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# Annual Publication 2021

From business and academic  
member organisation  
Cambridge Ahead.



# Welcome



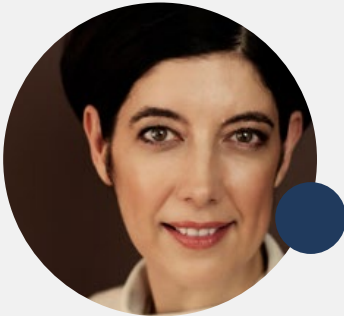
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Throughout our discussions, and across all of our activities, we continue to be led and driven by the principle of improving Quality of Life for all.



# Introduction

**I am honoured and delighted to be asked by the membership of Cambridge Ahead to enter into a second three-year term as Chair of this important and influential organisation.**



**Harriet Fear MBE**  
Chair

When I reflect on the last three years, I'm immensely proud of how Cambridge Ahead has addressed many major challenges facing the community, our country and the world. The last year (and preceding 6 months) were some of the toughest you will have had to conquer. We aimed to be, and have been, a major support for our members and the wider community, working closely with our peers across academia, business (and business organisations including London First and the Cambridgeshire Chambers of Commerce) and the civic community.

During this tough time we grew our membership further and it gave us the opportunity to engage even more closely with our members who are the beating heart of our organisation.

It is a testament to our collective work and the reputation we have gained, that over the course of the pandemic we have been asked by the highest levels of Government to shape thinking on national recovery strategies.

As well as supporting and being a sounding board for the planning for the OxCam Arc, we have continued to collaborate with Local Authorities to bring new growth data to the table every quarter.

Throughout these discussions, and across all of our activities, we continue to be led and driven by the principle of improving Quality of Life, underpinned by the robust evidence we produce about our economy and wider issues. I would like to take this opportunity to thank all our members for their engagement with our Project Groups. We are seeing results of the hard work. On a particular note, in the last year we have seen extra funding invested into career education and apprenticeships as a result of our research, changes to housing strategy

that reflect our work on the needs of younger and lower-income workers in the city, and positive decisions made on the delivery of four new transport corridors following our continued and concerted work advocating their importance. These and other initiatives get to the heart of our desire for a better Quality of Life (for all).

I'm aware that as well as our collective crucial research and advocacy work, we also gain so much from the simple but recently impossible task of bringing our membership together. Cambridge was built on people coming together to exchange ideas and find solutions.

And so I was delighted that we could finally do this in person once more in October. I felt uplifted to see and spend time with all our guests (non-members too!) and I know the Executive Team felt it too.

From our guests' feedback, it was clear that those present really appreciated the opportunity to hear from our eminent speakers, catch up with each other, and discuss issues of the day with many parts of the ecosystem.

Looking to the year ahead I hope you enjoy reading in this publication about our forward-looking strategic priorities, our exciting new research into the New Era for the Cambridge Economy (NECE), and the wealth of important activity that will take place in our Project Groups.

I would like to thank all our members for being such a dedicated and active group of business and academic institutions. And, also very importantly to thank all the stakeholders and other organisations we collaborate with on a daily basis, for their energy and enthusiasm for Cambridge Ahead's vision.

# Message from our CEO



**Jane Paterson-Todd**  
CEO

**Never has it been quite so important as it is now as we emerge out of the pandemic to continually focus and spotlight our attention on the overarching principle of our organisation, to ensure that our work helps deliver a greater quality of life for all.**

Never has it been quite so important as it is now as we emerge out of the pandemic to continually focus and spotlight our attention on the overarching principle of our organisation, to ensure that our work helps deliver a greater quality of life for all. This is the bedrock of the Cambridge Ahead strategy for 2022 if we are to achieve our vision for Cambridge to be the greatest small city in the world. The plans of which are discussed throughout this report.

Harriet Fear – Chair of Cambridge Ahead has highlighted in her statement, how strong our reputation remains with civic leadership. We will continue to build on this relationship, working closely with our local councils and central Government bringing robust, original, in-depth analysis and data on the key issues affecting our economy.

There is more to Cambridge than just being a resilient City that successfully weathered the

pandemic storm. Cambridge is adaptable, a successful change agent and that is what sets it apart. We have begun to observe a new era for city economies emerging. People are redefining how and where they wish to work and organisations are having to respond to this demand, the climate emergency is fast tracking us towards net zero strategies and the impact of exiting the EU and labour shortages needs considerable attention.

That is why we have a new research focus, titled, New Era for the Cambridge Economy (NECE) that will investigate and review how these factors will influence the functions of an economy now and into the future and recommend practices and strategies to enhance and advance this level of change. More of which Dr David Cleevly – Chair of the NECE steering committee discussed in his article.

Our Young Advisory Group continues to be key in understanding what is important to the under 35 market

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and what relationship they want with Cambridge City. Most importantly we realise if we are to retain and attract a talented young workforce, the concerns around housing affordability need to be addressed. It is for this reason Dr Gemma Burgess Chair of our Housing Group plans to focus the Housing group's attention on driving further research into the rental market.

We are delighted to see the Greater Cambridge Partnership pushing forward with their four-corridor public transport strategy linking Cambridge City Centre to the North, South, West and East of the region. If Cambridge is to future proof its transport needs, greater investment in public transport systems is key if we are to reduce car traffic and give people greater choice to meet their travel needs.

Our links with the wider region remain key to Cambridge as our economy grows and prospers, with focused plans to ensure people have access to the opportunities that Cambridge provides. We will work closely with the Cambridge and Peterborough Combined Authority (CPCA) on their wider transport plans to help ensure Cambridge is accessible to all within the County.

Making sure that young people and school students have a

greater education around career opportunities, remains a focus for our Skills group and we are piloting initiatives with the CPCA skills team to greater embed career education within schools.

We embrace another busy year with enthusiasm and optimism

Here is to another year,

Jane



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# Policy Priorities for 2021/22

The societal, economic, and political changes we have experienced over the last 18 months present us with what feels set to be a decisive year ahead.



**Alex Plant**  
Chair of Policy Group

More than usual, it feels, our city region will be faced with big decisions that will have long-lasting implications for Greater Cambridge.

Our guiding principle over many years now has been to target improvements in quality of life for existing and new residents. We advocate that public authority and institutional decision-making should seek to improve and enhance quality of life, across all communities, and consequently be alert to decisions that might deteriorate it. This year we have the chance to embed this at the heart of Cambridge's post-pandemic recovery. Our research into this topic with RAND Europe and our collaboration with the Bennett Institute for Public Policy were established well before the pandemic but now position us well to be at the forefront of this agenda. We are working directly with Local Authorities and major employers on the practical application of quality of life within strategic decision-making.



**Dan Thorp**  
Director of Policy  
and Programmes

Under the quality of life banner, as a Policy Group we have identified three priority policy areas which we will focus our work over the coming year and which we believe are major contributors to the productivity and quality of life of our area. They are structural solutions to labour market shortages, long-term spatial planning, and transport strategy.

## Labour Market

Our work to bring the world of work closer to the skills and education system has always been about creating the pipeline of home-grown talent local employers need. That objective has become an acute and predominant concern over the course of 2021. It is now more important than ever to understand how to educate and train people for the jobs local employers need today, and the jobs for the future that industry is moving towards.



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### Effective Long-Term Spatial Planning

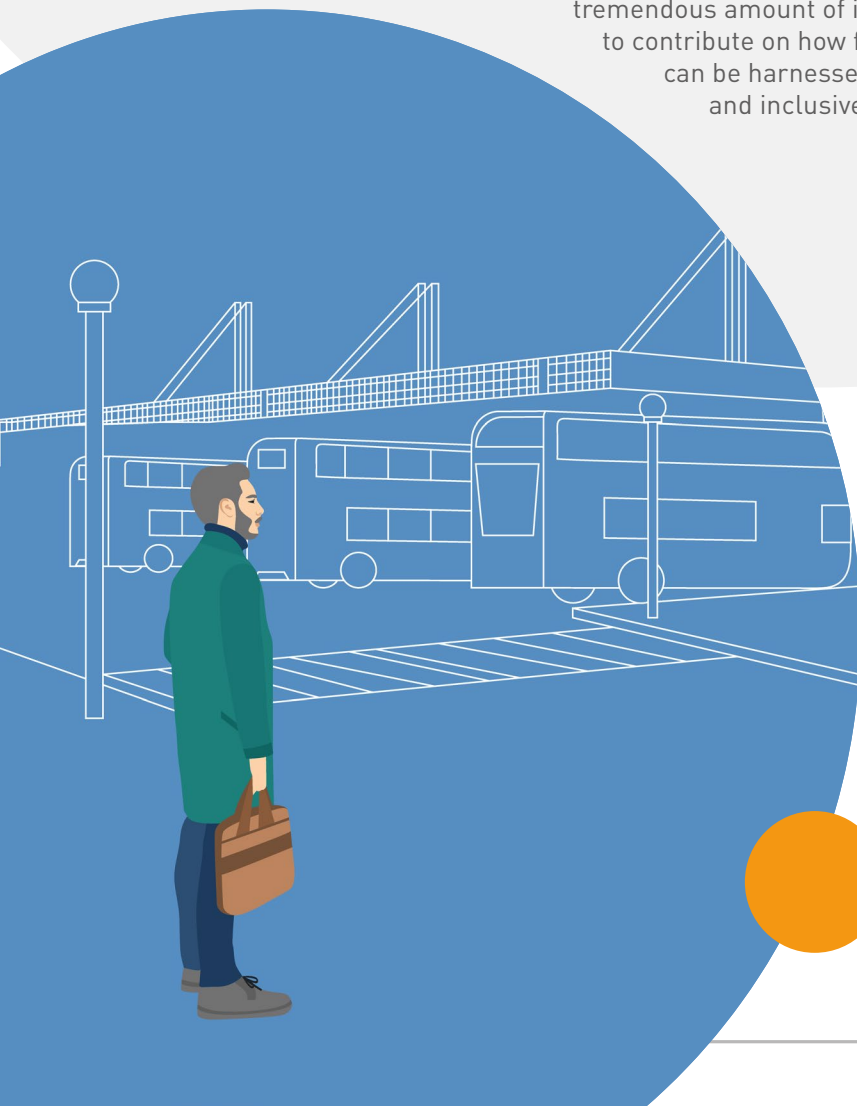
Over the coming year we will see further development of the proposed Local Plan for Greater Cambridge, the emergence of a spatial framework for the OxCam Arc and will potentially see Government take reform of the national planning system further. We have a wealth of data, modelling, and insight that we want to ensure is foremost of planning considerations at all of these levels. Cambridge Ahead has developed a thorough understanding of how the Cambridge clusters have grown over time and has a tremendous amount of intelligence to contribute on how future growth can be harnessed sustainably and inclusively.

### Transport Strategy

Since the CPIER identified transport infrastructure as the top priority facing our city region, we have seen a range of infrastructure schemes worked up and strategies considered. We are now in a period where we are moving from strategy choices to decision and delivery. Over the course of 2021/22 we will:

- Provide input to the development of the City Access package to reduce private car usage and invest in public transport systems in Cambridge
- Contribute to the refresh of the Local Transport Plan across the county, and
- Advocate – as Cambridge Ahead has always done – for further consideration of the Rapid Mass Transit system (and the funding sources for this) that the city region needs for long-term growth to be sustainable.

This year, three eventful years on from the publication of the CPIER, we will also return to the recommendations made in 2018 and review – with our partners and in particular with a Combined Authority with a different agenda and changed political balance – the priorities that should guide our collective efforts in this new era.



# A New Era for the Cambridge Economy

Cambridge is known the world over as a city home to innovation and experimentation. At Cambridge Ahead we see that is exactly what is needed from the city region as we look ahead to a new era.



**Dr David Cleevely**  
Chair of the NECE  
Steering Committee

I'm delighted and excited to be chairing this project – which has already brought together brilliant insight from within our membership and outside of it. We have had contributions to this project from international experts such as Google, Ipsos MORI, The 15 Minute City, the Behavioural Insights Team, the Smart Mobility Unit, and important local players like the Cambridge United Community Trust.



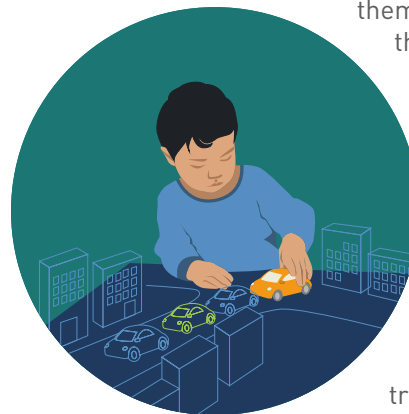
**I'm delighted and excited to be chairing this project – which has already brought together brilliant insight.**

What is emerging already is a view that from the changes taking place across our working and personal lives – and changes that have happened at unprecedented pace – we have an opportunity. Civic and business leaders can adopt practices, make investments, design places that lock in positive behavioural changes.

How can businesses become more productive through hybrid working practices that also allow employees more time in their personal lives? How can new urban areas be designed to draw people into common spaces

and interaction with each other? How can infrastructure and public space help a city to be resilient not only to pandemics but also climate change?

These are the questions city regions across the world should be asking themselves, and these are the questions we believe Cambridge should be at the vanguard of experimentation to answer. We will be reporting our first set of findings and proposals at the beginning of 2022, which we very much intend to be a trigger for important and regular conversations with policymakers and business leaders in the city region.





# Quality of Life

## Establishing quality of life as the basis for local decision making.



**Jeremy Newsum**  
Chair of the Quality of Life Group

Quality of life is the guiding principle across Cambridge Ahead's programme of work and is at the heart of our ambition for sustainable inclusive growth across our city region. As such, improving our understanding of exactly what contributes or detracts from a good quality of life for different people and communities in and around the city is crucial.

That is why the Quality of Life Group commissioned primary research, undertaken by RAND Europe, to find out how different groups feel about their overall quality of life and which aspects of their life are more or less important. The research surveyed organisations (through their leaders) across business, charity groups, local authorities and community organisations and conducted interviews with representatives of younger age groups and lower income groups.

The emerging results show the importance of personal relationships and local community, and that these have increased in priority during the pandemic without superseding more predictable priorities for the city such as housing and traffic.

We will soon publish this comprehensive research in full. The attention of the group will now turn to how we use the findings of the research to guide the development of policies to promote quality of life locally.

We have been aligning our work and our research with the Bennett Institute for Public Policy and specifically how their "Six Capitals Framework" can influence decision making by Local Authorities as well as employers. It is

important to remember that the findings of our survey and insight into quality of life is a snapshot, and any framework adopted must allow the opinion of local communities to be gauged frequently to keep track of changing attitudes and needs.

**“**  
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I will be retiring from the Cambridge Ahead Board at the end of this year. Over the last couple of years, I hope we have become better informed about what contributes to quality of life and somewhat wiser. There will always be something to complain about but, all things considered, I believe we are fundamentally satisfied if we have choice (the other side of this coin is opportunity). For the majority Cambridgeshire clearly delivers but so long as any of our communities feel trapped or constrained, we all fail.

# Regional Economic Planning

The work of the Regional Economic Planning Group is reaching a crucial stage as we input our data and our spatial vision for Cambridge into the Greater Cambridge Local Plan.



**Matthew Bullock**  
Chair of Regional Economic Planning Group

The work of the Regional Economic Planning Group is reaching a crucial stage as we input our data and our spatial vision for Cambridge into the Greater Cambridge Local Plan. We will advocate for an employment-led planning approach, that considers where jobs can be created as the starting point to consider how nature, infrastructure, and housing can be planned around strategic employment sites.

The Cambridge Cluster Insights dataset, published annually by the Centre for Business Research (CBR) at the University of Cambridge, will be enormously valuable in considerations around understanding the likely rate of employment growth over the course of the plan. The latest year of data was published in March and means that we now have access to this detailed data set stretching back over a 10-year period. It continued to show persistently higher annual growth rates than the national economy, particularly amongst knowledge-intensive firms.

Our spatial vision identified five key employment sites in and around the centre of the city, where we would wish to encourage densified employment development, together with an element of housing provision. This alongside a network of transport corridors along which would spread outward from the key clusters of Cambridge. It is important too that we input our methodology and our learning from the Cambridge region to considerations across the OxCam Arc as they develop their spatial framework. This regional spatial plan will play a crucial role on setting out

the distribution of growth across a much wider region.

It is of course important that we are responsive to in our planning considerations to any lasting changes that we might see as results of the Covid-19 pandemic. Data available so far is showing that corporate employment in Greater Cambridge continued to grow at a significant rate



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despite the wide-reaching effects of the lockdown, with life science, IT and telecommunications proving to be particularly resilient sectors. The NECE project which David Cleevely has written about earlier in this report will help us to examine and analyse the ways in densification and agglomeration might develop in post-pandemic Cambridge.

# Tackling the housing affordability 'pinch point'



**Gemma Burgess**  
Chair of the Housing Group

The Housing Group has this year begun producing a quarterly dashboard of the region's housing market, tracking key indicators in terms of housing supply, the sales and rental markets, as well as homelessness and rough sleeping.

The Housing Group has this year begun producing a quarterly dashboard of the region's housing market, tracking key indicators in terms of housing supply, the sales and rental markets, as well as homelessness and rough sleeping. This enhances the Group's ability to take a truly evidence led approach to its work. One such example is monitoring the private rental market in Cambridge City where ONS data shows that average monthly rents have increased markedly from £1104 in the year to March 2017 to £1256 in the year to March 2021, a change of 13.8% over a five-year period. Such substantial cost increases in a housing market which was already one of the least affordable exacerbate the extreme cost of living pressures in the city.

There is a particular and clear gap in housing provision for those on middle incomes, where households earning

£25,000-£45,000 per year struggle to access housing that is suitable for their needs.

This year the Housing Group published research to estimate the incidence of this gap which showed that almost half of the households living in the Cambridge travel to work area have an income below £45,000 a year and would therefore potentially struggle to live in Cambridge itself. In response, the group is committed to working across the public and private sector to promote the delivery of a range of housing that can meet the needs of city workers. This includes supporting local authorities to access the investment needed to get more homes built, exploring the role of new tenures such as Build to Rent and promoting a role for employers within the housing market.

A parallel challenge for the city is a growing incidence of short-term lets,



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# Tackling the housing affordability 'pinch point'

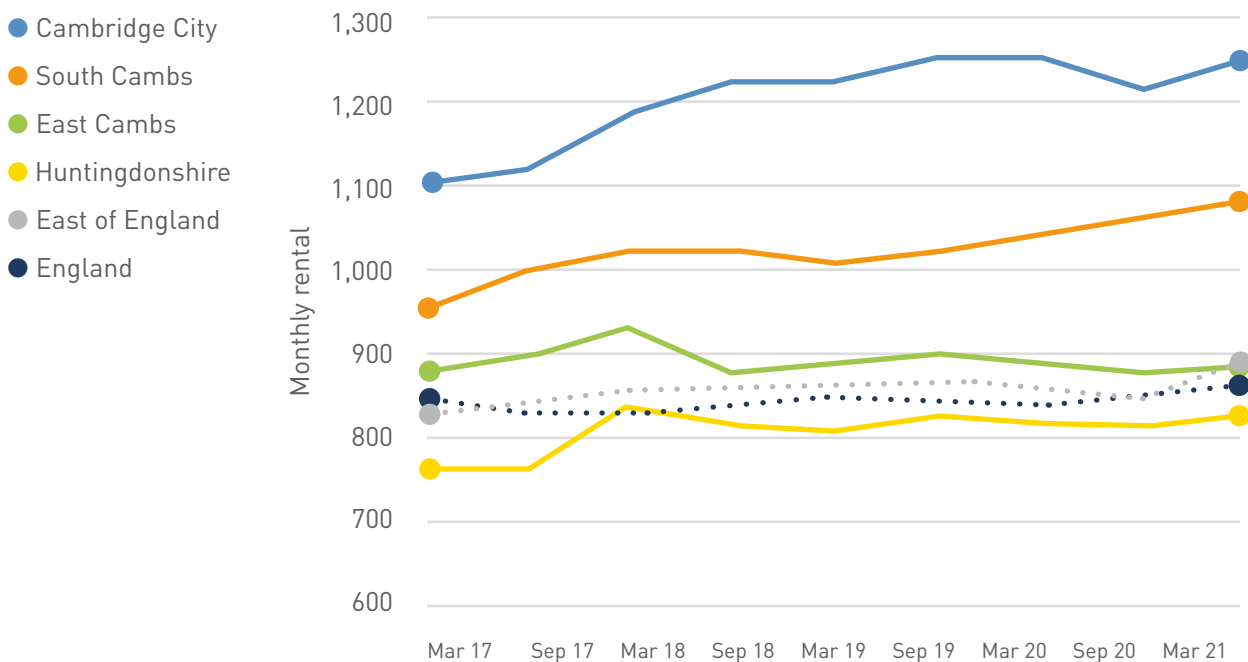
with evidence suggesting that per capita numbers of such Airbnb type lets in Cambridge are comparable to major UK cities such as Bristol and Manchester.

Whilst short term lets can contribute value to a local economy and produce a wider range of flexible accommodation options for visitors, they can also impact on housing availability and affordability and can have detrimental social and community impacts. Research conducted for the Housing Group this year brought together a comprehensive evaluation of the impacts of short term lets across different city environments,

considered the specific impacts for Cambridge and presented a series of recommendations to better monitor and manage their place in the city.

The group has continued to support the pioneering use of modular homes to house local people experiencing homelessness. Research carried out by a team at the University of Cambridge led by Dr Burgess and Dr Johannes Lenhard included interviews with the residents of the first scheme, managed by Jimmy's Cambridge, which revealed the overwhelmingly positive impact of moving into a self-contained home with personalised, wraparound support.

**Average rental price (all homes)**



Source: ONS Private Market Summary Statistics



# A moment of opportunity for the region's transport system

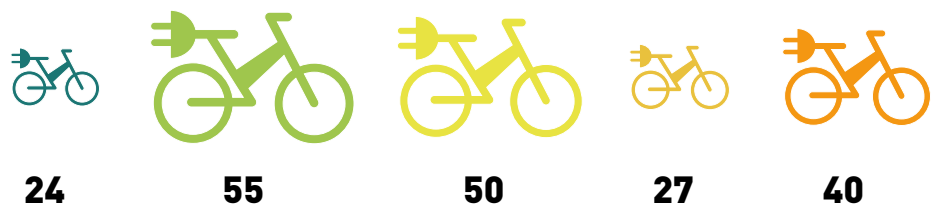
integration with the GCP 'Cambridge South East Transport' project, that the Cambridge South station is primarily used for Cambridge residents and workers, not as a dormitory station for London commuters, and emphasising the overall importance of delivery of this project as soon as possible. It is essential all of these elements are linked by the Rapid Mass Transit system which will be necessary to meet the needs of the Greater Cambridge economy, support the creation of hundreds of thousands of new jobs in the region by 2051 and address the growing challenges in the city area around housing affordability.

This year in order to understand priorities for future investment in the region's cycling infrastructure, we conducted a detailed survey of over 700 individuals living and working across the region. This covered existing issues with surface quality

on certain roads and the need for improved cycle lanes and cycle parking, especially cycle security for higher value bikes like e-bikes. Strikingly these results showed that 40% of those who don't currently cycle would be likely to change their commute with increased e-bike access and that this was particularly prevalent amongst those who live a 'mid-distance' from their work sites, up to approximately 30km. This highlights the need for an extended and ambitious cycling network that is prepared for the advent of commuting by e-bike. We also have been watching carefully the rise of e-scooters, particularly the success of the scooter hire scheme, and the readiness of people to use them, and this highlights the need to facilitate legislation to allow personal ownership of scooters which could comply with the equivalent restrictions applied to the rental scooters.

## Likelihood of change to commute due to e-bike access (excluding current cyclists)

-  Highly likely
-  Likely
-  No change
-  Unlikely
-  Very unlikely



# Pathways to employment

The Skills Group continues to advocate for systems change where major gaps in the region's skills arrangements are identified, promoting a variety of pathways into employment across a diverse range of sectors and job roles.



**Bob Ensich**  
Chair of the Skills Group

Following the publication last year of research on the quality of career guidance in Cambridgeshire and Peterborough's schools we have been working hard with local and national stakeholders to develop these findings into reform of the system. The importance of careers education has been recognised in the Combined Authority's Local Economic Recovery Strategy and is forming an important part of their ongoing Employment and Skills Strategy refresh. Career advice

Enterprise 'Careers Hub', which has commenced for the new 2021/22 academic year, bringing in additional funding of around £200,000. However, there is still more to do to build capacity within schools and ensure that there is a dedicated Careers Lead and budget in every secondary school and college. We continue to make this case strongly, including in our recent Comprehensive Spending Review submission to Treasury. There is also more that employers can be doing to engage in career education, increasing their involvement in school settings and offering meaningful work experience opportunities. I am delighted with the careers videos that Cambridge Ahead have produced to raise career aspirations and broaden horizons for young people, by providing a freely available resource for use in schools and colleges across Cambridgeshire and Peterborough.

Apprenticeships provide a school-to-industry pipeline to enable students to simultaneously earn qualifications, gain experience, and get paid work. They also up-skill and retrain workers, helping employers develop the skills they need. However, often they do not receive the same profile as academic career routes in public perception or within the career education system. This is why the Cambridge Ahead Skills Group continues to work to improve local and national



**We support the need to develop a dynamic local system which enables education and training provision to keep pace with the needs of the local economy.**

was incorporated into an expanded £2 million Greater Cambridge Partnership Skills contract, bringing additional resource to the local area; this alongside a new Careers and

## Pathways to employment

apprenticeship policy and to raise the profile of apprenticeships locally. The Group has recently conducted a survey, in partnership with the Cambridgeshire and Peterborough Combined Authority, to capture an up-to-date picture of the needs and priorities of employers in the Cambridgeshire and Peterborough region. The results will be used to inform training providers, the business community and local Government and to shape the future work of the Skills Group in this area.

The third strand of the Skills Group's work is focussed on the way in which digital skills gaps have shifted and accelerated as a result of the pandemic.

We support the need to develop a dynamic local system which enables education and training provision to keep pace with the needs of the local economy, and we are exploring how students and apprentices can access and be inspired by opportunities in the digital and technology sector.



**Elisa Barber**  
Consultant Engineer

TTP (The Technology Partnership)



# Responding to digital acceleration during the pandemic

The Covid-19 pandemic has thrust the role of technology to centre stage as people have come to rely on it more than ever before for work, education and leisure.

The Covid-19 pandemic has thrust the role of technology to centre stage as people have come to rely on it more than ever before for work, education and leisure.

A key focus for the Technology Group is advocating for enhanced fixed and mobile connectivity, we are working with Connecting Cambridgeshire and other authorities to support the roll-out of new infrastructure and to explore opportunities for collaboration between industry and councils to achieve shared ambitions. We are also coordinating local representation to Government and Operators around connectivity issues – we held an extremely valuable round table event earlier in the year, attended by representatives of major employers and major employment sites, which enabled us to articulate powerfully the risks to Cambridge’s reputation as a global destination for business as well as the impact on workforce productivity of existing connectivity issues in the City and its surrounds.

Another impact of the pandemic has been to accelerate the social divide as access to jobs, healthcare and education is dependent on connectivity for many people. The Technology Group will consider the role for employers in helping to close these inequalities, for example by embedding circular economy principles to move IT equipment from

business when it is being replaced or by working with employees to overcome barriers to remote working and training.

Finally, the group is committed to supporting the delivery of smart transport, incorporating modern technologies to improve transport in the city and the surrounding area. The ‘Smart Cambridge’ programme has been underway in the city for a number of years but there may be opportunities to roll-out similar approaches to other places such as market towns or to embed such approaches in new development to support the construction of sustainable and inclusive communities.



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## Reflecting the view of younger people across the community



**Rob Carter**  
Chair of the Young  
Advisory Committee

Over the last few years, it has been my pleasure to Chair Cambridge Ahead's Young Advisory Committee (YAC).

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driven by an informed understanding and analysis of data, but it also uses its creativity and unique perspective as group of younger people to bring new insight and perspective to the table to inform decision makers.

I know that this approach will come through strongly as we embark upon an exciting new project to present our vision for Cambridge City Centre. The vision will be informed by international best practice on sustainability, quality of life, the ideas of local young people, and the Committee's own expertise and experiences of living and working in the city. The importance of city centre which is universally accessible and inclusive has already emerged as a



**The importance of city centre which is universally accessible and inclusive has already emerged as a core principle.**

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core principle with housing provision, stimulating working environments, green spaces, sustainable transport options and the city's cultural and retail offering being identified as key themes within the work.

The Committee is working to be more reflective of communities of young people across the Cambridge community, beyond the core constituency of young professionals we represent. We have undertaken an exercise in identifying and mapping key partners to reach out to and engage with in different areas of our work. We will also be launching a programme of collaboration with the Cambridgeshire Community Foundation in the year ahead, drawing on its role as a central

coordinator connecting people and business with important local causes.

The Committee has continued to host a series of fascinating speakers this year. Rhiannon Osborne, an independent commissioner on the Cambridgeshire and Peterborough Climate Commission challenged the group to think about the interrelation between climate change and health and how we measure and understand "prosperity". Whilst speakers like Andy Williams of Astra Zeneca, and Charles Cotton of Cambridge Phenomenon, have enhanced the group's understanding of the city and its region.

As we embark upon the next year of the Committee's work I have no doubt that it will continue to do a fantastic job in ensuring that the voice of younger people is heard loudly by key decision makers across the private and public sectors.

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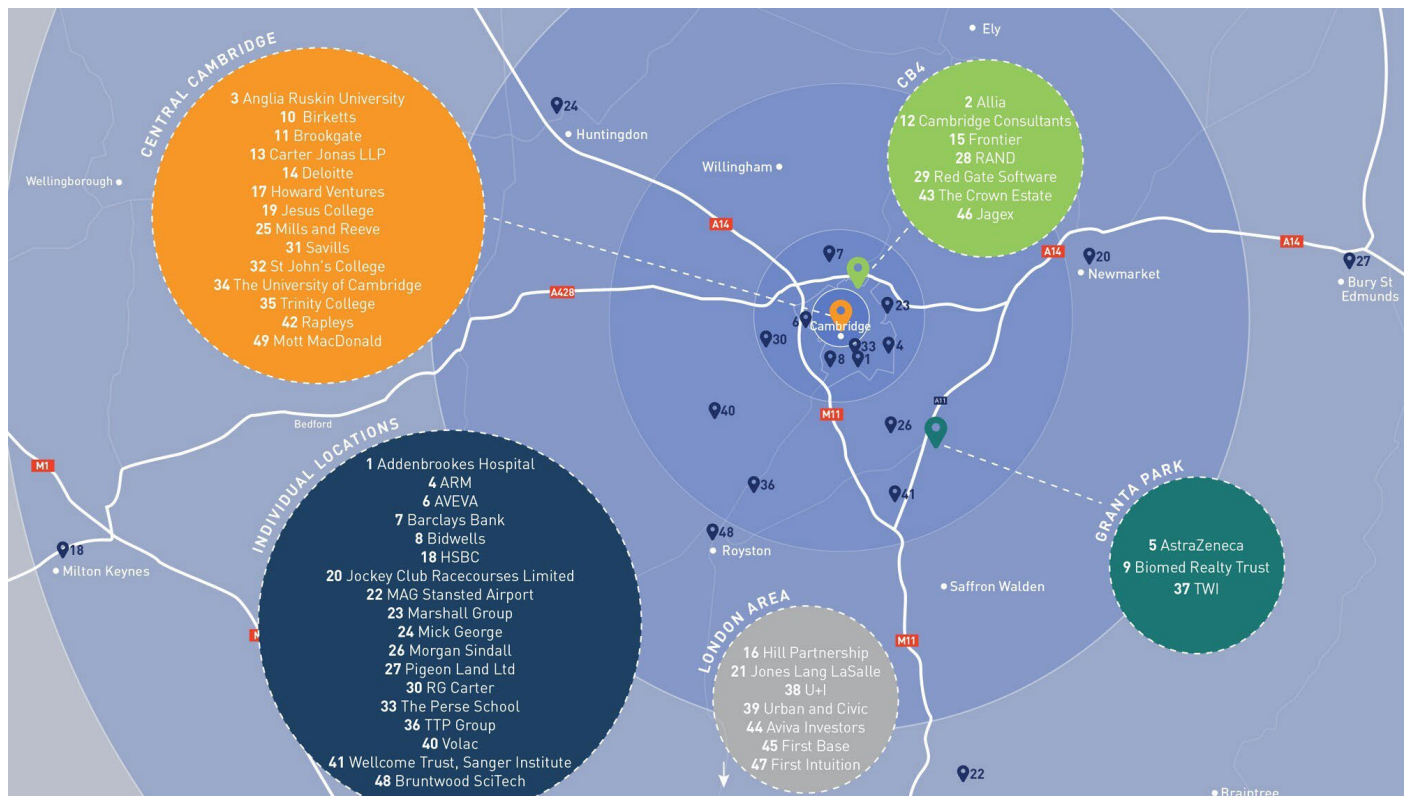
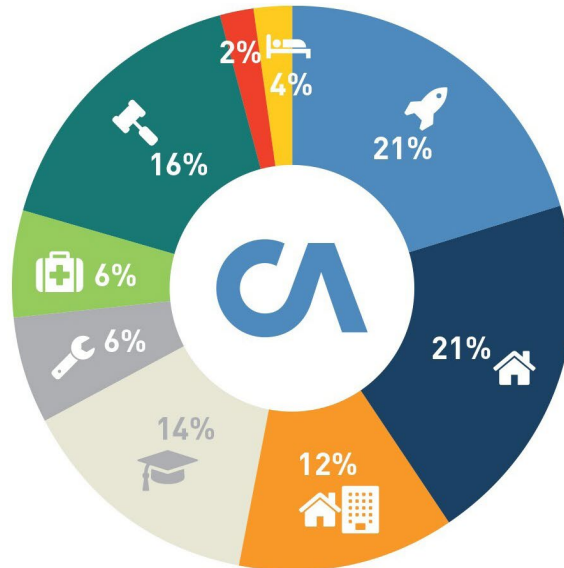
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# Cambridge Ahead membership overview

## Cambridge Ahead Membership by Sector

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



Allia



arm



AVEVA



Birketts

BROOKGATE

bruntwood  
SciTech



CARTER

Carter Jonas



Deloitte.



first intuition  
where people count



MILLS & REEVE



redgate  
ingeniously simple



TTP Group



Urban&Civic



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# New members from August 2020



## Aviva Investors

Aviva Investors is the global asset management business of Aviva plc. It has £262 billion of assets under management, including £51.7 billion invested in Real Assets strategies which includes infrastructure and real estate projects. In partnership with the Public Sector Pension Investment Board, one of Canada's largest pension investment managers, Aviva Investors announced is investing up to £250 million in commercial property across the

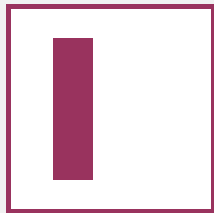
CB1 Estate in Cambridge, a master-planned development spanning 26 acres of the city. Its investments in Cambridge currently include: 30 Station Road, a 81,500 sq ft scheme which is scheduled for completion in Q3, 2021; 50/60 Station Road, a 167,000 sq ft development, which was fully let in 2019, and; 20 Station Road, which spans 65,000 sq ft, will offer six storeys of high-specification office space and is expected to be completed in 2023.



**Cambridge is a city with a cluster of leading resources and a deep talent pool of highly employable graduates. Global businesses increasingly recognise the value of this, which has led to high demand for office and building space from some of the largest cutting-edge technology, research and business services firms globally. But beyond this, Cambridge is also a great example of a dynamic, flourishing location that appeals to families and individuals as much as they do businesses and communities. We think there is a great opportunity for investors such as us to work with different groups in the city to make places and create locations, and all of this makes it one of the most attractive real estate opportunities in the UK.**

Melanie Collett, Managing Director,  
Asset Management, Real Assets

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**FIRST BASE**

## First Base

First Base is a mixed-use developer focused on delivering long-term social value for communities across the UK. First Base has recently put forward plans with Railpen, the investment manager for the £35 billion railways pension scheme, for a sustainable new neighbourhood in the heart of Cambridge: Devonshire Gardens.

The proposals, will transform the 3-acre site, currently utilised as a Travis Perkins depot, into a new public park with 120,000 sq ft of modern, wellbeing-focused and flexible workspace, 100 new homes and various community amenities.

Devonshire Gardens will meet the city's net-zero carbon ambitions;

powered by electricity from renewable sources, with no reliance on fossil fuels. This includes almost a 400% increase in biodiversity. The proposals have been designed using Natural Cambridgeshire's 'Developing with Nature' tool kit, aligning with Cambridge City Council's Climate Change Strategy.

Plans for the site have been developed following extensive engagement and community partnerships. A comprehensive consultation saw approximately 3,000 local people have their say, with strong support for Devonshire Gardens' sustainable design, open space and community amenities.



**Placemaking means much more than just bricks and mortar. It's people who really make a place. That's why we're passionate about local partnerships and collaborating with communities from the outset of any project.**

**Cambridge Ahead is a key partner in helping us better understand local needs and aspirations, so that we can align with local ambitions to deliver new sustainable homes, workspace and community amenities that the city can be proud of.**

Doug Higgins,  
Project Director

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## New members from August 2020



### Jagex

A major success story in the UK video game industry, Jagex was founded in Cambridge more than 20 years ago as a pioneering start-up focused on the emerging online video games market. Today it is one of the largest and most respected game developers and publishers, specialising in running online games.

Its flagship franchise is RuneScape, an ever-expanding fantasy role-playing game bursting with activity and life. Over two decades, RuneScape games have welcomed millions of players to its living game world. The games are shaped by a deep and meaningful connection between developer and community,

achieving more than \$1 billion in revenue and delivering multiple years of successive company growth. Jagex also applies its knowledge and experience to living games from other developers through its Jagex Partners third-party publishing division.

Jagex is heavily involved in shaping the future of the games industry with close cooperation with organisations and government in fields such as online safety, ethical game design and talent recruitment from traditionally under-represented groups. Jagex also supports charities in the mental health space and has raised more than £1 million for its charitable partners.



**Jagex is proud to be part of the region's DNA and to have played an important part in its sustainable growth as a tech, creative industries and investment hub. We share the values of Cambridge Ahead and look forward to championing the success of the area, furthering its profile as a great place to live and work that attracts the very best talent.**

Phil Mansell, CEO

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## First Intuition

First Intuition has been training accountancy students in East Anglia for AAT, ACCA, CIMA and ICAEW exams for over ten years, with training centres in Cambridge, Chelmsford, Ipswich, Luton, Norwich and Peterborough. The accountancy training provider offers first-class attention to student care and customer service, with strong working relationships with many organisations across the region.

First Intuition delivers classroom courses, distance learning options, accounting apprenticeships, as well as a post qualification education programme. In addition to training, First Intuition offers employers and students a wider programme of free events and support sessions to help them maintain their knowledge, explore learning and have the opportunity to ask questions.



**It is increasingly important that key businesses in the region don't sit back and expect local and central government to do all of the 'heavy lifting' in determining long-term social and economic priorities. Organisations and their leaders must take the initiative in making their voices heard in a way that can positively influence the quality of life for everyone in Cambridge and its region.**

**Cambridge Ahead is a powerful forum for bringing together insight from key local organisations and First Intuition is delighted to become a member. It has been clear for several years that many of the growing issues facing our own organisation and our client base are the same areas that Cambridge Ahead focus on; skills but also transport, housing and technology, and indeed the way that these facets of local policy overlap. It feels like both a huge privilege and a significant responsibility to have the opportunity to give our own contribution to the future success of such a vibrant part of the country and we look forward to meeting that challenge.**

Gareth John, Chief Executive

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## New members from August 2020



### Mott MacDonald

Mott MacDonald's purpose is to improve society by considering social outcomes in all we do, relentlessly focusing on excellence and digital innovation, transforming our clients' businesses, our communities and employee opportunities.

Mott MacDonald is a global engineering, management and development consultancy. Everywhere around the world, people's needs and aspirations are changing, fast. That brings increasing

challenge for our clients, as you seek to satisfy your stakeholders, tackle societal issues and deliver your business strategy.

Their network of experts looks at problems from fresh angles and finds opportunities in complexity. They bring together diverse skills, experience and insight, to turn obstacles into sustainable solutions. Their aim: to add value at every stage, for you and the lives you touch every day.



**Cambridge has been home to one of the largest Mott MacDonald offices for decades. We have delivered work that has contributed to some of the major infrastructure successes in the region. But the challenges facing the region - as outlined in the Local Plan - require us to come together to find lasting solutions. That's why we have joined Cambridge Ahead - to be at the forefront of local issues and work with partners with similar concerns to find long term solutions for the people and businesses that live and work in the region. We look forward to working alongside Cambridge Ahead and its members in driving thought leadership leading towards a brighter, more resilient future for our city.**

Abdul Wahab Ghumra, Cambridge City Account Lead

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# bruntwood SciTech

## Bruntwood SciTech

Bruntwood SciTech (a 50:50 joint venture between Bruntwood and Legal & General) is the UK's leading property and innovation services provider dedicated to the growth of the science and technology sector.

Our network of thriving innovation districts across Manchester, Leeds, Liverpool, Birmingham, Cheshire and Cambridge connects the UK's regions and communities of like-minded professionals, providing extensive opportunities for collaboration through access to our public, private, academic, clinical partner network.

Bruntwood SciTech creates the specialist environments and ecosystems that enable companies

in the science and technology sector to form, scale and grow. In addition to high quality office and laboratory space, access to a range of scientific services and tailored business support, Bruntwood SciTech provides the connections that offer unrivalled access to finance, talent, markets and mentorship.

Our purpose, values and working in partnership sit at the heart of everything we do. Our unique experience of working in strategic partnerships with city councils, universities and NHS Trusts acts as a catalyst to drive inclusive, sustainable economic growth through investment in science and technology infrastructure.



**Following our recent acquisition of Melbourn Science Park and the launch of a new strategic partnership with TTP plc, we're proud to be part of Cambridge Ahead to ensure the future success of the city and help to improve quality of life. We take a long term, patient approach to investing and the development of cities and regions - their economic futures, the role of infrastructure, talent, social capital, culture, sustainability and devolution; actively working alongside businesses and civic communities for the benefit of all.**

Jamie Clyde, Director,  
Southern Region and Innovation Services





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We would like to thank all our members for being such a dedicated and active group of business and academic institutions.

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To find out more about Cambridge Ahead please get in touch:

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