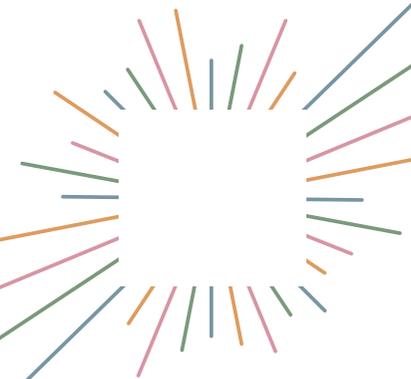


Hotel Development Site

On a prime business park in the south Cambridge business and technology cluster



H A V E R H I L L
R E S E A R C H P A R K

WELCOME TO HAVERHILL RESEARCH PARK

The south Cambridge business and technology cluster is a fast developing business region.

A significant hotel development opportunity within the south Cambridge cluster.

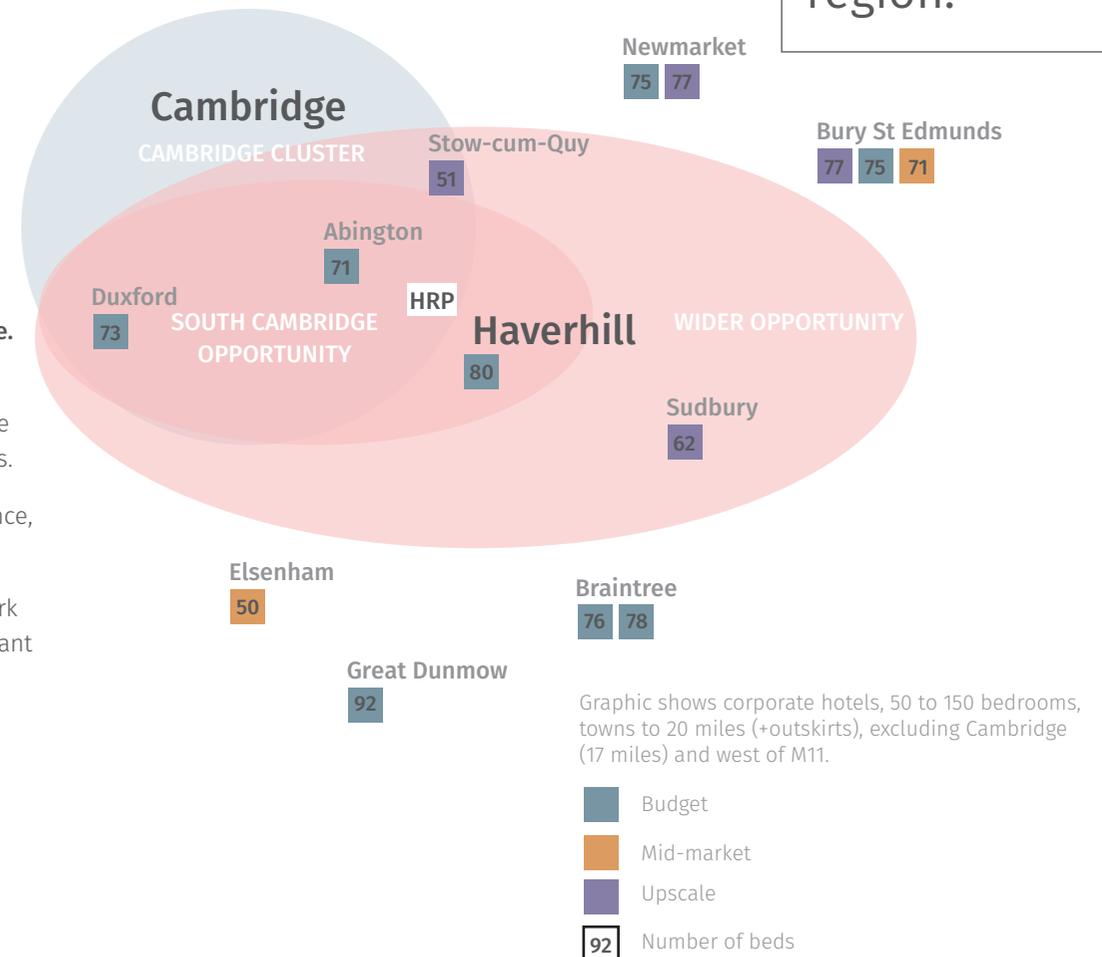
Haverhill Research Park (HRP), a highly prominent 17 acres with planning for 450,000 sq ft of B1 business space, enjoys a gateway position in Haverhill, approaching from the M11 and Cambridge.

Haverhill is a prominent and fast expanding market town; the 27,000 population (2011 Census) is predicted to grow to 35,000 under the local authority's Vision 2031. Global organisations within the town include Sanofi, IFF, AXA and many others, where there are five business and industrial estates.

HRP forms part of the highly successful south Cambridge business and technology cluster of science, research and aviation, for which hotel provision outside of Cambridge is limited.

HRP offers the opportunity to build a hotel of size, position, grading and 'flag' of choice, in a landmark location convenient and accessible to the numerous business parks, in Haverhill and for a significant geographic radius.

This is your opportunity to become part of the Haverhill and south Cambridge phenomenon.



The Spirit
of Enterprise



Haverhill
Vision
+30%
forecast population
growth

An emerging
need for hotel
provision



66%
of the 525,000
hotels rooms
in England are
now branded

RevPAR in Eastern
Region hotels up
23%
in 3 years to July 2016

The hotel
opportunity
is significant
to take
advantage of
an identified
gap in
corporate
hotel provision
in the region.



A growing
market



Haverhill radius
budget hotel
occupancy
80.8%
2016



A unique
gateway
location



Gateway to Haverhill.

The highly prominent location of Haverhill Research Park, adjacent to “The Spirit of Enterprise” sculpture on the gateway roundabout approaching Haverhill from Cambridge, is the ideal opportunity to site and develop a business hotel to serve this marketplace.

An emerging need for hotel provision.

Haverhill, population 27,000 (2011 Census), is the Suffolk market town with the ‘CB9’ Cambridge postcode, A1307 trunk road for the M11, other south Cambridge cluster destinations and Cambridge, and a ‘live’ planning strategy, Haverhill Vision 2031, enacting major expansion of its businesses and housing, and population forecast of 35,000.

Yet there is a clearly identified gap in corporate hotel provision in the area, for within a 14 mile radius of Haverhill and Haverhill Research Park there are just three branded hotels, all within the limited service ‘budget’ sector.

Significant Market

Business estates

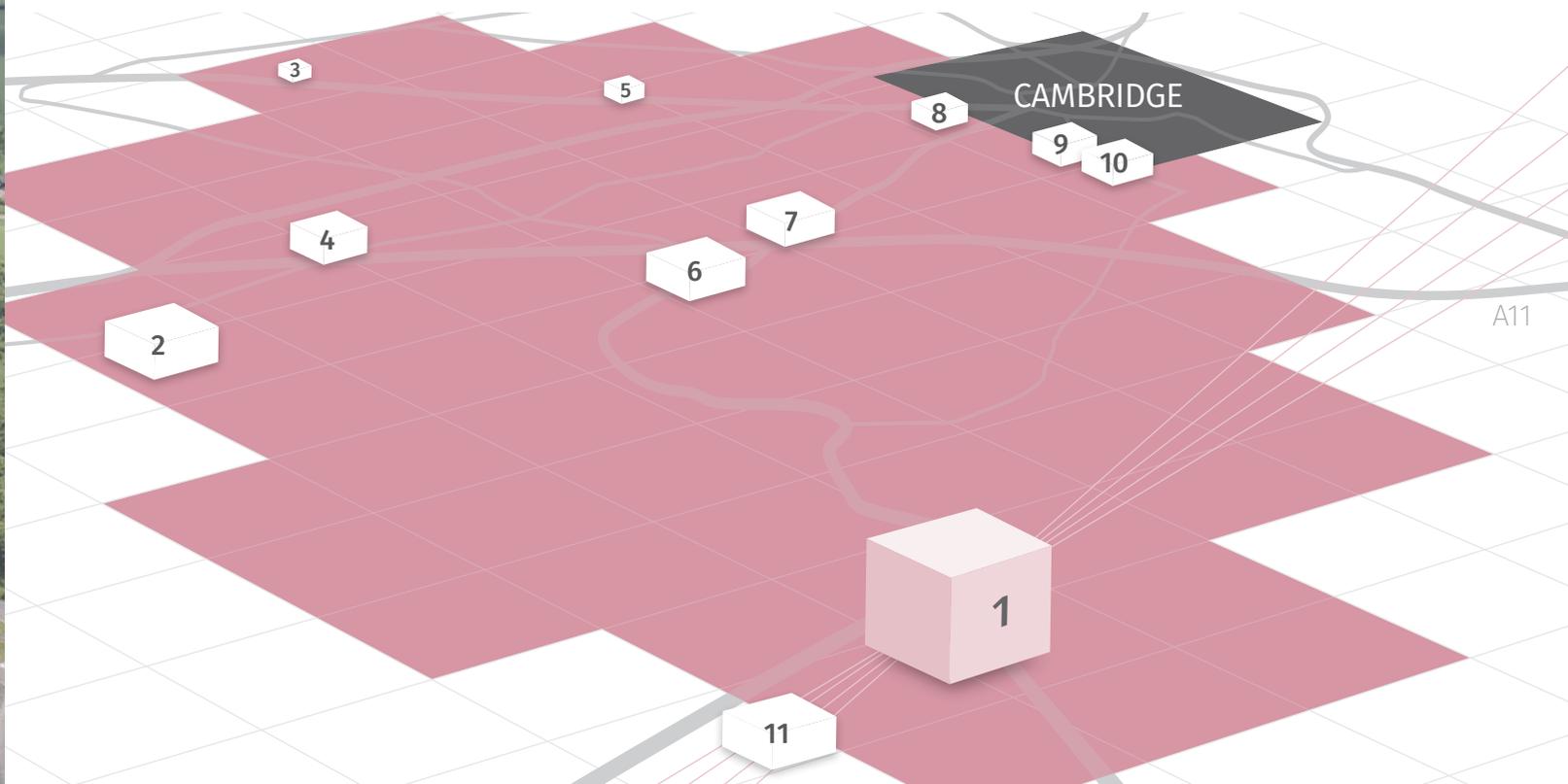
1. Haverhill Research Park
2. Chesterford Research Park
3. Melbourn Science Park
4. Wellcome Trust Genome Park
5. Harston Mill
6. Granta Park
7. Babraham Research Park
8. Cambridge Biomedical Campus
9. Peterhouse Technology Park
10. Capital Park
11. Haverhill Business Park

Global organisations

- Sanofi
- IFF
- Sigma-Aldrich
- AXA
- Herma
- Accord Healthcare
- Herbert Group

Locations with ad hoc hotel requirements

- Clifford Hall Vineyard
- HMP Highpoint
- Imperial War Museum, Duxford
- Newmarket races
- Sturmer Hall





There are four development platforms, enabling plot sizes from around one acre, as identified on the aerial photograph.

Outline planning consent exists for the hotel, with scale and position to be determined.



ENTERPRISE ZONE INCREASES VIABILITY

Haverhill Research Park is one of five sites within the 'Cambridge Compass Enterprise Zone' of the Greater Cambridge Greater Peterborough Enterprise Partnership – www.gcpp.co.uk – offering 5 years' exemption from business rates payable (up to £55,000 per annum) and, potentially, grant funding for eligible projects.



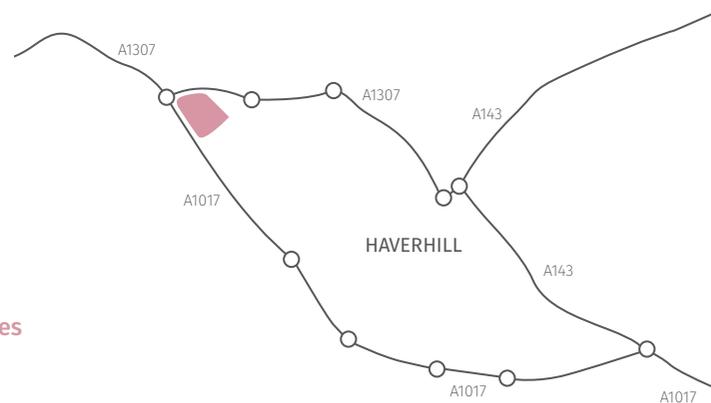


Location

Haverhill is an excellent business location within the south Cambridge business and technology cluster.

Haverhill Research Park benefits from excellent access to the A11/M11 and the A14. The M11 in turn gives easy access to Stansted Airport, London and the M25 to the south and the A1(M) to the north.

Haverhill is a strategic three counties location, sitting on the borders of Suffolk, Cambridgeshire and Essex, and the major towns and cities within each county.



Communications

Road:

Cambridge **17 miles**
 Braintree **20 miles**
 Colchester **31 miles**
 Chelmsford **33 miles**
 Ipswich **48 miles**
 London **64 miles**

Train (From Whittlesford Parkway):

Cambridge **11 minutes**
 London **74 minutes**

SAT NAV REF: CB9 7FB

Airport by car:

Stansted **20 miles**
 Luton **48 miles**
 London City **58 miles**
 London Heathrow **89 miles**

Bus:

Central Haverhill **10 minutes**
 Cambridge **30 minutes**

* All miles measured from Haverhill Research Park post code to town city centre from AA route finder.



Business case

The south Cambridge business and technology cluster is an internationally recognised biotech and R&D hotspot, attracting global organisations to a region that is under serviced by hotel facilities. Haverhill is itself a fast expanding market town and business location within the cluster, comprising numerous business estates, of which HRP is the one in the prime landmark and gateway position entering the town.



Hotel opportunity

Within a 14 mile radius of Haverhill and Haverhill Research Park there are only three corporate branded hotels (all budget sector).



A growing market

The majority of the 11 business parks shown on the map on previous spread are expected to grow significantly through implementation of pipeline planning, over the next five years.



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Speed to completion

With planning consent, full infrastructure and landscaping in place your hotel presence can be rapidly established, giving you unrestricted access to a growing market in the south Cambridge cluster and establishing a unique brand opportunity.



haverhillresearchpark.com

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