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Annual Publication 2017/2018

From business and academic member organisation
Cambridge Ahead.



**CAMBRIDGE
AHEAD**
www.cambridgeahead.co.uk

Welcome

Welcome to the first Annual Publication we have published to date. We will continue to provide briefings from time to time, but with so much going on within Cambridge Ahead, we thought it was time to produce something a bit more comprehensive which tells you about the work we are currently doing as well as what we plan to do.



Ian Mather
Chairman



Jane Paterson-Todd
CEO

We are at a crucial time in our work, amongst many other projects:

- The Growth Group is heavily engaged in producing different spatial options for a future Cambridge.
- The Transport Group has led on the feasibility of a mass transit system for Cambridge (AVRT).
- The Education & Skills Group are working on ways to address the skills gap amongst employers and working alongside the Housing Group to find affordable housing solutions for teachers.
- The Digital Connectivity Group are working on strategies to help make Cambridge a truly hyper-connected city.
- The Commercial Space Group are researching into initiatives to understand and support the rental market for new start-up firms and grow-on companies, to ensure Cambridge can keep innovating.

Whether you read this cover to cover, or just dip into the parts which you find most interesting, you will see that there is a lot going on. What is particularly exciting is that we are at a point in the history of this city where transformational change is, increasingly, a real possibility.

The Combined Authority, under the leadership of an elected Mayor is now in place. The Authority is ambitious about providing the infrastructure necessary to help this region thrive. We are working with them to help create an Independent Economic Review focusing on the potential for the Authority area in which Cambridge plays such an important role.

The City Deal, now renamed as Greater Cambridge Partnership (GCP), has a renewed focus on strategic transport objectives. To this end, they and the Combined Authority have commissioned a major study to assess a number of mass transit options for Cambridge, including AVRT. They are to be commended for their vision, focusing on long term solutions.

The National Infrastructure Commission (NIC) has been considering the prospects of improving transport links to the West and we have contributed to their work.

Central Government, in its Industrial Strategy Green Paper, raised a number of issues that are key to the development of Cambridge: investing in science, research and innovation, developing skills, upgrading infrastructure and cultivating world-leading sectors. This focus has been obvious in meetings we have had recently with officials from government departments.

These developments point to an alignment of views which will support sustainable economic growth in this region. With the continued support of our membership of 41 of the most influential organisations in the city, and the valuable contributions of time and expertise of individuals working in our project groups, we are well placed to influence the future shape of Cambridge.

Ian Mather
Chairman

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CEO



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“We are at a point in the history of this city where transformational change is, increasingly, a real possibility.”

Ian Mather

Who are we?

Cambridge Ahead is a business and academic member organisation dedicated to the successful growth of Cambridge and its region in the long-term.

We exist to make Cambridge a place where business can continue to thrive, helping to ensure a compelling quality of life for the city's residents and workers, whilst preserving the unique nature of Cambridge.

Our vision is for Cambridge to be the pre-eminent small city in the world.

To realise this vision, we represent the city's business and academic community, offering soundly based opinion and advocating for Cambridge to local and national governments about the opportunities and needs of the region.

We focus on achievable, but ambitious, goals. Our Board determines each brief and these are addressed by Project Groups. A broad spectrum of opinion is sought and research conducted before any conclusions

are drawn. We are a catalyst for action rather than an implementer. We seek to influence the people and organisations who are best-suited to make our ideas a reality.

Our current work focuses around the following themes:

- Growth
- Commercial Space
- Transport
- Housing
- Education & Skills
- Digital Connectivity

Read on for detailed updates from each Project Group.

Current members

The current membership includes some of Cambridge's most influential organisations. Our 40 members represent a working population of approximately 39,000 people in Cambridge.









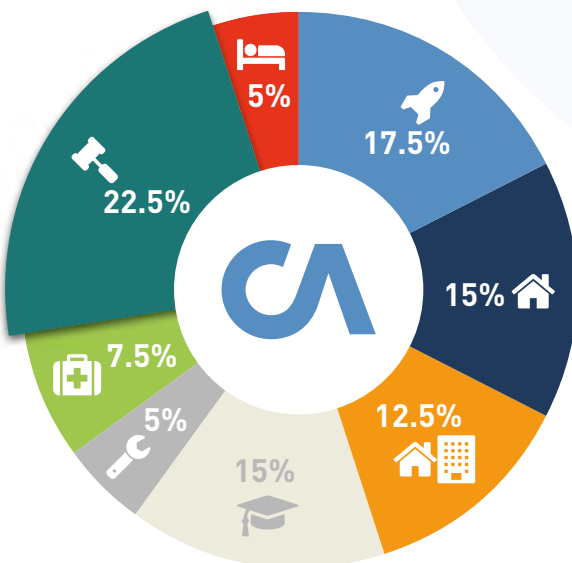






Cambridge Ahead Membership by Sector

- Tech & Engineering
- Property
- Property Services & Town Planning
- Education
- Construction
- Health
- Professional Services
- Hospitality



Growth

“Our unique growth measurement methodology continues to reveal figures that demonstrate the importance of Cambridge, the challenges of managing companies and an economy in continuous high growth mode. These are not normal experiences and, if the rest of the country aspires to high growth, these are challenges that must be shared with other high growth cities.”

Matthew Bullock, Chair of Growth Group and Master, St Edmund's College, Cambridge

Group Objective

To provide a clear, long-term (35 year) growth vision for Cambridge, which can inform political decision makers nationally and locally.

Overview:

Our Growth Project work is concentrated into three streams, namely:

- **Data:** Developing compelling, repeatable and reportable data about the growth in Cambridge and the wider region.
- **Spatial Modelling:** Undertaking spatial land use modelling and developing transport forecast scenarios to influence planning policies.
- **Qualitative Research:** Complementary company research exploring the different aspects of managing high growth.

Progress to date...

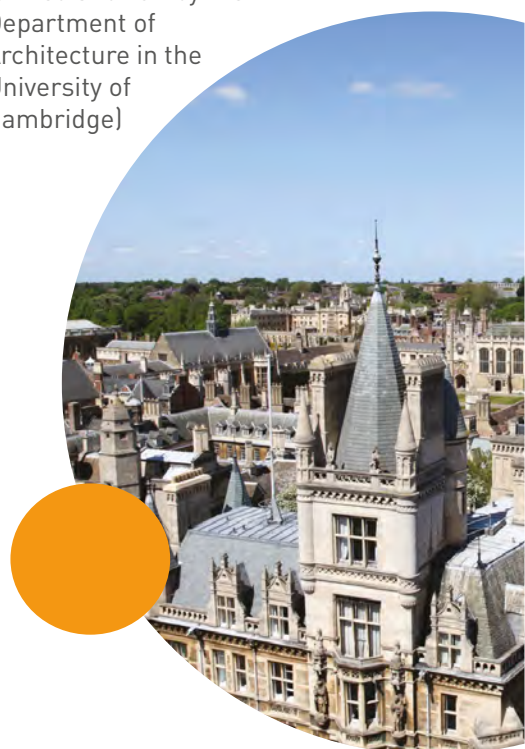
Our data work stream provides clear data of the ongoing high growth of the sub-region. We have engaged - and shared the results to date - with the Greater Cambridge Councils (Cambridge City and South Cambs), who recognise that our data is robust and should influence their modelling.

The gap between the data produced by Cambridge Ahead and the Office of National Statistics' (ONS) regional growth data, which for some time had been reporting slower growth, has now started to close, with upward trends in their more recent data. Agreement with ONS about the current rates of growth is essential to create a forward view of the sub-region's infrastructure requirements.

Our qualitative research invited 100 companies in the sub-region to respond. Results revealed the difficulties companies are experiencing in finding trained staff

and attracting them to Cambridge because of the lack of affordable housing. These local constraints to growth are starting to impact productivity and, if eased, would have a measurable impact on future growth. Member organisations PwC and RAND Europe are working with us on future updates in this area.

Our Spatial Modelling is a major focus for our work. The models (owned and run by the Department of Architecture in the University of Cambridge)



performed well in validation tests. Our work involves building seven scenarios of how the sub-region might grow over the next 35 years. One scenario will be a forecast of how things might develop if we continue as we are, but implement the current clutch of GCP (City Deal) proposals; another will be based on the implementation of a more ambitious mass transit strategy with development along key transport routes as part of an "extensification" strategy. These scenarios are being developed with the Cambridge Ahead Project Groups. The Greater Cambridge Councils and GCP are closely interested in this scenario



Global turnover of Cambridge companies increased by

8.4% to **£35.7bn**
in 2015-16, up from **£33bn** the previous year



Global employment of Cambridge-based companies grew by

8.1% to **210,241** employees

the Combined Authority, Councils and other interested parties on the future development of the county's economy, of which the Cambridge sub-region will likely remain the largest and most rapidly growing.

Cambridge Ahead will continue to support this activity for the Cambridge sub-region, probably alongside the Combined Authority, the Greater Cambridge Greater Peterborough Local Enterprise Partnership (LEP) and GCP, to ensure that our goal of creating a sustainable, long term growth plan for Cambridge can be achieved.



The number of companies with their home base within

20 miles of Cambridge grew from **22,292** to **24,484**

We have engaged, and continue to collaborate with, many partners during the Growth Project, including:



Commercial space

Group Objective

To address the shortage of supply of commercial property in the Cambridge region.

Overview:

The remit of the Commercial Space group is to:

- **Monitor & Advise:** Harnessing the group's very specific expertise we monitor trends in occupier requirements and legislative change and advise on the impact these changes may have in affecting occupier demand, the provision of space and the availability of institutional capital to invest in the sector.
- **Research & Communicate:** We commission and periodically refresh reliable data on commercial space demand and supply levels in all main areas of employment space and communicate that to both the membership and wider audiences as appropriate.
- **Consider & Respond:** Interfacing with other Project Groups – particularly Growth, Transport and Digital Connectivity – we comment on their projections and predictions to consider and analyse the developing preferences or needs of occupiers in those related areas.

“Cambridge has the highest concentration of digital tech expertise in the UK outside of London, attracting £153m of Digital Tech investment in 2016, the third highest in the UK.”

Will Heigham, Bidwells

Progress to date...

The provision of commercial space, across all sectors of employment and research activity, is fundamental to local economic sustainability.

Change in the supply of commercial space depends in part on the availability of institutional or other private capital in substantial amounts. Demand and supply data is critical to investment decision taking. We have focused our efforts on monitoring local demand and supply, which in turn has enabled us to comment and advise on the range of accommodation available, the preferences of occupiers in the type and quality of space they require and the location of that supply and demand. The interface with transportation options will dictate where employment space is created or maintained and our research ensures we are alert to

these influences, and are aware of the areas in which private capital can be attracted to invest.

Specifically, we have been working to define and identify the characteristics of business incubator space which supports Cambridge entrepreneurs at the earliest stages of their company's development. This work has now being extended to add more detail in relation to 'wet lab' space as a specialist component of the Cambridge market.

The Commercial Space Project Group also plays an important role in the inter-related growth studies underway across the wider Cambridge Ahead organisation and we are closely involved in the development of the spatial modelling scenarios being undertaken by the Growth Project Group. We are also assisting this group on a wide-ranging spectrum of important

influences of growth and economic sustainability in this area.

Into the future...

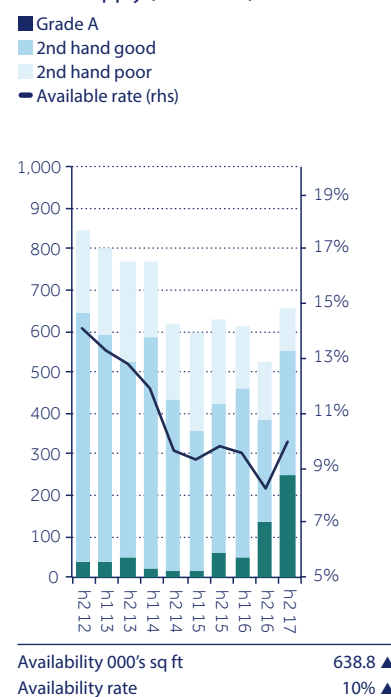
We are actively pursuing additional research to create an evidence base to inform the local debate on how future commercial space needs are addressed, as well as engaging those involved in the provision of commercial space in making the case for Cambridge.

We will be working with the Growth Project group to consider and respond to projections and predictions from the Growth Model output, as well as collaborating with both the Transport and Digital Connectivity groups to understand and comment on their predictions around the developing preferences or needs of occupiers in those related areas. [CA](#)

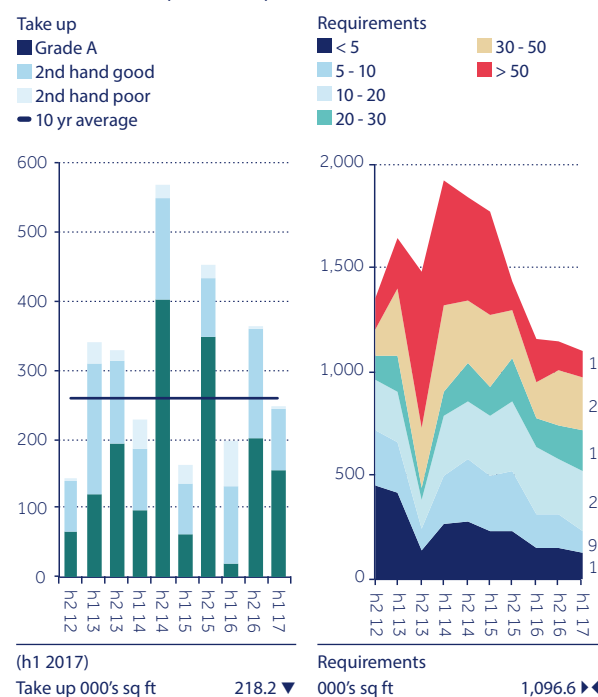
Cambridge Office

New grade A space comes to the market but supply goes under offer shortly after completion

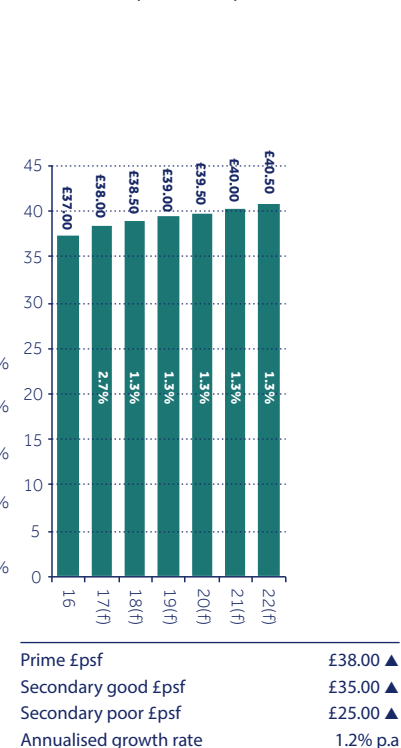
Office supply (June 2017)



Office demand (June 2017)



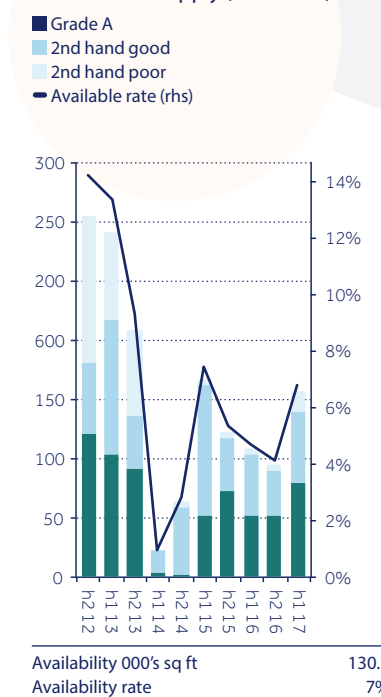
Office rents (June 2017)



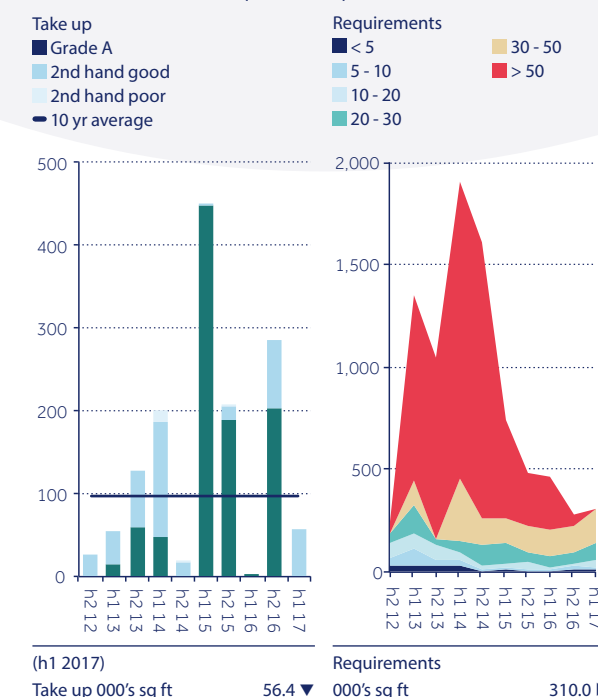
Cambridge Laboratories

Prime open plan rents move to new high at £33.50 per sq ft, with annualised growth of 5.5% p.a. over past three years

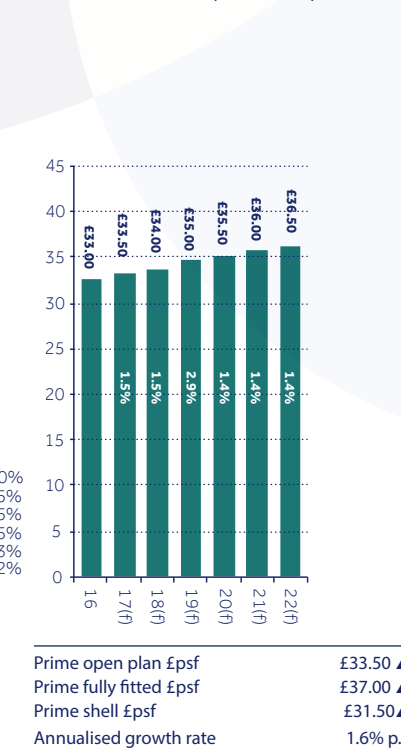
Laboratories supply (June 2017)



Laboratories demand (June 2017)



Laboratories rents (June 2017)



Source: Cambridgeshire Office & Labs Autumn 2017 Report. Bidwells

Transport

Group Objective

To influence transport initiatives to support growth and maximise the region's potential in the long-term.

Overview:

As a Group, we use our combined experience to:

- **Contribute & Support:** We contribute to the Greater Cambridge Partnership (GCP) plans on targeted traffic programmes and the wider transport priorities of the Combined Authority. We support sustainable economic growth by arguing for measures that will improve labour market flexibility and reduce environmental impact.
- **Advise & Influence:** We work with stakeholders across the private and public sectors to help create positions that are aligned and resources are combined to maximise the chances of success. We advise on proposals for how transport, housing and planning could be more effectively aligned.
- **Create & Collaborate:** We help to develop strategic thinking and collaborative responses, investigate new, locally-controlled revenue streams, which in turn unlock greater public or private sector investment and work closely with the business community, public and local authorities.

Progress to date...

By approaching the University of Cambridge at an early stage in their research into the use of rapid transit to connect the North West Cambridge site and the Biomedical Campus, we were able to widen the scope of the project to look at potential transit solutions for the wider city region. Our investment also helped leverage additional funding, and engagement, from the City Deal (GCP) ensuring a joined-up approach could be delivered. The publication of the AVRT report has moved the debate forward significantly, leading to an independent assessment of the merits of this approach along with others, including light-rail. This will enable a decision to be made by the local authorities to support investment into improving Cambridge and the sub-region, with a transformative solution for public transport.

We were instrumental in initiating a new bus service from Trumpington Park & Ride to Cambridge rail station, using the guided busway and relieving road congestion around Cambridge Station. The R service, run by Stagecoach, operates at peak times providing fast journeys to connect with London trains and the CB1 area.

It quickly reached its target of 1500 customers to make it commercially viable.

Into the future...

We will support the Greater Cambridge Partnership, the Mayor, the Combined Authority and national groups, such as the National Infrastructure Commission, across a number of initiatives to strengthen our public transport network, including:

- The further evaluation of long-term transport solutions such as AVRT and light rail.
- Consideration of a peak time traffic management programme, including the creation of new locally-controlled revenue streams, such as workplace parking levy and congestion charging, which could unlock greater public or private sector investment to fund major infrastructure projects.
- Consideration of further options to strengthen transport connectivity between key employment and housing hubs.
- Helping to develop and adopt appropriate way-finding solutions from major transport hubs and through transport route mapping.



Housing

Group Objective

To help policy makers understand the implications for the housing market arising from current and expected future population and employment growth and consider how the policy framework can be shaped to help meet the resulting challenges.

Overview:

As a group, we have three key priorities:

- **Analyse and advise:** Bring Group members' expertise and knowledge of the housing market to bear on the "Growth Project" modelling.
- **Consider and respond:** Help to develop and then support pilot projects for homes that are affordable through innovative approaches to tenure and/or funding.
- **Collaborate and communicate:** Maintain our strong links with the Department of Communities and Local Government (DCLG) to help ensure policy makers understand the implications for the volume and characteristics of housing requirements arising from current and expected future employment and how the policy framework can be shaped to help meet the resulting challenges.

Progress to date...

Our colleagues in the Education & Skills Project Group are currently exploring approaches to achieving more affordable housing for teachers. The learning from this pilot project will help us to judge whether interventions in respect of the other key workers should be pursued.

In addition, we continue to assemble evidence on housing needs and opportunities so that, as and when

opportunities arise to compete for further government support, the facts are available to ensure that strong bids for Cambridge are submitted in a timely manner.

Into the future...

We will meet with DCLG to discuss the Growth Project's modelling work at various key stages to ensure they have a clear and balanced view of the data and any concerns it raises.

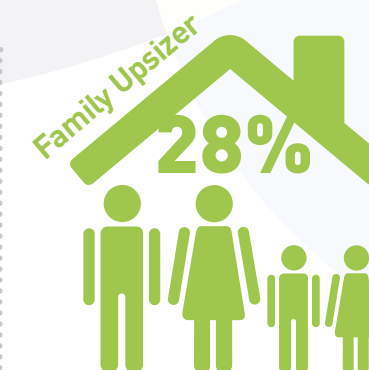
We will also look closely at the pilot project on key worker housing for teachers and any lessons it has for interventions to assist in other areas of the housing market.



Over-60s accounted for **22%** of secondhand sales between 2014 and 2016 and **6%** of new build sales in Cambridge



165 Help to Buy equity loan sales to first-time buyers between April 2013 and March 2017 in Cambridge. This represents just **8%** of all new build transactions



Cambridge is popular with families – **28%** of Savills buyers were upsizing in the secondhand market between 2014 and 2016

The traditional family-sized housing stock in Cambridge is noticeably small; between 2012 and 2016, the average size of a secondhand terrace sold was 943 sq ft, while new build terraces have averaged 1,495 sq ft – close to the average size of detached secondhand at 1,566 sq ft.

Source: Spotlight 2017. Cambridge: building its global future. Savills

Group Objective

To influence and help shape the strategic vision for the provision of high quality, relevant education and skills training. Ensuring the region's education, skills and training ecosystem supports both the current needs of employers as well as their future requirements as the region continues to grow.

“Two key factors - less attractive working conditions and insufficient replacement rates of secondary school teachers - are at the heart of the problem in Cambridgeshire. Collaborative efforts between national government and local authorities will be vital in identifying regions like Cambridgeshire that are facing teacher shortages and implementing strategies aimed at tackling this issue head-on.”

Julie Belanger, Research Leader, RAND Europe

Overview:

Our focus is on activities where we can lead, co-ordinate and act as a catalyst for evidence-based system change rather than transactional interventions.

- Teacher shortages: Articulating and proposing solutions in the Cambridgeshire region.
- Funding: Securing a fairer funding policy across all Cambridgeshire schools.
- Skills: Achieve an evidence-based understanding of the current position of skills shortage in the region and to advocate for system changes which address these gaps.

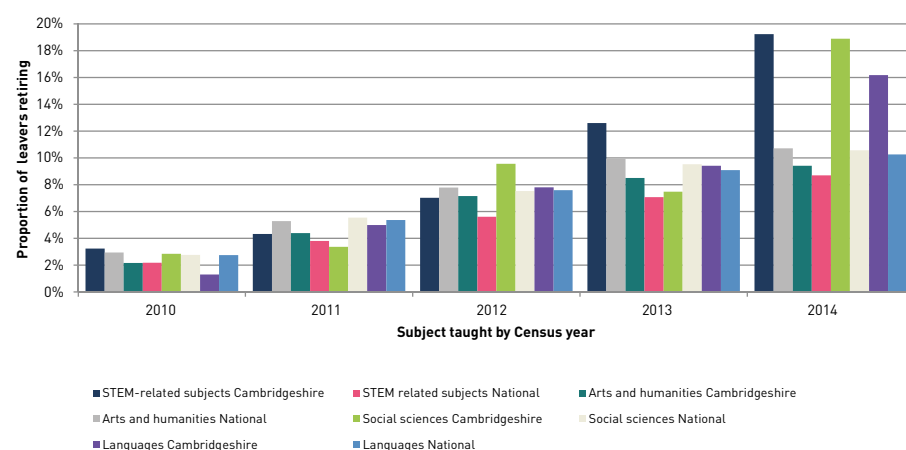


Figure 1: Proportion of teachers leaving due to retirement each year by subject taught

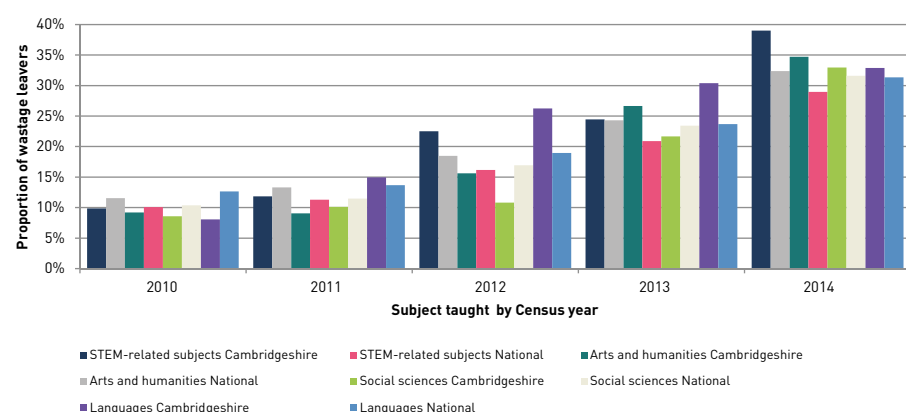


Figure 2: Proportion of teachers leaving due to wastage

Source: *Attracting and retaining teachers in Cambridgeshire*. RAND Europe

Progress to date...

We have put much of our effort into supporting schools and colleges to address teacher shortages and call for adjustments to the schools funding formula to better address the specific needs of Cambridge. The publication of our report – ‘Attracting and Retaining Teachers in Cambridgeshire’ – which researched and analysed the nature of the teacher workforce in Cambridge and the specific challenges faced by the city, generated considerable interest and has acted as an important vehicle to kick-start political debate. We will continue this work over the next 12 months.

One of the factors very clearly identified as exacerbating regional teacher shortages is the cost of housing and, as a result of the report, we have led discussions focused on exploring alternative financing for teacher accommodation on school grounds.

We also explored how Cambridge Ahead can contribute to skills development in the city and wider region. The consequences of rapid economic growth will drive a greater need for increases in the skilled workforce, alongside support for new skills. We are working with others across Cambridge Ahead to ensure that we can act as an evidence-based catalyst for change in this area.

Into the future...

Looking ahead, our attention will focus on the following challenges:

- The Schools Sector: Supporting Cambridgeshire's education system to cope with the rapid economic and

population growth of the region:

- Advocating for devolved responsibility that meets regional needs for teacher training, including devolving training numbers.
- Advocating for an agreement for funding provision that is more accurately aligned to actual pupil numbers through lead funding.
- Collaborating with others to champion solutions for housing that support teachers and other key workers.
- Post-18 education and skills training: Ensuring the post-18/non-compulsory skills sector is meeting the needs of this region and its businesses by:
 - Working with the devolved authority and LEP to establish an evidence-based understanding of the current position of skills shortages
 - Identifying from this evidence where we could most effectively strategically lobby for change and/or devolved regional solutions.
- Strategic alignment with the Growth Project: Ensuring that the Education & Skills Group are strategically aligned with the 2018 outputs of the Growth Project to deliver tactical implementation that supports our objective to focus on the needs of our teachers, schools and businesses into the future.



Attracting and retaining teachers in Cambridgeshire

Working conditions and teacher flows from a School Workforce Census data perspective

Julie Belanger and Miriam Brooks



Digital connectivity

Group Objective

To provide a compelling, long-term vision for Cambridge, focusing on mobile, Wi-Fi, broadband and other available networks and to recommend and influence future connectivity infrastructure deployment.

“The data collected during the #CambsNotspotter campaign has been invaluable in terms of highlighting the various notspots, both in the city and further into the region. As a result, we have seen proactive efforts to effect change from numerous sources, one example being one of our major employers in the region, who now deploy internal office and home signal boosters to ensure their staff continue to be able to work in as flexible a way as possible, in line with their overarching ‘flexible working’ ethos.”

Faye Holland, Chair of Digital Connectivity Group

Overview:

The Digital Connectivity project group has representation across the public sector, business and academic communities all working together to define a set of objectives and deliverables aimed at making Cambridge a significant hyper-connected city.

We are also starting to explore opportunities to work with other

groups to enable Cambridge to become a serious player in the Internet of Things and Internet of People space. We have a unique structure – in terms of the city scale and academic and business prowess - which we believe can be harnessed to encourage future inward investment.



Progress to date...

Over the last two and a half years the Digital Connectivity Group has been working on defining a set of projects aimed at making Cambridge a significant hyper-connected city.

Connectivity matrix

Aimed at educating the Cambridge community on the types of connectivity options that are available and appropriate to their needs, the connectivity matrix first published in 2015 remains a useful reference tool.

#CambsNotspotter

In March 2016, we launched #CambsNotspotter – a crowdsourcing initiative aimed at identifying gaps in mobile and broadband connectivity across the region. The initiative encouraged Cambridge employees and residents to participate by providing usage data from their home, office and mobile connections to understand current connectivity provision and determine development requirements. The data gathered enabled us to evidence how actual connectivity compared to that provided by the operators to Ofcom, as well as identify any specific local challenges.

12 months on, the data shows a significant move towards 4G, providing very fast internet access. Between January and March 2017 9.56M data samples were collected, and they show 4G availability (from any operator) increasing from 52% of locations measured to 74%. When compared with data collected between May and July 2016. The availability of mobile data connectivity in the Greater Cambridge area has also improved and overall user experience is better, although there are still significant notspots in some areas. However, the proportion of locations measured which have no or only weak data-connectivity

available (from any operator) has dropped from 19% to 12%.

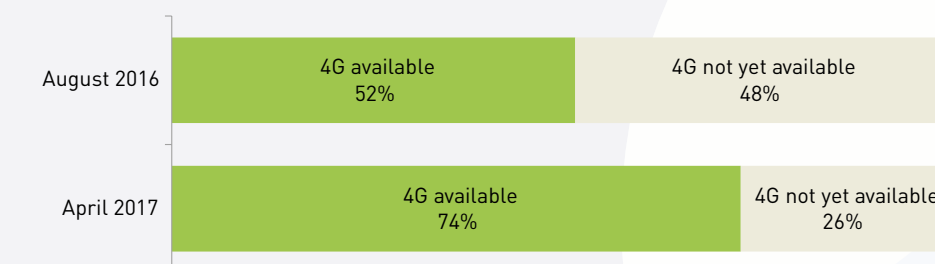
The amount of qualitative and quantitative data secured enabled us to hold meetings with various operators, including EE, Three and Vodafone, all of whom accepted that the data was accurate and shared their plans to resolve the identified notspots by early 2018. We will be meeting with the operators again at the end of 2017 to ascertain progress against agreed objectives.

Into the future...

Our over-arching Group objective remains to enable a hyper-connected Cambridge – where smart things happen. Our activities in this area will include:

- Developing and delivering a compelling, long-term vision for Cambridge as the best small hyper-connected city (in the world).
- Establishing a clear strategy and guiding framework for system-wide, cross-organisational success over the next 20 years.
- Overseeing the leadership and governance arrangements for a connectivity roadmap to enable academia, businesses and individuals to communicate seamlessly across networks, devices and uses throughout Cambridge and surrounding areas.
- Engaging in strategic relationships with service providers, mobile operators and other third parties required for Cambridge to become hyper-connected city. 

The proportion of locations with 4G coverage from any operator has increased



Notes on data:

1. August 2016 data was collected between May and July 2016
2. April 2017 data was collected between January and March 2017

Source: Cambridge Ahead

Coverage improvements have been greatest for 4G across all operators and 3G coverage continues to improve

	EE	O2	vodafone	3	Net change in land area with corresponding signal strength
4G	S M W ↑	S M W ↑	S M W ↑	S M W ↑	Limited to locations with data in both August 2016 and April 2017
3G	S M W ↑	S M W ↑	S M W ↑	S M W ↑	Strong signal strength > -85dBm (2G/3G) -118 to -96dBm (4G)
2G	S M W ↓	S M W ↓	S M W ↓	S M W ↓	Moderate signal strength -99 to -85dBm (2G/3G) -118 tp -96dBm (4G)
					Weak signal strength <-99dBm (2G/3G) <-118dBm (4G)

Our new members 2017

We have welcomed seven new members to Cambridge Ahead in the last 12 months, strengthening our expertise in a number of areas, including residential and commercial property, social enterprise, education, hospitality and construction.



"Our reason for joining is to represent the social enterprise sector within the business community. We see it as critical that there is a strong relationship between the interests of for-profit businesses and the social impact sector and that the broadest demographic profile of the city is represented. By aligning the interests of both sectors, our hope is that all the people of Cambridge are included in enterprise and employment opportunities and development. We are proud to become a member of Cambridge Ahead."

Tim Jones, Chief Executive, Allia

Carter Jonas

"We look forward to playing our part in assisting Cambridge Ahead with its initiatives. Cambridge is a very special place to live and work and it is in all our interests to ensure that it can continue to thrive and benefit from change. Carter Jonas advise clients within Cambridge city and the region and our membership of Cambridge Ahead will ensure that we remain engaged to provide the very best advice."

Tim Jones, Head of Carter Jonas, Cambridge



"Having studied, worked and lived in Cambridge for almost 40 years, I am passionate about the continuing sustainable success of Cambridge as one of the world's leading cities. With Frontier Developments now employing well over 300 staff on the Science Park, I was keen to join Cambridge Ahead to help steer and influence Cambridge's evolution for the long term benefit of Frontier's excellent team and the wider Cambridge community".

David Braben, CEO, Frontier Developments

MORGAN SINDALL

"As a business that is based in Cambridge, being part of a business and academic member group that can dedicate itself to the successful growth of our city and region is essential. Our people live here with their families and work to deliver the exciting projects that spearhead the region's growth. By being part of Cambridge Ahead, we are excited about contributing to an agenda that directly affects us, our people and our customers."

Saul Humphrey, MD, Morgan Sindall



"Cambridge Ahead's main areas of focus are also key strategic issues for the School - we share common goals - particularly with regard to education & skills, housing and transport. The School has a long history (400 years) and a national reputation. It is very much part of, and committed to, Cambridge for the long term. Being a member of a group that recognises the contribution that the School can make to the development of Cambridge and that itself has influence is an effective way for the School to contribute to the development of Cambridge and to the public good, and to engage with the major issues affecting the city and the wider region."

Gerald Ellison, Bursar.



When the University Arm Hotel reopens following a unique collaboration between the architect, John Simpson and interior designer, Martin Brudnizki, it will be the fulfilment of a journey from modest roots to a world class hotel, the transformation echoing the evolution of Cambridge from a Fenland market town into a globally important gateway. The intention is nothing more and nothing less than to give Cambridge a hotel that matches the city's heart and style - ambitious, beautiful and full of life. By being part of Cambridge Ahead, we feel we can contribute and support to the agenda of Cambridge Ahead, in successfully growing Cambridge and the region. Supporting local initiatives where we can assist with improving the local business community and our people who work, play and live in Cambridgeshire.

Ian James, General Manager, University Arms Hotel

Urban&Civic



"Urban&Civic are strongly committed to playing an active and significant role in the growth of a strong and sustainable Cambridgeshire. Over the next few years we will be bringing forward in excess of 15,000 homes in the county. This is alongside 3 million sq ft of government backed Enterprise Zone at Alconbury Weald, and a total of 11 schools and multi-million investments in transport infrastructure and community facilities at our 3 strategic sites at Alconbury, Waterbeach and St Neots. We take pride in working with our neighbours and partners, and making both up front and long dated investment in public realm. We will be creating hundreds of acres of green space, which will connect with strategic green corridors and landscapes across the county and beyond. Cambridge Ahead is a great forum for bringing together the smartest brains, experience and technology to ensure that the rich and diverse potential of the area is realised."

Tim Leathes, Development Director, Urban&Civic

Barclays interview

In addition to being members of Cambridge Ahead, we are delighted that Barclays are also our partners on The Cambridge Cluster Map. The map is a free-to-access online data resource highlighting the data on the cluster of businesses located within 20 miles of Cambridge. Created by Cambridge Ahead it shows the vibrancy of the Cambridge technology and life science cluster.

With a longstanding history in Cambridge and a strong track record in supporting ambitious businesses and their founders at all stages of growth, Barclays are an ideal partner. We spoke to Duncan McCunn, Corporate Director at Barclays to get his view on Cambridge and the value of partnership:



Duncan McCunn
Corporate Director,
Barclays

Can you comment on regional objectives and the fit between those of Cambridge Ahead?

Barclays has its foundations in the East of England and Cambridge is one of our key locations as we look to serve and support our clients' ambitions for growth. Cambridge Ahead has established itself as a catalyst for change that is required if the growth potential of the area is to be realised.

What would you say are Cambridge's significant strengths and what activities do you feel the business community particularly can get involved with to ensure the sustained future growth of the city in a successful way?

Cambridge's history of developing an outstanding record of business success, based on a relationship between a world-leading University and one of Europe's top technology clusters, is well known. The underlying growth of the businesses that operate here is at the heart of it. If that growth is to be sustained, we need to bring together the collective thought leadership of those who lead those businesses to make sure we create the right environment to allow the area to flourish in the future.

How does Barclays support business growth in the city/region?

Barclays supports all its clients by helping them to invest in opportunities and by connecting them with other businesses across

a range of sectors through our specialists. We offer a proposition for High Growth and Entrepreneurs that supports Britain's scale up gap and who in the past have been the founders of some of the greatest business names to emerge in our region.

In just fifteen months that our Eagle Lab in Cambridge has been open, it has supported member companies to support the wider UK economy by creating 53 new jobs and raising £46.5m in funding collectively over the past 12 months.

Barclays will continue to back Britain, leading the way in channelling that investment to drive growth and prosperity for the long term in the Eastern Region and across the UK.

As an organisation what particular benefits do you feel Barclays gains from its association with Cambridge Ahead?

Barclays' membership of Cambridge Ahead and sponsorship of the Cluster Map are extensions of our commitment to the development of Cambridge and the surrounding area. We are working closely with a number of our clients, who are also members, and find it the ideal forum for us to collaborate on developing the ecosystem that they require to accommodate their development. 

To find out more about the Cambridge Cluster Map visit: www.clustermap.com

Many thanks to all our members, partners and stakeholders who contributed to this publication. Your time and input is invaluable.