

THE TIME IS NOW

PETERBOROUGH:
THE CITY OF
OPPORTUNITY



WELCOME TO PETERBOROUGH

One of the UK's fastest growing
and best connected cities

AN EXTREMELY WELL CONNECTED CITY
FOR MAJOR UK DESTINATIONS

EDINBURGH

CITY CENTRE TO A1(M) IN
**UNDER
15 MINUTES**

5 INTERNATIONAL
AIRPORTS **LESS
THAN 2 HOURS
AWAY BY ROAD**

2 HOURS
DRIVE TO FELIXSTOWE
AND PORT OF LONDON



39 MINUTES
TO LONDON KING'S
CROSS STATION

SO, WHY
PETERBOROUGH?

WHY
NOW?



OUR CITY IS CHANGING, AND FAST

Peterborough is entering a new and exciting phase in its growth. A thriving, cosmopolitan city with medieval roots, our stunning cathedral sits in the centre of a vibrant, multicultural city that celebrates its diversity.

We're one of the UK's fastest growing cities with a unique history as an ancient cathedral city and designated a New Town in the 1960s. Now we're set to be a driving force within one of the most innovative and creative areas of the UK.

We want to work with developers, investors and businesses as ambitious as we are to secure Peterborough's continued economic success and make it the best place to live and do business in the UK.

Young, diverse and growing fast

Our cosmopolitan population of over 200,000 is predicted to grow to 225,000 by 2040.

- Fastest population growth rate of any UK city at 1.6% per annum over the last 10 years
- Diverse and young population: 62.2% working age residents, 20.6% non-UK nationals
- It's projected that 17,600 new jobs and 19,440 new homes will have been developed between 2015 – 2036

Gigabit city

Since becoming the UK's first gigabit city in 2013 we've now got a full-fibre network to nearly every home and business premises in Peterborough.

Affordable

Some of the most affordable property and land prices in the country within commuting distance of London:

- Average house price c.£235,000
- Grade A office space £13.50 per sq.ft
- Prime industrial space at between £5.75 and £7.25 per sq.ft

Diversified and robust economy

A robust and resilient local economy of over 7,160 businesses spanning world class manufacturers, global food producers, hi-tech giants and innovative start-ups, and a strong professional services sector:

- A bustling high street with one of the highest retail occupancy rates in the UK

- Retail catchment of nearly 1 million
- One of the highest business start-up rates in the UK
- The city also sits within a major growth area of the UK – covered by the London-Stansted-Cambridge Corridor and the Oxford-Cambridge Arc within the Cambridgeshire & Peterborough Combined Authority

Forward thinking attitude

We're a global leader of smart city infrastructure and circular economy – leading the way for a more sustainable future.

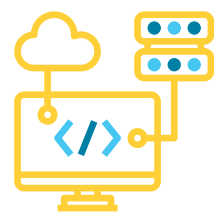
High employment rate

Our economic activity level of 79.3% puts us higher than the UK and regional average.

University development plans

In 2022, a new University in Peterborough will be open with plans to enrol 12,500 students by 2030.

PETERBOROUGH IS ATTRACTING MORE AND MORE NATIONAL AND GLOBAL BUSINESSES, THE UNRIVALLED TRANSPORT LINKS AND EXCITING PLANS FOR GROWTH MAKE THE CITY A GREAT CHOICE FOR BUSINESSES SEEKING TO RELOCATE OR EXPAND - PETERBOROUGH CITY COUNCIL



£30M

full-fibre gigabit network to every home and business premise in the city



£1 BILLION

city centre regeneration



UK Future City Demonstrator Fund to develop Smart City and circular economy programmes to protect the environment and drive up productivity

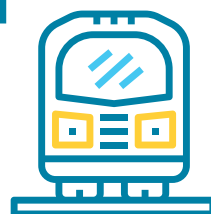
£120M



at Fletton Quays to bring 350 luxury apartments, Hilton Garden Inn Hotel, gin distillery, and modern office spaces

£1.2 BILLION

on East Coast Main Line will bring the Peterborough – London commute down to just 39 minutes



£43M

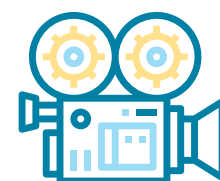


railway station redevelopment

Nearly 5 million passengers used Peterborough train station 2017 – 2018



towards a brand-new university which will have 12,500 students by 2035



£60M

77,000 sq ft extension of Queensgate shopping centre, including a 10-screen multiplex cinema

READY FOR GROWTH

WHAT WE ARE DOING NOW

“Fletton Quays will provide a new community for Peterborough’s expanding population,

PROVIDING HIGH CLASS CITY CENTRE APARTMENTS IN A STRIKING ARCHITECTURAL STYLE.

The redevelopment of the South Bank is also sure to cement Peterborough’s status as one of the UK’s fastest growing cities”

Bob Weston
Chief Executive and Chairman
of Weston Homes



“THE £60 MILLION EXTENSION, ANCHORED BY A 10-SCREEN EMPIRE CINEMA, WILL SIT ALONGSIDE NEW RESTAURANT BRANDS AND BRING FURTHER OPPORTUNITIES WHILST POSITIONING QUEENSGATE SHOPPING CENTRE AS A SIGNIFICANT RETAIL AND LEISURE DESTINATION”

Guy Thomas
Head of Retail at
Landlease

HOUSING GROWTH

Since 2010, Peterborough has consistently ranked among the top 10 UK cities for growth in its housing stock.

Between 2010 - 2017 over 5,000 homes were built across the city at the Hamptons, the Ortons and Fengate, providing amenities and open areas for growing families.

As growth continues across the city, the focus is now on

enhancing the city centre and riverside. A mix of residential and commercial development opportunities within some of the busiest areas of Peterborough are creating fresh opportunities with a busier high street, an even more lively night

time economy and bringing brownfield sites back to life.

These areas will make way for a growing number of highly skilled young professionals in search of an affordable and convenient base.

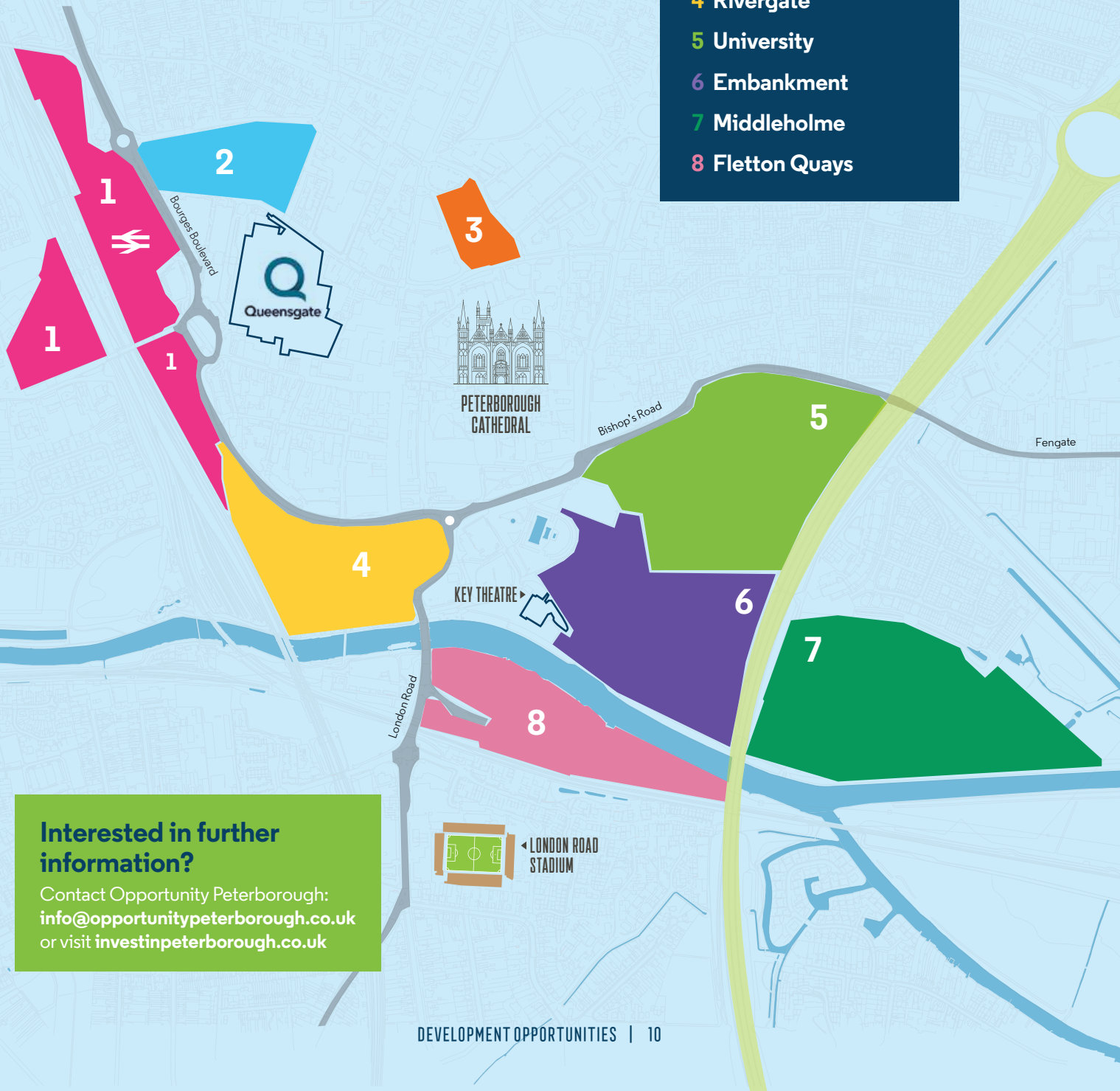


A GROWING CITY

Peterborough has a wealth of investment opportunities.

OPPORTUNITY SITES

- 1 Station Quarter
- 2 North Westgate
- 3 Northminster
- 4 Rivergate
- 5 University
- 6 Embankment
- 7 Middleholme
- 8 Fletton Quays



Interested in further information?

Contact Opportunity Peterborough:
info@opportunitypeterborough.co.uk
or visit investinpeterborough.co.uk



OUR CITY: KEY OPPORTUNITY SITES

Peterborough City Council adopted its local plan in July 2019. This sets out the overall approach to development in Peterborough to 2036 and beyond. The schemes outlined are supported by the local planning policy.

Station Quarter

Peterborough Station is a vital rail intersection on the East Coast Main Line. Over 5 million passengers use the station every year with growth of 3% per annum over the next 5 years.

There is a major opportunity to create a high-quality user experience that will transform visitor impressions of Peterborough and boost the city's potential as a business location.

The vision shared by Network Rail, LNER, the Council and Combined Authority is to create a state-of-the-art station gateway building with a new office park and surrounding retail facilities.



North Westgate

This city centre site close to the station is ideally placed for commuters who want to make the most of the 39 minute train service to London. North Westgate has plenty of space for commercial and residential premises.

The ambition is to support city centre based, residential lifestyles providing excellent access to retail, cultural and leisure amenities. Planning policy supports mixed-use redevelopment including a range of retail, employment, housing, office and leisure uses, which integrate effectively with the existing retail area.

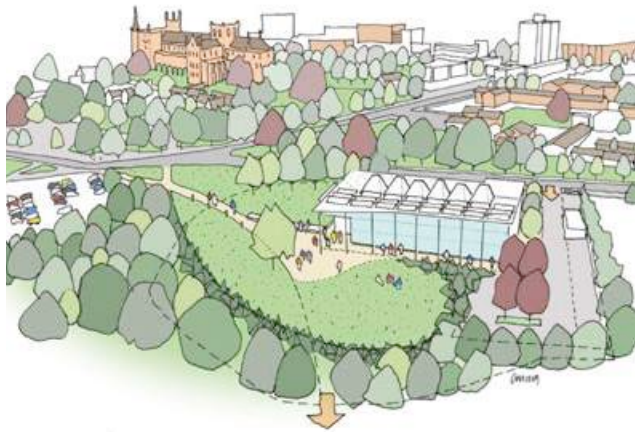


Northminster

The vision for this site is to create major residential-led, mixed-use development within an enhanced public realm. The site has potential for over 150 dwellings and a new multi storey car park. Development should protect and enhance local historic assets, including the Cathedral Precincts and Peterscourt. The council will support proposals to improve or relocate the market.

Rivergate

Rivergate provides an important link between the city centre, the River, Embankment and Fletton Quays. There are opportunities for further redevelopment with housing and independent retail, food and beverage use.



University

From 2022 Peterborough will become home to a new business and technology focussed university with a curriculum geared to high growth sectors of the economy. The campus will expand to accommodate over 12,500 students by 2030.

Embankment and Middleholme

These sites present exciting opportunities for major multi-use commercial sport/leisure/culture facilities and activities, and when combined with planned pedestrian and cycle links, they will be well connected to the river, the railway station and the City Centre. Middleholme is identified as an area for future residential development with a high design quality.



OUR CITY: LOOKING TO 2050

Peterborough is entering a new and prosperous chapter. A pro-growth agenda will make the most of a plentiful supply of employment and housing development opportunities.

Peterborough City Council has a clear plan for the city's future with an ambitious focus on long-term renewal of the city's fabric. We want to provide modern amenities for residents and a bustling centre that leaves visitors spoilt for choice, and with a lasting passion for the city.

Delivery through collaboration

The delivery of the plan will require strong collaborative working between the City Council, private developers, housing associations, investors (including Homes England) and statutory consultees. As such, the Council will adopt an 'open for investment strategy', offering a commitment to:

- Provide greater planning certainty and help to reduce risks for developers and investors
- Proactively work with landowners and developers to assemble, masterplan and unlock key sites

- Invest in public realm and greenspace to enhance the city centre environment

- Work closely with Network Rail and rail operators to enhance the capacity and amenity of the Station Quarter and take full advantage of faster rail journey times on the East Coast Main Line

- Work with the Cambridgeshire and Peterborough Combined Authority to explore new funding models and help investors secure gap funding for infrastructure

- Provide a one stop service for inward investors through Opportunity Peterborough

- Deliver joined up city centre management services to ensure a safe, secure and well managed environment through a new Business Improvement District; and

- Proactively market and promote the city centre and attractions, events and activities to residents and visitors.

Opportunity knocks

Peterborough also lies at the meeting point of two of the UK's leading growth areas:

- The eastern end of the **Oxford-Cambridge Arc**
- The northern end of the **London-Stansted-Cambridge Corridor**

This 'Golden Triangle' of the UK economy will be performing as strongly as Silicon Valley by 2050 and Peterborough is set to play an important role in this transformation.

Our rapid growth over the last few decades and high business start-up rates has created a thriving and robust economy with world class businesses spanning advanced engineering and manufacturing, hi-tech innovators, a thriving creative industry, agri-tech, logistics and fintech.

THE NEW LOCAL PLAN TO 2036 - A PRO-GROWTH STRATEGY



19,440
NEW HOMES



17,600
ADDITIONAL JOBS



12,500
STUDENTS AT A NEW
UNIVERSITY CAMPUS



Encouraging
**SUSTAINABLE
DEVELOPMENT**
that improves the economic,
social and environmental
conditions in the area



OUR CITY: OUR ENVIRONMENT

Since it became one of four UK Environment Cities, Peterborough has become an international leader in the fields of smart city and circular economy as it strives to create the UK's environmental capital.

The success of our economy shouldn't come at the expense of the environment. That's why we've committed to creating a fully circular economy in Peterborough by 2050.

The Future Peterborough programme, run jointly by Opportunity Peterborough and Peterborough City Council, is working with key industries to embed this innovative approach to resource efficiency across the economy – eliminating waste and maximising resource lifespans. The City Council has also declared a climate emergency and committed to making its activities zero-carbon by 2030.

We've shared Peterborough's circular economy and smart city experiences at over 30 international conferences, collaborating with international partners to share best practice. We're even supporting the establishment of new smart cities in India in partnership with the British Standards Institute (BSI) and the Foreign & Commonwealth Office (FCO).

Organisations like Peterborough Environmental City Trust (PECT), Peterborough City Council, Opportunity Peterborough, SUSTRANS and programmes like Future Peterborough

have delivered a wide range of projects that empower residents to live sustainably, shape the city's future plans and enhance Peterborough's natural environment.

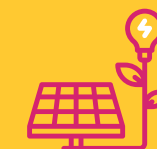
**ELIMINATING
WASTE &
MAXIMISING
RESOURCE
LIFESPANS**

OUR GREEN CREDENTIALS:



WORLD SMART CITY OF THE YEAR 2015

An international award in recognition of our goal to operate as a truly circular city. We're now committed to UN Sustainable Development Goals and creating a zero waste economy by 2050



SOLAR ENERGY

The fourth highest number of domestic solar PV installations in Great Britain



FOREST FOR PETERBOROUGH

Over 180,000 trees will be planted in and around the city by 2030



ECO-FRAMEWORK

Embedding knowledge of sustainability issues in schools across the city



ZERO WASTE PLACES

In 2012 Peterborough was named as one of six UK cities to trial innovative methods of waste management and reduction



THE GREEN WHEEL

A 45-mile network of cycleways, footpaths and bridleways, designed as part of a sustainable transport system



SHARE PETERBOROUGH

A ground-breaking resource sharing platform for businesses to use across the city



A LOCAL PASSION, A GLOBAL HUB

With its affordable costs, gigabit connectivity, fantastic location and transport links, Peterborough has fast become one of the premier inward investment destinations in the UK.

Since 2010, Peterborough's jobs market has grown by over 20% and given residents increased earning power that's catching up with workplace earnings.

The city's position within the Oxford-Cambridge Arc and the London-Standed-Cambridge Corridor will see the government investing heavily in housing, infrastructure, education and transport links to unlock the full potential of one of the most productive areas of the country.

Enterprise hubs within the Allia Future Business Centre, Brightfield Business Hub, Haatch, Makerspace and Peterborough Workspace are catalysing start-up growth, which has been higher than the UK average for the last five years.

With so many opportunities, Peterborough is now home to robotics and food manufacturers, 3D printers and modular house builders, right through to logistics giants, professional service providers and digital innovators.

24% BUSINESS STOCK GROWTH 2012-2017

7,160 BUSINESSES, WITH 119,000 JOBS

Peterborough is already the UK HQ of:



JUST SOME OF THE BUSINESSES THAT HAVE INVESTED IN PETERBOROUGH IN THE LAST FIVE YEARS:



THE CITY HAS SEVERAL KEY BUSINESS SECTORS THAT ARE SET TO GROW SIGNIFICANTLY OVER THE NEXT 20 YEARS

Current jobs by sector:



8K JOBS

Manufacturing and Advanced Engineering

Key employers: Caterpillar Perkins, Peter Brotherhood, Photocentric, OAL, E-Leather, Advanced Handling, Royal HaskoningDHV, Whirlpool, Radical Sportscars,



5K JOBS

Digital & IT

Key employers: BGL Group, Remark Group, CDW, DSM Group
We have a fertile digital start-up environment and several voluntary groups support digital businesses, freelancers and entrepreneurs – Agile Peterborough, Digital People in Peterborough and Ministry of Testing.



7K JOBS

Agri-Tech, Food & Drink

Key employers: British Sugar, Oakham Ales, Baker Perkins, Kingsley Beverages, Masteroast, Islands Cacao, Produce World, Baker Perkins



33K JOBS

Financial and Professional Services

Key employers: Travelex, Access Prepaid (Mastercard), Royal Sun Alliance, Bauer Media



3.5K JOBS

Construction

Key employers: Lesko Modular, Princebuild, R G Carter Construction, Morgan Sindall, Lindum Group



6K JOBS

Logistics

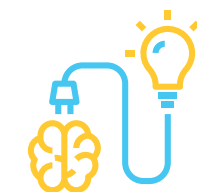
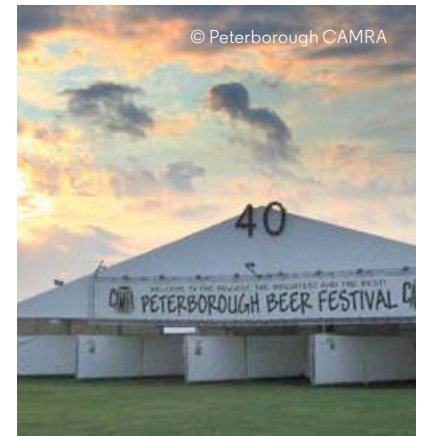
Key employers: IKEA, Amazon, Yearsley, Lidl, Lawrence Davis

A GREAT PLACE TO LIVE & WORK

Property in Peterborough has increased in value by around 40% since 2010 yet our residents benefit from a lower than average house price to earnings ratio.

Our proactive approach to growth has seen housing supply keep up with demand. Affordable land and property coupled with excellent connectivity has made us a popular destination for professionals who need a fast, direct commute to London and easy access to cities like Birmingham, Leeds, York and Edinburgh.

Residents can even enjoy a lively calendar of celebrations thanks to the heritage and cultures of our diverse communities. Peterborough also has one of the highest levels of green space with expansive parks including the beautiful Ferry Meadows and Nene Park, a 2,500 acre country park just minutes from our city centre with lakeside and outdoor pursuits available year round.



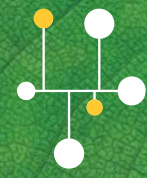
THRIVING TALENT

Residents have access to a first-class education system, with a broad selection of state primary, secondary, academy, independent and specialist schools. Ofsted rated 85% of schools in Peterborough as good or outstanding.

There is a huge amount of further education provision at Peterborough Regional College (PRC), City College Peterborough and Greater Peterborough University Technical College (GPUTC). Higher education opportunities can also be accessed at University Centre Peterborough (UCP) a £9 million ultra-modern campus with undergraduate courses in over 30 subjects.

In 2022 a new university in Peterborough will open, unlocking more potential for businesses and residents as we move towards a more knowledge intensive economy.

The curriculum will be wholly grounded in the needs of the local economy to give graduates the best possible careers, attracting talent from across the UK and around the world.



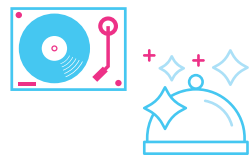
A CONNECTED CITY

Peterborough has some of the **quickest commuter times in the country** - our parkways can take you from the hustle and bustle of the city centre to the glorious green expanse of Ferry Meadows in just five minutes, and to the A1(M) in 15 minutes.

Peterborough lies at a crucial junction in the UK. Annually our train station links 5 million passengers who take advantage of links to London King's Cross and Eurostar international in under 40 minutes, plus direct connections with Edinburgh, Leeds, Newcastle, Cambridge, and Birmingham.

The A1(M), A47 and A14 are on our doorstep, providing direct connections to nearby Stansted Airport.

We're also a gigabit city with full-fibre infrastructure in place for all residential homes and commercial premises.



GOING OUT

Wherever your passions lie, **Peterborough has a wealth of facilities for nearly every pursuit and activity, whether you're out with friends or family.**

We're well served for nightlife with wine bars, brasseries, pubs and clubs. Our cultural diversity is reflected in the range of eating places with most tastes catered for, including Indian cuisine at The Banyan Tree, fine dining at independently operated Prévost and gastro-pub Dog in a Doublet.

National chains are well represented too with Wagamama, Nando's, Turtle Bay, Bill's, Wildwood, Five Guys, Prezzo, Côte Brasserie, The Handmade Burger Co., and Pret A Manger.

East of England Arena, a 5,000 seat indoor venue, also hosts shows, concerts, events, conferences and exhibitions throughout the year and provides a huge pull for visitors and businesses alike.

We're also home to Peterborough United Football Club affectionately known as The Posh, the Peterborough Phantoms ice hockey team, and host the UK's biggest annual beer festival outside of London.

A WEALTH OF FACILITIES FOR NEARLY EVERY PURSUIT & ACTIVITY



CULTURE – TOP PICKS

→ **900-year-old Norman Cathedral** – and burial place of Katharine of Aragon

→ 66 scheduled monuments including **statues by Antony Gormley** in our city centre

→ **Three theatres** showing everything from pantomimes and comedy performances to ballet shows

→ **Museum and art gallery** housing over 200,000 items of national and international importance

→ **Metal Culture** - providing space for artists and creatives. It curates an exciting programme of international and UK artists in residence, educational activities, meetings and events

→ **Flag Fen Archaeological Park** - a 28 acre site of significant historical value built on a Bronze Age settlement. It was home to the world's first crowd-funded archaeological dig that helped create a worldwide community of enthusiasts

→ **Clare Cottage** - the former home of poet John Clare is located in nearby Helpston – regarded as one of the greatest English poets of all time

→ **Burghley House** – one of Britain's finest Elizabethan houses is just 15 minutes drive from Peterborough. A venue for music and art events, and the famous Horse Trials



RETAIL

Peterborough has plenty of retail parks and destinations to keep shoppers busy.

→ Over 13 million people visit Peterborough city centre every year and investments in retail are seeing buyers stay for an average of 101 minutes – when the UK benchmark is 73 minutes!

→ **Queensgate** – the centre's John Lewis has undergone a £20 million refurbishment and a new £60 million cinema development has begun. The centre's 118 units include Westgate

Arcade, filled with independent retailers

→ **Serpentine Green Shopping Centre** – totalling 208,000 sq ft, it recently underwent a £7 million, 22,000 sq ft extension

→ **Brotherhood Retail Park** – following a £25 million revamp the site grew from eight to 15 retail units

→ **Peterborough One Retail Park (PE1)** – including the 50,000 sq ft Van Hage Garden Centre with a Kids Zone which regularly hosts seasonal family events, plus access to 17 other retailers

→ **Maskew Avenue Retail Park** – includes staples like Matalan, B&Q, Dunelm, Currys PC World less than a five minute drive from Peterborough city centre

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