



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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