

The Cambridge economy

Peter Landshoff

Discussion to be led by Martin Tyson:

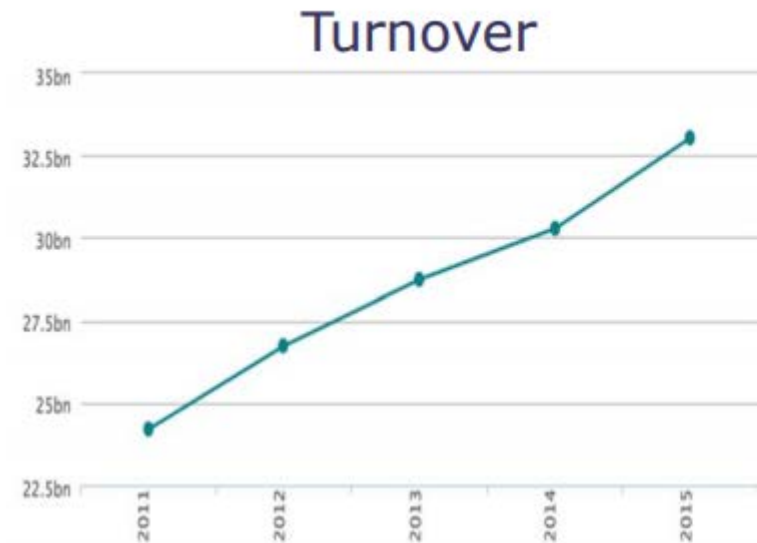
- **Where do you disagree with what I have said?**
- **What have I omitted that is important?**
- **What should the local authorities and other local bodies do now to prepare for 2050?**

Conclusions from 2030 Vision

- The Cambridge 'brand' needs international marketing.
- Low business density and poorly served or isolated locations (such as Cambourne) are unattractive to business
- Its coverage should be extended for the benefit of the surrounding market towns and villages, so relieving the pressure on the city. The attractiveness of the market towns should be enhanced.
- Employment should be concentrated mainly in existing successful locations (in the centre or periphery), in Alconbury, and in the market towns.
- We need to encourage the skills to bring products to market successfully. This involves product development, design for manufacture, and marketing skills, together with finance availability, demanding creative and intellectual skills in which the sub-region is not strong.

Our environment contributes to our quality of life and enables business to attract highly-qualified staff against global competition.

David Cleevely slide



Source: Cambridge Cluster Map

- 200,000 jobs, £33Bn turnover, 22,000 companies
- 7%+ growth per year
- 15 \$1Bn companies
- More companies over £50m turnover than Greater Manchester

Figures from Cambridge Ahead:

- Local GVA per capita is 34% higher than the national average.
- Cambridge is one of the few cities making a net contribution to the UK Treasury.
- Cambridge has nearly 9 times the number of patents per head of the average of the next 9 highest cities in the UK.
- Cambridge unemployment is a quarter of the national average.
- The proportion of local company employment engaged in knowledge-intensive activities is exceptional at 30%, compared with a 12% national average.

Employment growth

ONS: 2.5% per year (mainly from R&D)

Cambridge Ahead: 7.6% (ie double in a decade)

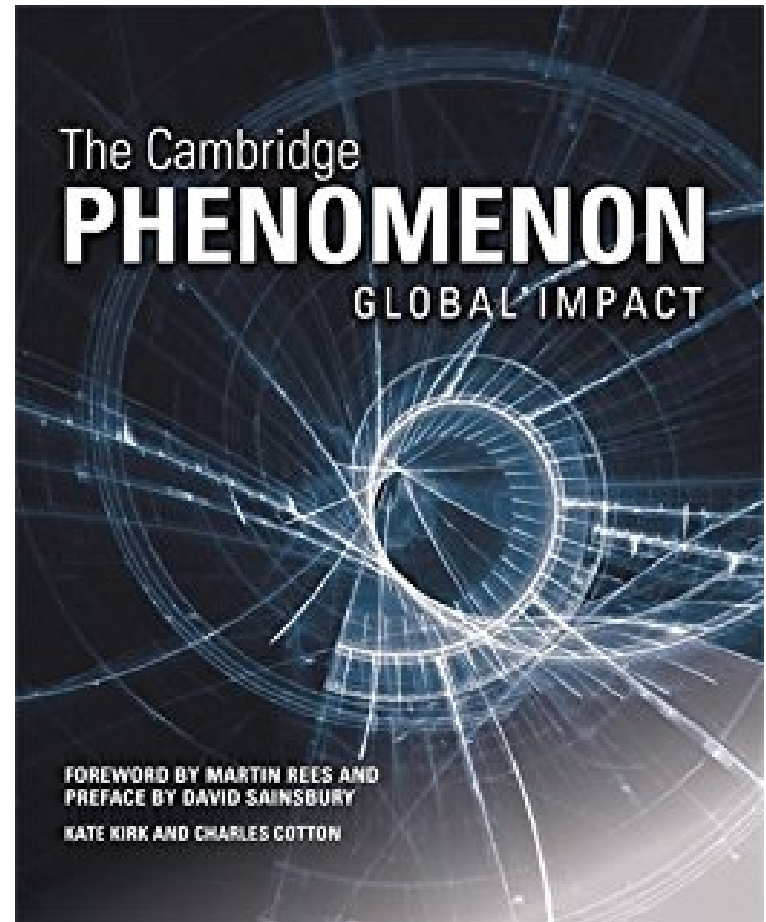
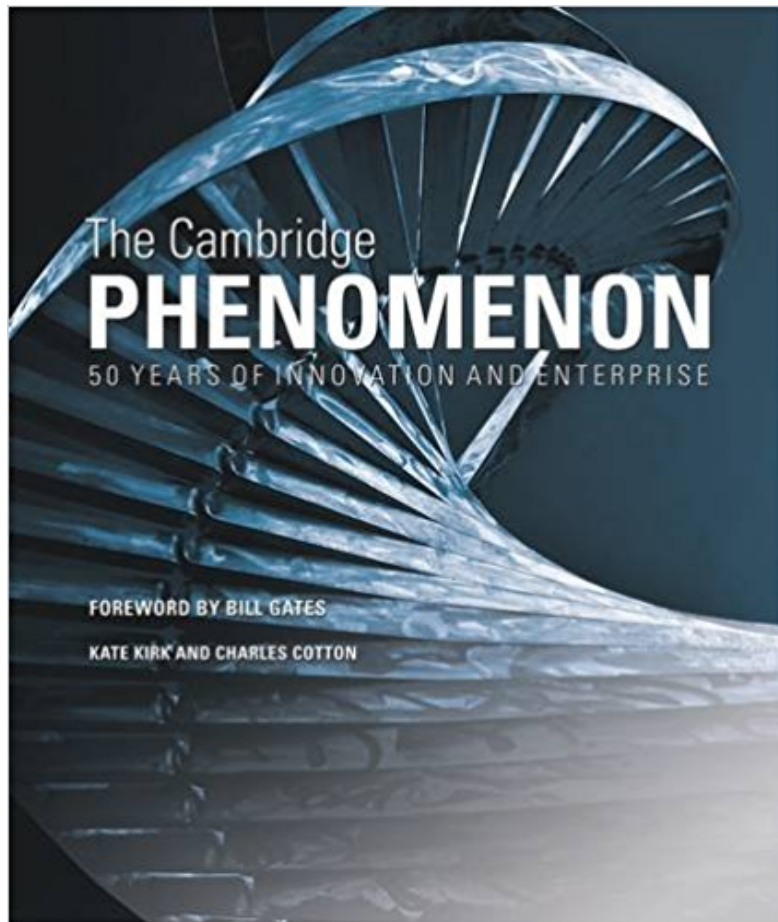
Cambridge population in 2011:

County's extrapolation since 2001: 125,000

ONS extrapolation: 105,000

The County was right.

A good read



The southern bio campuses

- Hinxton Genome Campus
- Babraham
- Chesterford Park
- Granta Park

All very busy already and aim to double in a few years
Stresses on infrastructure
Skills shortage

Tourism

The contribution to the Cambridge economy from tourism increased by 31 per cent to £764m between 2013-2015 and it helped to support 14,968 jobs in the city.

(Data from *Visit Cambridge and Beyond*)

Weak pound:

- attracting more visitors from abroad

- encouraging UK residents to stay at home

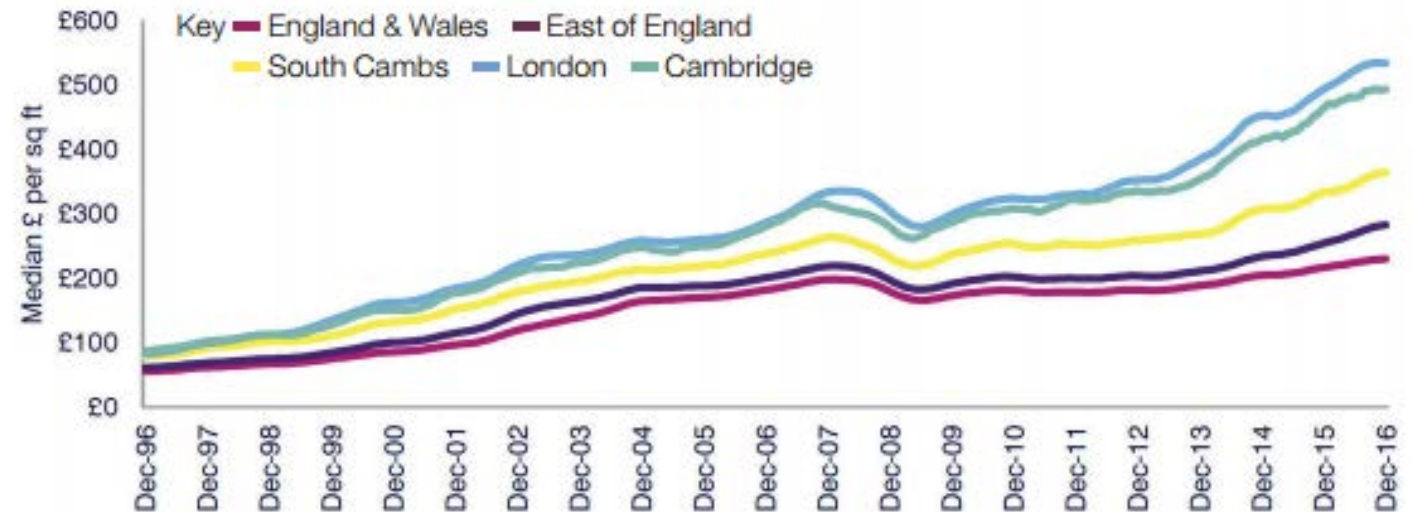
- up from 5m to 7m in 2 years (City Council paper)

How do we encourage them to stay longer and spend more?

[Visit Cambridge and Beyond](#)

Problems for our economy

Another London Cambridge has seen similar levels of house price growth to London



Source Savills Research

- Housing
- Transport
- Availability of skilled people
- Good schools and good healthcare are critical
- Continued availability of water and power
- Quality of mobile phone and broadband connectivity
- Local leadership should be simplified

Where do you disagree with what I have said?

What have I omitted that is important?

What should the local authorities and other local bodies do now to prepare for 2050?