

# CAMBRIDGE SUB REGION 2030

## *Business and retailing*

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# Vision 2030 Meeting 30<sup>th</sup> September

- If Britain is to succeed in C21st, greater Cambridge must grow
- We have to plan for growth and change
- The business viewpoint is about achieving growth
- The retail viewpoint is about managing change
- The challenge is to plan for the Cambridge Region, not 'Big Cambridge' – think “City State”
- Everyone views quality of life as essential



# Insights from the USA

- The Urban Land Institute connection
- “Resilient” Cities innovate
- The critical value of leadership
- The value of universities and hospitals as drivers of innovation



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# General Business Perspectives

- Cambridge is important for the UK
- Existing businesses will grow
- Many new businesses will be created
- More service businesses will be needed
- Planning will underestimate the requirements
- Infrastructure. Housing. Education.
- TQoL



# General Retailing Perspectives

- Impact of Internet BIGGER and MORE UNCERTAIN
- Physical retailing competes as a leisure activity
- People respond to a whole experience
- Places with distinctive character, distinctive role.....
- .....avoiding duplicating “mini-me’s”
- Ease and convenience of travel
- CHOICE !

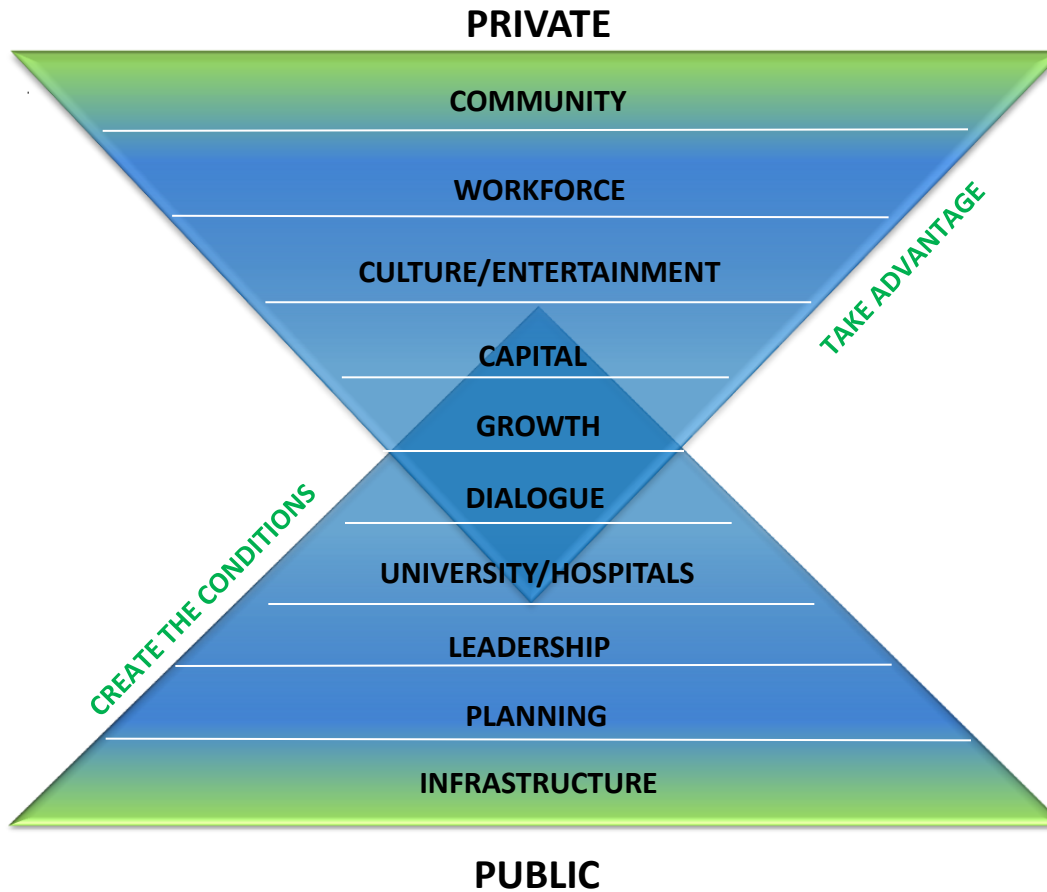


# Conclusions

- Cambridge is in an unbelievably good position to succeed
- A world/national brand to die for (University, Silicon Fen)
- Proximity to London/ South East
- 2 Universities, one in top 10 in world
- Improving Hospital (3 areas, Clinical-Research-Education, aka Academic Health Science centre)
- Infrastructure skeleton with potential
- Dispersal and efficiency in the Sub region

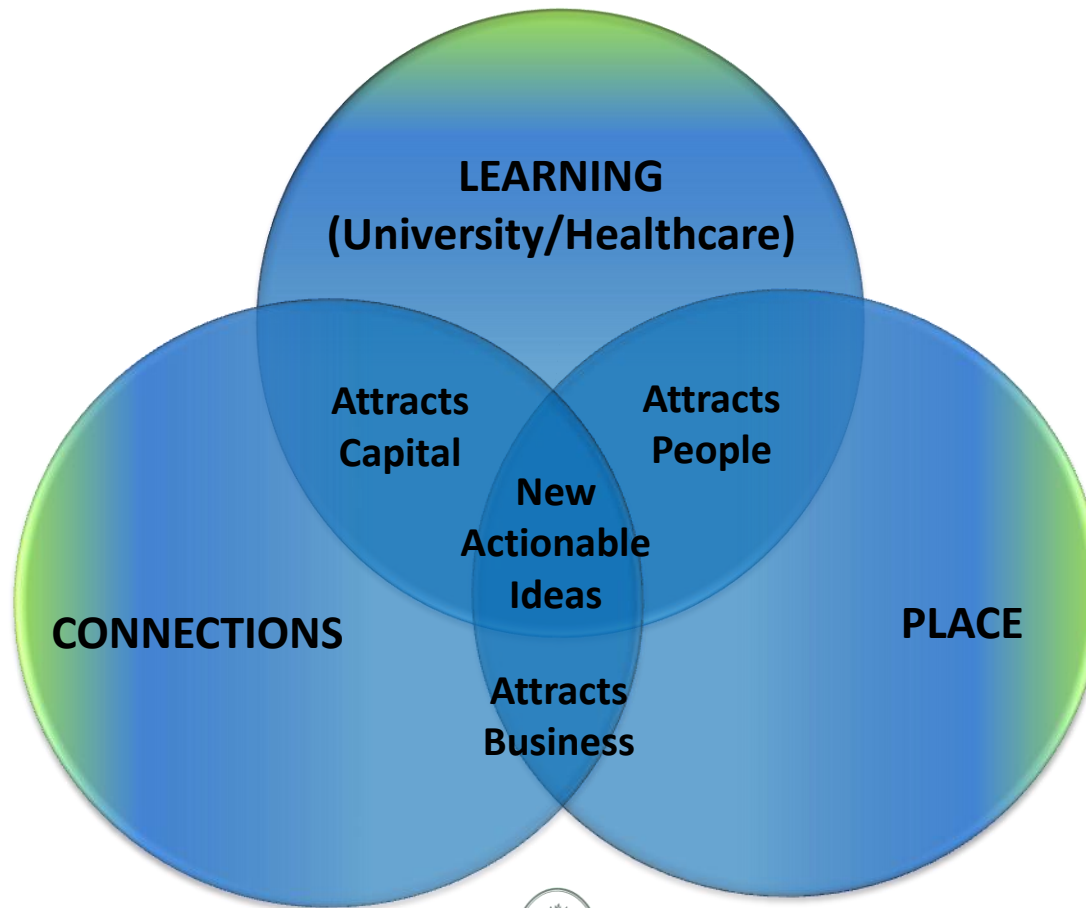


# “Utopia”



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# “Fostering Innovation”



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# 10 Propositions

1. Deliver more Visionary/Simpler Public Leadership
2. Think and act regionally
3. Integrate Spatial Planning
4. Deliver radically better infrastructure/transport
5. Create locally controlled money
6. Get marketing .....the Cambridge Brand
7. Establish a 'Downtown Hub'
8. Open up the Ivory Towers
9. Free the Mind
10. Create a 24 hour heartbeat



Yes?

IF YES, HOW ?



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