

Opportunity East

The East of England's Investment Prospectus

Driving national productivity through innovation

May 2025

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Mission Champion for the East of England message



Jack Abbott
Member of Parliament
for Ipswich

As the Member of Parliament for Ipswich and the Government's Mission Champion for the East of England, I am proud to be Chair of the East of England's Inward Investment Group, and prouder still to publish this landmark prospectus.

Our region has long punched above our weight. We have demonstrated time and time again that, with the right backing, the East of England will deliver.

As a net contributor to the UK economy, we play a vital role in powering national growth while underpinning our country's food and energy security and driving forward technological and scientific innovation.

We are delivering the 'jobs of the future' in renewable energy, AI, quantum, and life sciences. Advanced manufacturing is on an upward trajectory too, with the East's manufacturers forecasted to outperform the UK's other regions and nations.



**With the right
backing, the East of
England will deliver.”**

However, while celebrating our enviable track record, I know we cannot simply rely on our heritage if we are to secure future investment. Our success will be earned through our ambition, innovation and entrepreneurship, themes that flow throughout this document.

This collection of investment-ready projects is a critical element of this agenda, as we look to work with the private sector to deliver the necessary strategic investment, alongside building the case for sustained Government backing.

They represent our region's immense potential and will be worth more than £4 billion when delivered. Each will have a transformational effect on the communities they are situated in, and the people they serve.

They are regenerative, driving new investment into their local economies, creating well-paid, skilled and secure employment, and adding significant social value.

This prospectus is not the sum of our ambition but rather the opening chapters of a new story being written for the East of England.

I urge you to forge partnerships with us, back these projects and our region, and be at the forefront of a new age of economic success.

Co-Chairs of the East of England APPG's message



Jess Asato
MP, Co-Chair



Pam Cox
MP, Co-Chair



Marie Goldman
MP, Vice-Chair

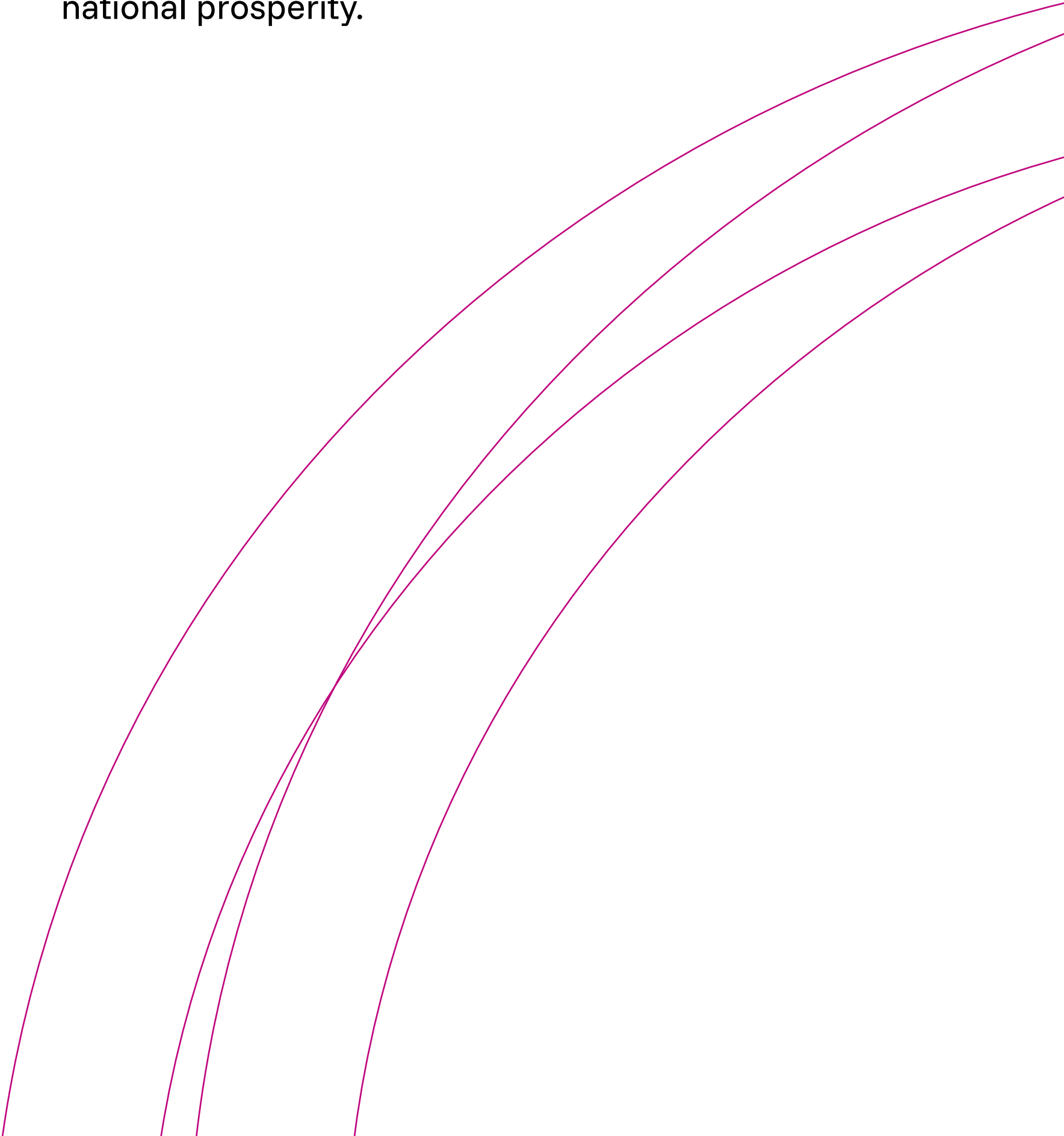


Blake Stephenson
MP, Vice-Chair

The East of England is a region of outstanding innovation, opportunity, and growth, contributing £163 billion in Gross Value Added (GVA) to the UK economy. Home to over 270,000 businesses and providing 3.2 million jobs, the region has achieved 46% economic growth since 1998 — outpacing the national average (excluding London). Key strengths span sectors such as life sciences, agri-tech, advanced manufacturing, and digital innovation. Innovation is embedded across the region.

Companies such as Airbus, Colorifix, Maycast Nokes, and Iona Logistics are advancing aerospace, automotive, logistics, and sustainable manufacturing. The region also leads in research and development (R&D), with the highest business R&D investment per capita in the UK — over £1,100 per person, double the national average. The region plays a pivotal role in energy and food security. The East of England generates 32% of the UK's domestic energy supply, with future projects like Sizewell C set to add 3.2 GW of low-carbon electricity, powering around 6 million homes. The region's Grade 1 agricultural land — the most productive in the UK — supports 13% of England's agricultural workforce and contributes £4.5 billion in farming output annually.

This Investment Prospectus outlines a clear strategy to unlock further growth, identifying key opportunities across infrastructure, digital connectivity, and clean energy. With targeted investment, the region's economy could grow to £220 billion by 2035. This prospectus provides investors with a compelling case for engagement, ensuring the East of England continues to drive innovation, economic growth, and national prosperity.



Celebrating growth in the East of England

A word from your sponsor – Kanda Consulting



Jo Dancy
Director – Regions,
Kanda Consulting

When the opportunity arose to support Opportunity East as headline sponsor, we jumped at the chance to get involved. It's hard to think of a more exciting time to be working in the East of England as, across the region, we are seeing a resilient and collaborative drive for the promotion of sustainable growth that aligns with the Government's wider ambitions.

Partnership working is vital however as this growth can only be achieved if local, regional and national government work closely with the private sector and regional partners. Delivering bold, proactive and dynamic solutions to attract investment, drive innovation and build lasting sustainable partnerships, will be key.

It is this dynamism and coming together of partners that excites us and aligns with our skillset and priorities here at Kanda and, for this reason, we celebrate this Investment Prospectus, as we look to broaden awareness of the extensive opportunities to a wider regional, national and global audience.

Sustainable development is very much at the heart of growth for the Region, whether this is:

- 1.quality commercial development to support the region's high levels of employment;
- 2.excellence in innovation and market leadership in areas like science, technology and agriculture;

- 3.vital infrastructure working towards Net Zero, with a focus on renewable energy and particularly offshore wind or;
- 4.residential development to meet significant population growth whilst protecting the environment.

All of the partners in this prospectus are ambitious both for themselves and the region - understanding that long term growth has to be both deliverable and enduring – resulting in a lasting positive legacy for communities. Of course, as greater powers and responsibilities are devolved from central government to regional authorities and bodies, new and exciting opportunities are beginning to present themselves.

Cambridgeshire and Peterborough, as a Mayoral Combined Authority, are already realising the benefits of more control over local funding and policies as well as the opportunities to boost economic development, address skills gaps, and improve local transport connections.

With both Greater Essex, and Norfolk and Suffolk now part of the Government's fast track devolution Priority Programme, more of the East of England region will soon be able to maximise the benefits of locally tailored and more agile decision-making powers.

Celebrating growth in the East of England

A word from your sponsor – Kanda Consulting

We hope you find the East of England Investment prospectus informative and would encourage you to reach out to both us and regional partners to discuss the wider opportunities across the region.

At Kanda, we are delighted to be able to support partners that are already working to deliver exemplar best-in-class schemes, that benefit communities, businesses and visitors within the East of England. This includes Cambridge Business Park (The Crown Estate) and Letchworth Garden City (LGC Heritage Foundation), as well as significant healthcare and transport infrastructure projects in the Region.

If you are interested in hearing more about how Kanda Consulting can support your East of England/ UK wide development projects, or the strategic positioning of your business to target key audiences, please do get in touch:

Jo Dancy – Director, Regions
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kanda



Kanda is the leading changemaker in the built environment, energy and infrastructure sectors, promoting trust, managing risk and creating positive connections for all.

www.kandaconsulting.co.uk

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Who we are

The second largest region in England by land area, reaching from Bedfordshire and Hertfordshire in the west, to Norfolk, Suffolk and Essex on the east coast; and from the edges of London in the south, up through Cambridgeshire to where the region meets the Midlands.

Strategic location with two Freeports and four major airports, ensuring smooth trade flows and international connectivity.

Home to world-renowned institutions such as Cambridge's biomedical hub, Adastral Park's digital cluster, and leading food research centres in Norfolk.

A strong driver of the national economy, consistently the fourth largest contributor to the UK economy behind only London, the South East and North West.

A powerhouse of innovation and industry, driving UK economic growth.

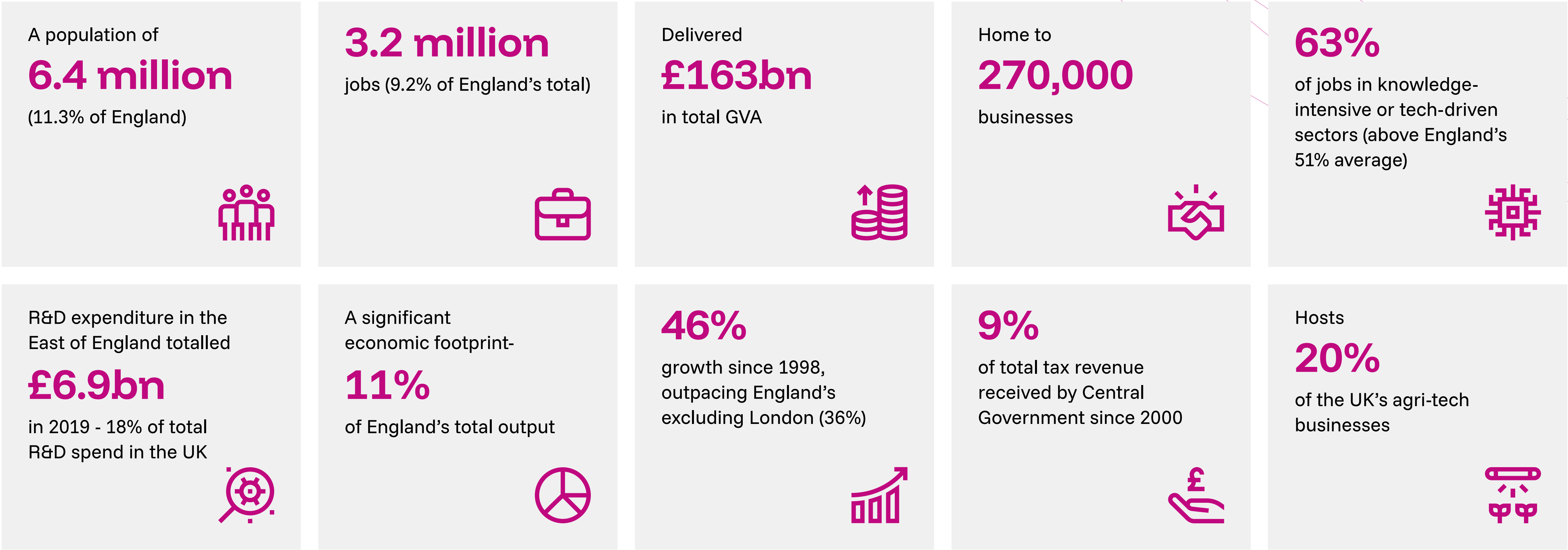
One of the highest contributors to UK Exchequer.

A major contributor to the UK's net zero goals with:

- Significant offshore wind power generation
- Critical nuclear assets like Sizewell B and C

Key statistics

By 2024, the East of England had:



(Source: ONS Regional GVA Data 2021, ONS Mid-Year Population Estimates, ONS BRES 2022)

10 reasons to invest into the East of England

1. UK's Innovation Capital
Home to Cambridge's world-class research and BT's global R&D HQ.

2. Top Contributor to UK Economy
One of the fastest-growing, most productive UK regions.

3. Powering the Nation
Offshore wind farms already supply energy to 1 in 3 UK homes.

4. Food Security Champion
Holds 33% of the UK's best farmland and leads in agri-tech.

5. Trade Powerhouse
Two freeports and half of the UK's containerised goods flow through here.

6. Advanced Manufacturing Hub
Aerospace, defense, and engineering leaders thrive here.

7. Creative & Digital Boom
Fast-growing digital sector with thriving tech hubs.

8. UK's R&D Leader
Highest per capita investment in research and innovation.

9. Skilled Talent Pool
World-renowned universities fueling cutting-edge industries.

10. Great Place to Live & Grow
High quality of life and a strong push for sustainability.

The East of England's opportunity sectors

The East of England is one of the UK's fastest-growing regions, on track to become a **£220 billion economy by 2035**. Despite this momentum, it receives **£8 billion less in public investment annually** than the UK average. Unlocking its full potential requires targeted investment—fueling national and regional growth alike.

5G & Digital Innovation

- With global 5G and digitisation markets expected to hit £159 billion by 2035, Norfolk, Suffolk, and Essex are primed to lead.
- The region boasts cutting-edge cybersecurity and AI capabilities, and Essex is emerging as a key player in the digital sector, with over 8,000 digital enterprises and 45,000 jobs in digital tech across the county.
- As of 2022, the East of England had a manufacturing capacity utilization rate of 48% for CGT products. This indicates available capacity for scaling up production to meet growing demands.

Major initiatives include:

- Realising the Adastral Park vision in Suffolk
- Launching a digital hub in Norwich to power start-ups and scale-ups
- Strengthening Essex's fast-growing cyber and AI ecosystem, supported by partnerships with Anglia Ruskin University and the University of Essex
- Building the case for a Smart Emerging Technology Institute and testbed across the wider region

Cell & Gene Therapy Hub

- The Cell and Gene Therapy Catapult's 2023 report highlighted a 20% increase in full-time employees in the sector, with the East of England leading this growth. This surge underscores the region's commitment to building a skilled workforce to support the burgeoning cell and gene therapy industry.
- The region has witnessed a notable increase in manufacturing capacity for advanced therapies. The East of England has experienced the largest percentage growth in full-time employment within the cell and gene therapy sector, reflecting its expanding infrastructure and industry presence.
- With world-class neighbours like the Francis Crick Institute, Wellcome Sanger Institute, and Rosalind Franklin Institute, nearly 70% of the UK's biopharma talent is within two hours of Stevenage.
- Essex complements this strength, with its medical technology and diagnostics sector employing over 4,000 people, and delivering high-growth potential through collaboration with NHS trusts and research institutions.

Plant Science & Agri-Innovation

- The region hosts about 13% of the UK's agri-tech businesses, second only to the South East.
- The region is positioned in a global functional foods market forecasted to reach £210 billion by 2025.
- Over 1,000 food and beverage manufacturers.
- In 2022, the East of England's agricultural sector produced an output value of £4.5 billion, employing approximately 38,000 individuals.
- Initiatives like Innovate UK's Launchpad competitions provide financial support ranging from £25,000 to £300,000 for agri-tech and food technology projects in the region.
- The AgriFoRwArdS Centre, a collaboration between the Universities of Cambridge, Lincoln, and East Anglia, focuses on training experts in agri-food robotics, addressing challenges in automation and precision agriculture.

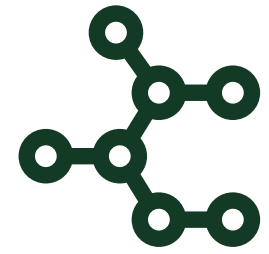
Clean Energy Leadership

The East of England boasts significant renewable energy assets, including:

- 5GW of installed offshore wind capacity, with an additional 9.7GW in the pipeline.
 - 1.3GW of onshore solar capacity, with 3.2GW planned.
 - 3.2GW of new nuclear capacity under development.
 - Ambitions to exceed 2GW of low-carbon hydrogen production.
 - Demand projected at 0.8–1.25 million tonnes per year by 2050.
 - Potential to cut 5.9 million tonnes of CO₂ annually.
 - Supported by top institutions: Imperial, UCL, Kent, Queen Mary, Greenwich, and Canterbury.
 - The upcoming H2 Living Labs (2024–25) will fast-track hydrogen innovation from R&D to commercialisation—
- positioning the East of England as a global clean energy leader.
- Conrad Energy's Ness Point Project is a 2MW electrolyser integrated into a 10MW gas-fired peaking plant in Lowestoft, marking the region's first consented hydrogen demonstration project.
 - Cambridge Cleantech has supported over £134.5 million in green tech investment, brokered £26 million in corporate contracts, and enabled 18 pilot projects through its 250+ innovator members and 60+ corporate partners.
 - Cleantech for UK backed £2.6 billion in UK cleantech venture capital in 2023 and advocates for improved innovation commercialisation, stable policies, and shared talent strategies across Europe.

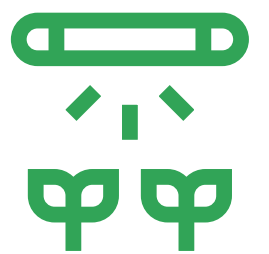
(According to Hydrogen East)

Major Drivers of Innovation



Life Sciences

In total, 3,226 life science businesses are located in the region - 15% of all life science companies in the UK.



Agri-tech

The East of England is home to 338 agri-tech related businesses - 20% of such businesses in the UK, demonstrating a strong level of specialisation.



Digital Technology

The region hosts 2,650 digital technology businesses - 12.5% of all digital-technology businesses in the UK.



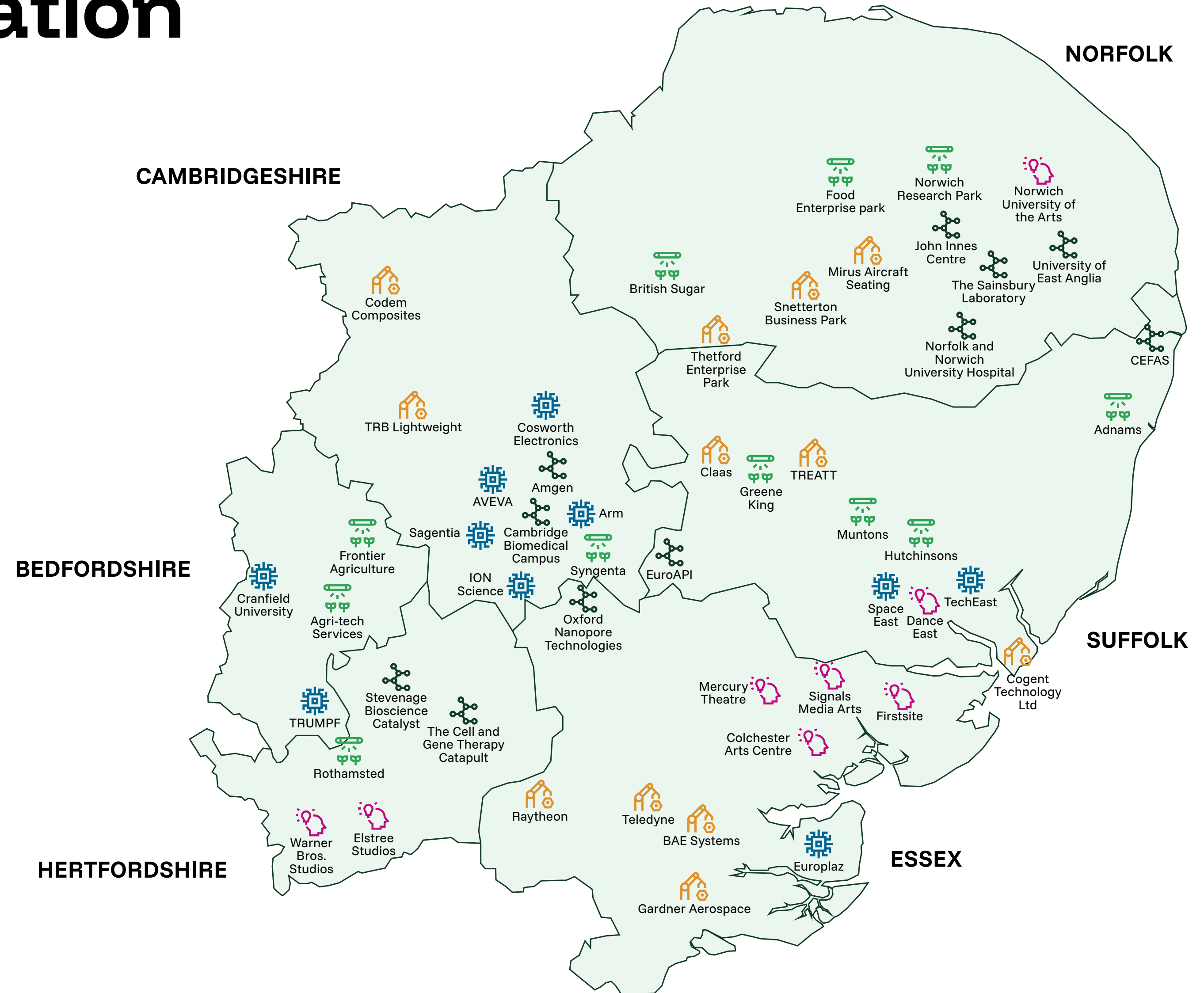
Advanced Manufacturing

There are 1,510 advanced manufacturing businesses in the East of England - 12.5% of all such businesses in the UK.



Creative industries

Creative industries in the East of England employ just under 100,000 people, and the region has many strengths within the sector.



Connectivity across the East of England

This enhanced connectivity positions the region as a more agile and attractive logistics, trade, and investment hub.

Accelerated Global Reach

1. Freeport East (Felixstowe & Harwich, Suffolk & Essex)

STRATEGIC LOCATIONS:

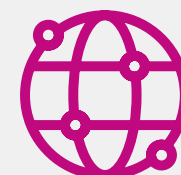
- **Port of Felixstowe (Suffolk):**
The UK's leading container port, linking to over 700 global ports. Now with faster road access to the Midlands and beyond.
- **Harwich (Bathside Bay, Essex):**
130-hectare expansion supporting offshore wind industry, including manufacturing, assembly, and installation.
- **Port of Ipswich (Suffolk):**
streamlined connectivity benefits bulk cargo operations in agriculture and construction sectors.

KEY SECTORS:

Advanced Manufacturing & Clean Technologies; Offshore Wind & Green Energy.

CONNECTIVITY:

- Direct connections to North West continental Europe and major global shipping lanes.
- The UK's largest intermodal rail freight terminal.
- Multi-modal port facilities linking 700 ports globally.



2. Thames Freeport (London Gateway, Tilbury & Dagenham, Essex)

STRATEGIC LOCATIONS:

- **London Gateway Port:** the UK's most integrated logistics hub, connecting over 130 ports and 65 countries.
- **Port of Tilbury:** London's major port, handling 16 million tonnes per annum.
- **Ford's Dagenham Engine Plant:** London's largest manufacturing location for over 90 years.

KEY SECTORS:

Advanced Manufacturing; Energy & Circular Economy; Logistics & E-commerce.

CONNECTIVITY:

- Connections to the A13/M25 and national rail network.
- Ability to take goods off-road and on river to upriver London wharves.
- Access to air travel from London City, Heathrow, Gatwick, and London Stansted Airports.

Smarter Air Logistics

- **London Stansted Airport:**
Improved road integration for cargo and passengers, supporting £1.1B terminal expansion.
- **London Luton Airport:**
Enhanced accessibility fuels passenger growth and regional business travel.
- **Norwich International Airport:**
Better regional links strengthen its role in the offshore energy sector.
- **Cambridge City Airport:**
A more agile hub for business aviation and corporate mobility.



Rail Network Synergy

Major rail lines

- 1. Great Eastern Main Line (GEML):**
running from London Liverpool Street to Norwich, this 114.5-mile line is a vital corridor for commuters, leisure travelers, and freight. It serves major towns such as Colchester, Ipswich, and Chelmsford, and connects to the port of Harwich.
- 2. West Anglia Main Line:**
connecting London Liverpool Street to Cambridge, King's Lynn, and branches via the Fen Line, this route is operated by Great Northern and facilitates both commuter and regional services.
- 3. Cambridge Line:**
linking Cambridge to London King's Cross, this line provides direct access to central London, enhancing connectivity for students, professionals, and tourists.
- 4. Breckland Line:**
spanning 51 miles, this secondary line connects Cambridge to Norwich, passing through counties like Cambridgeshire, Suffolk, and Norfolk.
- 5. Wherry Lines:**
these rural lines link Norwich with Great Yarmouth and Lowestoft, traversing the scenic Norfolk Broads.
- 6. Sunshine Coast Line:**
connecting London Liverpool Street to Clacton-on-Sea and Walton-on-the-Naze, this line serves coastal communities and is part of the Great Eastern network.



Projects

Contained within the East of England Investment Prospectus is the first selection of eight projects from the East of England.

All of the projects are either actively seeking investment or open to investor discussions and represent different asset classes across the region and with credible partners from the public and private sector.

This is just the beginning.

From private sector partners, local authorities and inward investment agencies from across the East of England, a wider pipeline of projects of more than 50 projects have been sourced and identified across asset classes, location and investment size.

Aviva Chesterford Research Park



PROJECT INFORMATION:

Status: Development Opportunity

Borough: Uttlesford, Essex

Estimated completion: 2035

Location: Great Chesterford, Saffron Walden, Essex

Delivered by: Aviva Investors and Uttlesford District Council

Opportunity: The opportunity comprises the development of additional floorspace within an existing life science cluster, offering expansion potential to meet significant occupational demand in the Cambridge life sciences market.

GDV: £500 million

Asset Class: Life Sciences, R&D, Offices

THE INVESTMENT PROPOSITION:

Chesterford Research Park is a leading location for life sciences in the Greater Cambridge area, one of the world's foremost clusters for R&D innovation. The opportunity offers scalable development land with strong infrastructure, access to talent, and existing occupiers ranging from start-ups to global pharmaceutical firms. With continued growth in demand for high-quality lab-enabled space, the site provides institutional investors with long-term income prospects through phased delivery of purpose-built facilities.

KEY FACTS:

- Situated within the Cambridgeshire life sciences ecosystem
- Existing successful occupiers include AstraZeneca, Domainex, and Illumina
- Strategic transport access via M11 and proximity to London and Cambridge
- Onsite amenities include cafeteria, meeting rooms, and fitness centre
- Home to over 350,000 sq ft of developed commercial space

DESCRIPTION OF THE SITE:

Chesterford Research Park extends over a 250-acre landscaped site, combining heritage parkland with modern research facilities. The site is already partially developed with high-specification buildings and amenities catering to bioscience and research-led enterprises. The proposed development will intensify land use across the remainder of the site, enhancing its contribution to the regional innovation economy and reinforcing its role as a key employment and investment destination in South Cambridgeshire.

The park has been carefully masterplanned to balance the requirements of scientific research with the environmental and wellbeing needs of its occupiers. Expansive green spaces, tree-lined avenues, and pedestrian-friendly routes are integrated throughout, offering a campus-style environment that fosters collaboration and innovation. Existing facilities include purpose-built laboratories, adaptable office units, and shared spaces that support networking and interdisciplinary work among tenants.

Located within easy reach of Cambridge city centre and major transport corridors, the site benefits from excellent connectivity and logistical advantages. It is supported by on-site amenities such as a restaurant, gym, conference centre, and childcare facilities, making it an attractive option for both occupiers and employees. With planning permission in place for future phases, the park is well positioned to accommodate a new wave of growth and development in the UK's expanding life sciences sector.

Bushey Golf & Country Club – Redevelopment



PROJECT INFORMATION:

Status: Preferred development partner selected. Heads of Terms under negotiation. Planning application targeted for October 2025, start on site Q4 2026.

Borough: Hertsmere Borough Council

Estimated completion: Construction period estimated at 3–3.5 years from Q4 2026, completing by mid-to-late 2030.

Location: Bushey, Hertfordshire (WD23 1TT)

Delivered by: Hertsmere Borough Council in partnership with a preferred private development partner.

Opportunity: Redevelopment of the former golf club will bring much need housing, additional retail and community uses as well as opening access to a significant green space.

GDV: £116 million

Asset Class: Residential/Commercial

THE INVESTMENT PROPOSITION:

Investors will benefit from a long-term revenue stream through a development agreement with Hertsmere Borough Council. Funders and equity partners would secure a financial return from the developer partner with the potential for a profit sharing arrangement.

There is also potential for a profit-sharing arrangement with the developer. Multiple preferred occupiers are already identified for various elements of the scheme.

KEY FACTS:

- ~23 hectares
- 150–200 residential dwellings (50% affordable homes)
- Community hub: ~3,000 sq m
- Commercial space: ~3,500 sq m
- 150 space car park
- Start on site: Q4 2026
- 3–3.5 years construction period
- Delivery of a new community hub, extensive green space, and commercial and civic amenities.

DESCRIPTION OF THE SITE:

The Bushey Golf & Country Club site spans approximately 23 hectares of previously underutilized land, located in the heart of Bushey and adjacent to the town's High Street. The redevelopment seeks to transform this large and strategically positioned site into a vibrant, inclusive, and sustainable mixed-use community. Anchored around a new community hub, the masterplan includes the delivery of 150–200 new homes, with a strong emphasis on affordability—targeting 50% affordable housing. In addition to residential development, the scheme will incorporate 3,500 sqm of commercial space and 3,000 sqm of dedicated community facilities. These will include a day nursery, convenience store, and services such as a library, Citizens Advice Bureau, police presence, art gallery and museum, all designed to serve the new and existing population.

A major feature of the proposal is its integration with green infrastructure and the creation of publicly accessible open space. Currently inaccessible, the land will be opened up to the community through a new network of pedestrian connections, including a key footpath link from Bushey High Street into a dedicated green space. This addresses a longstanding deficiency in local public open space provision and enhances the area's natural offering. The redevelopment aims to preserve and incorporate existing site features where possible, including retaining tenants such as the MPAA Performing Arts Academy. With the site already allocated in the Draft Local Plan, supported by full council approval, and endorsed politically, the proposal is well-positioned to meet both local strategic priorities and broader national policy objectives. Environmental remediation is underway, including knotweed removal and asbestos surveys, ensuring that the development is delivered responsibly and sustainably.

Cross Point Logistics Park (CPLP)



PROJECT INFORMATION:

Status: In pre-application planning stage; planning application expected within 12 months.

Borough: Located near Haddon; under the jurisdiction of Huntingdon District Council and Peterborough City Council.

Estimated completion: Full build-out and occupancy expected by 2032.

Location: Land West of A1(M), between Junctions 16 & 17, South of Haddon, within the Oxford to Cambridge Arc.

Delivered by: Newlands UK Management

Opportunity: A £500m state-of-the-art, net zero logistics and industrial park on 188 hectares, targeting inward investment to the A1(M) Corridor.

GDV: £500 million

Asset Class: Logistics / Industrial (B2/B8 use classes)

THE INVESTMENT PROPOSITION:

Newlands Developments is a specialist industrial and logistics developer, with a well known reputation in the market, built on a long history of success over a number of years. Newlands Developments' management team have delivered circa 37 million ft² of strategic employment floorspace across the UK over a 30-year period.

Newlands UK Management is engaging proactively with key stakeholders—including local authorities, business networks, and educational institutions—to ensure the project delivers long-term social, economic, and environmental benefits to the region. Newlands continue to engage positively with Huntingdon District Council, Peterborough City Council, Cambridgeshire & Peterborough Combined Authority (CPCA), Cambridgeshire Chamber of Commerce and a number of further education providers in the local area who will benefit from its skills and training initiatives.

KEY FACTS:

- 4.5 million ft² of B2/B8 space across 465 acres (188 hectares)
- Strategically positioned within the Oxford to Cambridge Arc
- Construction start in 2027; completion by 2032
- Profit on Cost of in excess of 20%.
- Up to 8,078 direct jobs post-completion
- Over 10% Biodiversity Net Gain
- Enhanced public transport, including a new/extended bus service

DESCRIPTION OF THE SITE:

Cross Point Logistics Park (CPLP) is a major new development opportunity comprising 465 acres (188 hectares) of strategically located land directly adjacent to the A1(M) between Junctions 16 and 17, south of Haddon, Cambridgeshire. This corridor is emerging as the eastern extension of the UK's Golden Triangle of logistics, offering excellent connectivity to major regional and national transport networks. There are no identified infrastructure or environmental constraints that cannot be addressed through the design and delivery process.

They were responsible for the delivery of the hugely successful Peterborough Gateway scheme, that consisted of 4.5 million ft², generated circa 4,500 FTE jobs, £119 million in GVA per annum and is home to a range of local and global occupiers. Newlands' projects are underpinned by their strong commitment to ESG, including green credentials and upskilling the local labour force via Employment and Skills Plans.

Greater Brookfield, Broxbourne



PROJECT INFORMATION:

Status:

- Brookfield Garden Village: Planning decision expected late May 2025.
- Brookfield Riverside: Outline planning consent secured (Feb 2025)

Borough: Broxbourne Borough

Estimated completion:

- Brookfield Garden Village: Marketing: Early 2026. Construction start: Late 2026
- Brookfield Riverside: Delivery timeline follows phased commercial buildout post-approval

Location: Northwest of Cheshunt, Turnford, Broxbourne

Delivered by: Invest Hertfordshire on behalf of Broxbourne Borough Council and Hertfordshire Council.

Opportunity: The development brings forward a £1.1 billion pipeline through two complementary components: Brookfield Riverside—a 57-acre mixed-use retail and leisure hub—and Brookfield Garden Village, a 341-acre masterplanned residential neighbourhood. The project is seeking £30 million in capital investment to unlock enabling infrastructure and accelerate delivery.

GDV: £1.1 billion

Asset Class: Residential / Retail / Leisure

KEY FACTS:

- Brookfield Riverside: 57-acre town centre site
- Brookfield Garden Village: 341 acres
 - » 1,250 new homes (22% affordable)
 - » Primary school
 - » Village centre
 - » Council services
 - » Emergency services hub (potential)
- Central to Broxbourne's 2019–2033 Local Plan: providing critical housing, retail, and leisure infrastructure
- Aligns with UK national housing goals: 1.5 million homes by 2029 and £2bn investment in affordable housing
- Supports national goals for housing, GDP growth (0.4%), and construction sector upskilling by 2029

THE INVESTMENT PROPOSITION:

Economic growth and productivity, financial stability and return on investment through staged payback. Social and environmental benefits of modern infrastructure investment and the creation of jobs in a place close to deprived areas. A public private partnership championed by government. Long Term commitment to benefit investors.

DESCRIPTION OF THE SITE:

Greater Brookfield comprises two interlinked zones: Brookfield Riverside and Brookfield Garden Village. Brookfield Riverside will deliver over 650,000 sq. ft of commercial space including retail, food & beverage, and leisure across a vibrant town centre-style development. It will serve as a regional destination and economic anchor. Located just 2.5 miles from the M25, with direct access via the A10 and excellent rail and bus links, the site is primed for high footfall and accessibility, supporting a mix of uses that align with modern consumer and investor expectations.

Brookfield Garden Village complements this with a transformative residential-led vision: 1,250 new homes, of which 22% will be affordable, alongside a new primary school, village centre, local government and potential emergency services provision. The site was formerly designated green belt, now released in the borough's Adopted Local Plan, and will require significant infrastructure investment to support its full build-out. With over 300 homes powered and ready in the first phases, the project is shovel-ready following planning approval and poised to address local housing needs while contributing to national targets.

Hatfield Innovation Campus



PROJECT INFORMATION:

Status: Development has not commenced but active engagement with partners to deliver Hatfield Innovation Campus on a site within Gascoyne Estates freehold ownership.

Borough: Welwyn Hatfield

Estimated completion: 2025-2030

Location: Welham Green, Hatfield

Delivered by: Gascoyne Estates

Opportunity: Immediate Investment

GDV: £800M

Asset Class: Commercial

THE INVESTMENT PROPOSITION:

Hatfield Innovation Campus offers a unique opportunity for forward-thinking investors and partners to play a pivotal role in creating a flagship hub for innovation, talent, and economic growth. Gascoyne Estates invites visionary partners to collaborate on the transformative project set to redefine central Hertfordshire's economic and innovation landscape. The site is allocated for development within the Local Plan, and a Supplementary Planning Document is currently being prepared to provide more detailed guidance and smooth the way to achieving the desired planning consent.

KEY FACTS:

- Hatfield Innovation Campus site details comprises 33 acres adjacent to Welham Green railway station in South Hatfield, only 25 minutes away from King's Cross Knowledge Quarter
- Commercial Space: 400,000 sq. ft.- premium commercial space, fostering high-quality employment opportunities in central Hertfordshire.
- Residential Units: 100 dwellings - On-site housing for employees, integrated within a landscape-led design.
- Hatfield has become a major centre for employment within the county, spread across sectors, with an emphasis on higher-skilled jobs and innovation activities
- Evidence of premium rental levels, such as Stevenage's Bioscience Catalyst buildings (low £30 psf excluding service charges and rates), highlights the potential for attractive yields.

DESCRIPTION OF THE SITE:

With over 400 years of history, Gascoyne Estates is a family-owned business deeply embedded in the community and renowned for its expertise in land and property development. Guided by a commitment to environmental and social responsibility, Gascoyne Estates has earned a reputation as a trusted developer and landlord. Gascoyne Estates are the freeholder of the site and have been working for several years to bring forward their vision to create Hatfield Innovation Campus.

Key components of the vision include:

- A high-quality campus that contributes to the science and technology sector and economic success of the Golden Triangle
- An ecosystem and physical environment that supports a range of R&D occupiers in scaling up their business
- A brand that is nationally recognised in the science and technology field as a key location in the innovation corridor between the King's Cross Knowledge Quarter and Cambridge.

Portman Road Redevelopment



PROJECT INFORMATION:

Status: Planning in progress – phased planning submissions with construction to follow upon funding.

Borough: Ipswich Borough Council

Estimated completion: 2028 (anticipated completion of final Aquatics Centre 24–30 months from funding)

Location: Portman Road/Princes Street, Ipswich

Delivered by: Ipswich Borough Council

Opportunity: The Portman Road Redevelopment offers investors the chance to participate in a £120m regeneration scheme composed of three interlinked developments: a state-of-the-art Aquatics Centre, a 150-room 4-star Hotel, and a 750-space Multi-storey Car Park. The opportunity supports the economic regeneration of central Ipswich, aligned with carbon neutrality goals and strong latent demand for facilities.

GDV: Est. £120m

Asset Class: Leisure and Wellness, Hospitality, Infrastructure

THE INVESTMENT PROPOSITION:

The proposition is for a developer/investor to take control of this large town centre site to maximise financial returns and social impact. The project received the following investment to date:

Multi-storey car park

Enterprise zone funding is available of circa. £12.5m, subject to development agreement. The income potential of this proposed modern parking structure is supported by strong demand for the existing low-grade surface level parking provision which the development seeks to replace. The existing car parking is currently operating at near 75% occupancy, which it is anticipated to improve where modern facilities are made available, such as EV charging. Further, demand from the proposed hotel and aquatics centre at the same site will ensure the car park thrives. Outline Planning Permission has been obtained previously and now the design team are gearing up to submit the application for a full Planning Permission.

Hotel

A gap in the Ipswich Hotel market has been identified for a high-end quality hotel. Strong returns are anticipated based on its proximity to the town centre, Ipswich Town Football club and identified lack of quality supply. There is potential for an investor to benefit from the sitewide economies of scale to ensure that the hotel development costs are kept low safeguarding the viability of the hotel project. An operator and a brand have been identified to provide the quality operations required for this development and to satisfy the identified gap. Formal paperwork is ready to be signed with these parties. The hotel project is ready to be submitted for Planning Permission.

Aquatics Centre

The proposition from Ipswich Borough Council (IBC) is to provide this state-of-the-art leisure facility to support the residents of Ipswich and the hotel clients. The facility will replace the existing Crown Pools which has reached the end of its useable life. IBC are open to operating and development structures but it is their intention to become the tenant of the building with the option to buy back the asset at a later date to be determined. The Aquatics Centre Planning Permission is to be determined imminently (April 2025).

KEY FACTS:

- 6.4 acres
- 4-star hotel, 150 rooms; interest from international brands
- Aquatics centre which includes a 25m pool, gym, studios, café, and soft play
- Car park is 750-space multi-storey facility with EV charging
- All projects are targeting BREAAAM Excellent or above and will contribute to the carbon neutral agenda of the UK

Portman Road Redevelopment



DESCRIPTION OF THE SITE:

The Portman Road site spans approximately 6.4 acres in a prominent central location within Ipswich, immediately adjacent to the Ipswich Town Football Club stadium. This strategically positioned urban site currently functions as a high-demand surface car park used by town centre visitors and football fans, operating at around 75% capacity. Its proximity to key town centre attractions, public transport connections, and future development sites makes it an ideal hub for regeneration. The site's redevelopment into a mixed-use scheme is designed to replace outdated infrastructure with a modern, efficient, and sustainable layout that better serves the town's growing residential, commercial, and visitor base.

The new development comprises three key components: a high-quality 4-star hotel, a multi-storey car park, and a state-of-the-art Aquatics Centre with additional health and fitness amenities. Each component has been carefully planned to respond to specific local needs, such as the shortage of premium hotel accommodation, the town's below-average physical activity levels, and the need for consolidated car parking with electric vehicle charging infrastructure. The site design supports enhanced urban mobility, improved land use efficiency, and the creation of a vibrant leisure and hospitality destination. Once complete, the redevelopment is expected to catalyse further investment in the surrounding area, elevate Ipswich's appeal as a regional destination, and contribute significantly to local employment, health, and sustainability objectives.

Southend Airport Business Park



PROJECT INFORMATION:

Status: Partially completed, with plots at various stages of readiness (some are 'shovel ready', others in masterplanning or pre-planning).

Borough: Rochford District Council

Estimated completion: 15 months from signing Heads of Terms

Location: Rochford

Delivered by: Southend City Council

Opportunity: Development of a strategically located business park to accommodate aviation, logistics, advanced manufacturing, and supporting uses. Significant opportunities exist for both development funding and commercial leasing.

GDV: £150 million

Asset Class: Employment land – logistics, industrial, aviation-related commercial spaces

THE INVESTMENT PROPOSITION:

Southend Airport Business Park offers a rare opportunity to invest in a high-potential employment site adjacent to a London airport. With strong connectivity via air, road and rail, and the support of Southend-on-Sea Borough Council, the site is primed for innovative occupiers in aviation, logistics, and advanced manufacturing.

Multiple plots are already infrastructure-enabled and 'shovel ready,' with others progressing through planning. The site benefits from existing anchor tenants, including Ipeco and a new Anglia Ruskin University building.

This is a flexible investment opportunity for phased development, with strong economic growth potential driven by proximity to the airport, skilled workforce, and excellent access to London and the South East.

KEY FACTS:

- Total development area: ~55 hectares
- Six plots upto 2.97 acres Strong road and rail access
- Business / Warehouse units from 16,000 to 55,000 sq ft Anchored by aviation and engineering companies
- Gross Developable Area
- Gross Internal Area
- Rochford District Council is planning authority
- Electricity supply – up to 7mVA

DESCRIPTION OF THE SITE:

The Southend Airport Business Park is a strategically positioned development zone located immediately adjacent to London Southend Airport, offering an exceptional platform for investment in the South East's advanced manufacturing, aviation, and logistics sectors. Spanning approximately 55 hectares, the site forms a cornerstone of Southend-on-Sea's long-term economic development strategy. It is masterplanned to deliver high-quality commercial space, with a mix of ready-to-build plots and longer-term development land. The park is already home to anchor tenants such as Ipeco, a leading aerospace manufacturer, and Anglia Ruskin University's new School of Engineering, ensuring a strong foundation of technical expertise, academic collaboration, and business activity.

The site benefits from newly installed infrastructure, including internal road networks, utilities, and digital connectivity, significantly reducing the risk and lead time for new entrants. With direct air access via London Southend Airport and strong rail and road connections to London, the M25, and Europe, the business park presents a unique value proposition for occupiers and developers alike. Southend Borough Council has taken a proactive role in enabling delivery and remains a committed partner in supporting future phases. The setting, within a dynamic coastal economy and in proximity to a skilled workforce, creates a highly attractive environment for businesses seeking modern space in a growth-focused ecosystem.

Station Gateway



PROJECT INFORMATION:

Status: ECF and Stevenage Borough Council expected to enter into a Development Agreement in the first half of 2025. Once completed, a planning application for the early phases for residential and the hotel will come forward imminently.

Borough: Stevenage, Hertfordshire

Estimated completion: Construction is expected to start in 2027, with early stages coming forward in the next three years

Location: Stevenage

Delivered by: Stevenage Borough Council in partnership with ECF (Homes England, Legal & General and Muse), as the developer that will deliver Station Gateway; and Network Rail as owner of the station and rail facilities.

Opportunity: Initial conversation

GDV: c. £1bn

Asset Class: Living, Leisure, Culture, Infrastructure

THE INVESTMENT PROPOSITION:

Stevenage's town centre was one of the original New Towns, and Station Gateway ensures Stevenage receives the level of investment needed to ensure the future of these globally important companies in Stevenage and to attract future occupiers. Station Gateway supports Stevenage's wider potential to deliver 15,000 new jobs by 2040 and to increase the GVA to over £3.5bn in the same period.

The development will drive market-appropriate levels of investment returns across all components of the project. We expect the target rates of return to be commensurate with the level of risk involved, including but not limited to, whether a phase is developed speculatively or if, for example, it is pre-let and forward funded.

Through our approach that places long-term social and economic impact at the heart of the masterplan, we expect the non-financial benefits, in terms of brand reputation, positive exposure and access to future opportunities to be significant. Station Gateway will attract significant investor interest both regionally and nationally.

KEY FACTS:

- 30.5 acres
- 1,100 homes
- 40,000 sq m employment space
- A 175 bed hotel
- A higher education facility
- New entertainment experiences
- 21st Century transport infrastructure
- Significant amenity and green infrastructure upgrades

DESCRIPTION OF THE SITE:

Stevenage is home to some of the UK economy's most important organisations, in Airbus, GSK and MBDA. Station Gateway will transform the welcome to Stevenage experience, through the provision of new amenities including high-quality housing and workspace, and improved transport infrastructure. Stevenage pioneered the creation of a new type of town following the Second World War. It has a track record of attracting high value businesses but in order to elevate this and take the town and UK plc to the next level, there is a requirement to create new facilities fit for the 21st Century. These will encourage people to live, work and raise families here, thanks to an excellent infrastructure, leisure, commercial, cultural and green space offering.

Station Gateway comprises the mixed-use regeneration of up to 30.5-acres of land around Stevenage rail station. Station Gateway includes two Major Opportunity Areas identified in the Stevenage Local Plan (2019), which are central to the long-term prosperity of Stevenage Town Centre and the wider resident and business communities. The project masterplan delivers on central government objectives such as increasing the housing supply and encouraging a modal shift to public transport to support local and national health and climate policies. Upskilling local people through training programmes associated with proposed and already delivered educational facilities will continue to provide a pipeline of labour to meet existing and future demand in Stevenage for the town's growth sectors.

Strategic Partners

The development of the Investment Prospectus would not have been possible without the support of the contributors and the following sponsors and partners who have made this document a reality.

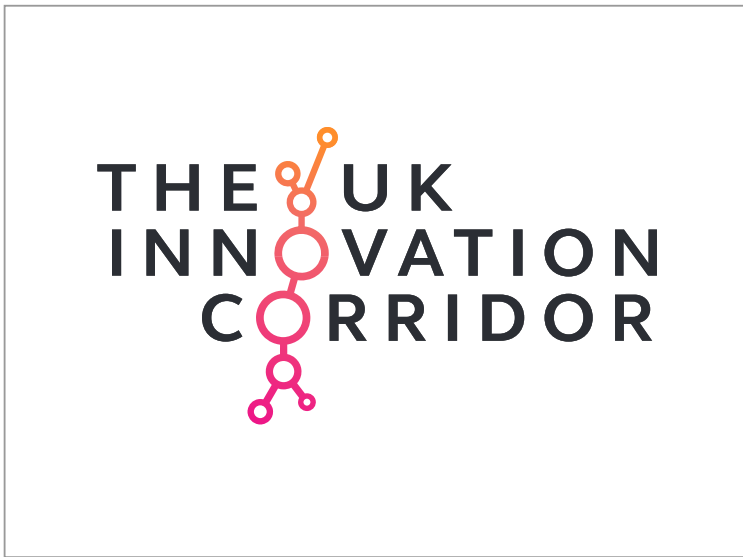
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This is the first iteration of the East of England Investment Prospectus. Developing it would not have been possible without the support of partners and individuals across the region to attract investment to the region.

The prospectus has leveraged and utilised the knowledge and experience of colleagues to source and identify projects for an investor audience and will rely and amplify their efforts to connect investors and stakeholders to credible investor opportunities.

Please do get in touch if you want to know more about any of the projects or the work of stakeholders across the region.

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