



Bedford

Central for
Business

investinbedford.com

Central. Clever. And Cost-effective.

Think of your business. Now think of the future. Do you have the ingredients to build, grow and create lasting profitability? We do. We passionately believe that the future is being created right here. Yes, we have some fantastic natural advantages like our central location and proximity to London, Cambridge and Milton Keynes. And yes, we have the right mix of people and property that create a cost-effective solution. But more than this, we have the ability to be at the forefront of new developments across all sectors.

In health and well-being, we're creating foods of the future and new medical devices.

In transport, we're testing new forms of air, road and rail travel and revolutionising safety.

In management, we're training the world to be better leaders and effective executives.

In education, we're breaking down boundaries and reaching out internationally.

In Bedford, we're creating the future.

- 15 minutes to 80 international flights
- 35 minutes to London
- £3.5 billion improvements to Thameslink trains
- Half the UK population within a 2 hour drive
- Excellent connections via M1 and A1
- Cranfield University - world-renowned research university and business school
- University of Bedfordshire - Britain's best new university
- Bedford College - one of the most successful FE colleges
- Global Campus Corridor and international collaborations
- Cost-effective business location
- Established location for international companies
- R&D centres creating the future of transport, food and health
- Quarter of a billion pound new town centre
- National and International Sporting Excellence



35 mins

London is just 35 minutes away



Headquarters and Offices

**We're central for business.
And we can be central to your business.**

Few business decisions are as important as choosing the right headquarters location. If you're looking for the optimum place for your most important functions, you'll need a reliable supply of high-quality, loyal people; you'll need easy access to the major business centres by road, rail and air; and you'll need somewhere that's cost-competitive. Yes. Yes. And yes. The area ticks all the boxes. Companies with headquarters or major office functions in the Bedford area include:

- **Amazon** - global online retailer
- **Lockheed Martin UK** - aerospace, defence, civil and commercial sector
- **Charles Wells** - independent brewing and pub retailing company

- **Accenture** - outsourced service delivery centre
- **Casella CEL** - renowned leader in environmental monitoring instrumentation
- **Highways Agency** - major regional centre

New office developments in the town centre and in the villages being built around Bedford will offer exciting headquarters options.

"EASY ACCESS TO MAJOR BUSINESS CENTRES... COST-COMPETITIVE... THE AREA TICKS ALL THE BOXES."



1 million

More than a million square feet of quality business space south of Bedford.

Research & Development

We're not just planning for a better future. We're designing it and building it. Right here.

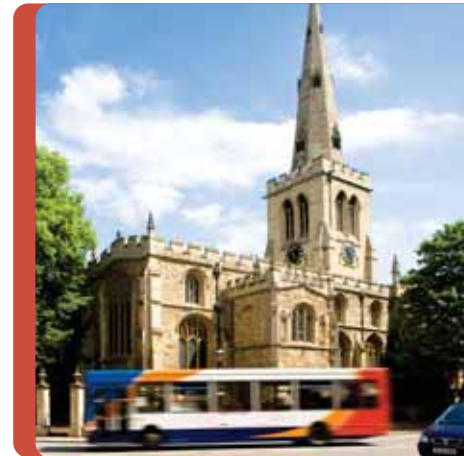
Research and Development functions are exactly the high-value jobs that the area is looking to build and attract. We know that we've got what it takes to make a great R&D location, because we already have research facilities of some of the world's leading companies here. With such an amazing talent pool to draw from and the exceptional academic institutions in the area, it's obvious why companies choose to establish R&D centres here:

- **Colworth Science Park** - Unilever R&D hub and Global Technology Centre for Beverages, Ice Cream & Frozen Foods
- **Nissan** - European Technical Centre at the Cranfield Technology Park

- **Millbrook Proving Ground** - one of Europe's leading locations for the development and demonstration of every type of land vehicle
- **DSTL** - scientific and technical agency of the Ministry of Defence

The future growth of Bedford will see new developments dedicated to the advancement of world-class R&D. The Global Campus Corridor will be an important focus in attracting research-minded companies to the area. This will further enhance Bedford's central position within the Greater South East - a world-class technology super region.

"WE KNOW WE'VE GOT WHAT IT TAKES TO MAKE GREAT R&D LOCATIONS... WE ALREADY HAVE RESEARCH FACILITIES OF SOME OF THE WORLD'S LEADING COMPANIES HERE."



2 hours

Half of the UK population can be reached in less than two hours.

Industrial & Logistics

28 million people within 2 hours. Half the UK. Half the price.

With its central location and easy road and rail access, the Bedford area is a no-brainer for logistics companies. Half of the UK population can be reached in less than two hours from sites that cost around half the price of those in North London (according to the government's Valuation Office Agency). Some of the companies enjoying Bedford's logistical advantages include:

- **Argos** - 657,000 square foot facility
- **Movianto** - the UK's market leader in specialist healthcare logistics
- **Asda** - major distribution centre

Central to the growth of the area, is the planned enhancement in road infrastructure that will see key roads widened, further improving the area's appeal to logistics companies.

"WITH ITS CENTRAL LOCATION, EASY ROAD AND RAIL ACCESS AND SIGNIFICANT INVESTMENT IN ROAD INFRASTRUCTURE THE AREA IS A NO-BRAINER FOR COMPANIES."



30 miles

Within a 30 mile radius there are more than 50,000 university students from some of the countries best schools and colleges.

Skilled Workforce

**Take a dip in our Talent Pool.
It's deep and it's hot.**

With some of the best schools and colleges in the country and more than 50,000 university students within a 30 mile radius, Bedford has access to enough talent to satisfy any business. The area has a higher than average proportion of the workforce educated to degree standard when compared to the rest of its region or indeed the country as whole. The growth plans for the Bedford area involve a 60% increase in population over the next 25 years, thanks to new housing developments. This growth will ensure that whether you're looking for salespeople or scientists, doctors or drivers, you'll find your future workforce in Bedford.

With an estimated one language per thousand residents, Bedford has a truly multilingual workforce with more than one hundred languages, especially prominent are Italian, Punjabi, Turkish, Polish, Portuguese and both Cantonese and Mandarin Chinese. Local schools are very strong on modern languages and there are a number of specialist language colleges in the area.



Cost-effective Business Solutions

**The bottom-line.
We'll make your cash flow further.**

Having such excellent infrastructure, people and location usually comes at a cost - but not in Bedford. A survey by the government's Valuation Office Agency, concluded that Bedford has the least expensive town centre offices in the UK and has lower industrial and warehouse costs than its main regional competitors.

Office Costs

	£/sq m/year
London - City	640
Cambridge	220
Watford	190
Northampton	160
Milton Keynes	130
Peterborough	120
Bedford	80

Industrial / Warehouse Costs

	£/sq m/year
London - Park Royal	100
Stevenage	73
Milton Keynes	65
Cambridge	60
Luton	55
Leicester	54
Bedford	53

*Source: VOA Property Market Report, July 2007
Based on modern, industrial unit of 1,000 sq m*

People Costs

	Ave Weekly salary
London	512
Milton Keynes	413
Cambridge	410
Peterborough	400
Northampton	390
Bedford	380

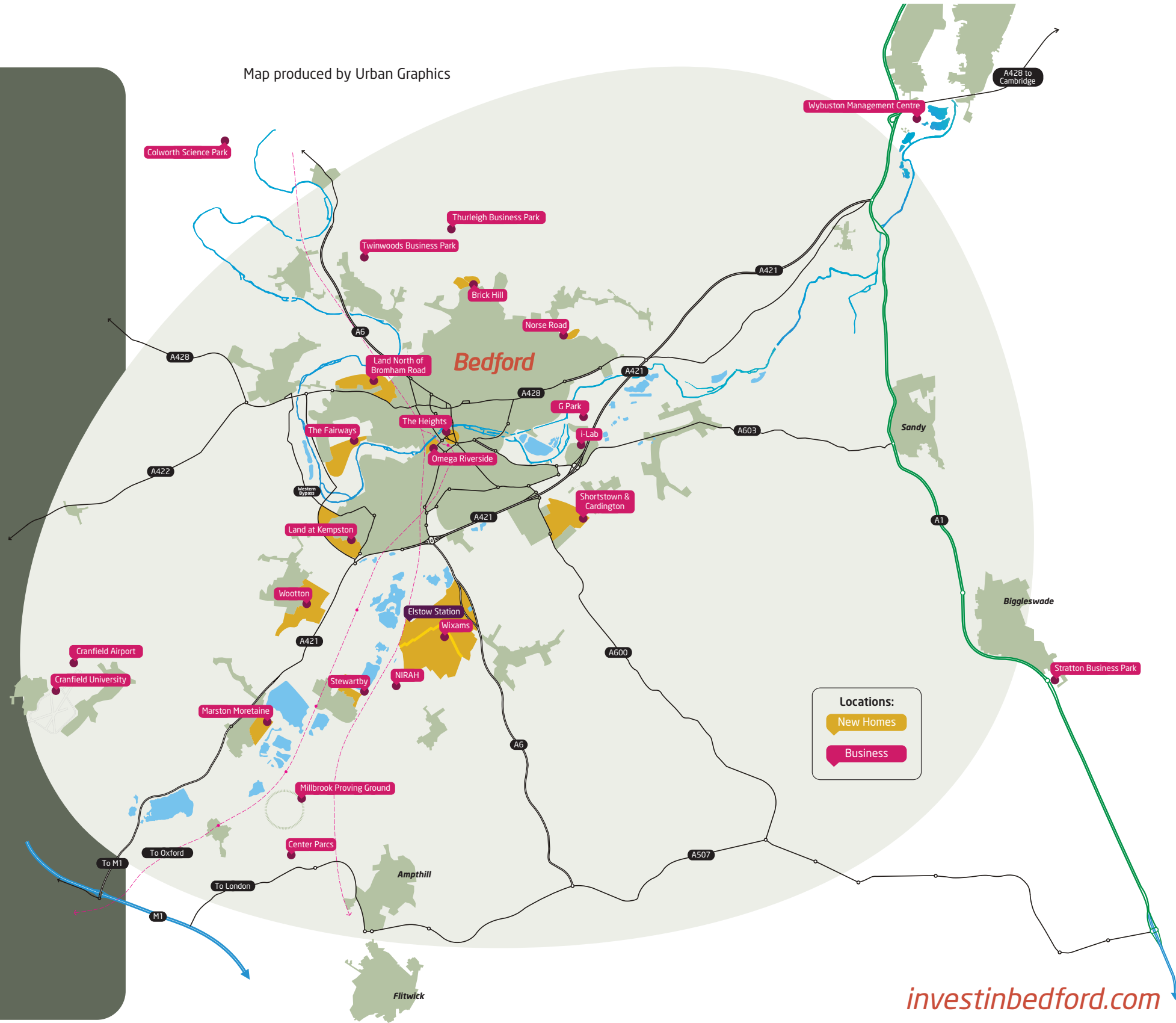
Source: National Statistics, 2007 Annual Survey of Hours and Earnings

Our Area

Our area encompasses dozens of exciting projects which will provide thousands of new homes; help to create thousands of new jobs and deliver significant transport and environmental infrastructure improvements.



Map produced by Urban Graphics



Central to Your Future

Bedford is just half an hour from London, set in beautiful countryside along the iconic River Great Ouse, is the historic county town of Bedford. The area has made a commitment to a bold new vision that will transform into one of the most sought-after places to live in the country.

- **We offer an extensive choice of high quality residential housing**
- **We are a place that puts education at the centre of everything**
- **We have a range and quality of shopping, sporting and cultural facilities**
- **We have Victorian parks and open green spaces set in stunning countryside**

The Bedford area offers a quality of lifestyle without compromise. A major programme of sustainable growth is under way, delivering brand new town centres with new shops, leisure and cultural facilities; environmental enhancements and an improved transport system.

In a world where everywhere claims to be “central”, Bedford’s location actually means something. It’s a place that benefits from its neighbours and yet retains its own individuality. Bedford sits between the thriving cities of Cambridge and Milton Keynes and is just a short hop from London. There are direct trains to London St Pancras, easy access to the M1 and a choice of major airports nearby. And with the Eurostar service, Paris and Brussels are just three hours away.

Bedford is central for living the life you want to lead.

How we can help

One passionate team. Helping you to locate in Bedford

We are passionate about our area. We’re convinced that you’ll be impressed too. We have a team of people committed to helping you every step of the way. We can help you to make the right location choice by providing free, professional and confidential support.

For your one-stop service, please contact the Invest in Bedford team on 01234 221 889.

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BEDFORD BOROUGH COUNCIL

**Central
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