.

Being cheaper than parking at the station, far quicker than driving in the rush hour and entirely reliable in terms of journey time due to avoiding traffic by only using the Guided Busway, we anticipate it being a great success. But it is only a start. More needs to be done to fight congestion. It is, however, a good example of Cambridge Ahead acting as a catalyst for change.

The Transport Group now not only includes Andy Campbell, MD of Stagecoach East, but we are also delighted to announce that Alex Plant has taken over as its leader. Alex is credited by many as being key to landing the City Deal when he worked at the County Council. Now at Anglian Water, he brings a huge amount of experience to the ongoing transport debate and it is great to have him back taking an active role in the future of transport.

Image: Stagecoach



## 5. CONNECTIVITY - Better Mobile and Broadband

Anyone trying to use a mobile phone in the centre or the surroundings of Cambridge, struggling with slow broadband, or attempting to work on the trains to London will appreciate we have a long way to go before we have the connectivity appropriate for one of the world's leading technology clusters.

The University and the County Council have been working on improving connectivity for some time: the University has fibre optic and Wi-Fi connections which, in partnership with the Council, it is opening up for wider use. The Council has also been successfully promoting and procuring broadband throughout the underserved areas of the county. Cambridge Ahead recognises that connectivity is vital for everyone, and has formed a new Project group to tackle the issue.

The group has now met three times and has agreed to focus on developing a service and coverage dashboard illustrating current connectivity for mobile, broadband and Wi-Fi across our defined geographical area. This dashboard will then identify how much improvement is needed to reach acceptable standards. Armed with this information, the group will then discuss with mobile and landline operator providers how best to raise standards and plug the gaps.

BT Openreach superfast broadband



Image: BT

Lamp post containing Wi-Fi access point



Image: Connecting Cambridgeshire

## Connectivity Team Members:

### Faye Holland

*Project Leader  
Founder and Director, Cofinitive*

### Dr David Cleevely CBE

*Chairman, Cambridge Wireless*

### Charles Cotton

*Founder and Author, Cambridge Phenomenon*

### Noelle Godfrey

*Head of Digital Infrastructure  
Programme Director Connecting  
Cambridgeshire, Cambs County Council*

### Dr John Haine

*RF Technology Innovation Coordinator  
u-blox AG*

### John Holgate

*Head of Network, University of Cambridge*

### Kevin Johnson

*Chair, Vistage International, Johnson Leigh*

### Jane Paterson-Todd

*CEO, Cambridge Ahead*

### Dr Tony Raven

*CEO, Cambridge Enterprise*



## 6. PROMOTING CAMBRIDGE - Trade & Investment

We view the set-up of a formal Trade & Investment function for the city as a key part of ensuring the future success of the city. Development of Promoting Cambridge Trade & Investment has taken some major steps forward in the last three months, thanks to the combined efforts of Cambridge Network and Cambridge Ahead, plus the local councils coming together in support:

1. The City Deal Executive has agreed to contribute matched funding of £150,000 over two years starting now. Cambridge Ahead and Cambridge Network are putting in £60,000 each so we have a robust funding start which others have indicated they will follow.
2. There have been over 80 applicants for the new post of 'Selling Cambridge UK to the World' so that Cambridge can make itself world-class at attracting the right business opportunities. Now we have funding agreed an appointment will be made soon.
3. Promoting Cambridge will be part of Cambridge Network – and everyone is very glad that we are not creating yet another organisation! Cambridge Ahead, the local councils, the LEP and the University of Cambridge will have representation on the advisory board.

## Current membership:

Anglia Ruskin University  
ARM  
AstraZeneca  
Barclays Bank  
Bidwells  
Birketts  
Brookgate  
Cambridge Consultants  
Cambridge University Hospitals  
Deloitte  
Domino Printing Sciences  
Gonville Hotels  
Grosvenor Britain and Ireland  
Hill  
HSBC  
Howard Group  
Jagex  
Jesus College  
Marshall of Cambridge  
Mills & Reeve LLP  
Mundipharma International  
Pace Investments  
Pigeon Land  
PWC  
RAND Europe  
Red Gate  
RG Carter  
Ridgeons  
Savills  
St John's College  
TTP Group  
The Welding Institute  
Trinity College  
University of Cambridge  
Xaar

## Individual Members:

Paul Bailey  
Chris Bartram  
Matthew Bullock  
Dr David Cleevely CBE

## Honorary Vice Chairs:

Lord Alec Broers  
Charles Cotton  
Dr Hermann Hauser KBE  
Professor Peter Landshoff  
Jeremy Newsum

## HOUSING AND COMMERCIAL PROPERTY PROJECT GROUPS

These two groups have been set up with the purpose of addressing the shortage of supply of housing and commercial property in the Cambridge region over a short and medium timescale. Both groups are reliant on the data and research being carried out by the CBR at Judge Business School. More detail on how this will move forward will follow in our next newsletter.

### Housing Team Members:

**Matthew Bullock**  
*Project Leader*  
*Master, St Edmund's College, Cambridge*

**David Ball**  
*Chairman, David Ball Group*

**Nicholas Bewes**  
*CEO, Howard Ventures*

**Liz Bissett**  
*Director of Community Services*  
*Cambridge City Council*

**James Buxton**  
*Executive Chairman*  
*Pigeon Investment Management*

**Terry Fuller**  
*Executive Director, East and South East*  
*Homes & Communities Agency*

**Andy Hill**  
*Group CEO, Hill Partnerships*

**Jane Paterson-Todd**  
*CEO, Cambridge Ahead*

**Richard Powell**  
*Executive Director of Developments*  
*Grosvenor Group*

**Mike Shaw**  
*Director of Strategic Development, Savills*

**Sven Topel**  
*Chairman, Brookgate*

**Bill Wicksteed**  
*Founder & Senior Advisor, SQW*

### Commercial Space Team Members:

**Dr Tony Raven**  
*Project Leader*  
*CEO, Cambridge Enterprise*

**Chris Bartram**  
*Chairman & Partner*  
*Orchard Street Investment Ltd*

**Matthew Bullock**  
*Master, St Edmund's College, Cambridge*

**Mike Derbyshire**  
*Head of Planning, Bidwells*

**Dr Yin Jing**  
*Director of Studies*  
*Fellow Robinson College, Cambridge*

**Derek Jones**  
*CEO*  
*Babraham Bioscience Technologies*

**Vincenzo Maggio**  
*Partner, Mills & Reeve*

**Stewart McTavish**  
*Founding Director, ideaSpace*

**Jane Paterson-Todd**  
*CEO, Cambridge Enterprise*

**Christopher Pratt**  
*Senior Bursar, Jesus College, Cambridge*

**Rob Sadler**  
*Head of Cambridge Office, Savills*

**Roger Taylor**  
*Director of Estates Strategy*  
*University of Cambridge*

**Johnny Vincent**  
*MD, Pace Investments*

**Jeanette Walker**  
*Project Director*  
*Cambridge Biomedical Campus*

**Christopher Walkinshaw**  
*Corporate Communications Director,*  
*Marshall of Cambridge*

**Bill Wicksteed**  
*Founder & Senior Advisor, SQW*

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