

# PETERBOROUGH

TALKING 'BOUT REGENERATION





**WHY  
PETERBOROUGH?  
WHY NOW?**

**Peterborough is on the cusp of a regeneration revolution. It's getting bigger, better and growing in the right way to meet the needs of our population.**

In the last year, over £90million of Government investment has been secured, including for the 3rd Phase of our new university and transformation of our Station Quarter.

This is being matched by private investors keen to benefit from our growth. It's easy to see why, we are a pro-growth city (the second fastest growing in the UK). We are also updating our Local Plan, which will support Peterborough in becoming an even better place to live, work and visit.

We have maintained and strengthened our position as the top retail destination, thanks to our High Street, leisure, culture and entertainment offer. This includes a redeveloped river frontage and a safe and vibrant night-time economy.

We have a strong and resilient economy powered by one of the youngest populations in the UK and a diverse range of industries including manufacturing, distribution and technological. Our GVA rate is ahead of Cambridge, and we have one of the highest start-up rates for new businesses. We will also continue to support and retain existing and established businesses such as Perkins Engines, whilst creating the conditions needed to attract new businesses and sectors.

**Are you ready to be in the next chapter of Peterborough's story?**



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

In Peterborough, we understand the importance of connecting people and places.

Our city is home to a diverse population which mirrors our diverse heritage. Human settlement began before the Bronze Age and saw rapid periods of growth in the Medieval times expanding the settlement around a new Cathedral and in the 1900's the population grew rapidly after the railways arrived. As a result, we are a multi-cultural population of primarily family aged residents.

This means our growth has longevity and that our use of public space and culture are important in creating and maintaining sustainable communities for generations to come.

Our priorities include:

1. City centre regeneration
2. Innovative approaches to achieving carbon zero
3. Upskilling our population
4. Connectivity and infrastructure

We have a forward-thinking attitude, with a range of development zones and investment opportunities for all.



PETERBOROUGH  
THE CITY OF  
OPPORTUNITY



# PETERBOROUGH

## A TRANSFORMING CITY CENTRE

**Peterborough is a resilient, nationally important city with a history spanning 3,500 years.**

It has always evolved, innovated and transformed to respond to change. Now is no different.

There is **£1bn** Gross Development Value in Peterborough and we hope to transform the city's core to create a safe, vibrant centre for retail, leisure

and cultural uses.

In the city centre, independent retailers rub shoulders with national high street operators, cafes line our Cathedral Square and restaurants serve food from all around the world.

Timber framed market stalls nestle within the leafy trees of Bridge Street. **High-quality** public realm serves as a focal points for families to linger and our stunning artwork, including Anthony Gormley statues and bespoke commissioned graffiti tempt visitors to wander our streets after visiting the Cathedral. Further along, students dwell by the river enjoying the shade from the Willow

trees that line our Embankment before their next class at the **state-of-the-art** ARU Peterborough campus. The university was established together with employers to deliver students who are job-ready for careers in demand in our city, including cyber security, biomedical sciences and mobile games development.

Commercial property mixes effortlessly with luxury apartments lining the River Nene, with future city centre living developments planned for the coming years. On the outskirts of the city centre lies Middleholme, an area earmarked for executive family housing.











# A CONNECTED CITY

FOR MAJOR UK LOCATIONS



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

**10  
Minutes**  
FROM BUSY CITY  
TO STUNNING  
COUNTRYSIDE

**2 HOURS**  
DRIVE TO  
FELIXSTOWE &  
PORT OF LONDON

**90%**  
GIGABIT FIBRE  
TO PREMISES

**42 MINUTES**  
TO LONDON KINGS  
CROSS STATION



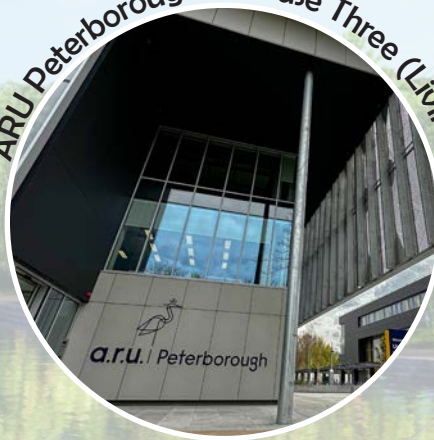
# WHAT IS HAPPENING NOW?

Peterborough City Council has a strong track record in successfully securing funding to enable delivery of projects.

Peterborough is identified as a Levelling Up (LUF) 'Priority One' area having already achieved grant funding via the Towns Fund and two tranches of LUF funding; LUF1 and LUF2.

Over £90million in Government funding was secured just in the last year, including:

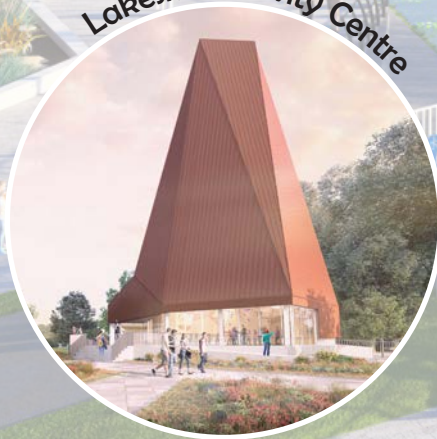
ARU Peterborough – Phase Three (Living Lab)



The Vine



Lakeside Activity Centre



Green Technology Centre



Digital Incubator







River Nene Pedestrian Bridge

Station Quarter

## Station Quarter

£48 million investment has been secured for the Station Quarter. This will be used to create a high-quality; state-of-the-art station gateway building, enhancing the user environment and boosting the city's potential to attract investment.

## ARU Peterborough – Phase Three (Living Lab)

Our university is set to get even bigger. A £30 million publicly accessible science centre is under construction and will deliver a 'Living Lab' designed to help stimulate and inspire more people into STEM (science, technology, engineering and maths) sectors.

## River Nene Pedestrian Bridge

£2 million in Government funding has been secured to help deliver a new footbridge which, by 2025, will link Peterborough's Embankment and Fletton Quays. This will provide a new local landmark and improve links for pedestrians and cyclists from Fletton Quays to the new University campus and Embankment area.

## The Vine

A £13 million development spread across two sites, delivering a refurbished library with space for exhibitions and business, alongside a new food, beverage and communal dining venue for the city.

## Lakeside Activity Centre

A multi-million pound state-of-the-art Olympic standard climbing facility located in a country park, attracting visitors from the local area and beyond.

## Green Technology Centre

A new building at Peterborough College delivering an innovative curriculum to get students career ready in areas such as sustainable construction and electric vehicle manufacturing. These sectors are calling out for qualified future employees and offer high wages.

## Digital Incubator

A business incubator helping digital start-up companies thrive by delivering coaching, networking and access to investment.

**£91m**

of Government  
investment  
over the last  
3 years

Population of  
**250,000**  
predicted by 2040

**Full  
fibre**

network delivered  
across the city

GVA rate of  
**£35.70**  
(above Cambridge)

**£30m**  
spent to drive learning  
and employment skills  
development by ARU  
Peterborough

World-class  
manufacturers  
and employers  
such as  
Caterpillar Perkins,  
Amazon, Coloplast,  
British Sugar,  
Travellex, Mastercard,  
Baker Perkins,  
Yours Clothing and  
Photocentric



**£30bn**  
Local Economy

**7,160**  
businesses including  
**2,300**  
start-ups  
established  
in 2022





**PETERBOROUGH**

**A CITY OF  
ECONOMIC  
GROWTH**





# £1 billion

Committed to city centre regeneration

One of the fastest growing economies in the UK at

# 79.6%



which is higher than the UK and regional average. Peterborough is ranked among the Top 10 UK cities for growth in housing development



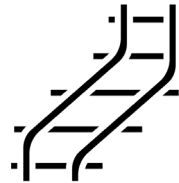
# £20m

towards a new university building a second teaching building incorporating a 'Living Lab' science facility



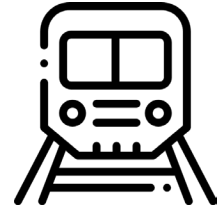
# £235,000

average house price, making this one of the UK's most affordable housing areas



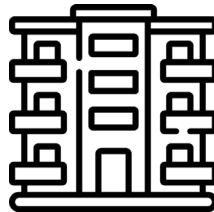
# £900m

funding for the East Coast Main Line



# £48m

Levelling Up funding secured to support transformation of Peterborough train station and surrounding area




# £120m

Value creation at Fletton Quays including delivery of a Hilton Hotel, offices for the Passport Office and council, 350 luxury apartments, improved access with a new bridge and food and beverage opportunity

# Smart City

£3m committed to UK Future City Demonstrator to support development a circular economy protecting the environment and driving productivity





**PETERBOROUGH**  
**A CITY OF**  
**GROWTH**

1. Station  
Quarter



2. 62-68  
Bridge Street



3. ARU  
Peterborough



4. North  
Westgate



5. Fletton  
Quays  
Goods Shed



6. Pleasure  
Fair Car Park

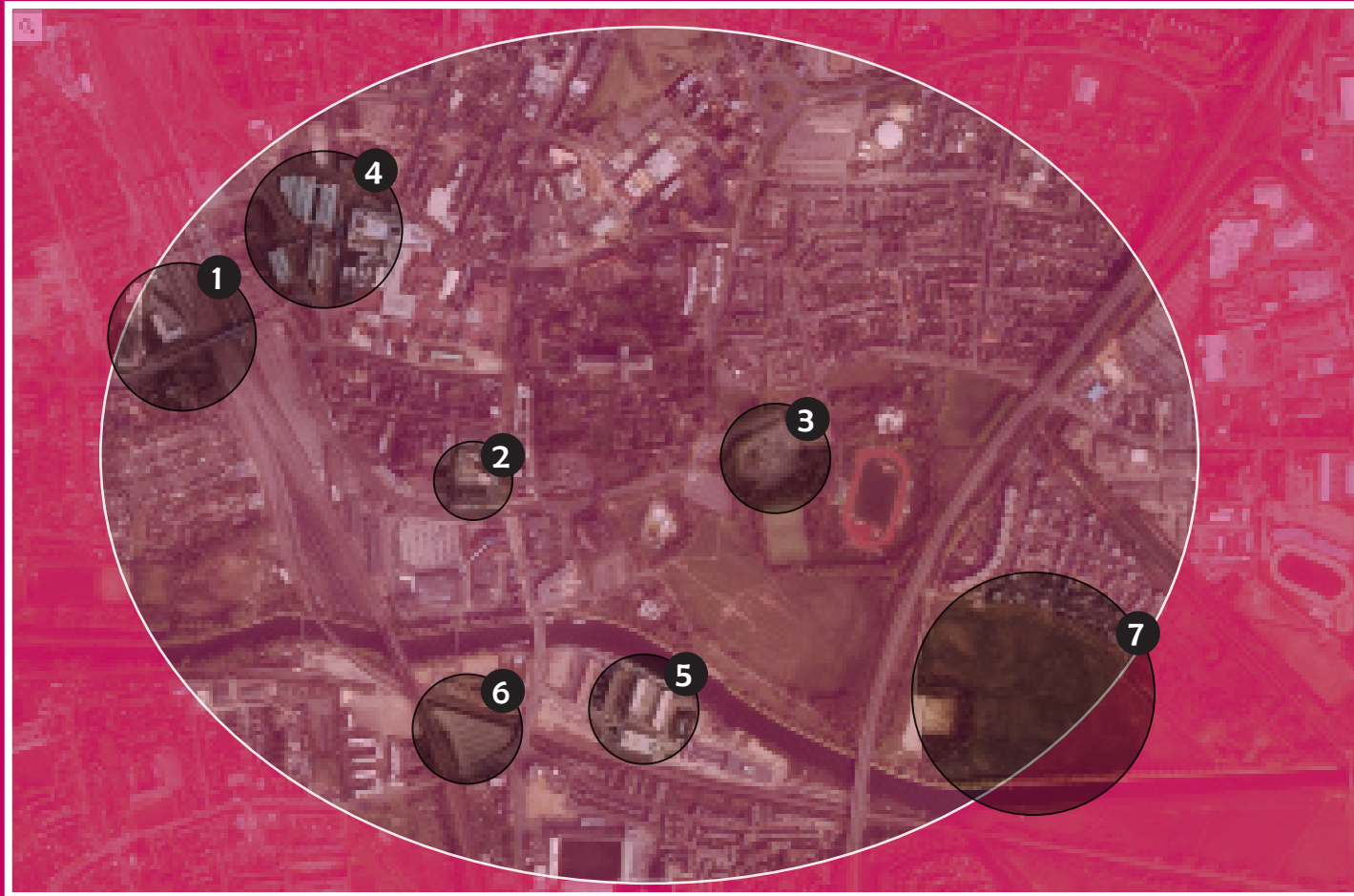


7. Middleholme





# AREAS EARMARKED FOR DEVELOPMENT



## Major City Centre Mixed-Use Development Opportunity

# I. STATION QUARTER

Station Quarter will create a new double-sided train station which will become an iconic landmark. This redevelopment represents a great investment opportunity as it will unlock an extensive former surface level car park for development, while at the same time, creating improved public realm and connections to the city centre.

### The Opportunity

The securing of £48m of Levelling Up Funds ignites the opportunity for the wide scale redevelopment of the Station Quarter. Current proposals release development plots for significant commercial and residential development.

Partners are sought to work with the council, Network Rail and LNER to work up development proposals and direct the route for delivery. Alternatively, individual plots could be released for development.

## Quick Facts



Location

42 minutes by rail to London Kings Cross station and less than an hour drive to Cambridge. The area is located to the west and is a short walk to the vibrant heart of the city centre



Partners

Peterborough City Council, Network Rail, LNER and Cambridgeshire & Peterborough Combined Authority (CPCA)



Size

17Ha



Status

£48m Levelling Up grant funding has been secured by Peterborough City Council and the CPCA to deliver infrastructure to release the site



Timescale

Potential partners invited to participate

For more details: [info@investinpeterborough.co.uk](mailto:info@investinpeterborough.co.uk)







# Landmark Mixed–Use Development Opportunity

## 2. 62–68 BRIDGE STREET

The former TK Maxx and New Look retail stores are set across three floors within the heart of the city centre retail district, located within an area with excellent footfall.

### The Opportunity

An exciting opportunity to transform this prominent, exceptionally well positioned building as part of the council's long-term plan for regeneration of the city centre. The existing 4-storey building, totals 6,890m<sup>2</sup>.

The council is seeking ambitious redevelopment proposals for the building which could increase in height to 15 storeys, subject to agreement with the Local Planning Authority. This will create a landmark destination for a range of uses including high quality residential, student living or commercial with extensive ground frontage to Bourges Boulevard and Bridge Street.

### Quick Facts



Location

Prime city centre location



Size

The existing building totals 6,890m<sup>2</sup> on a site footprint of 2,400m<sup>2</sup>. High rise redevelopment will be considered



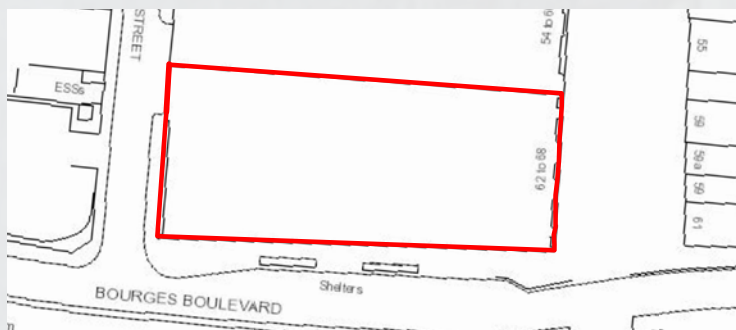
Status

Owned by Peterborough City Council



Timescale

Immediately available for acquisition subject to planning



For more details: [info@investinpeterborough.co.uk](mailto:info@investinpeterborough.co.uk)





## Investment Partnership Opportunity

# 3. ARU PETERBOROUGH

ARU Peterborough is one of the fastest growing universities in the UK. It has a new £30 million state of the art campus which opened in September 2022. Current plans show the university being developed and expanded in phases over the next decade. The Campus is located within the 22-hectare Embankment area in Peterborough, east of the city centre and north of the River Nene. The initial phases 1 and 2 are complete and provide learning and innovation facilities. The next phase; phase 3, is due for completion in 2024 and will include Living Science Lab facilities.

ARU Peterborough are part of the life sciences ecosystem in Cambridgeshire and support health, performance & wellbeing companies through their excellent Research & Innovation and Arise Innovation Centres.

### The Opportunity

Peterborough City Council and ARU Peterborough are keen to engage with investors and key partners to explore investment opportunities within the university campus. Investment will need to be aligned with the universities research themes of Health, Performance, Wellbeing and Sustainable Futures.

### Quick Facts



Location

The main campus is a 10-minute walk from city centre



Partners

Peterborough City Council  
Anglia Ruskin University  
Cambridgeshire and Peterborough  
Combined Authority and Business Board



Status

Phase 1 & 2 completed.  
Phase 3 completion in 2024



Timescale

Opportunity to discuss co-investment opportunities now

a.r.u. Peterborough

For more details: [info@investinpeterborough.co.uk](mailto:info@investinpeterborough.co.uk)







# City Centre Expansion Opportunity

## 4. NORTH WESTGATE

Extending to over 4.6ha, North Westgate sits between the Queensgate Shopping Centre and the Station Quarter regeneration area. The council's ambition is to create a new quarter for the city centre providing a mixed-use area that whilst it benefits from an excellent location it will deliver an area with a distinct character, complimenting and enhancing the city centre.

Westgate New Church on Westgate is a heritage asset which needs to be retained but could act as a focal point for any redevelopment scheme.

### The Opportunity

A fantastic opportunity to be instrumental in the delivery of a new quarter within the city centre. A high density residential and commercial scheme that extends the city centre northwards and provides a key link to the Station Quarter. The council is seeking a partner who will work with them to deliver this strategic significant regeneration area.

### Quick Facts



Location

City Centre



Partners

The land is currently within a mix of private and council ownership and will need to be acquired.



Size

4.6 ha



Status

A city centre site comprising a mix of surface car parks, existing buildings and heritage assets. Comprehensive development will be required, building on the council masterplan for the area that can leverage its location adjacent to the Queensgate Centre and the Station Quarter. The Council is willing to leverage CPO powers to enable this site to come forward to ensure delivery.



For more details: [info@investinpeterborough.co.uk](mailto:info@investinpeterborough.co.uk)







## Food and Beverage Opportunity

# 5. FLETTON QUAYS – THE GOODS SHED

The Goods Shed provides the opportunity to deliver the last phase of Fletton Quays regeneration. The development opportunity sits alongside on the River Nene, adjacent to the council offices, the new Hilton Hotel and 350 recently completed high quality riverside apartments. Towns Fund money has also been secured to deliver a new footbridge which will connect the Embankment to Fletton Quays immediately in front of the Goods Shed. This will open-up the opportunity to deliver an exciting new and complimentary food and beverage offer.

The council is seeking investors / operators to bring this Grade 2 listed building back into use as a city centre destination.

### The Opportunity

The Goods Shed, is a former single storey Victorian railway sidings building and the final phase of the Fletton Quays redevelopment. The adjacent warehouse has secured

planning for residential conversion which will further enhance this area and its incredible setting on the riverbank.

The council are seeking a developer/ occupier who can make the utmost of this setting by providing an optimal F&B offering, maximising the historic building, the extensive external amenity, river frontage and the proposed new footbridge connection.

## Quick Facts



Location

Fletton Quays



Ownership

Peterborough City Council



Size

1,148 sq m



Status

Available now

For more details: [info@investinpeterborough.co.uk](mailto:info@investinpeterborough.co.uk)









# Brownfield Site Development Opportunity

## 6. PLEASURE FAIR CAR PARK

The Pleasure Fair car park is a brownfield site situated south of the City Centre, on the corner of London Road and Oundle Road. It is adjacent to the Fletton Quays development and a short walk from Peterborough United Football Club.

### The Opportunity

A centrally located brownfield site benefitting from excellent connectivity to the city centre via Town Bridge.

The site could come forward for a wide range of uses including commercial and residential sitting adjacent to recently delivered commercially lead schemes (as per images to the right).

### Quick Facts



Location

South of the city centre



Status

Currently in use as car park



Size

2.4ha



Timescale

Available now



For more details: [info@investinpeterborough.co.uk](mailto:info@investinpeterborough.co.uk)







## Major Riverside Residential Development Opportunity

# 7. MIDDLEHOLME

Middleholme is a 17ha brownfield site located close to the east of the city centre in the Fengate area of Peterborough. It has extensive river frontage to the northern bank of the River Nene.

The site is jointly owned by Peterborough City Council and Milton Estates and is ideally positioned to come forward for a high quality residential led development that will enhance the riverside setting.

Historically, the site was used as a tip and contamination should be expected. A site wide contamination and remediation strategy is currently being produced by the council.

### The Opportunity

The site provides the opportunity for large-scale residential with river frontage and excellent transport connections. Peterborough City Council and Milton Estates are seeking development partners and investors with a track record of delivering high-quality housing.

## Quick Facts



Location

Approximately 1 mile from the City Centre and Peterborough train station. The area also has excellent road connections being located close to the A1139 and A47.



Partners

There is opportunity to acquire the site or work in partnership with PCC and Milton Estates.



Size

17ha



Status

Available now



For more details: [info@investinpeterborough.co.uk](mailto:info@investinpeterborough.co.uk)







**PETERBOROUGH  
A CITY OF  
LEARNING**

Peterborough is home to ARU Peterborough, an award-winning new university. The university is an ambitious institution, supporting economic growth, building partnerships, and providing outstanding education for the region's talented students.

ARU Peterborough is a high-quality, employment-focused university for the city and region offering innovative approaches to learning and teaching with an emphasis on applied technology and science. The university works with employers as co-creators in developing and delivering the curriculum, which includes a mix of on-campus tuition, Degree Apprenticeships, and work-based learning. This means that ARU Peterborough graduates will be employment-ready and set to support the future economic growth of the city.



The university was developed through an innovative partnership between Peterborough City Council, Cambridge and Peterborough Combined Authority and Anglia Ruskin University (ARU) as the academic partner.

ARU Peterborough is an ambitious global university transforming lives through innovative, inclusive, and entrepreneurial education and research. With campuses in Cambridge, Chelmsford and London, there are over 40,000 students from 185 countries. The university is ranked in the world's top 350 institutions in the 2023 Times Higher Education World University Rankings and are one of the top 40 universities in this ranking in the UK. In the most recent national Graduate Outcomes Survey, ARU was in the top 15% of universities in England with graduates in employment and/or further study 15 months after graduation. With six Research Institutes, a number of major research groupings undertaking high quality collaborative research and innovation activities and four Faculties bridging scientific, technical, and creative fields, ARU Peterborough research informs ideas and develops solutions which tackle pressing business, professional, civic and cultural issues, making a real difference to our communities.

ARU Peterborough research spans three major research, innovation, and impact themes; Health Performance and Wellbeing, Sustainable Futures, and Safe and Inclusive Communities, which are aligned with the needs of our regions and enable ARU Peterborough academics to work with partners to co-develop effective solutions to their challenges.





**PETERBOROUGH**

# **A CITY OF LEARNING**

The new university, ARU Peterborough, benefits from the wider Anglia Ruskin University being one of the UK's most established education providers with a track record in delivering highly employable graduate talent, business relevant skills, cutting-edge innovation, trustworthy business support, and excellent research with impact.



ARU Peterborough has over 1,000 academic experts, keen to collaborate with you to drive your business forward

“The Knowledge Exchange programme provided valuable additional resources, knowhow and a framework to quickly test the problem and develop a minimal viable product. We’re now actively engaging with NHS customers”

Lane Data Solutions Ltd,  
Knowledge Transfer Partnership

Over 500 employers, such as Morgan Sindall and Perkins meet their skills needs through Degree Apprenticeships

“ARU Peterborough is a university that completely understands business. The apprentices at Rhotic Media have absolutely succeeded and have made a material difference to the business”

Joe, Founder, Rhotic Media. Degree

In 22/23 5,989 ARU Peterborough students participated in 96 current business challenges, or ‘Live Briefs’

“What’s fascinating for me is seeing the solutions that they’ve proposed are actually as good as, if not better, than some of my colleagues”

Richard, Willmott Dixon, Live Briefs

ARU Peterborough students are placed with over 200 business a year. 96% of employers would re-hire their ARU Peterborough placement student

“We are aware we constantly need to innovate to maintain competitive advantage, and our supply chain must support that”

Kieron Bailey, Hexcel, Knowledge Transfer Partnerships

ARU has delivered nearly 60 UK Govt part-funded Knowledge Transfer Partnerships (KTP), that transform businesses through innovation and by embedding new capabilities

# PETERBOROUGH

## A CITY OF LEARNING

Inspire Education Group (IEG) was formed in August 2020 from the merger of Peterborough Regional College and New College Stamford. The Group also incorporates degree level study at University Centre Peterborough and delivers specialist commercial training for employers locally, regionally and nationally through award-winning commercial enterprises which includes Stamford Gas Training, MOT Training Centre and Anglia Professional Training.

As a £53 million new college group, IEG continues to invest in their estate and resources to ensure they deliver the best possible learning experience for students. The group has commenced building a new £13.5M Centre for Green Technology, which will enable delivery of new courses in modern methods of construction, offsite manufacturing, electric vehicle technology and retrofit. Inspire Education Group had an exceptionally positive first Ofsted Inspection in March 2023, with an overall 'good' judgment and the best possible judgement possible 'strong' for their ability to meet employer and skills needs. The group remains well-placed to meet future challenges as the further education sector engages with continuing funding, curriculum and assessment reform.

University Centre Peterborough (UCP) has delivered higher education programmes in the city since 2007. Recent developments include delivering internationally recognised Open University degrees and Higher Technical Qualifications with a focus on lifelong learning, career and personal development. UCP is collaborative provider with a mission to engage, enable and empower its students, many of whom are from under-represented groups and adult students. Achieving both Teaching Excellence Framework Silver award and recently securing Skills Injection funding means that UCP continues to deliver high levels of both student and employer satisfaction. Technical and academic pathways are offered with specialisms in counselling, social sciences, digital technologies and mechanical engineering. UCP works with employers to co-design curriculum and maximise progression opportunities into employment. 'Professional practice and employer engagement contribute to a very high quality academic experience' (TEF 2023).





- Rated as 'Good' overall and 'Strong' for Skills by Ofsted in March 2023.
- 'Outstanding' grades in Adult provision and High Needs provision demonstrates our commitment to innovation, excellence and the positive impact on students and the community.
- The Inspectors specifically identified that "students and apprentices develop substantial new knowledge and skills" and in particular, praised the Group's "ethos that courses should be about careers rather than qualifications."
- OFSTED recognise the 'wide-ranging industry connections' that ensure, "stakeholders and employers provide valuable input into the taught curriculum" resulting in, "students progressing to positive destinations at the end of their courses."

National Achievement Rates Tables rank Inspire Education Group in the top 3% of General Further Education Colleges (5th out of 168 colleges) nationally for GCSE english and maths results

It is ranked in the Top 20% of GFE Colleges nationally for overall achievement rates of 16 to 18-year-olds (28th out of 160 colleges)

Is growing with substantial increase in student admissions in 2023, taking the total enrolments of 16 to 18-year-olds to 5,100 in 2023

The group is now responsible for 1,300 staff, 8,500 Further Education students, 800 Higher Education students and 1,400 apprentices



## INSPIRE EDUCATION GROUP HIGHLY PRAISED BY OFSTED

### CASE STUDY CROWN HOLDINGS

Crown Holdings, Inc. approached Peterborough College to support the company to recruit and train apprentices to build Europe's largest beverage can manufacturing facility at Delta Park, Peterborough, UK. To ensure the programme best suited their needs, Crown visited the College to speak to existing subtenants. As a result of the programme, Crown successfully recruited 10 apprentices in September 2022.

In addition to Anglia Ruskin University Peterborough and the Inspire Education Group, City College Peterborough offers a range of high quality courses, training, study programmes, professional qualifications, adult education and courses in the community.

CONTACT DETAILS:

[info@investinpeterborough.co.uk](mailto:info@investinpeterborough.co.uk)



**THE CITY OF  
OPPORTUNITY**

