

# Ramsey



A new perspective for developing businesses





# Ramsey

Space to grow

# support to thrive

get connected and feel alive



Ramsey is a Fenland market town located in the north east of historic Huntingdonshire. The district is a key part of the London/Stansted/Cambridge/Peterborough (LSCP) growth area where 129,000 new homes are planned by 2026. 11,200 of these new homes are designated specifically for Huntingdonshire where excellent transport links by road, rail and air offer regional, national and international access. With a population exceeding 8,000 and growing, Ramsey acts as a service centre for the local community and surrounding villages.

Ramsey offers a unique combination of the traditional and the forward thinking.

Recently the town's infrastructure has been upgraded and this has enhanced its historic value and appeal. The Ramsey Gateway development, comprising areas of employment, retail, residential and community use is both ecologically aware and complementary to the existing town centre. A proposed Business Enterprise and Community Centre will create further opportunities for businesses and local organisations.

The independent shops respond to the needs of customers and offer a warm, Fenland welcome.



## Fact:

Footfall in Ramsey has increased by 14.7% since 2006.





Regular traditional markets run successfully alongside a monthly farmers' market and the exciting Great Fen Project is testament to how environmental progress and economic growth can be delivered in tandem.

Collaborative working between Ramsey Town Centre Partnership and Huntingdonshire District Council ensures every business in Ramsey is well supported. Business advice, networking, marketing and recruitment opportunities are all readily available.

- 450 new homes planned for the town
- Ramsey Gateway development
- Great Fen Project linking environmental and economic growth
- A warm welcome in a safe and easy to navigate town centre
- Abbey College with Specialist Technology Status
- Road, rail and air links to UK business centres and international gateways
- Bright people, with a quarter of Ramsey's residents employed in higher managerial and professional positions (2001 Census)
- 15% of 16-74 year olds educated to degree level or above (2001 Census)

“Our business in Ramsey has grown from strength to strength allowing us to open a second shop in the area. We are well supported by both the local business community and those organisations which work hard to make the town a success. We can certainly recommend Ramsey to any new business.”

*Jenny Groom,  
Sales & Marketing Manager, PCOK*

## Fact:

93.5% of visitors travel to Ramsey to shop. (2007 Visitors Perception Survey)

# Get Connected, Feel Alive

Well connected to the region and further afield, Ramsey is a great place to work and relax

## Faster connections

The A1(M), Britain's longest numbered road linking London to Edinburgh is 8 miles from Ramsey, as is Junction 23 of the A14 for major East - West networks. For those travelling by rail, Peterborough and Huntingdon train stations are within a 20 minutes drive. Peterborough train station provides direct connections to the North and fast trains (less than an hour) to and from London King's Cross. Huntingdon train station runs and receives two trains per hour from the capital. Bus passengers also enjoy a regular service during the day from Huntingdon, Peterborough and St Ives.

The Market Towns' Transport Strategy provides a programme of integrated transport initiatives for each of the Huntingdonshire market towns. The initiatives contribute towards the prosperity and well-being of each town and work on a strategy for Ramsey is being developed.

## Welcome distractions

Ramsey offers a variety of attractions to residents and visitors. The town centre itself is a designated conservation area with over 70 listed buildings and its Leisure Centre, golf clubs and sports clubs provide further recreational opportunities. The natural environment contributes to the town's success, and Ramsey is set to benefit from one of the most exciting habitat projects ever undertaken in Britain. The Great Fen Project will see the creation of 3,700 hectares of wetland, creating a haven for those who enjoy nature. The restoration project will act as a major tourist attraction for regional, national and international visitors, from which Ramsey will undoubtedly benefit. The Great Fen Project will be managed for wildlife conservation and eco-tourism, generating further business opportunities.



“ Since we opened PCOK in Ramsey, we have enjoyed a great response from the local community. The customers are loyal, friendly and a privilege to serve. ”

*Jenny Groom, Sales & Marketing Manager, PCOK*



## Strong communication links in a beautiful and vibrant setting

### Get connected

- London within 90 minutes
- 8 miles to the A1 (M)
- 60 miles to London Stansted Airport
- Cambridge in 45 minutes
- 13 miles south-east of Peterborough
- 90 miles to Felixstowe

### Feel alive

- Ramsey Leisure Centre with swimming pool, health suite and crèche
- Two golf courses
- Sports clubs including tennis, road runners, rugby, squash, football, cricket, swimming and judo
- Nationally acclaimed 1940s Weekend
- Annual Arts Festival, cultural events and heritage museum
- Continental and Farmers' Markets
- History, heritage and wide open spaces

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

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# Space to Grow, Support to Thrive

**Rapid growth requires  
firm foundations and  
committed partners**

## Holistic plans

The exciting Ramsey Gateway proposes large scale development on the northern approach to the town. Ramsey Gateway is varied in character comprising areas of employment development, retail, residential and community use. The construction of 450 homes is testimony to the future growth and strength of Ramsey.

## Space to work

Three well appointed industrial parks offer prospective businesses, in a variety of sectors, flexible working space ranging from workshops to units. Alongside existing provision there is potential for further expansion for commercial use at Ramsey Gateway and Upwood.

## Committed partners

All businesses whether start up, established, small or large are well supported. Ramsey Town Centre Partnership (RTCP) is committed to improving the town centre of

Ramsey. RTCP works with a well developed local, regional and national network and supports every person, business and organisation that has an interest in the town. As an example, RTCP's award winning JobSearch project provides the facility for employers to link quickly and efficiently with local job seekers and training providers.

Complementing RTCP, the Huntingdonshire District Council Economic Development Team operates a one stop shop approach for those seeking advice and information on business support, networking, local businesses and partnership working. Businesses are supported through free listing in the Huntingdonshire Business Directory, the opportunity to search for commercial land and properties on the Available Properties Register and an interactive map of the district's business sites. Advice and information is also available from a number of organisations including Huntingdonshire Business Network - the district-wide networking group.



“ The town is well placed for future growth with commercial and residential development already planned and underway. We welcome new investment in our town and strongly encourage all businesses whether start up, established, small or large to be part of our growth and future success. ”

*Vera Woolmer, Manager, Ramsey Town Centre Partnership*



## We know what it takes to grow...

### Find the right people

- Local Employment Partnership
- Training and skills programmes
- Adult and Community Learning at Abbey College

### Established business base

- Long established family owned businesses
- Innovative retailers
- Renowned customer service
- Loyal customer base

### Active support

- Well established Town Centre Partnership
- Local business and media networks
- Strong partnership working with regional, local, statutory and voluntary organisations

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## Forward thinking plans in a traditional market town

### Business Enterprise and Community Centre

The prospect of a new Business Enterprise and Community Centre epitomises a progressive and forward thinking culture. With Huntingdonshire's projected large scale social, economic and employment growth, a Business Enterprise and Community Centre will create opportunities for new and existing businesses and local groups and societies.

### An eco conscious town

Ramsey is ecologically aware in both the natural and built environment. The exciting Great Fen Project is a flagship scheme for natural habitat regeneration and environmentally responsible design governs developments at the Ramsey Gateway. The new Tesco Store is their first, and one of only a handful in Britain, to incorporate construction with low carbon footprint materials, environmentally friendly designs and onsite power

generation. The Ramsey Gateway strategy proposes to develop employment opportunities to allow residents to work closer to home, creating sustainability and reduction in the need to travel.

### Specialist Technology College

Abbey College in Ramsey provides high quality education to over 1,750 students aged 11-19 years old. In 1999 Abbey College was designated with Specialist Technology status with the aim to extend the range of opportunities available to students in I.C.T., design and technology, maths and science. Specialist aims are being met by continued developments such as the new Engineering Diploma. Abbey College is proud of its high achieving students and in 2009 the A Level pass rate reached 99%.



“

In more than a decade of trading in Ramsey, we have always found our customers to be really loyal, friendly and interested in the town. They regularly support and promote local businesses.

”

*Gina Randall, Owner, Carousel and School Plus*



### Committed partners plan for the future of the town centre with:

- Car Parking Audits
- Footfall Counts
- Retail Assessments
- Shoppers' Origin Surveys
- Ongoing Town Benchmarking

### Visitor surveys are used in the pursuit of continuous improvement. Recent findings found that visitors:

- Believed the shops 'were welcoming'
- Enjoyed 'good customer service'
- Liked the easy to navigate town centre
- Felt 'safe in the town'

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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](mailto:economic.development@huntsdc.gov.uk) • Telephone: **01480 387096**



## Why locate in Ramsey?

- **Space to Grow** – A small town with big ambitions, Ramsey is an important part of Huntingdonshire's growth plans.
- **Support to Thrive** – A partnership approach to understanding the town and customers. You can be sure you have the information you need to make successful business decisions.
- **Get Connected** – Access to North, South, East and West business centres. 20 minutes to the A1(M) and A14. Excellent rail links at nearby Huntingdon and Peterborough.
- **Feel Alive** – Visitor attractions, thriving community activities, history, heritage and inspiring open spaces.

## Fact:

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



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