Andrew Carter

Chief Executive | Centre for Cities

Jane Paterson-Todd

CEO | Cambridge Ahead

Greater Cambridge's boom

Paul Swinney

Director of Policy & Research | Centre for Cities
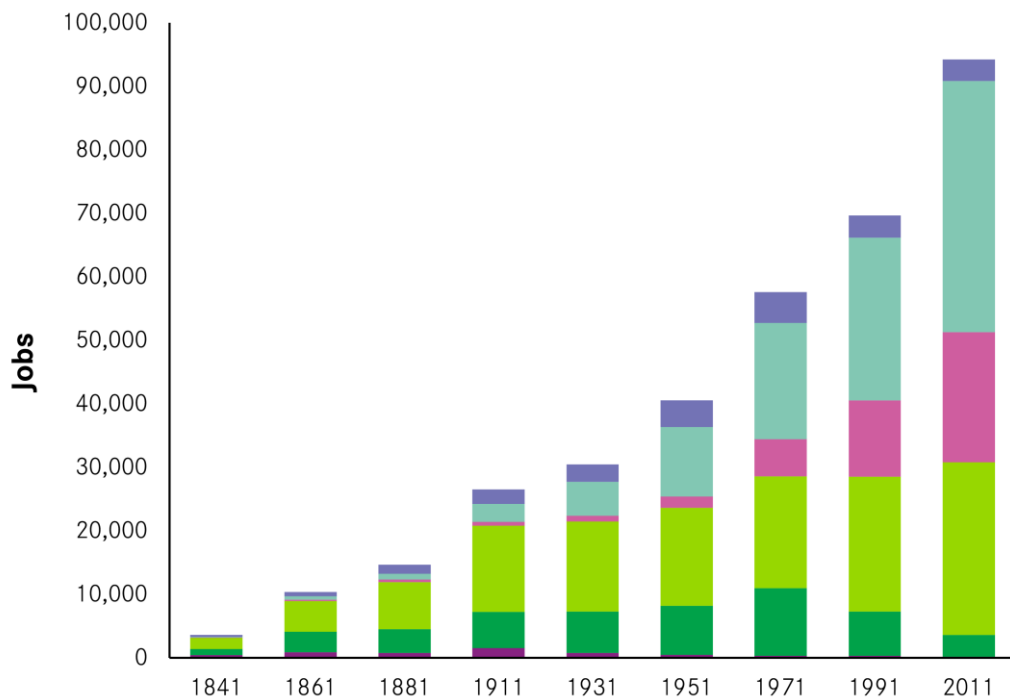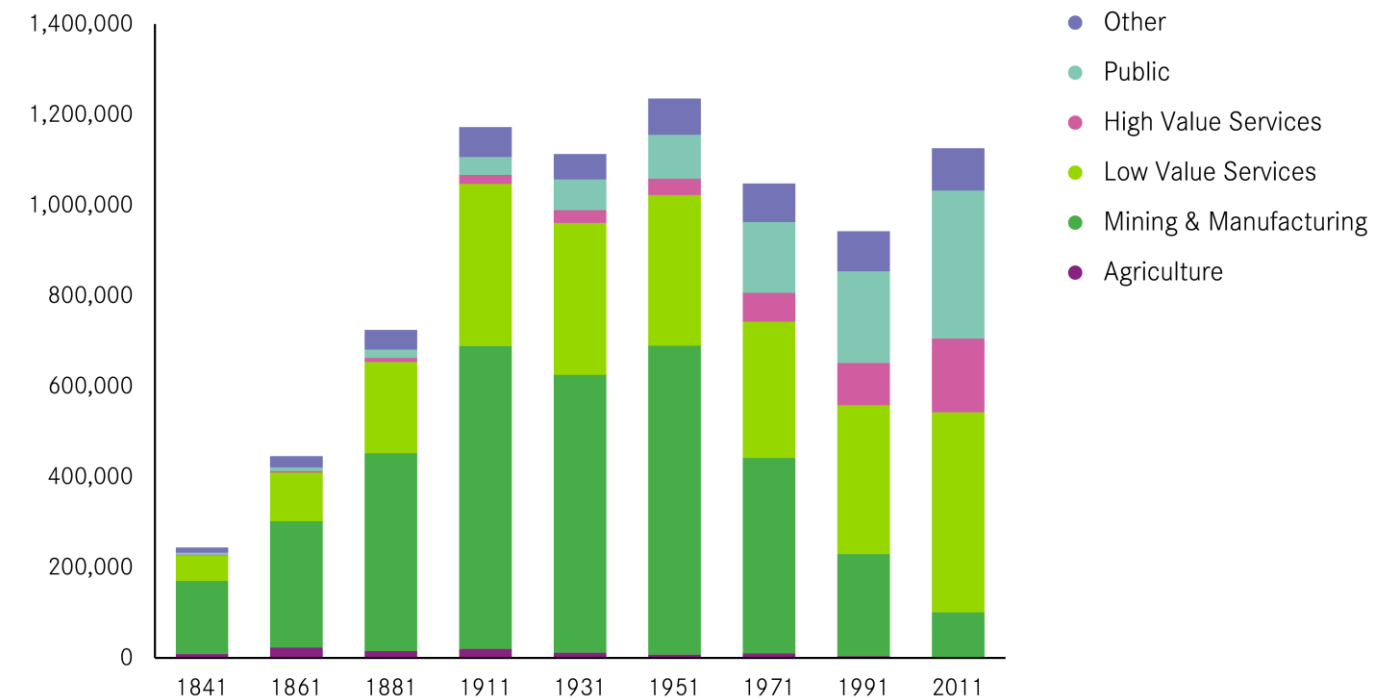
@paul_swinney

@CentreforCities   #RegionalGrowthUK

Cambridge's story through the 20th century is one of growth

Cambridge

Manchester

Legend:
- Other
- Public
- High Value Services
- Low Value Services
- Mining & Manufacturing
- Agriculture

Cambridge Y-axis (Jobs): 0, 10,000, 20,000, 30,000, 40,000, 50,000, 60,000, 70,000, 80,000, 90,000, 100,000

Manchester Y-axis: 0, 200,000, 400,000, 600,000, 800,000, 1,000,000, 1,200,000, 1,400,000

X-axis (both): 1841, 1861, 1881, 1911, 1931, 1951, 1971, 1991, 2011

This has created a high knowledge economy in Greater Cambridge

Share of all jobs, 2020 (%)

Legend:
- Others
- Other services
- Manufacturing Jobs
- Public service jobs
- Private knowledge service jobs

Cambridge: 35.1 (Other services), 46.6 (Public service jobs), 15.1 (Private knowledge service jobs)

South Cambridgeshire: 45.0 (Other services), 17.2 (Public service jobs), 17.8 (Private knowledge service jobs)

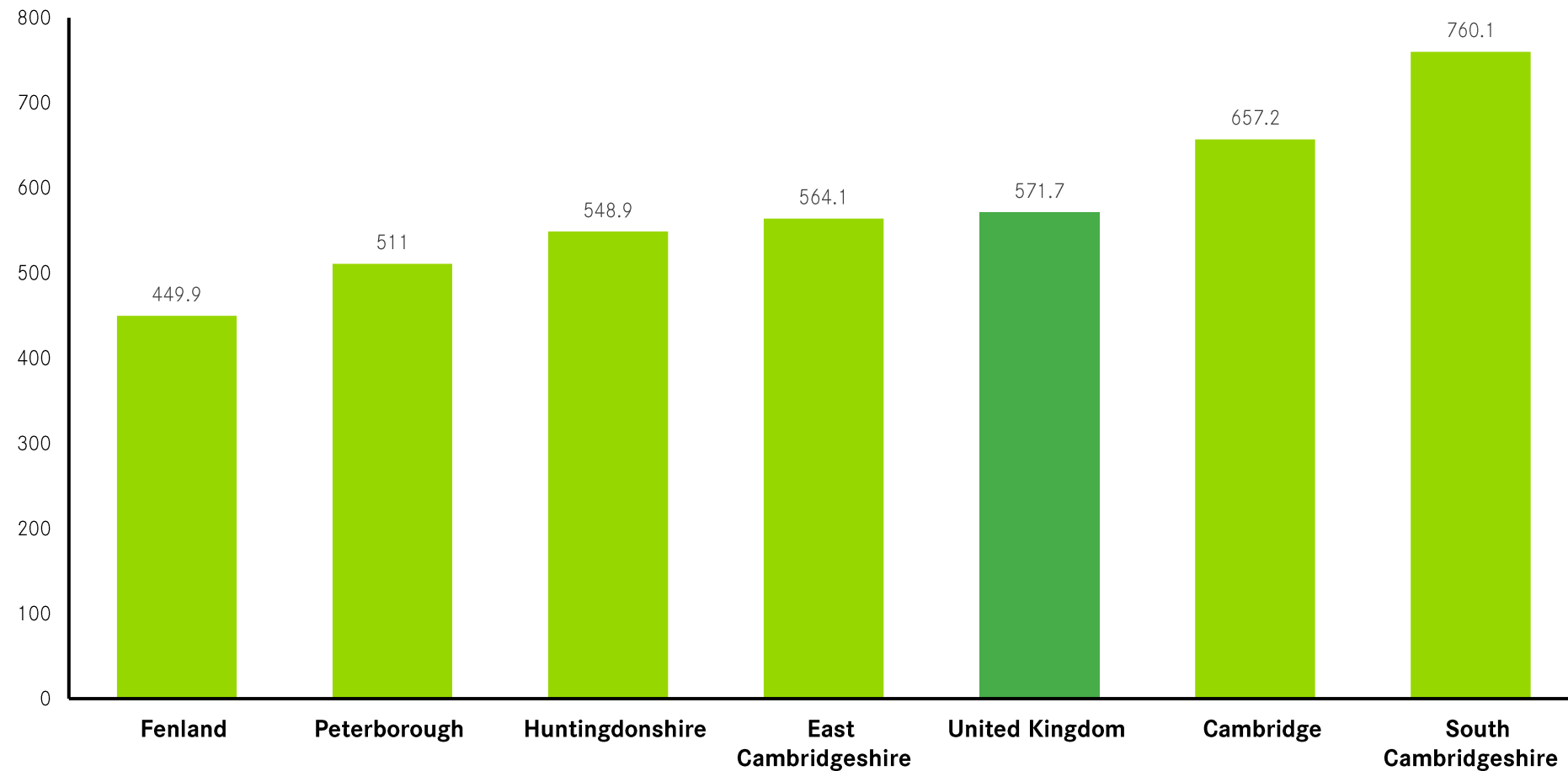**Great Britain:** 44.4 (Other services), 26.2 (Public service jobs), 13.8 (Private knowledge service jobs)

Innovative activity clusters within specific places
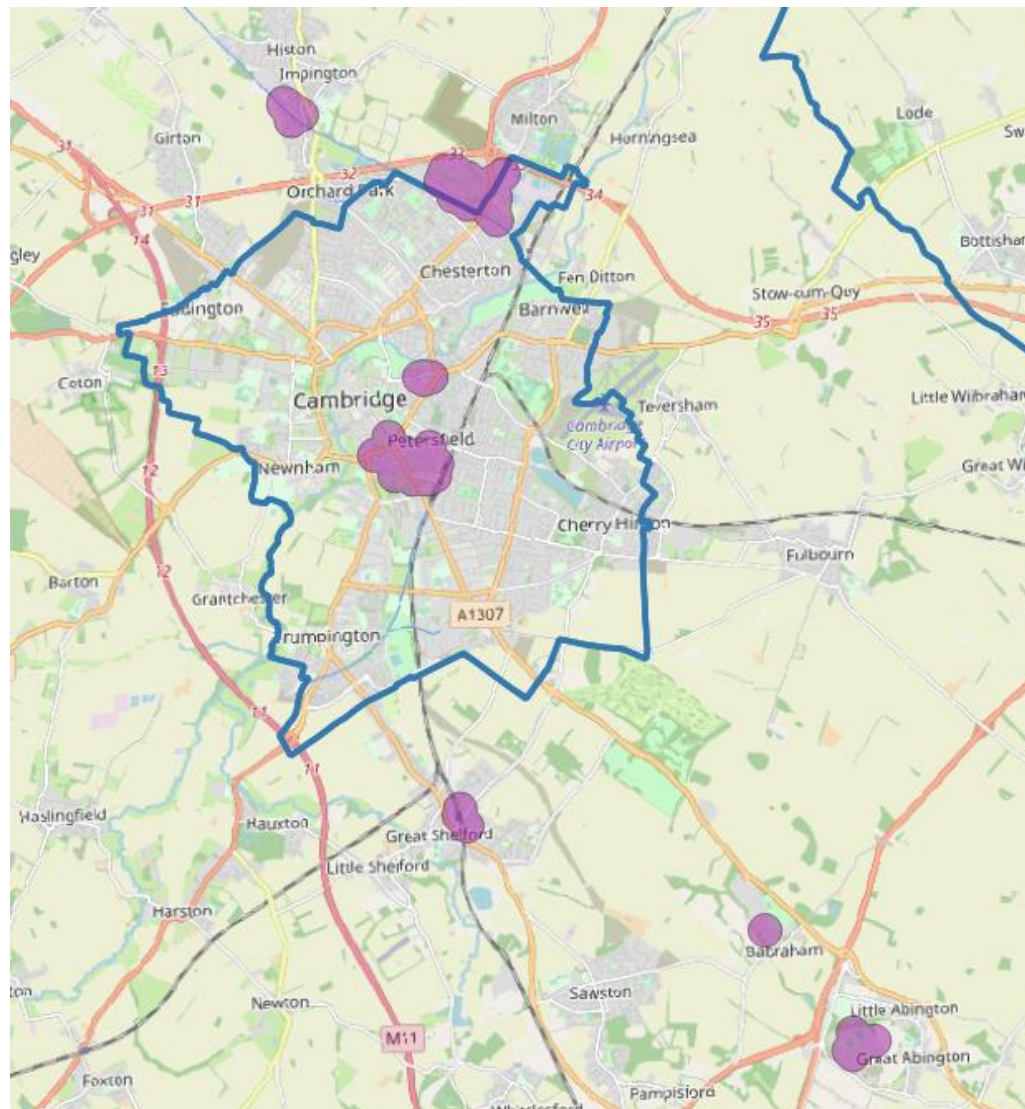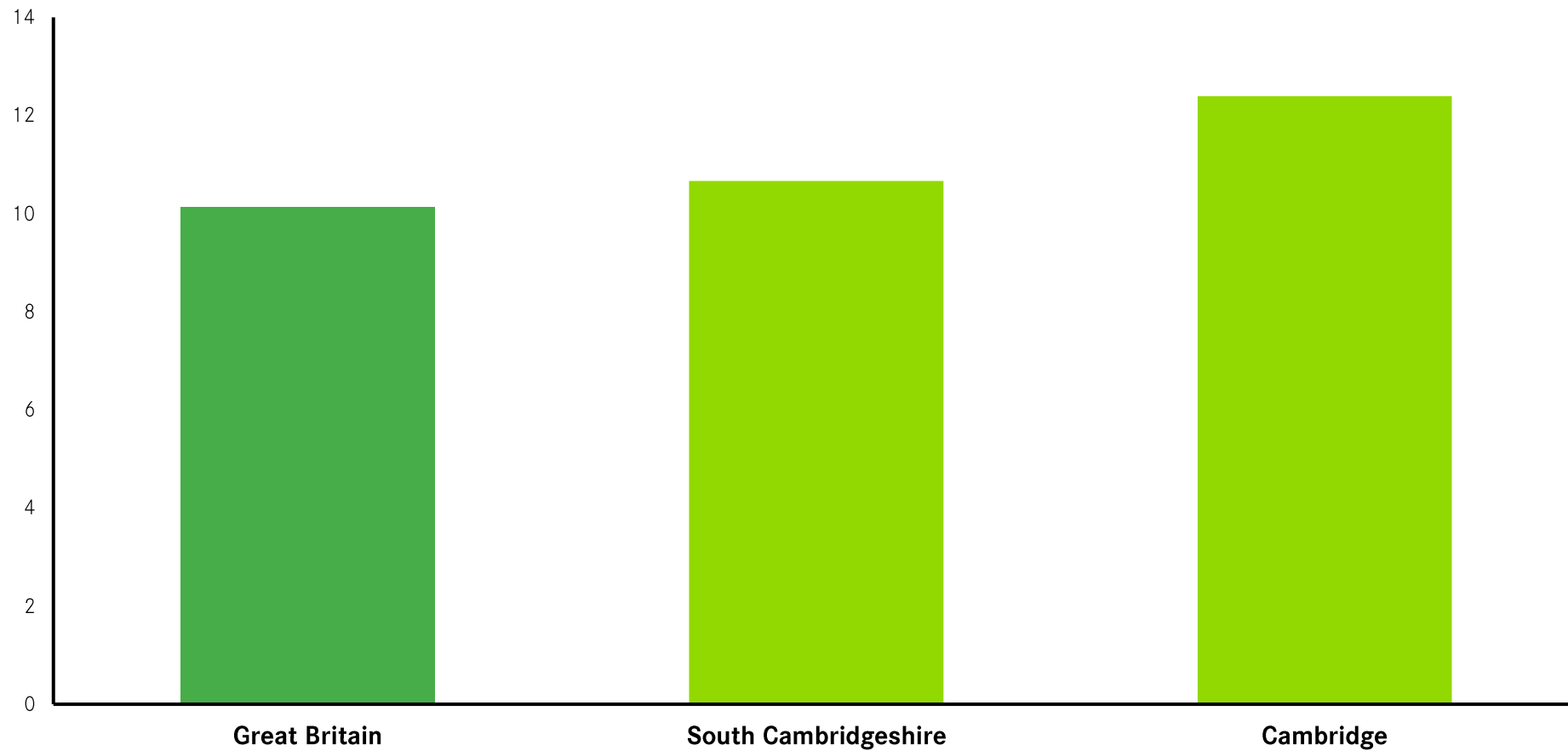
The result is that wages are well above the national average

Workplace wages, 2019 (£)
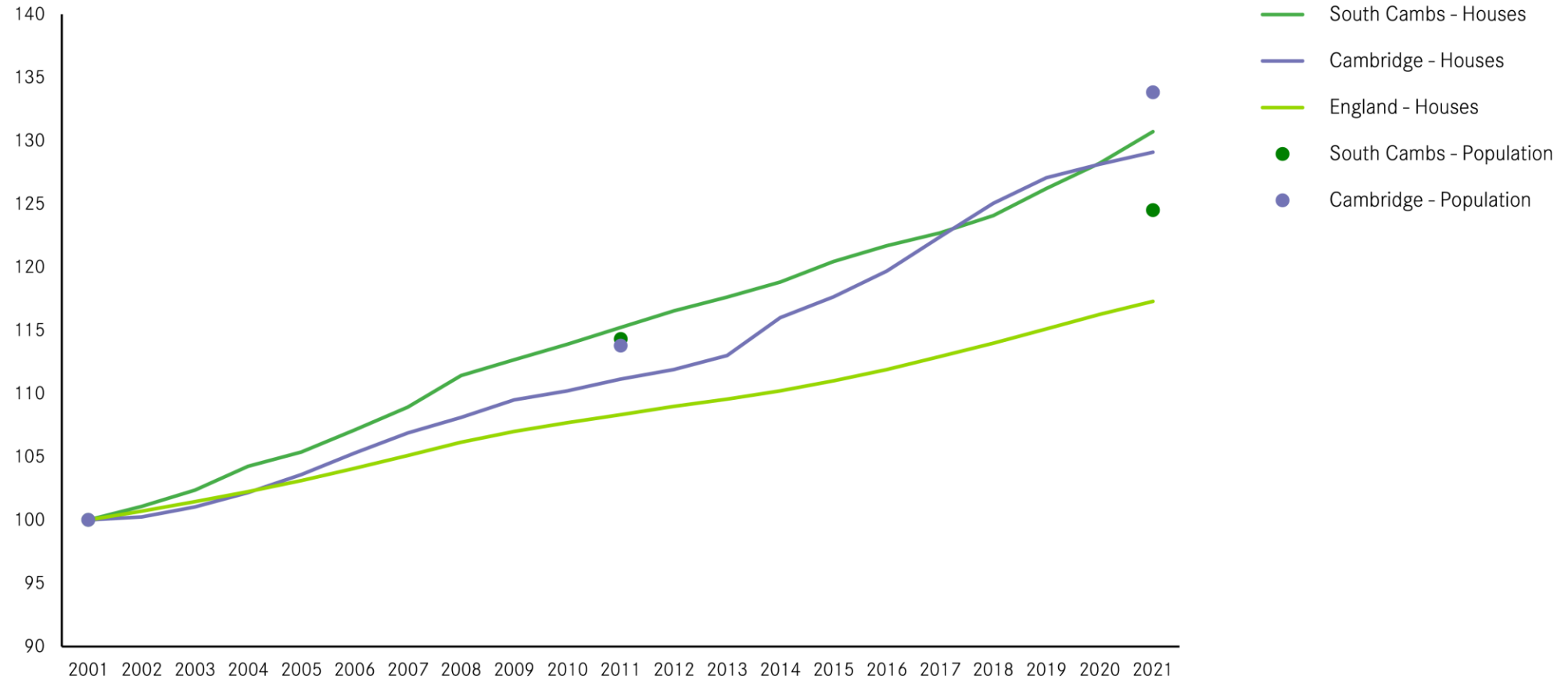

Source: ONS

Growth brings with it costs

House prices relative to employee wages
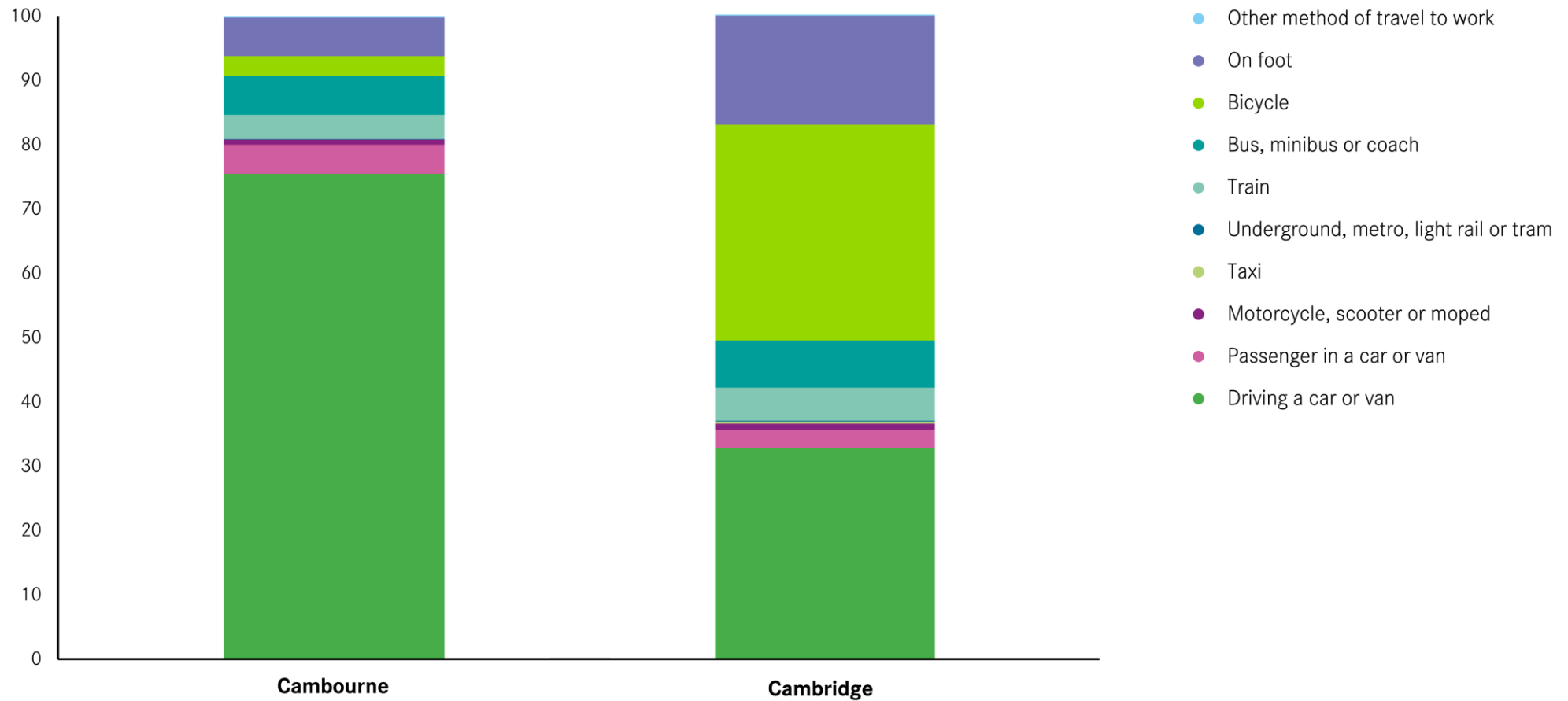
Housing growth has been impressive, but it has still lagged population growth

Population/housing (base=2001)

Legend:
- South Cambs – Houses
- Cambridge – Houses
- England – Houses
- South Cambs – Population
- Cambridge – Population

Where housing goes has implications for transport choices

Share of total commuters, 2011 (%)

Legend:
- Other method of travel to work
- On foot
- Bicycle
- Bus, minibus or coach
- Train
- Underground, metro, light rail or tram
- Taxi
- Motorcycle, scooter or moped
- Passenger in a car or van
- Driving a car or van

Cambourne · Cambridge

What needs to be done now…

Greater Cambridge's performance is important for the national economy, not just the wider local economy.

To support further growth:

- **Continue to manage the costs of growth**

  - There is demand to live in Cambridge. Supply must keep ahead of this to ease the affordability crisis

  - The location of this housing is important, not just the quantity

- **Match improved transport with greater density of development**

- **Be agile to changing requirements of commercial space**

  - What are the future trends of the business park v a central business district?

Dr Julia Wilson

Associate Director and Deputy Chair of the Board of Management, Wellcome Sanger

Panel session

Cllr Lucy Nethsingha, Deputy Mayor and Leader of Cambridgeshire County Council

Jane Paterson-Todd, CEO, Cambridge Ahead

Harriet Fear, Director of Cambridge& and Chair of Cambridge Ahead

Kirsty Gill, Chief People Officer, Arm

Dr David Braben

**President and Founder, Frontier Developments
and Co-founder, Raspberry Pi Foundation**

#RegionalGrowthUK

Racing Ahead

Realising Regional Growth: Cambridge City Region
Cambridge Ahead & Centre for Cities

David Braben

October 2022

Strengths: Cambridge and the University

- **Like many here, I started at the University (at Jesus College) and stayed on**
  - Alumni staying on is a key strength of Cambridge
  - Early tech (Acorn etc) and biotech (AbCam etc) have alumni too

- **Past successes continue to foster current (and future) success**
  - Local seed funding and mentoring - Cambridge Angels, Cambridge Innovation Capital
  - Installed base of great skilled talent at existing companies
  - Flow of new ideas from the University and other alumni

- **Culture of innovation**
  - Acceptance of risk-taking and potential failure

Weaknesses

- **Challenges to growth to 'Unicorn' status (ie US $1Bn+)**
  - Harder to get follow-on funding compared to say, Silicon Valley
  - 'British disease' – tendency to sell too early, usually to foreign buyers

- **Cultural hostility towards business and success**
  - The UK does not celebrate financial success at a personal level
  - Academia looks down on commercial ventures even when the work is similar

- **Government Support**
  - Local government is generally not supportive of business
  - Central government is helpful (EIS, R&D tax relief) but more could be done for Cambridge

Frontier Developments plc (FDEV.L)

- **Founded Frontier in January 1994 based on a decade of previous work**
  - Remaining Cambridge-based was natural
  - Grew organically prior to float.

- **Floated in summer 2013 in London, on AIM**
  - Due to project success funds raised were not needed, but used to accelerate growth

- **Since grown to over 800 full time staff, plus contractors**
  - Recruitment has always been a challenge, but not a blocker
  - Housing/transport issues a big challenge especially for new (younger) staff

The Raspberry Pi Foundation

- **In around 2003 saw a big issue with Computer Science recruits**
  - Educational damage from bringing ICT into schools in place of Computer Science
  - Working with Jack Lang, looked at software solutions for Computer Science education
  - Tried working with government but it was taken as criticism of education policy

- **Six of us founded the Raspberry Pi Foundation in 2008 in Cambridge**
  - Jack Lang, Eben Upton, Pete Lomas, Alan Mycroft, Rob Mullins, and myself
  - Tried working with the BBC, but they didn't move forwards
  - Made first 10,000 'developer versions' in Shenzen, China, but the rest in Pencoed, Wales

- **Has grown from strength to strength**
  - 46m Raspberry Pis to date have helped educate millions of people around the world
  - Raspberry Pi 'Code Clubs' over 40% female

The Future

- **Many people in Cambridge continue to mentor and support start-ups**
  - Fosters a throughput of new businesses and the majority become successful

- **I too have helped found and support many new companies**
  - Primarily in technology and green energy, through Cambridge Angels and elsewhere
  - Worked together with others from the Cambridge area
  - Cambridge is a great resource of amazing expertise

Questions and Answers

FRONTIER

Thank you for attending

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