



Bedford

Central
Cost Effective
Clever

investinbedford.com

You can see the future from here

Think of your business. Now think of the future. Do you have all the ingredients to build, grow and achieve you goals? You'll find them in Bedford.

We passionately believe that the future is being created right here. Bedford has made a commitment, not just to embrace the future, but to reach out, grab hold of it and shape it. We're committed to and delivering a bold vision offering you a quality of business environment and lifestyle without compromise. Welcome to Bedford.

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Central for Business

At the heart of Europe's leading economic region /
 15 minutes to 80 international flights /
 Half the UK population within a 2 hour drive /
 Excellent connections via M1, A1, London Luton
 Airport and Thames Link rail line

In a world where everywhere claims to be "central", Bedford's location actually means something. A place that benefits from its neighbours and yet retains its own individuality. The area sits between the thriving cities of Cambridge and Milton Keynes, in the heart of Europe's dynamic innovation region and just a short hop from London. Bedford is central for business and central for living.

Greater South East - The UK's Super Region

The Bedford area is part of the Greater South East, a region which encompasses more than half the country's universities and 60% of the UK's research and development. London, the global city at the very heart of this super region, is surrounded by hotspots of growth and new opportunities. The area is one of the growing locations that will help ensure that the Greater South East will be a dominant global force in the future.

Oxford to Cambridge Arc

The Bedford area sits in between Oxford and Cambridge, creating an 'arc' where world-class innovation and entrepreneurial activity draws inspiration from the proliferation of universities, colleges and research institutes that are found here. The area is perfectly positioned to play a major role in this arc of innovation with the world-renown Cranfield University, and a host of other academic institutions and corporate R&D centres.

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35 mins to London

Bedford by Road

Milton Keynes	20 mins
Luton	30 mins
Cambridge	45 mins
London	58 mins
Oxford	1 hr 20

Rail Destinations

London Luton Airport	15 mins
London	35 mins
Leicester	40 mins
Derby	1 hr 5
Paris/Brussels	3 hrs

Airports

Cranfield Airport	20 mins
London Luton Airport	43 mins
London Heathrow Airport	1 hr 10
Stansted Airport	1 hr 20
Birmingham Airport	1 hr 30
London Gatwick Airport	1 hr 45



Bedford Brains

World-renowned research university and business school /
 Britain's best new university and one of the most successful colleges /
 Consistently high academic achievements at all levels /
 Global Campus Corridor and international collaborations

Imagine a place that puts education at the centre of everything it does. A place where the future is being created every day by extraordinary people. Educational excellence is in our DNA. Our history, our present and our future is centred on learning. Not just for the privileged few - but for all people, of all ages, from all backgrounds. With high-achieving local schools and colleges, surrounded by world-class universities and cutting-edge research and development centres, Bedford offers stunning views of the future.

Global Campus Corridor

The area's location within an Oxford to Cambridge arc means that the area has a rich array of world-class educational institutions to draw upon. Through Cranfield University, the University of Bedfordshire and Bedford College, the area has built strategic alliances with partners all over the world. In order to respond to the challenges of globalisation and the increasingly borderless nature of education. Local partners in the area are committed to creating a Global Campus Corridor in the area, which

will provide locations and support for international academic alliances, collaborative research institutes and potentially new satellite campuses of international universities.

Cranfield University

Situated a few miles outside Bedford and close to the M1 is a university that is truly unique. Having its own airport is just one of the things that make Cranfield so special. Cranfield's research income, measured as a percentage of turnover, ranks it as one of the top five research intensive universities in the UK alongside Oxford, Cambridge, and London's Imperial College and UCL. Cranfield School of Management is a top international business school and is one of the world's largest providers of executive development programmes for practising managers.

University of Bedfordshire

With one of its main campuses in Bedford town centre, University of Bedfordshire is gaining a reputation as one of the best new universities in the country.

The University was recently shortlisted for the coveted title of University of the Year in the Times Higher Education Awards.

Bedford College

With more than 1,900 students in full-time education, and over 200 young people on Apprenticeship and other work-based programmes, Bedford College is a key provider of local education and training. Pass rates are above the national average across all academic and vocational subjects, and its Sixth Form College sends more students to university than any other school or college in the country.

Local Schools

Educational attainment rates are excellent across the spectrum of Bedford's schools. Performance standards are significantly higher than the national average, and levels are even higher at Bedford's four renowned public schools - Bedford High School, Bedford School, Dame Alice Harpur School and Bedford Modern School.

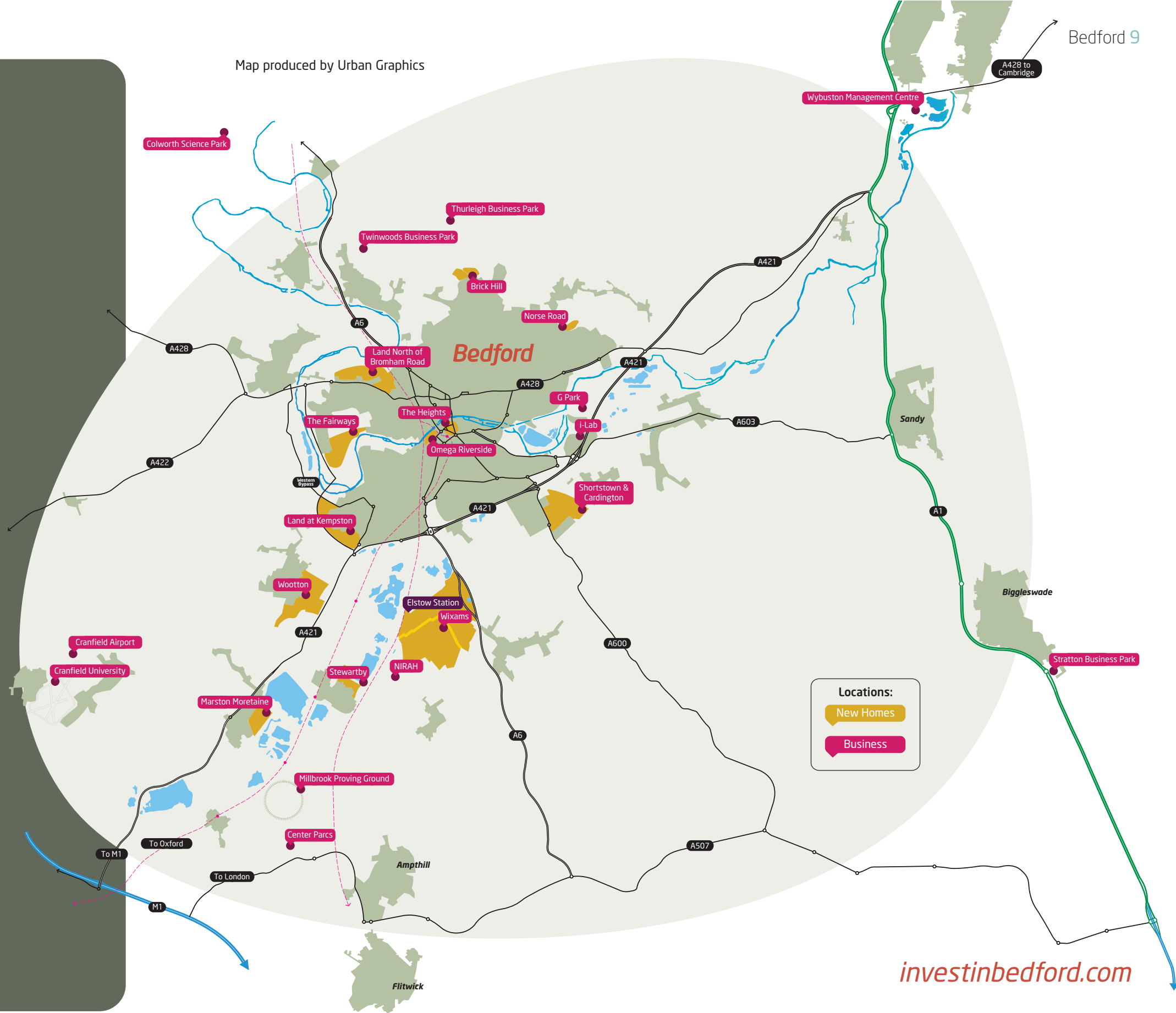
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Our Area

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



Bedford Economy

Cost-effective business location /
Established location for international
companies / Smart and growing
workforce / R&D centres creating the
future of transport, food and health

Business Location

The area has a significant service sector, principally based around its central location, proximity to London and its attractiveness to professionals who work in the sector drawn here by the quality of life and the excellent schools. New office developments in and around the town centre will further enhance Bedford's ability to compete for both headquarters and back-office projects.

Smart and Growing Talent Pool

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 a very well educated workforce. The area has a higher than average proportion of the workforce educated to degree standard when compared to the rest of its region or the country as whole. The growth plans for the Bedford area involve a 60% increase in population over the next 25 years.

Cost-effective Business Solutions

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

20^k
new
jobs being
created

Key Business Sites

The Bedford area offers existing and future business sites and premises from small incubation units through to development land, including:

Cranfield Technology Park - more than 50 businesses including Nissan and Trafficmaster

Colworth Science Park - centre of excellence for science and business

Wyboston Lakes Conference & Training Centre - including accommodation and leisure facilities

Bedford i-lab - affordable, flexible, high-quality small office or lab accommodation

The Wixams - more than a million square feet of quality business space will be created south of Bedford

Millbrook - world-renowned automotive and aerospace technology park

G. Park - 35 acre development opportunity

Twinwoods Business Park - range of warehouse, industrial and office units

Thurleigh Business Park - 1,250 acre estate

Stratton Business Park - 29 acre business park

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Coming
SoonCenter Parcs
holidayvillage

Bedford Living

Quarter of a billion
pound town
developments /
Homes to suit all
lifestyles / New
forests, parks and
waterways

Transforming the Town Centres

Our Town Centres are going through a period of growth and development. The county town of Bedford has over 300 shops and more than £250m is being invested in new places to shop, eat, live and spend time. Brands such as Marks & Spencer, Debenhams, BHS and Waitrose are well represented.

Some of our smaller towns and villages focus on speciality shopping. Ampthill is internationally renowned for its antique emporia and farm shops and farmers markets pepper the countryside. Biggleswade is at master planning stage for massive redevelopment.

Homes for the Future

South of Bedford town centre a new community is being developed by Gallagher Estates with 4,500 new homes. The Wixams design concept will draw on the best traditions of Bedfordshire Market Towns, together with the latest sustainable development measures. Wixams will be much more than just a place for new homes; it will be a truly sustainable community with its own employment area, schools, health services, leisure and recreation areas, transport links and community centres.

World-beating Sporting Facilities

When it comes to sport there is something for everyone from tennis, cricket, horse-riding, clay pigeon shooting, golf, windsurfing, jet-skiing, rowing, football and swimming. With a truly international reputation for many sports, Bedford boasts an array of facilities to suit all tastes and abilities.

Bedford - There's Something in the Water

The River Great Ouse is a defining feature of Bedford and is home to rowing clubs, a marina with 200 moorings and sailing lake. The Bedford Regatta each May is Britain's largest one-day river rowing event. Plans are afoot for a new international standard rowing lake to the south of Bedford in the Marston Vale Forest. Every two years, the Bedford River Festival attracts more than 350,000 visitors, making it the second largest regular outdoor event in the UK.

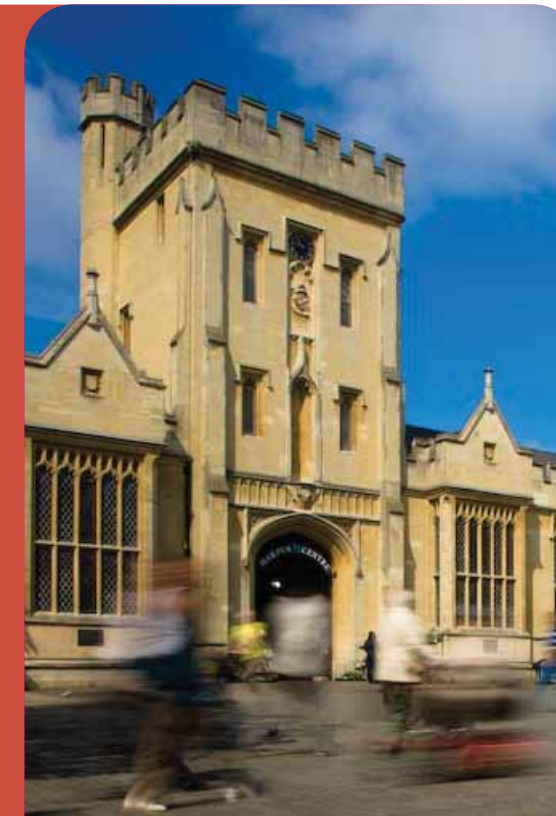
Parks and Countryside

Bedford is blessed with some beautiful parks and open spaces. The local countryside includes historic woodland and natural lakes within walking distance of the town centre, while to the south of Bedford, the Marston Vale Forest has seen more than half a million trees planted to create a new community forest.

New Leisure Developments

A significant part of Bedford's growth plans include a multi-million pound investment programme aimed at further enhancing the area's leisure and tourism offer. Three major schemes to the south of the town centre - the new Center Parcs village (due to open 2011), the world's largest indoor aquarium at Nirah and an international rowing lake in the Marston Vale - will provide outstanding leisure facilities for the whole region and have huge benefits for the people of Bedford.

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How we can help

One passionate team. Working together to help you.

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 shop service, please contact the Invest in Bedford team on 01234 221 889

www.investinbedford.com



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BEDFORD BOROUGH COUNCIL

Central
Bedfordshire