

# DELIVERING A VIBRANT NEW AGRITECH CLUSTER FOR CAMBRIDGE AND BEYOND



Why Cambridge's proposed  
AgriTech site is critical for the  
UK Government's Industrial Strategy

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# Executive summary

In its quest to build a **Britain fit for the future**, the UK government puts AgriTech high up on its Industrial Strategy agenda. The inclusion of 'Place' as one of the Strategy's five factors of productivity, recognises that plans evolving from it must be delivered locally.

The UK government is calling on all Local Enterprise Partnerships to produce their own Local Industrial Strategies (LIS), and for Cambridgeshire and Peterborough this will be owned by the newly formed Combined Authority Business Board. This whitepaper evidences why AgriTech is a key industry in the UK and why, in the words of the Cambridgeshire & Peterborough Independent Economic Review (CPIER), when it comes to a centre of expertise on the convergence of agriculture and enabling technology from other sectors, it's

## 'Cambridge or Overseas'

In Section 1 we will provide further evidence of AgriTech's global role, its critical place in the national Industrial Strategy and Cambridge's unique quest in enabling that strategy by delivering the UK's AgriTech cluster.

In Section 2 we will explain how a business-led collaborative environment such as Cambridge can enable the UK government to deliver on five of its priorities:

- Its Industrial Strategy AgriTech promise
- Its ambition of increasing export and inward investment in AI and data business
- Its goal of improving how supply chains work and the commercial relationships between farmers, food companies and supermarkets – in this case on the

contribution of data and technology to inform and improve the UK and global food systems

- Its clean growth strategy for the decarbonisation of food production, and not least
- Its ambition to play a leading role in delivering global food security.

The paper calls upon the UK government to:

- Support further **agglomeration** of the Knowledge-Intensive (KI) AgriTech sector in south Cambridgeshire with the development of a critical new site
- Invest in start-up and scale-up AgriTech businesses in the region and attract **inward investment**, given the appeal of the Cambridge Phenomenon to global businesses
- Facilitate the '**spark-effect**' the KI AgriTech Cluster would have on the agricultural and food production cluster in north Cambridgeshire, home to 50% of the UK's Grade 1 agricultural land and a growing number of global food processing and packaging organisations.

Finally, we will welcome engagement from local and central government on the delivery of this opportunity through SmithsonHill's proposed site for AgriTech, ARC, in the South of Cambridgeshire. A site that has the proposition, the interest and can begin to fulfil the immediate need.

“...delivering the UK's  
AgriTech cluster”

## Introduction to ARC

A place to foster **KNOWLEDGE IN THE AIR**, giving employees from different sectors, companies and organisations the opportunity to work, meet and relax in a collaborative environment to encourage the sharing of ideas and stimulate innovation.

A proposed home for the UK's AgriTech Cluster, with facilities for incubator space, crop and new technology trials.

## AT A GLANCE:



# 224

**hectares / 553 Acres**  
including open farmland for trials



UP TO  
**4,000**  
**employees**



# 1.2

**MILLION**  
SQFT **GROSS**

# 1.0

**MILLION**  
SQFT **LETTABLE**  
**FLEXIBLE**  
**COMMERCIAL**  
**SPACE**

**Direct Access** to  
land for field trials /  
demonstration plots



ACCESS TO

# >10,000

**Hectares / 25,000 acres**

for crop and technology trials via  
established local partnerships with farmers

Located between Cambridge and London, truly  
accessible location – by foot, bicycle, road, rail & air



RAIL JOURNEY TIMES

# 9

**MINUTES**

from Cambridge  
Central Station

# 27

**MINUTES**

from London  
Stansted Airport

# 65

**MINUTES**

from Central  
London

**WORKING TO SECURE APPROVAL TO PROCEED FROM 2020**

## 1

# AgriTech's role locally, nationally and globally

**Population growth means that global food demand will increase by up to 100% by 2050 and global agriculture is responsible for 25% of global greenhouse gas emissions. Rising global demand for food, energy and water is increasing the need for agriculture that produces more from less. There is an urgent need for the global community to address this.**

The food and AgriTech sector is an \$8trillion global industry, which is growing at 6% per annum. AgriTech already accounts for £14.3billion in value-added and 542,000 jobs in the UK<sup>2</sup>, a nation currently using 70% of its land<sup>3</sup> for agricultural purposes.

To sustain humanity's ongoing existence, the global community needs to research, develop and commercialise new technologies to increase crop production and yields, minimise input and cost (both to the consumer and to the farmer) and reduce the carbon footprint of agriculture.

In the same way as collaborative environments have enabled the life-science revolution, multiple sectors and technologies need to be brought together in a collaborative environment to develop the interdisciplinary solutions needed in agriculture and the food chain.

There are many reasons to support the development of an AgriTech cluster across Cambridgeshire. Here we look at the economic benefits, sustainability considerations and global food production.

## Economic benefits

A symbiotic relationship can be enjoyed where agricultural and food production companies in the wider area benefit from the expertise of KI companies. There is a real opportunity for the area to become an international leader in this space, both in food chain innovation and application.

The global scale of agriculture is estimated to be over a hundred times that of the UK's. This means successful commercialisation in the UK creates a strong export proposition, where this area can and should be leading. In parallel to developing the technology aspect with AgriTech, this will require moving away from some of the low-value crops and methods that currently dominate agricultural production, to focus on higher value added and more sustainable AgriFood systems which deliver growth both in agriculture and the food chain.

The Netherlands has similar prevailing conditions to the fens, but produces more higher-value agricultural goods and is the 2nd largest agrifood exporter in the World, and should be seen as an exemplar.

<sup>2</sup> AgriTech Industrial Strategy: Evaluation Scoping Study and Baseline, Department for Business Innovation and Skills, July 2016.

<sup>3</sup> <https://business.esa.int/news/how-space-data-enabling-agritech-sector>

## Sustainability

There are four clear sustainability benefits delivered through an AgriTech cluster here in Cambridgeshire:



### 1. Global food sustainability

Population growth means that global food demand will increase by up to 100% by 2050. After many years of reduction, global hunger began to increase again in 2015, in both the percentage who are hungry and the absolute number, with over 850million people globally still short of sufficient nutrition. The UN Sustainable Development Goals in 2015 committed the world to eliminating poverty and hunger by 2030, but the current trend is for the hunger situation to deteriorate rather than improve.

Rising global demand for food, energy and water is increasing the need for agriculture that produces more from less. The global community need to research, develop and commercialise new agricultural technologies to increase crop production and yield, minimise input and cost (both to the consumer and to the farmer) and reduce the carbon and water footprints of agriculture.

AgriTech will play a dominant part in securing future food global sustainability. New AgriTech companies in Cambridgeshire such as AgrilInsight, Herdsy, KisanHub, Agrimetrix and Dogtooth Technologies, already are.

### 2. Environmental sustainability

Whilst there is a clear need to increase global agricultural output to meet global food demand, global agriculture is already responsible for 25% of global greenhouse gas emissions. With close to half of agricultural emissions coming from land use change from its natural state to farmland, there is a pressing need to improve agricultural efficiency. If we fail to do this, deforestation and similar land use change will accelerate to feed a hungry world, with major consequences for carbon emissions, water resources, biodiversity and landscapes.

One of the many applications of AgriTech focussed Artificial Intelligence (AI) and data analytics solutions is to enable more efficient use of energy and resources. For example, intelligent algorithms applied to data on atmospheric conditions and soil moisture are dramatically reducing the amount of water needed for agriculture. Indeed, many of the technologies identified by the World Economic Forum as being key to achieving sustainability goals (both environmental and food) are being developed within the AgriTech sector. There is no doubt about it, AgriTech will play a dominant part in delivering the UN Sustainable Development Goals (SDGs).

### 3. Agricultural supply-chain sustainability

It's not just about global food and environment goals though. It's about building a sustainable supply chain in the agricultural and food sector too. The **World Economic Forum's report *Innovation with a Purpose***<sup>4</sup>, identifies the Transformative Twelve, a collection of twelve enabling and promising technologies that could change the food production system and supply chain over the next decade. Each of



the twelve has been selected for its potential impact in improving consumer nutrition, increasing supply chain efficiency and transparency and boosting farmer productivity and profitability.

Agricultural supply chain sustainability is something the UK government prioritises. Indeed, it was one of the benefits UK business secretary, Rt. Hon. Greg Clark, focussed on when he announced a £90million AgriTech investment in his keynote speech at the National Farmers' Union Annual Conference in February 2018. The first call under this investment aims to bring together enabling technologies such as AI, robotics and earth observation with agriculture. These technologies currently contribute £14.3 billion to UK economy, employing 500,000 people, and the aim is to use them to improve supply chain resilience in the agri-food sector.

#### 4. Economic sustainability

The fact that AgriTech has such a significant presence in the Industrial Strategy is evidence in itself of the role it has to play in our country's economic sustainability. Let's dig a little deeper into how AgriTech feeds into other sector promises in the Industrial Strategy.

The case for a specialist space for agricultural technology in Cambridge gets stronger when looking at how AgriTech fits in the strategy beyond the AI and data technology challenge. One of the many applications of AgriTech focussed AI and data analytics solutions is to enable more efficient use of energy and resources, so delivering a UK AgriTech cluster also contributes to delivering the government's clean growth objectives. For example, intelligent algorithms applied to data on atmospheric conditions and soil moisture could dramatically reduce the amount of water needed for agriculture.

## Sustainable by Design

Sustainability is embedded in SmithsonHill's ARC plans. As well as looking to attract tenants developing clean energy solutions, ARC will itself facilitate greener living and active lifestyles with open spaces, shared leisure routes, local and accessible transport. It will encourage the use of electric vehicles, be sympathetic to the landscape and local ecology and deliver sustainability through onsite energy capture, reuse and generation, and sustainable water management.

The Government's Natural Capital Committee, is tasked to invest in circular economy projects which increase productivity by using natural resources efficiently, increase resilience by contributing to a healthier environment and support long term growth by regenerating natural capital. They have been shown to generate returns of up to nine times the cost. ARC and its tenant companies would meet these requirements.

ARC will also provide the home to innovators looking to lead the development of smart energy systems and the 'bio-economy' (which means the use of renewable biological resources from land and sea to produce food, materials and energy). It will ultimately enable everyone, not just south Cambridgeshire residents, to feel the benefits of clean growth whilst placing Cambridge in the vanguard of these issues internationally. Cambridge, with ARC, will benefit from regenerated natural capital. Cambridge can help to create a future where other cities and countries can benefit from cleaner air and other businesses benefit from enhanced resource security too. To coin a phrase - We can help to build a *Britain fit for the future*.



## Global food production

The UK has a thriving food and drink sector, in fact, it's the largest manufacturing sector in the UK with the wider food chain contributing £112bn GVA and employing one in eight people across the UK. The sector's enduring strength is built on strong agricultural and manufacturing foundations. Opportunities and challenges for food and drink raised by exiting the EU though, are significant. As such, the Government is committing to establishing a new partnership between government and the whole food chain, working with industry leaders from agriculture, food and drink manufacturing, retail, hospitality and logistics.

An early task for the Food and Drink Sector Council was to build on emerging proposals for a sector deal in food and drink manufacturing, including support to capitalise on innovation opportunities in food processing and manufacturing, and trade and exports.

Already at the heart of the UK's food production industry, strengthening the food processing cluster in the north of the county through technological

## FOOD AND DRINK SECTOR



**EMPLOYS 1 IN 8 PEOPLE IN THE UK**

and is the largest manufacturing sector in the UK with the wider food chain contributing

**£112 bn GVA**



advancement places Cambridgeshire in a strong position to enable future growth. The symbiotic relationship between the food processing cluster in the fens and wider region, and the Knowledge-Intensive (KI) cluster centres South of Cambridge will ensure technology and data knowledge is applied in the best possible way to improve productivity and global food security.

**“With the technological revolution that is happening, the skills of the farming workforce need to keep pace. New technologies require new abilities and today's modern British farmer is a Swiss-Army-Knife of skills. An engineer, an environmentalist, a data scientist, a biochemist, an energy producer, a tourism entrepreneur, and an investor too.**

**As part of the Industrial Strategy, we announced a Transforming Food Production Challenge and I'm delighted to announce the government will invest £90 million to make this challenge a reality.**

**This will include the creation of 'Translation Hubs' bringing together farmers and growers businesses, scientists and Centres for Agricultural Innovation to apply the latest research to farming practice.**



The RT Hon Greg Clark, UK Business Secretary



## 2

# Cambridge - delivering the UK's Industrial Strategy for AgriTech

**Why Cambridge is the logical place in the UK for a collaborative environment in which to address the global AgriTech opportunity.**

With 'place' being one of the five pillars of UK Government's Industrial Strategy, clarity on the best place to locate a world-leading AgriTech Cluster is needed nationally. Here we explain why Cambridge is already the home of an AgriTech cluster and is the only place in the UK where such a cluster can deliver not only for the UK but on a global stage.

The Cambridgeshire & Peterborough Independent Economic Commission (CPIEC), in its September 2018 report CPIER, recommends that, because of the difficulty of successfully dispersing agglomerative business, the government needs to adopt a **'Cambridge or overseas'** mentality towards Knowledge-Intensive (KI) businesses in the region.

“In the case of knowledge-intensive business where agglomeration effects are important, the spatial area in which they are happy to be located is tightly bounded. Therefore, while it is tempting to imagine the benefits which could occur if clusters were dispersed and high value companies relocated, realism is needed about the ability to do this. If a KI company is forced to move away from the sphere of clustering activity, it is likely to relocate to another cluster, rather than stay in the local area. For some of these knowledge-intensive sectors, Cambridge is the only viable cluster in the UK. In such a scenario they would be likely to move abroad. 35.4% of respondents said it was possible, likely, or certain that they would move activity abroad to elsewhere in Europe. Of those respondents who said they would likely or certainly move activity outside of the area, significantly more indicated that they would move abroad (44.2%) than elsewhere in the UK (25.0%).”

CPIER Final Report, CPIEC, September 2018

In terms of AgriTech, Cambridge has a lot to recommend it. It is home to many global life science and technology businesses and has a track record of bringing together cross sector experts to create world-leading solutions. The region is home to 50% of the nation's most fertile land, and a growing number of global food processing and packaging organisations reside there. Additionally, Cambridge has easy access to international airports, access to venture capitalist funds from both London and within Cambridge, and access to specialist start-up and growth business support, specifically in accessing funding and professional support services. And that's before taking into consideration its growing tribe of AgriTech companies, many specialising in the industries identified in the Industrial Strategy as key to ensuring global leadership (AI and data, and clean growth).

As such, investing in a Cambridge AgriTech site will enable the UK Government to fulfil not just one, but five of its current commitments:

- Its Industrial Strategy AgriTech promise
- Its ambition of increasing export and inward investment in AI and data business
- Its goal of improving how supply chains work and the commercial relationships between farmers, food companies and supermarkets – in this case on the contribution of data and technology to inform and improve the UK and global food systems
- Its clean growth strategy for the decarbonisation of food production, and not least
- Its ambition to play a leading role in delivering global food security.

## Investing in a Cambridge AgriTech site will enable the UK Government to fulfil not just one, but five of its current commitments:

**Its Industrial Strategy AgriTech promise**



**Its ambition of increasing export and inward investment in AI and data business**



**Its ambition to play a leading role in delivering global food security**



**Its clean growth strategy for the decarbonisation of food production**



**Its goal of improving how supply chains work and the commercial relationships between farmers, food companies and supermarkets**



## Why Cambridge is the only place in the UK for a collaborative environment in which to address the global AgriTech opportunity

### ..... GLOBALLY .....



**GLOBAL FOOD DEMAND** WILL INCREASE BY UP TO

**100%** BY **2050**



**GLOBAL AGRICULTURE** IS RESPONSIBLE FOR

**25%** OF **GLOBAL GREENHOUSE GAS EMISSIONS**



### ..... NATIONALLY .....

**AGRITECH** ACCOUNTS FOR

**£14.3**

**BILLION**

IN VALUE-ADDED

+

**542,000**

JOBS IN THE UK<sup>5</sup>



**70**

**PERCENT**

of the UK's land is currently used for agriculture<sup>6</sup>.

The food and AgriTech sector is a \$5trillion global industry, which is consistently growing

**\$5**  
**TRILLION**

### ..... LOCALLY .....



Cambridgeshire's flat landscape and fertile soil mean that agricultural production is sizeable:

**50%** OF

**OF UK GRADE 1**

agricultural land is found across the fens

TURNOVER FROM PRIMARY SECTORS

**24%**

EAST CAMBRIDGESHIRE

**17%**

FENLAND

**North East Cambridgeshire** is home to a sizeable food processing and packaging industry, with global companies such as McCains and Del Monte hosting their European headquarters there



**Cambridgeshire is home to crop trials with companies such as NIAB, KWS, and RAGT**

**CAMBRIDGESHIRE** is already the home to leading AgriTech companies, including Dogtooth Robotics, NIAB, Cambridge AgriTech, Cambridge Judge Business School, the new CERES Research Centre and Agri-Tech East



**CAMBRIDGESHIRE** already has successful innovation districts from the world-renowned Cambridge Science Park, to the Cambridge

Biomedical Campus, home to AstraZeneca, MedImmune, GlaxoSmithKline, among others, and the CB1 area is home to Amazon Cambridge Development Centre and Microsoft Research.



Indeed, in relation to the region delivering the Industrial Strategy, CPIER recommends the growth of specific place-based innovation districts, highlighting that new technology and convergence is maximised when agglomerated around Knowledge-Intensive (KI) sectors.

## Why Cambridge is the global leader for economic growth and technology convergence

As we have discussed, KI sectors, such as AgriTech, agglomerate to form clusters. Such clusters are well placed to become innovation districts, but such development takes a long time to develop and requires knowledge leadership and active support. Once formed, they cannot simply be picked up and relocated.

Cambridge is already home to established and world-renowned science, technology and bioscience clusters, which are driving developments with global impact. Cambridge's strengths in AI, and data - evidenced by Samsung's decision to open a new AI research centre in Cambridge, and the global success of Cambridge Unicorn, Darktrace - are spilling into AgriTech with companies like Agrimetrics and DogTooth Robotics. Both of these companies are evidence of the growth potential of AgriTech companies which use technology from other sectors, applied into agriculture and the food chain in new ways.

David Flanders, CEO of Agrimetrics was working in biotech in Cambridge, when he saw that something exciting was happening in AgriTech in Cambridge,

**“ I was seeing smart young people choosing to come to Cambridge to start AgriTech Biotech companies. AgriTech East as an organisation is helping galvanise the sector across the region, momentum is coming through in the sector and funding is following. One of the great things about Cambridge is flexibility and speed, which puts the Cambridge Cluster in a great place to lead the way in the UK and globally. ”**

There are already over 200 AgriTech businesses in the Cambridgeshire and Peterborough region alone. Aware of new research arising from Cambridge, as well as further afield in Norwich, Lincoln and Rothamsted, the UK Government places AgriTech high on its Industrial Strategy's priorities.

SmithsonHill's proposed south Cambridgeshire based site, ARC, offers an opportunity to create an internationally significant cluster with the critical mass or research, development and innovation to compete commercially with the world class AgriTech clusters in the Netherlands, US and Japan.

Many of the companies already in Cambridge are beginning to outgrow the facilities available. This problem will accelerate as new companies start to roll out of CERES, Cambridge Judge Business School and other AgriTech incubator programmes.

A home for the UK AgriTech Cluster, such as the proposed ARC Cambridge facility, is needed if the UK is going to make the most of existing opportunities and not lose out to other countries that are already heavily investing in the AgriTech sector.

**“ There is a real opportunity for the area to become an international leader in this sphere, though this will require moving away from some of the low-value crops and methods that currently dominate agricultural production. The Netherlands, which has similar prevailing conditions to the fens, produces much higher-value agricultural goods, and should be seen as an exemplar.<sup>7</sup> ”**

CPIER Final Report,  
CPIEC, September 2018

Dr Duncan Robertson, with a PhD in Machine Learning and Computer Vision from Cambridge University Engineering Department and co-founder of successful Cambridge start-up Metail, decided to apply his skills to AgriTech, “We were interested in exploiting machine learning in a more tangible way than many of the start-ups we know – we didn’t want to develop yet another mobile phone app. We were also very interested in agriculture because of increasing concerns about food security and the sustainability of food production.”

As well as established technology clusters which are creating cross-over applications and ‘spin-ins’ into AgriTech, the Cambridgeshire region is home to clusters relevant to AgriTech:

- AgriTech clusters and trials
- Agricultural production clusters
- Deep tech and Life Science Clusters
- Head Quarters (HQs) for global companies

## AgriTech Clusters and Trials

There is already a growing cluster of KI AgriTech companies based around Cambridge. In recognition of a market need and in view of all the evidence that, if a KI agglomerate business is forced to move away from the sphere of clustering activity, it is likely to relocate to another cluster. SmithsonHill has sought planning permission for an ideal site for such a cluster which will include the ability for crop trials at the heart of the innovation cluster. In the case of AgriTech, the closest existing world-class cluster to Cambridge is in the Netherlands, a cluster that has enough momentum to be considered the global industry exemplar.



## Technology Convergence

Cambridge is globally renowned for the tech and life science clusters. These innovations now create exciting ‘spill-ins’ to the AgriTech sector. Technology convergence will continue to play to the ongoing success of Cambridge.



## Production clusters

In addition to the KI AgriTech cluster in the south of the county, Cambridgeshire is at the heart of the biggest AgriFood region in the UK, where Grade 1 agricultural land provides a positive natural resource for the whole country. Given its proximity to the new technology being pioneered in the AgriTech cluster, it is easy to see how the broader region could have the capacity to produce a large proportion of the country’s food. Indeed, northern Cambridgeshire is a prime location for a new ‘production cluster’, bringing additional productivity and employment.



## Global HQs

Many global life science, technology, AgriTech and food processing companies have chosen to locate their HQs around the county. Attracting inward investment from global brands by positioning the UK as an ideal HQ location is key to the Industrial Strategy’s view of post-Brexit Britain.



These clusters are inter-related, part of a symbiotic ecosystem. Should one relocate, its impact on the others would be devastating. Take the scenario of the KI AgriTech cluster. When a KI cluster relocates, its impact on the industries which use its technology is felt across the economy. In the case of Cambridge, relocating the KI AgriTech away from the south of the county will negatively impact the established and growing agricultural and food production cluster in the north of the county, through loss of downstream applications of technology, reduced interest in the region from investors, and a lack of inward investment.

Let's remember too that, in part due to these clusters, Cambridge has the ability to offer a platform for start-up, scale-up and inward investment companies looking to set up their global headquarters in Cambridge. In addition to the life-science, technology and food processing and packaging HQs already in existence, there are hundreds of AgriTech start-ups in countries as diverse as China, South America, Israel and India developing new technology.

Such organisations locating European HQs in the region provides an exciting opportunity for post-Brexit Britain. Cambridge, with its unique technology ecosystem makes it an unequalled location for HQs of technology based companies. Richard Hobson, of Herdsy, chose Cambridge as the location for his global HQ,

“ **There is no place like Cambridge, people care about quality of the idea more than where you are from. I couldn't have achieved what I have achieved anywhere else. Cambridge is a very special place, with all the different types of technology and advisors in one place. We have seen all this growth in just under 2 years, the connections in Cambridge are there to make it happen really fast, it just wouldn't have happened like this anywhere else.** ”

**AgriTech is a key sector for the Eastern region, but action will need to be taken to ensure we build on this established sector and seize the opportunity for major growth as the global demand for AgriTech continues to grow exponentially.**



As a spokesperson from Collison Associates, an AgriTech consultancy working with government agencies and industry bodies, summarised in the CPIER Final Report, picking the region's buoyant AgriTech cluster up and locating it elsewhere, would risk the future of the county's established and growing food production cluster.

“ **To compliment an AgriTech cluster in Cambridge we need to support new production clusters close to concentrations of agricultural production... we should focus on building on the competitive advantage in food production by developing some of the best supply chains in the world, and by providing a real testbed for the technologies developed in Cambridge.** ”

CPIER Final Report, C PIEC, September 2018



# Conclusion

In its Industrial Strategy, the UK government states:

“We have world-leading capabilities in areas including electric vehicle manufacture, offshore wind, smart energy systems, sustainable construction, precision agriculture and green finance. With business, academia, the government and civil society working together, we can do more.”

Industrial Strategy, Building A Britain fit for the future, HM Government, November 2017

As set out in CPIER 2018, “the UK Government should adopt a ‘**Cambridge or overseas**’ mentality toward KI business”. There are already huge strengths in the existing KI AgriTech cluster in the Cambridgeshire and Peterborough region, currently home to over 200 businesses, with great potential to lead the UK and global AgriTech agenda.

ARC is a proposed, purpose-built space in South Cambridgeshire designed to facilitate ‘more’. Positively impacting global food security, environmental sustainability, agricultural supply chain sustainability and economic sustainability, ARC’s potential contribution to building a **Britain fit for the future** is immense.

“I am sure the ARC facility will attract major players from the global AgriTech industry to the UK and will act like a magnet to bring in companies, employment and investment in the UK”

David Flanders, Agrimetrix

At the start of the paper we called upon the UK government to:

- Support further **agglomeration** of the Knowledge-Intensive (KI) AgriTech sector in south Cambridgeshire with the development of a critical new site
- Invest in start-up and scale-up AgriTech businesses in the region and attract **inward investment**, given the appeal of the Cambridge Phenomenon to global businesses
- Facilitate the ‘**spark-effect**’ the KI AgriTech Cluster would have on the agricultural and food production cluster in north Cambridgeshire, home to 50% of the UK’s Grade 1 agricultural land and a growing number of global food processing and packaging organisations.

**ARC, SmithsonHill’s proposed AgriTech site in south Cambridgeshire enables this and more.**

**AgriTech is a key sector locally, nationally and globally. To ensure this global opportunity for the region is not lost, action is necessary. Please support Cambridge in playing its part in building a **Britain fit for the future**.**





For more info on SmithsonHill visit

**[www.smithsonhill.co.uk](http://www.smithsonhill.co.uk)**

