

see, be

The latest news about CB1 | Autumn 2019



Record investment in Cambridge as knowledge sector powers city's economy

Investment in Cambridge has reached record levels, with increasing numbers of high-profile businesses creating jobs and taking office space in the city.

The investment is centred on the 'knowledge' sector, a grouping which encompasses businesses from high-tech manufacturing and software development to pharma and life sciences, many of which benefit from the wealth of expertise in artificial intelligence in Cambridge.

Cambridge's knowledge (or 'knowledge-intensive') sector has seen average growth of 9.7% per year since 2013 and its output has grown to some £5bn, according to the latest report from Bidwells, property consultants based in the city.

Aviva Investors, the global asset manager, is now among those fully committed to investing in Cambridge, having identified the city as one of its "target office clusters". Based on Cambridge's growing reputation as a hub for talent, tech and innovation, Aviva has established a high-quality city centre portfolio totalling circa 460,000 sq ft of office space across three buildings.

The CB1 Estate, where Aviva has chosen to invest, is proud to be playing a pivotal role in attracting knowledge-sector businesses by providing new, modern, well-designed office space, as well as a range of good quality amenities, all located conveniently near Cambridge Station. Hence CB1 is now home to companies such

as Samsung, Amazon and Microsoft, and the Estate has established itself as the sustainable Central Business District for Cambridge.

The latest building constructed at CB1, the eight-storey 50/60 Station Road, has opened its doors to further prestigious names, including WeWork, the global market leader in shared workspace. Other tenants include financial consulting firm Charles River Associates, engineering consultancy Peter Brett Associates, Cambridge-born Costello Medical, genome research specialist Genomics, together with two asset management companies - Brewin Dolphin and Cantab.

Dick Wise, Head of Business Space Agency at Bidwells, said: "The Government's Industrial Strategy has focused on developing the UK's knowledge-based economy and the Oxford-Cambridge Arc is right at the centre of it. Our figures show that the Oxford-Cambridge Arc region now contains more than 20% of the UK's entire Science & Technology park floor space."

As a result of this continued investment and growth in knowledge-based businesses: "The Cambridge office market is on track for its busiest year since 2014, during one of the most uncertain economic periods in living memory, and now looks set to break the once unthought-of £50 per sq ft mark within five years."

See page 2 for news on Cambridge's expanding tech sector.

'Fit Friday' needs you

The CB1 Business Centre at 20 Station Road has launched a running group which is welcoming new members. Springing off the starting blocks on Friday lunchtimes, 'Fit Friday' is a way for CB1 locals to kick-off their weekends on the right foot and meet new people in the local community.

While the founding runners are a group of 25 people working in the Business Centre, the club is open to everyone - professionals, students and residents - local to CB1. Each week, the club follows a route away from main roads up to 5 kilometres, around the CB1 estate and beyond.

So why should you think of lacing up your trainers? For starters, running is one of the most popular ways of keeping fit: working on your fitness gives a sense of accomplishment, is brilliant for combating stress and boosts mental focus ensuring you return to work with increased productivity and creativity. On top of these benefits, it's an excuse to expand your professional network informally and a fun way to spend your lunch break.

Whether you're a seasoned runner - one member used Fit Fridays as part of her marathon training this summer - or a casual jogger, you're welcome to join the club! To learn more, get in touch with Mell at reception@cb1businesscentre.co.uk or meet the group at the Business Centre Reception the next Friday you can make it.

"'Fit Friday' has been an ideal chance to not only get fitness in, but to meet sporty neighbours to connect and build relationships in a fun way. Thanks for bringing us together!"
Sarah Broderick, Clinked.com

"I joined 'Fit Friday' to get some exercise other than my cycle to and from work! It's great to meet others from the office building and hear what's going on around CB1."
Helen Symonds, Turner & Townsend

Silicon Fen

Cambridge is the UK's top city for investment into the tech sector after London, attracting £583m of investment in 2018, according to a Tech Nation report.

Tech Nation found that 2.1m people are employed in the UK's digital tech sector, and Cambridge is among five regional cities where more than 10% of the population are employed in digital tech, the other cities being Oxford, Reading, Belfast and Newcastle.

Little wonder the city's fast-moving cluster of biotech, electronic and software businesses has earned Cambridge the nickname Silicon Fen!

£583m

INVESTED IN THE CAMBRIDGE TECH SECTOR IN 2018

OVER 10%

OF CAMBRIDGE POPULATION EMPLOYED IN DIGITAL TECH



Clockwise from left
2018 Christmas tree in Station Square, WeWork interior, 30 Station Road construction ceremony, foodPark's Rebecca Chong, Greater Anglia's new Stadler train, WeWork reception and 'Fit Friday' runners.

CB1 foodie attraction changes hands

What has become a local institution and go-to weekend starter, foodPark, has a new owner! From humble beginnings on the CB1 Estate, local award-winning foodie, Heidi White, has made the lunch market pitches a local establishment, also laying on pop-up and night events.

Heidi hands over foodPark to Rebecca Chong, the local events organiser behind Saffron Walden's successful 'Off the Beaten Truck' street food events and owner of Tribecca Coffee. Rebecca shares Heidi's same dedication and passion for high-quality street food, high standards, and community.

While Heidi waves farewell to foodPark, for its traders, and customers, it's business as usual. Find the lunch market in CB1 every Friday from 12-2 pm and on @foodPark in-between times!

The Great CB1 Bake Off

On the 21st August residents took to their kitchens to craft some spectacular cakes for CB1's own bake-off competition. The stakes were high with fantastic prizes on offer: the Cambridge BID donated a Love Cambridge voucher worth £50, local French restaurant Maison du Steak put forward a generous £40 voucher, and Sainsbury's gifted a collection of baking items to encourage the third prize winner.

The array of baked goods were judged by an experienced panel consisting of Becky Burrell from the Cambridge BID, and Ling-Ling, a name familiar to CB1-goers for her steam kitchen street van located on Mill Park.

The lucky prize-winners were Kelly, Hilary and sisters Olivia and Leila. CB1 thanks the local businesses in the area for donating the prizes, and to all the budding bakers who took part!

Have a mince pie and mingle

Join Cambridge BID and Star Radio in CB1 in the run-up to Christmas.

On Thursday 14th November, Cambridge BID and Star Radio will be switching on the giant Christmas Tree in Station Square. Join Josh, the Star Radio Breakfast DJ, for a one-off DJ set in Station Square to get you in the Christmas mood.

Designed to bring the CB1 community - schools, businesses, residents and all merry Cambridge-folk together at the start of the festive period, this lights-on moment will be a memorable one!

Listen in to Star Radio and keep your eyes on @CB1_Development's Twitter to find out more about the Christmas countdown in CB1.

WeWork opens for business

Check out the colourful lobby of WeWork, newly opened in 50/60 Station Road. Vibrant, too, is the community of AI innovators, growing local businesses and established international firms who have moved in! True to the nature of co-working, members range from individual entrepreneurs to small-teamed start-ups and well-established companies, like Cambridge Education Group. Intrigued about this working model? Cast your eyes back to 'see, be' summer edition, available online at cb1cambridge.co.uk/news.

Change is coming down the line

Greater Anglia, which manages Cambridge train station and the wider East of England network, has recently announced the arrival of its new Stadler fleet. Already running between Cambridge and Norwich, the new trains are bi-mode - which means they can run on either diesel or electricity - an innovative energy solution and a step towards more sustainable transport options in our area. Opting for public transport is the greenest way to travel distances fast: this transition away from carbon-based fuels will make travelling through Cambridge by train even more sustainable.

In an effort to make journeys run smoother, new platform information screens tell passengers where the less busy sections of the train are located. These have already been installed across most of the route and will soon be added in Cambridge, the busiest station on the line, which sees circa 12 million passengers pass through the station every year.

Now, sit back and relax at the thought that the entire Greater Anglia fleet will be replaced over the next year, including brand new trains running between Cambridge and London Liverpool Street.

Regional construction firm celebrates construction start

Cambridge-based contractor RG Carter has marked starting construction on one of the latest buildings planned for CB1, at 30 Station Road, with a ceremony attended by the construction and planning team, as well as local stakeholders. This milestone moment is another step for the area's reputation as a sustainable central business district.

The family business has been providing high-quality construction services, for nearly a century and in October saw one of their projects - Goldsmith Street, a development of council housing in Norwich, - win the prestigious Stirling Prize for architecture. Their team combines specialist knowledge with community engagement and a passion for innovation and we're pleased to be bringing their expertise and experience to CB1.

The new building will sit opposite 21 Station Road, the first office building to be developed at CB1 and home to Microsoft Research. With some of the biggest names in tech, including Microsoft, Amazon and Samsung having already moved to CB1, it's great to see how the estate's masterplan is being brought to life by the people now working and living here.

Keep an eye on @CB1_Development on Twitter, and look out for the seasonal 'see, be' newsletters to follow the building's progress through construction.

Cows about Cambridge

Have you spotted any colourful cows moo-ving about the city? Over the summer, Wild in Art and Cambridge BID paraded the animals past telephone boxes and on punts down the Cam, giving a sneak preview of the spectacle that is coming to Cambridge next spring.

Cows about Cambridge is a spectacular public art initiative which will take place across the whole city next year. From 30th March until 6th June, life-sized cow sculptures, each individually designed by an artist and sponsored by a local business, will collectively make up a trail of discovery for local people to explore and enjoy; free, fun, and family-friendly.

If you're already asking what will happen come summertime, the legacy of Cows about Cambridge will continue as many of the sculptures will be auctioned to raise vital funds for local children's charity, Break.

A number of local companies have rallied behind this unique event that will fundraise for the selected charity and brighten our streets. Organisations with connections to CB1 that have signed up to support the programme so far include: Anglia Ruskin University, Bidwells, McAleer & Rushe, Deloitte, The Tamburlaine Hotel, and Brookgate.

Visit the Cows about Cambridge website or on Twitter at @CowsAboutCams to find out how you can get involved with this unique art trail.



Photos: Steven Creamer Photography

F45's 'functional' fitness brings more fun to CB1

A new fitness concept opened this Autumn on the ground floor of 50/60 Station Road, headed up by the buoyant personality, Sarah Craske. We chat about the new venture and why she wanted to bring the concept to CB1.

What is F45 all about?

F45 is a class-based studio. There's no fixed equipment so it's not a traditional gym. The name stands for 'functional training' in 45-minute bursts.

What differentiates F45 from a regular gym?

Every class has two trainers, rather than one giving instructions from the front. After a warm-up and demonstration, all exercises and navigation are shown on screens and the instructors spend more time with the members one-on-one, so every class is like a personal training session.

Different class types – described as 'Romans' or 'Athletica' – have one-off curated playlists, with pop anthems setting the beat during dance-based classes, and base-infused beats for weights sessions. On Saturdays, classes stretch to an hour and are accompanied by a live DJ!

At what times do classes run?

There are classes 7 days a week, mixing up cardio on Monday, Wednesday and Friday with slower-pace, resistance-focused classes on Tuesday and Thursday. Saturday's workout – 'Hollywood' – is an hour-long, combining strength training and cardio, with the DJ on the decks. I don't know many other gyms that make workouts like a night out!

Why this style of work-out?

Alternating between cardio and resistance allows you to come every day because the classes work different body parts. You'll never do the same workout twice, and it becomes addictive. Until you've done it, you can't understand the feeling.

Who is F45 for?

F45 is accessible at all levels from beginners to those that are very fit. The classes are time-based so everyone can go at their own pace. Our members might live or work in CB1, elsewhere in Cambridge, or commute; the proximity to the station and the early, lunchtime and late classes suit everyone's rhythms.

Where does this concept come from?

It's really quite a new concept. Starting out of Bondai in 2012, there are now more F45s than Starbucks in Australia. It expanded through the far east and landed in the UK in Spring 2017. Since the first opening on Tottenham Court Road, there are now 30 in the UK. F45 is part and parcel of the Aussie healthy lifestyle, for which there's a big demand here.

How did you find the space in 50/60 Station Road?

I used to commute into London from my home in Trumpington, going to the gym at that end. You always want your home town to have the best amenities, but there was nothing class-based in Cambridge. CB1 was the obvious location to set up, not only because it's a stone's throw from the station but for the concentration of businesses here; the people who work at CB1 are keen for our type of training!

What's the atmosphere of F45 at 50/60?

There's already a really good community within our membership. You see people making friends in class, and on social media, hanging out outside of class. We have a really welcoming atmosphere: new joiners are really scooped up – you're not left to do your own thing. Energetic, friendly and inclusive is how I'd describe us.

Quite unusually for gyms, we're at street level, so we get amazing daylight while people can't easily peer in.

How has the take-up been so far in CB1?

Brilliant. Pop-up classes during Wimbledon week over the summer proved popular with CB1 regulars. We then had a little opening party in September with drinks by The Copper Tree, discounts on Sweaty Betty apparel and, of course, a live DJ.

What's your impression of CB1 as a place now?

Having commuted through CB1 almost every day for over 10 years, I've seen its evolution. Whenever we tell people where the studio is, the response is always "wow what an amazing location!" There's a high footfall and a mix of people. With the opening of buildings such as 50/60 Station Road, the population increases and the place gets more lively. We wanted to be part of this growth!

How does F45 add to the Estate?

There's nothing else like it in CB1. It's one more step in bringing more amenities to the area, giving people all the more reason to live in the area, join a company based here, or set one up!

We are offering private hire of the studio for team building events for companies based in CB1 or other group activities, and we're looking to work with local residents in and out of the studio.

What's your ambition for F45 in CB1?

I'd like to keep building a strong community of F45 members. It's when the residents and other groups in the community integrate that an area gets that vibrant, varied feel. We bring the fun with fitness, and people seem happy to have it here on their doorstep.

