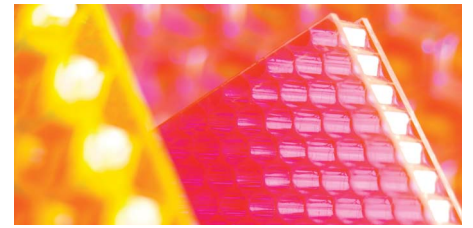


Enterprise

01

Alconbury Weald

Alconbury Weald lies on the spine of the country between the global innovation centre of Cambridge and the environmental cluster of Peterborough, at the heart of the Local Enterprise Partnership.



The Outline Application seeks to turn the largely brownfield former airfield site into a place for 8,000 jobs, 5,000 homes, 700 acres of green space and a range of investments in transport, community and energy infrastructure.

In August 2011, 150 hectares of the 575 hectare site was designated as an Enterprise Zone, bringing benefits to businesses locating there, and investment to support growth in the local area. It is estimated a further 6000 jobs will be created in the local economy through providing local procurement opportunities and a jobs hub.

In terms of employment uses, the Outline Application is for:

Up to 290,000 square metres of B class employment floorspace to include:



- Offices (10%)
- Research and development (25%)
- Light industry (25%)
- General industry (37%)
- Data storage (3%).

Up to 7000 square metres of retail uses – of which the largest store will be no more than 1500 sq metres – to include:



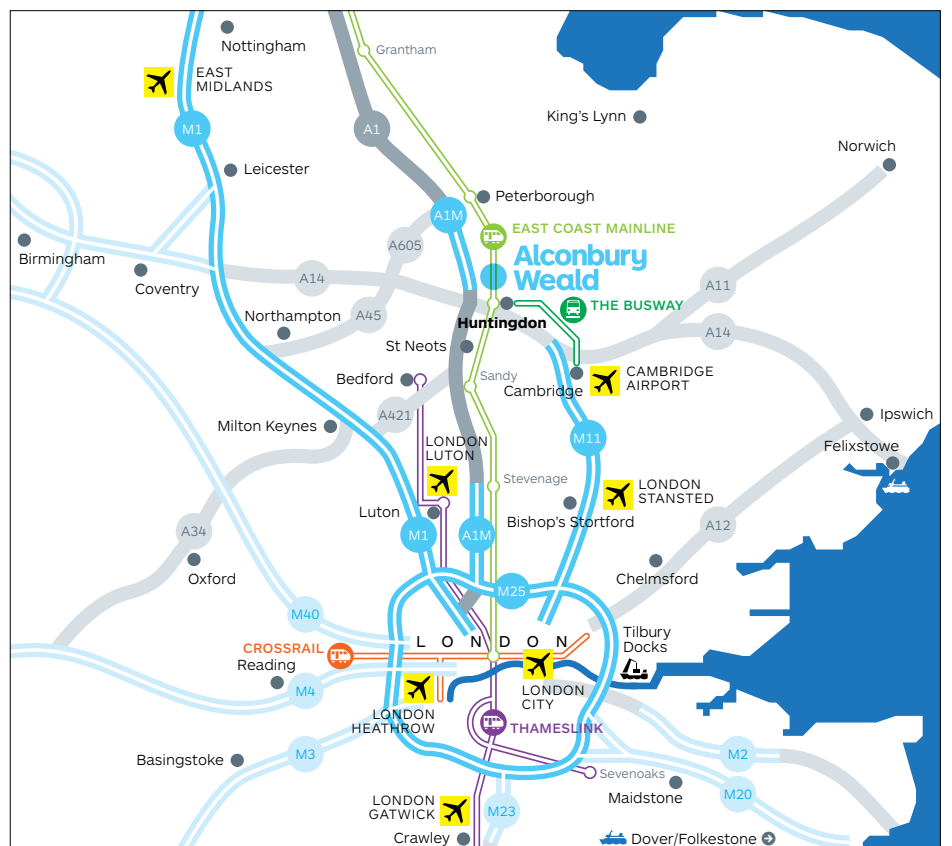
- Local convenience stores
- Pubs
- Cafes and restaurants
- Banks, post office and services.



Why Alconbury Weald?

The economic strengths of the site are unrivalled:

- Located on the central spine of the country – with close links to the A1(M), A14 and East Coast Mainline it has strong connections to every point of the compass
- Sitting between two strong economies in Peterborough and Cambridge, it has a range of supply chain companies, skilled workers, and an attractive profile for businesses looking to locate to the UK.
- As a brownfield site, it is not only already a location for employment (supporting 800 jobs and 60 companies), but it also has a range of resources and infrastructure which can be reused and recycled to create a low impact, low carbon development.





But the area also has challenges which Alconbury Weald can unlock:

- While Cambridge is a global hub of research and innovation, the city and the area around it has a lack of the right space and facilities for prototype development and light manufacturing, pushing this work outside the local and even UK economies ;
- Many of Huntingdonshire's highest skilled workers commute outside of the area for work (estimates of over 5000 workers), due to the lack of high-value work in the area. This has an impact on the transport network and local spend within the economy;
- The area as a whole has a lack of large flexible space which enables businesses to co-locate a range of functions in one place. As businesses look for efficiencies, there is a danger they look outside of the LEP area and the region misses out on largescale private inward investment;
- Huntingdonshire has an entrepreneurial spirit – with 7,557 businesses in the District, but of these just over 88% are small businesses employing between 1 and 10 people (6,645 businesses). Alconbury Weald can provide grow-on space to break the bottleneck which is stifling small business growth in the area;
- The development will also bring infrastructure investment in public transport and in the local and strategic road network which will improve the current infrastructure deficit.

How will this be delivered?

There are a range of measures being undertaken to ensure the development meets the needs of business, local partners and local communities.

- To deliver a high quality offer to businesses locating to the site, the development will offer bespoke design and build services, set across a range of plot locations which look to provide the right access, setting, building use and form, architectural style and clustering of business use;
- The energy, waste and water strategy for the development will offer businesses a low carbon, low impact platform from which they can deliver a sustainable way of running their business;
- The colocation of high quality homes and community facilities with business space supports both an attractive relocation package and investment opportunity for major national and international businesses. For businesses of all sizes and sectors, the development offers the prospect of being part of a community, not just a business park;



- At the same time, the facilities to be included in the development – such as shops, sports and community facilities – are all being agreed with partners to ensure that the development supports the growth of Huntingdon as the main local centre, and can be used to deliver facilities that the local area needs;

- Urban&Civic have also committed to taking the development forward in a way which optimises the benefits to the local economy/communities, by:

- maximising the opportunities for local businesses to bid for contracts and be involved in delivering the site through a procurement hub;

- Maximises local jobs through supporting Enterprise Zone tenants and contractors to recruit local people, supporting them with training and recruitment support through a jobs hub;
- Maximises the opportunity to develop skills within the local economy throughout the timeline of the development;
- Works with the Chamber of Commerce, local manufacturing and business groups to promote the area as a great place to do business;
- Ensures the Enterprise Zone does not have a negative impact on local business areas through displacing companies, but supports the economic growth of the wider area.



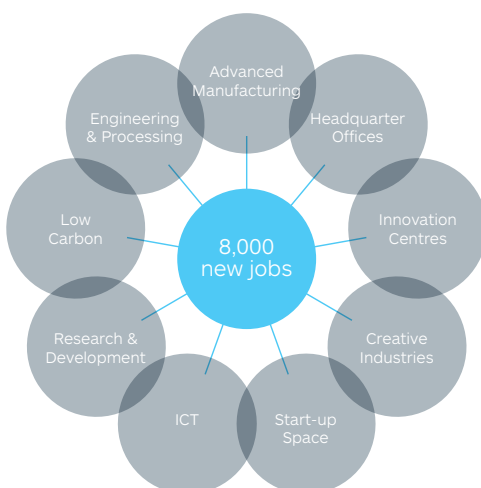
Who is involved?

Urban&Civic are the owners and developers of the site with a team who have extensive experience in creating places to live and work for people and with people. Our approach from the start has been to work in partnership with local authorities and partners, local businesses and local communities. Partnership working is fundamental to delivering a site on this scale with the potential benefits economically, socially and environmentally which Alconbury Weald can deliver.

Economically, the Enterprise Zone is supported by the Greater Cambridge Greater Peterborough Enterprise Partnership, Huntingdonshire District Council (HDC) and Cambridgeshire County Council (CCC). We have also been working closely with:

- the LEP, Chambers of Commerce, Federation of Small Businesses and local business networks to support local business growth;

📌 continued





- the LEP, HDC, CCC, Jobcentre Plus, Huntingdonshire Secondary Education Partnership, Hunts Forum, Huntingdonshire Regional College and the Cambridgeshire College Partnership to support job opportunities and skills development;
- HDC, Huntingdon Town Council, Huntingdon Town Partnership, and now BID Huntingdon to support the growth of Huntingdon Town Centre.

There are also a wide range of partners we are working with to develop the transport, environment and utilities, community facilities, housing and heritage aspects of the site. to find out more about those, please see our other factsheets.



When?

The Development will be brought forward over the next 20 years and the opportunities for jobs and business contracts will stretch across that period in relation to construction, supply chain and service sectors, as well as beyond that for those involved in the businesses on the Enterprise Zone.

Early infrastructure work, and a flagship building – The Incubator – are being delivered in the first phase to set the scene for the project. These projects are using local contractors Jacksons based in Huntingdon and CCM Surveyors from Peterborough. The Incubator will provide space and support for entrepreneurial and small businesses within the Enterprise Zone.



Key Documents:

Outline Planning Application:

- *Development Specification* – quantum of floorspace.
- *Parameter Plan* – broad locations for employment floorspace.
- *Economic Development Strategy* – key economic priorities to underpin a successful development.
- *Town Centre Impact Assessment* – impacts of the retail and leisure uses.
- *Statement of Community Involvement* – engagement and understanding of local networks.
- *Environmental Impact Assessment* – socio-economic impacts and identified mitigants.
- *Design and Access Statement* – setting and interconnectivity of business space.

Incubator Unit Application Material:

- *Planning, Design and Access Statement* – purpose and design of building.

Other Documents

- Enterprise Zone Submission Document – Local Enterprise Partnership;
- Growth Prospectus – Local Enterprise Partnership – <http://tinyurl.com/8e4hy63>;
- Memorandum of Understanding – Local Enterprise Partnership and Urban&Civic Limited;
- NPPF – <http://tinyurl.com/cc5vc5t>

