

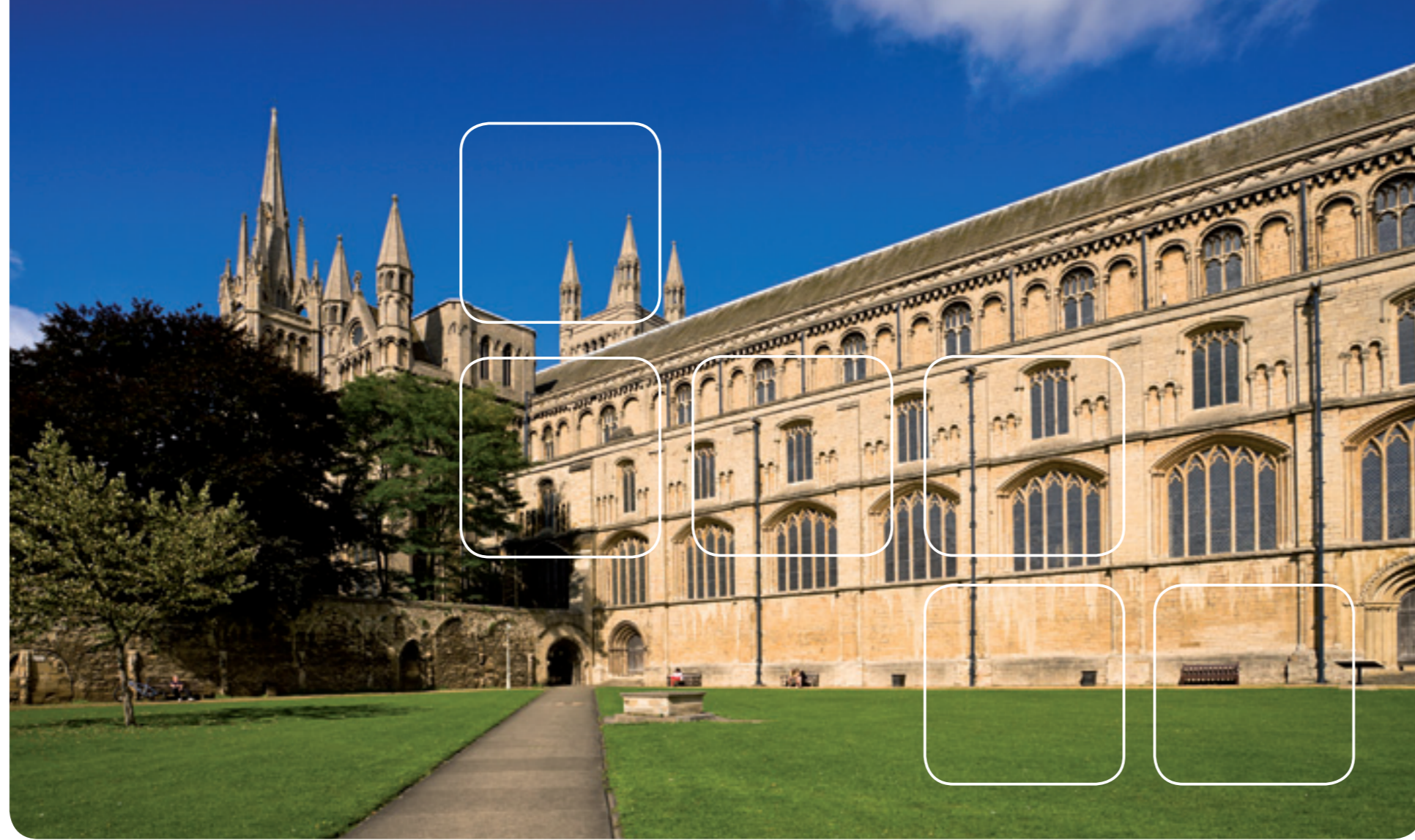
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We're proud of Peterborough and we're inviting you to visit and see why. Our business community is strong and active and our economy diverse, with recognised strengths in a number of key sectors.

Life's good here too. Not only are we home to a lively, cosmopolitan population of 170,000, in which a range of faiths and cultures is celebrated, but we also boast a wealth of rich heritage. Our stunning Norman cathedral, the Bronze Age archaeological park at Flag Fen, and Burghley House, one of the largest and most splendid stately homes of the Elizabethan age, are fantastic visitor attractions.

With major plans to grow our population to over 200,000 and create 20,000 new



jobs by 2021, we're also working hard to create the UK's Environment Capital. As one of only four environment cities and the home to more than 380 green businesses, we have the right foundations to achieve this ambition.

Peterborough is a city of economic strength, opportunity and innovation. We have leading companies operating across the globe and hi-tech businesses pushing the bounds of knowledge and research.

There are clear benefits in bringing your company here, just take a look at what some of the prestigious firms based in the city have to say about doing business in Peterborough.

Nando's

Opening in Peterborough's Cathedral Square has allowed us to benefit from the city's growing night-time economy. We've got off to a strong start and have received great support from local Nando's fans.



Thomas Cook

Thomas Cook has been based in Peterborough for over 30 years. We strongly recommend it as an excellent location for any business looking to invest.



AB Agri

Peterborough is a fast-growing city and an ideal base for our expanding global company. It makes sense to do business in Peterborough.



BGL Group

Peterborough's business community is extremely active and offers great networking opportunities. Peterborough is an ideal location for us as a growing, forward-thinking organisation.



Coca-Cola Enterprises

Positioning our Business Support Centre in Peterborough has allowed us to recruit staff who are highly skilled in sales and customer care, which in turn has enabled us to provide a top quality service to our clients, continuing the growth of CCE.



Patisserie Valerie

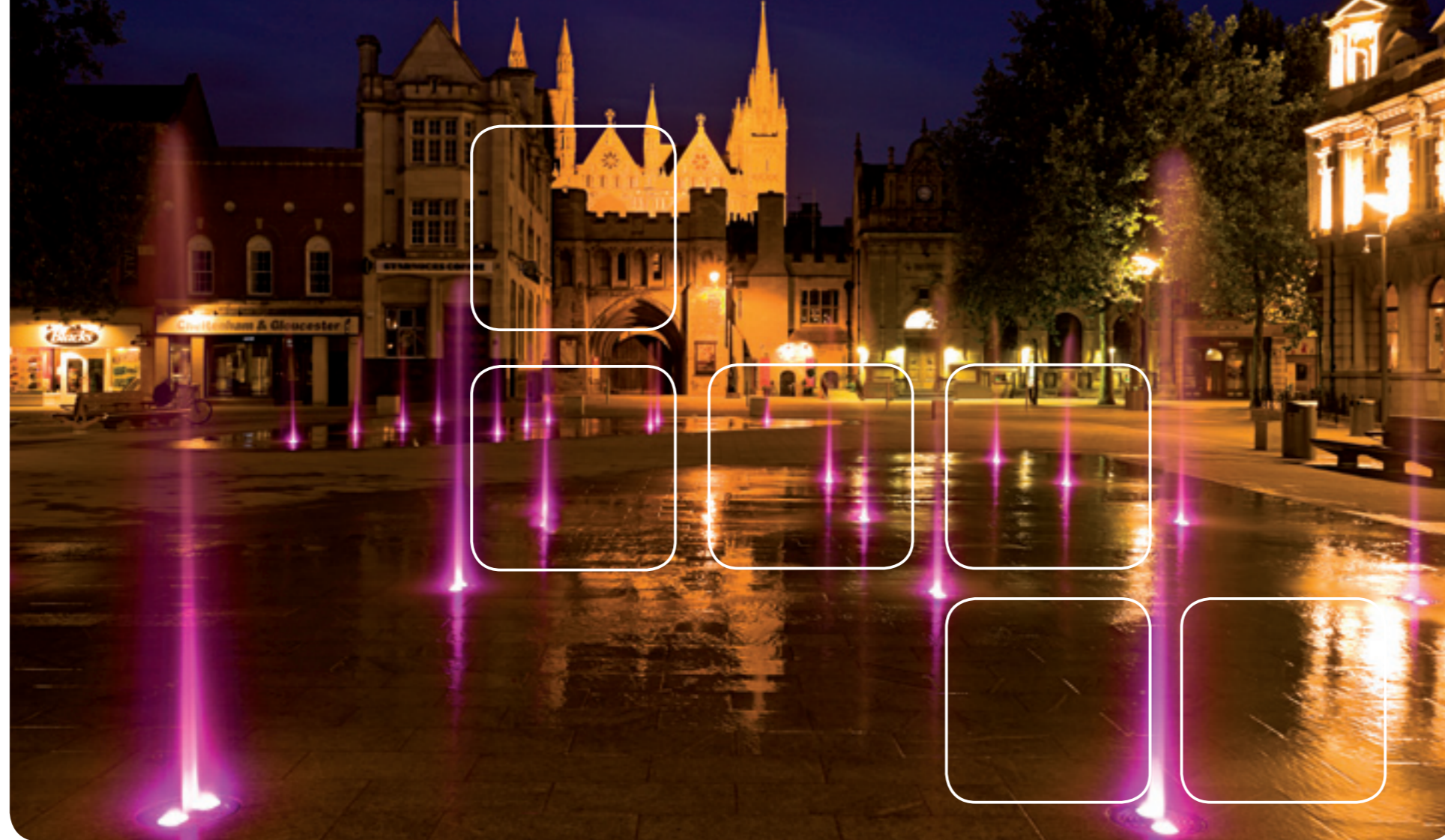
Patisserie Valerie always looks for quality shopping destinations: Cathedral Square in Peterborough fits that bill perfectly. We were really impressed with Peterborough's aspirations and received tremendous support in setting up in the city.



There hasn't been a better time to join us. With five thriving sectors shaping our economy and solid growth plans in place for expansion, we're on the look out for new, successful businesses and fresh innovation to contribute to Peterborough's bright future.

Home to large, influential companies such as Thomas Cook, Perkins Engines and Diligenta (part of the Tata Consultancy conglomerate), Peterborough has proved its strength in fulfilling the needs of global operators. We've created a unique environment in which international brands can access an experienced workforce and entrepreneurs and niche businesses can also prosper, thanks to comprehensive business support widely available in the city.

With rapid transport links to the rest of the UK and the continent, the city's excellent infrastructure makes it an ideal location for businesses to set up



and grow. Situated at a crossroads in the country, Peterborough has excellent connections both north-south and east-west. Trains to London take just 45 minutes and direct routes run north to York, Leeds, Newcastle and Edinburgh.

Leicester and Birmingham are within easy reach too, only 1 and 2 hours

respectively by train, and Cambridge can be accessed in 50 minutes.

With Stansted and Luton airports just over 1 hour away by car, the international markets are also within easy reach.

Our well-integrated parkway system allows for travel from one side of the

city to the other in just 15 minutes, giving Peterborough the fastest commute-to-work time in the UK.

We're working to attract a variety of high quality investors to enhance every sector of business in Peterborough. With a catchment area of 660,000, the city is boosting retail by attracting prominent high

street names to the stylish new £12m Cathedral Square, which has seen recent additions such as Nando's and Patisserie Valerie. TK Maxx has opened a store on nearby Bridge Street and Superdry, Pandora and Schuh have moved into Queensgate Shopping Centre. Primark has committed to opening a new store in an extension of Queensgate,

following a major investment by Hammerson, and is set to open in November 2012.

Outside of the city centre, leading IT company Kelway Ltd has recently submitted plans to develop new offices for over 300 employees, and the Stobart Group is building an £18m distribution centre, creating 350 jobs.

Investing to grow

Peterborough itself is investing to create a city fit for a growing population in the 21st century. £335m has created the new state-of-the-art City Hospital, the largest project of its kind in Europe.

The £235m being pumped into our education facilities, to create the University Centre and award-winning academies such as Voyager, Thomas Deacon Academy and King's School, will enable Peterborough's next generation to achieve their full potential.

Future plans

A billion pound regeneration programme for the city is underway.

Peterborough United Football Club's stadium will be rebuilt to increase capacity and will include a brand new training centre for the city's young people, incorporating science labs, training and demonstration rooms and an IT hub.

This will form part of the South Bank redevelopment, which will include the **Carbon Challenge** site – the UK's largest development of zero-carbon homes. The scheme to build 295 code 6 homes has received over £7m from the Homes & Communities Agency and will be a national exemplar for future house building in the UK.

On the banks of the River Nene, overlooking the city's Key Theatre and Cathedral, the **Fletton Quays** development will incorporate housing, leisure and cultural activity to animate the river, one of Peterborough's most attractive features.

Around the **railway station**, a low-carbon office hub will attract new commercial and government operators and act as a major landmark development beside the East Coast Mainline.

This new development will make the most of Network Rail's £38m investment into the station and rail infrastructure, which will speed up travel time to and from London and accommodate an anticipated increase in customers of 20% by 2016.

Peterborough is an ambitious city - why not be part of our growth?



Recognised by the Royal Mail as one of the country's hot spots for business start-ups, Peterborough is home to an evolving and dynamic economy with over 5,000 companies.

What makes Peterborough so good for business? We have five primary sectors driving our economy and we're dedicated to ensuring that your company has exactly what it needs to prosper. From a supportive and influential business network, to a city Bondholder scheme and industry forums, we understand that growing our local economy means growing our local companies.

With our strong base of environmental businesses, the UK Centre for Economic & Environmental Development (UK CEED) provides a network for innovation and international collaboration. Its High



Growth Support Programme provides a vital service for firms operating within key local clusters, particularly environmental goods and services. The programme offers advice, needs diagnosis, individual consultation and tailored action plans for new hi-tech companies with significant growth potential.

We understand that a strong workforce is integral to business success, which is why we've developed a Skills Vision to improve the city's talent pool. The Peterborough Skills Vision has a number of ongoing initiatives designed to encourage city businesses and education providers

to make a commitment to up-skilling the local workforce.

By voicing opinions on skills gaps and vacancies they find hard to fill, local businesses can influence how education is funded and delivered in the city.

The Peterborough Skills Service unites education providers, businesses and young people to broker a range of interactions for learners. From work placements, mentoring and classroom sessions to assignments, internships and teacher placements, the Service will be key to building a stronger future workforce.

Key sectors

Supporting our economy are five thriving business sectors which are pushing growth forward for the city:

Financial Services

With nearly 30,000 people working within this industry, proportionately more than both the East of England and the UK, this sector is a key driver for the city's economy. In spite of the recent banking crisis and global recession, Peterborough's financial companies such as BGL, Royal Sun Alliance, Diligenta and national banks are announcing major growth and expansion.

Print, Media and Creative Industries

The 870 businesses in this sector are headed up by Bauer Media, the largest privately owned publisher in Europe, and leading digital retailer Ideal World plc, which broadcasts to over 22 million homes in the UK. Peterborough's creative industries sector compares favourably with bigger-hitting cities such as Bristol and Birmingham.

Food and Drink

From processing to packaging companies, such as New Covent Garden Foods, Masterfoods, Coca-Cola Enterprises and McCain, through to cutting edge food technology being undertaken by British Sugar and AB Agri, the city covers the full supply chain of food production and innovation.

Peterborough is also well-connected to the agricultural heartlands and food supply routes of Lincolnshire and Norfolk.

Manufacturing

Overall, East of England manufacturing has survived the recession relatively well, and Peterborough has been the best performing city in that area. Our local companies include global giants Dresser Rand, Perkins, Baker Perkins and innovative companies such as Midas Technologies and Radical Sportscars.

Low Carbon Environmental Goods and Services

With over 380 businesses, this is the largest cluster of environmental businesses in the country and includes companies such as Applied Energy, Aquavent UK, Anglian Water and Riverford Organic Vegetables. Supported by UK CEED, these businesses have a global presence, driving innovation in technology, engineering, design and manufacturing in environmental sustainability.

Local businesses are highly valued in our city and are recognised as the key to future development and prosperity, which is why we're dedicated to nurturing them to ensure their, and the city's, continued success.



From discovering our fascinating heritage to relaxing with friends at a restaurant or bar, there are countless ways to experience Peterborough's energy and culture. Whether you decide to explore our historic and cosmopolitan city through food, music, heritage or retail, you'll be pleased with what you find.

Out and about

Peterborough boasts a selection of stylish bars, clubs and local pubs all right in the heart of the city centre, creating the perfect environment for an enjoyable night out.

Whether you like Italian, Indian, Thai or gastropub dining, finding a dish to suit your palate won't be difficult. As well as major operators such as Prezzo, Ask and Nando's, we also have great high quality independent

restaurants such as The Banyan Tree, award-winning Jim Trevor's Beehive and the new fine-dining experience, Clarkes.

Situated by the River Nene and set to undergo a £1.4 million extension, the Key Theatre is the perfect choice

for family entertainment, offering a range of shows including dance, live bands, community productions and Christmas pantomimes. The vast green spaces close to the theatre also host concerts, festivals and the UK's largest beer festival outside London.

The Cresset theatre plays host to a diverse mix of live entertainment including music, theatre and comedy, with the likes of Al Murray and Jimmy Carr gracing this local stage.

The wonderful open countryside of the Fens and 'John Clare Country', and

beautiful parks around the city, provide natural open spaces to explore. Central Park, a Victorian creation just a 10 minute walk from the city centre, offers tennis courts, a bowls green and aviary.

With 2,000 acres of green space, stretching out for 11 km from the city

centre, Nene Park is easily accessible and a great place to burn off some energy with the family. Whether it's water sports, horse riding or golf that you prefer, there's plenty to keep you and your family busy. Located less than three miles outside the city centre, it's well linked to Peterborough, its surrounding countryside and its villages.

Shopping

Peterborough's award-winning Queensgate Centre has over 90 stores, including John Lewis, Waitrose, Marks & Spencer and Pandora, and is complemented by independent outlets in Westgate Arcade, as well as regular specialist farmers' markets and a longstanding covered market in the heart of the city.

Retail offerings outside the city include Peterborough Garden Park, which was awarded the best out of town retail development in 2011 by the British Council of Shopping Centres (BCSC). The Garden Park is anchored by Van Hage and is home to a range of other shops including Le Creuset and Andronicas World of Coffee.

Serpentine Green, located in the Hampton Township to the south of Peterborough, widens the retail choice further with stores including H&M, Outfit and a 90,000 sq ft Tesco's Extra, the UK's largest when it was built.

Housing

With housing to suit a range of needs, finding a property in Peterborough is easy - we have everything from spacious family homes to chic city apartments. If you're looking for housing in a central location, stylish apartments such as River View House are a perfect example of modern, urban living. Situated on the banks of the River Nene in the heart of Peterborough, River View is a collection of 24 one and two bedroom apartments, each finished to a high, contemporary standard.

Located in an area of parks, lakes and woodland, the Hampton Township to the south of Peterborough boasts 7,000 new homes across four neighbourhoods. The township delivers up to 500 homes per year and residents enjoy state-of-the-art community and education facilities.

On the outskirts of the city, towns and villages such as Market Deeping, Wansford, Barnack and Stamford, are also ideal places for a family home, with beautiful countryside surroundings. These picturesque locations have a mixture of traditional stone houses and stylish new builds that are in keeping with the older homes, helping to retain the area's distinctive character.

Higher Education

Established in 2009, University Centre Peterborough is a pivotal point in the

transformation of the city's educational offer. The University Centre will keep local talented young people living in Peterborough, as well as attract students from across the country.

To capitalise on this success, Peterborough is working in partnership with other respected institutions, such as Cranfield University and Middlesex University, as well as Anglia Ruskin and Bedfordshire universities, to provide more high-class education opportunities. Universities@Peterborough will provide instant access to world renowned training through its partner organisations.





Peterborough has a tremendous range of office and land options both in its vibrant city centre and in the high quality business parks on the outskirts of the urban area. Where design and build opportunities exist, the city has the expertise among local professionals to provide cutting edge environmental design solutions.

Almost any requirement of size, style or facilities can be met in Peterborough and property prices are affordable without any reduction in quality. Within the city centre for example, office space can be secured at only £13 per sq ft in grade A offices such as Stuart House. Alternatively, bespoke-specification offices to meet the needs of 21st century businesses can be found at Hampton's Cygnet Park to the south of the city, where neighbours would include Kiddicare, News International and Deafblind UK.

Peterborough's Eco Innovation Centre (EIC) offers serviced offices in the heart of the city, fully equipped with furniture, internet access, reception and kitchen facilities. From start-up incubation space from £37pcm to two-desk offices at £375pcm, the EIC has a mixture of facilities to suit a variety of businesses.

A new, multi-million pound eco-innovation centre is due to open in April 2012, with the UK's first gold-standard environmental refurbishment scheme.

Lynchwood House is an impressive air conditioned office headquarters building. The property received a Civic

Trust Award for the design, which includes a triple-height 'street' running the length of the building to provide break-out and circulation space.

The building is set within 20 acres of mature landscaped grounds, with a lake, natural habitats and extensive grassed gardens. Overall, Lynchwood

House consists of 106,000 sq ft of offices, plus a sports hall, gymnasium, café and shop, and can be easily subdivided to suit any requirement.

At the other end of the historic spectrum, Threadneedle House is a distinctive Victorian railway building of 37,000 sq ft, converted into

functional, air-conditioned offices with all modern facilities without the loss of period details. Located in the heart of the city centre, Threadneedle House is only 5 minutes walk from the railway station (with quick links to London and the North) and 5 minutes from the River Nene or the city's medieval cathedral – one of the finest in the country.

New major offices are planned as part of the Thorpe Wood Business Park, where neighbours include Travellex, Anglian Water, and White Concierge, among others. The park is well-supported by the Thorpe Wood Health and Racquet Club as well as its own golf course. The new scheme will deliver over 72,000 sq ft of high quality modern offices.

Plans are also in place to bring forward a primary office hub next to the train station as a landmark BREEAM Excellent office quarter. This proposal for high quality, naturally ventilated and carefully orientated offices, with appropriate ancillary services, has already attracted interest from government departments and the private sector.

Comprehensive support is also available for businesses looking to build their own office facilities. Peterborough City Council offers planning application support and advice, providing guidance and information on completing all types of applications.



“With high quality, affordable solutions, Peterborough is well equipped to meet any property requirement.”

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To discuss how Peterborough could be the perfect place for your business to grow, contact Opportunity Peterborough:

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Peterborough

