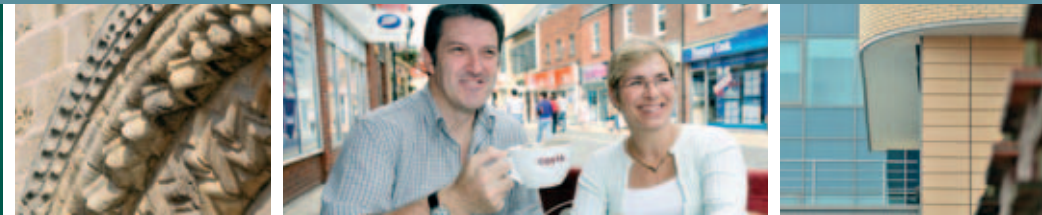


Huntingdon



A new perspective for developing businesses





Huntingdon

Space to grow,
help to thrive,
a place to feel alive.

Huntingdon is part of the London/Stansted/Cambridge/Peterborough growth corridor in which 129,000 new homes are planned by 2026. Of these 3,600 are planned in and around Huntingdon alongside a new school, community centre, shops and improved public transport systems.

Enhanced transport links and a rise in population will result in an increased footfall and consumer spend in an already thriving town centre.

The transport infrastructure in place and planned to support this rapid growth is second to none.

- Less than an hour's commute to London
- Frequent trains direct to King's Cross
- A14 gateway to industrial and commercial centres
- Three international airports within 90 minutes drive
- Easy access to the ports of East Anglia
- The world's longest guided bus system to facilitate 20,000 commuter journeys a day

Fact:

Over half (53%) of those living in Huntingdon are employed as managers and senior officials, in professional occupations or in associate professional and technical roles, a figure which is 10% higher than the national average, and 9% higher than the region as a whole.



Huntingdon is a charming historic Market Town located in the county of Cambridgeshire. Internationally renowned as the birthplace of Oliver Cromwell, over 20,000 people now live in the town and nearby villages which offer a vibrant mix of old and new. Modern buildings such as Huntingdonshire District Council's Pathfinder House sit comfortably alongside over 150 listed buildings, creating a contemporary yet traditional atmosphere.

Chartered in 1205, Huntingdon plays a vital social and economic role to the surrounding villages and acts as the service centre for retail, employment, local administration and business.

The town centre offers an eclectic mix of national/regional retail and independent business.

Huntingdon has a unique history of being home to some of the nation's political and business leaders, and this is reflected in the modern day workforce.

Local businesses and employers benefit from the support of Huntingdon Town Partnership, Huntingdonshire District Council and strong business networks. The Job Centre Plus and Huntingdonshire Regional College are both located in the town and offer recruitment and training opportunities to businesses throughout the district.

“Huntingdon is a rapidly expanding town with the benefit of excellent road and rail networks. An historical town, now pedestrianised and interspersed with modern architecture, Huntingdon attracts a wide range of independent and national retailers appealing to every taste and pocket.”

*Katy Sismore, Huntingdon Town Partnership
Manager, March 2009*

Fact:

Huntingdon has a catchment area of some 176,831 consumers spending £811 million a year (Experian, 2008)

Get Connected, Feel Alive

Access to London: business excellence in a quality environment

Faster connections

Right at the heart of Britain's road, rail and air network beats the picturesque, progressive and growing market town of Huntingdon. A vibrant business and employment centre, 74,000 vehicles enter and leave the town each day. From the centrally located railway station, two trains per hour run between Huntingdon and one of London's great gateways, King's Cross. The A1 also offers a direct road link to the capital. The combination of the A1 and the East Coast main rail line link Huntingdon with Edinburgh.

The A14 is further testament to Huntingdon's excellent transport credentials, running all the way from Felixstowe to M1 and M6 junctions in central England. International airports at Luton, Stansted and Birmingham are all within 90 minutes drive.

A new internationally recognised transport strategy "The Guided Bus", is an innovative, alternative form of transport.

In peak operation it will facilitate 20,000 commuter journeys per day. The service will link Cambridge, the planned new town - Northstowe, St Ives and Huntingdon bringing a new wave of workers and shoppers to the town.

Welcome distractions

Situated on the beautiful River Great Ouse, Huntingdon has a wealth of attractions and activities catering for residents, tourists and local businesses.

A picturesque terrace and excellent mooring facilities make Riverside Park an inspiring place to meet or just relax.

Explore meadows, woodlands and lakes on foot or get on your bike and enjoy the numerous trails around Hinchingsbrooke Country Park. An improved 'visitor experience' at the already popular park promises continued enjoyment for residents and tourists alike.



“The busway gives a reliable, fast and frequent public transport alternative between Huntingdon and Cambridge. It will help commuters get to work more easily as well as people who travel along the A14 corridor for leisure.”

Bob Menzies, Head of Delivery for the Guided Busway



Home to a growing population with the means to get them where they want to be.

Get connected

- A gateway to South East business excellence
- Less than an hour's commute to London
- Two trains an hour direct to King's Cross
- Three international airports within 90 minutes drive
- Easy access to the ports of East Anglia
- The longest guided bus system in the world

Feel alive

- Treat your clients, partners or team to a memorable day out at Huntingdon races with more than 18 meetings a year. Or sponsor a race as a unique way to raise your profile.
- Relax after work in our highly rated 170 acre nature reserve at Hinchbrooke Country Park
- Explore the River Great Ouse by pleasure boat or canoe
- Enjoy sailing, climbing and other outdoor pursuits at Grafham Water: www.grafham-water-centre.co.uk
- Indulge in perfect mooching in an historic town centre geared up for 21st century shopping
- Visit the only museum in the world dedicated to Oliver Cromwell

For further information on Huntingdon please call **Sue Bedlow**

Telephone: 01480 387096 • E-mail: economic.development@huntsdc.gov.uk

Space to Grow, Support to Thrive

Strong infrastructure in an expanding town

Unique developments

Sustainable developments combining employment, retail and residential growth means Huntingdon is a town centre brimming with unique and exciting opportunities. The planned development of Northbridge will have a new school, a local community centre, shops and an improved public transport system. A footbridge will link the new development to the rest of the town, promising increased footfall and consumer spend.

Developments to West Huntingdon, incorporating the busy and well serviced Huntingdon Railway Station, will create a vibrant new quarter and green gateway to the existing town centre. Regeneration schemes will provide full integration of employment, training, retail and residential opportunities in a highly sustainable, central location, the likes of which are rarely to be found.

Space to work and meet

Huntingdon is well stocked with a variety of Business Parks, ranging from hi-tech office space to large industrial premises. A plethora of conferencing facilities in and around the town can accommodate the full range of business needs.

Committed partners

Illustrating superb local infrastructure, a dedicated Economic Development team, Town Partnership and Town Council are located in the centre of Huntingdon. Huntingdonshire Business Network, Federation of Small Businesses, Chamber of Commerce and Business Link offer further support.

Information on Huntingdon Town Partnership is available at: www.huntingdowntownpartnership.co.uk

Bright people

An employment centre attracting skilled professionals, Huntingdon offers lower unemployment levels than the national average combined with higher than average numbers educated to degree level or equivalent.

Housed in a purpose built Conference and Learning Centre, a dedicated 'Services to Business Programme', offered by Huntingdonshire Regional College, supports employers and employees studying in the workplace.



We are delighted to have invested in Huntingdon,
a thriving market town where opportunities
exist to grow.



Howard White, Churchmanor Estates, March 2009



We know what it takes to grow...

Huntingdon's growth agenda is now firmly underway, helping us to understand the support needs of a developing town and business

Strong material infrastructure

- 3,600 planned homes in and around the town including 1,000 new homes at Northbridge and 200 in other town centre locations
- New Library, the third busiest in the county
- New Law Courts
- Planned increases to car parking provision
- Community Campus
- New Pathfinder House, Huntingdonshire District Council HQ
- 9,000m² of planned new comparison floor space

Accessible support for you and your business

- Monthly networking opportunities through Huntingdon Town Partnership
- Advertising on Town Partnership media releases
- Recruitment opportunities at the district's main job centre, located in the heart of the town

Active investment in our town

- Active promotion of the town and local events
- Proactive pursuit of inward investment
- Enhanced public space

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Born to Shop

A retailer or enjoying retail therapy, at work or play, Huntingdon offers opportunities for all

Traditional and specialist markets

Huntingdon's busy and well-used street markets indicate the vitality of the town centre. Regular traditional and farmers' markets are augmented by successful continental and specialist markets, which attract over 12,000 visitors into the town centre.

Shopper catchment area

Nearly half of the 176,831 consumers in the shopper catchment area for Huntingdon were classed in the Mosaic UK Groups 'Happy Families' or 'Symbols of Success.'

'Happy Families' are those consumers who spend a large amount on their house and garden, are highly brand and advertising sensitive and make high use of credit.

'Symbols of Success' are those who generally live in sought after locations and indulge in expensive commodities and leisure pursuits but are also loyal to independent niche outlets.

Satisfied shoppers

With free parking on Sundays and shopmobility services, it is not surprising that a recent survey found that visitors see Huntingdon as an attractive and safe place to shop.

The variety of shops, ranging from independent stores to national multiples and high profile retailers, are welcoming and offer a high level of customer service. The town centre is well serviced by banks and building societies, catering for the business needs of large and small scale operators.



“ We have been trading in Huntingdon for over 27 years. We have a very strong following from both local people and those travelling a considerable distance to enjoy not only the shopping experience but also the local attractions and history of the district. ”

John Nunn, Card Gallery, March 2009



Huntingdon... decisive growth in the face of global uncertainty.

- Bucking the national trend of decline, footfall in Huntingdon town centre in 2008 was higher than in 2006.
- The high street is complemented by two shopping precincts, the recently revamped St Benedict's Court and Chequers Court.
- New retail outlets are planned at both Northbridge and Huntingdon West
- The Town Centre consists of approximately 80 A1 retail use units
- A recent Huntingdonshire Retail Assessment Study reveals strong interest from national operators to locate in these highly visible locations
- New long and short term car parking is planned to accommodate the increasing number of shoppers

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Huntingdonshire's market towns are growing and evolving

Get a new perspective on Huntingdonshire. Read on to find out why your business should be part of the ambitious and exciting development of the region.

Be part of London/Stansted/Cambridge/Peterborough (LSCP) growth area running from North London to the City of Peterborough.

The statistics speak for themselves:

- 129,000 planned houses in LSCP between 2001-2026
- 11,200 new homes to be built in Huntingdonshire by 2026
- 160,000 residents
- 13,000 new jobs by 2026
- 7,200 business establishments
- Northstowe - a planned new town
- More than 26,000 people will be in new homes by 2026

More homes, more people, more money, more spending power

- Take advantage of the disposable income of our population, with higher weekly (£523.60) and annual pay (£27,476) than the national average (NOMIS 2008)
- With average property prices 13.8% less than the UK average (April - June 2009), our population has a bit to spare



As Huntingdonshire continues to grow we will ensure that employment, leisure and retail requirements for existing and future residents are met.



Richard Probyn, Planning Service Manager, HDC



From national retail to classic craft shops, if you are an established business or upcoming artist, we think you can find what you are looking for. Our beautiful towns offer the following advantages, each with a touch of their own personality:

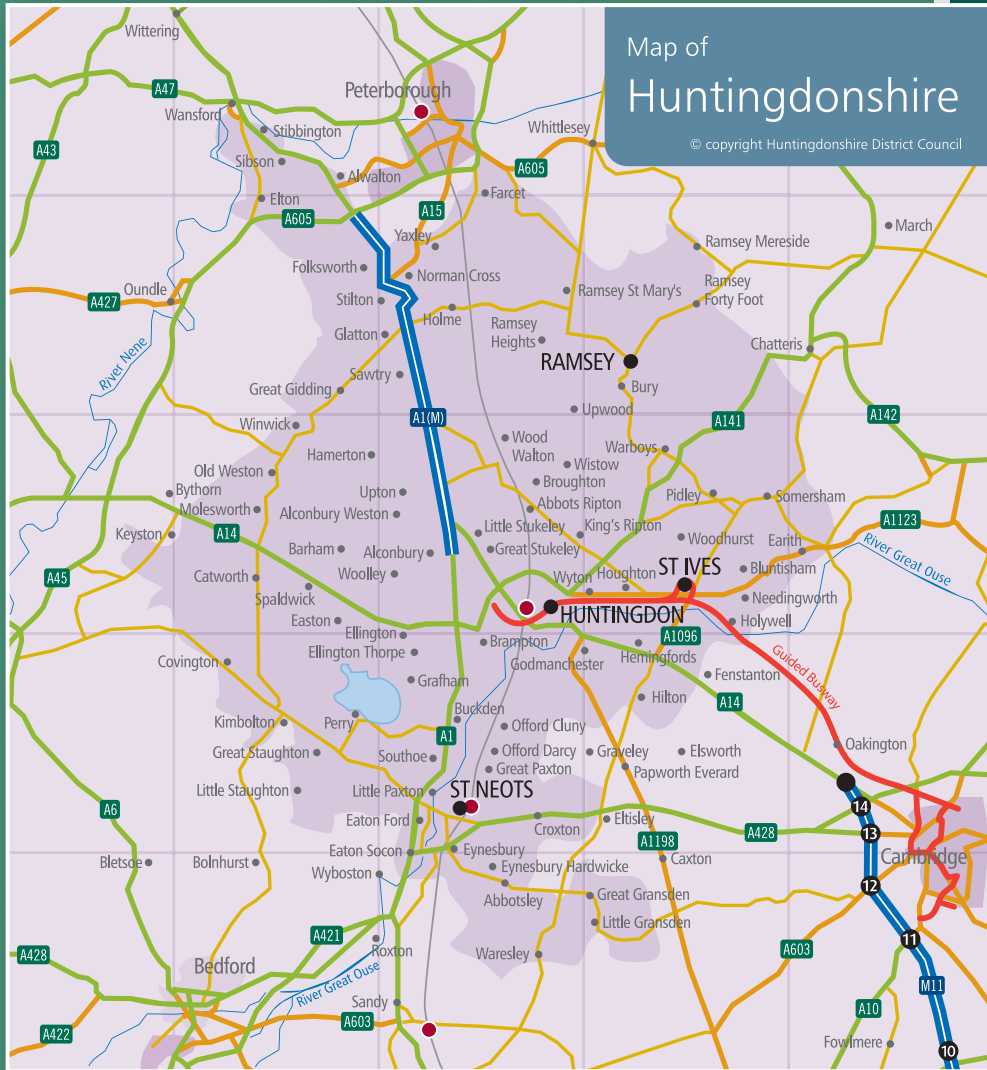
- Space to grow – surrounded by open space and with a strong growth agenda, all our towns represent a good prospect for businesses who want to grow with us
- Support to thrive – dedicated support for businesses, with the provision of appropriate skills and the necessary investment in infrastructure required for growth
- Get connected – a central location and unsurpassed transport links to centres of national business excellence
- Feel alive – beautiful countryside, life affirming rivers and wonderful opportunities for outdoor recreation and relaxation means life out of work couldn't be better

For more information on Huntingdon, St Ives, St Neots and Ramsey see their individual brochures in our New Perspectives series

• email: economic.development@huntsdc.gov.uk • Telephone: **01480 387096**

Map of Huntingdonshire

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Why locate in Huntingdon?

- **Space to Grow** – 3,600 new homes planned with the services and infrastructure to support growth. From offices, warehousing and conference suites to retail units and world class public transport.
- **Support to Thrive** – Get training and advice from an outstanding Town Partnership, dedicated District Council and thriving business networks. Jobcentre Plus and Huntingdonshire Regional College are located in town to assist with your recruitment needs.
- **Get Connected** – To customers and suppliers with our excellent transport links.
- **Feel Alive** – In a town buzzing with possibilities and surrounded by relaxing countryside.

Fact:

In March 2009 'The Independent' newspaper rated Huntingdonshire as the 15th best place to live in the country.



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