



Reimagining Cambridge Business Park

Showcasing our 2026
masterplan submission

THE CROWN
ESTATE



Contents

Introduction	5
North East Cambridge Innovation District	6–7
About Cambridge Business Park	8–13
An Impact-Led Brief	14–15
Our Vision: Fit for the Future	16–17
Our Vision: Innovation Integrated	18–19
Our Vision: Open House	20–21
Our Vision: The Difference	22–23
Masterplan Vision	24–25
Character Area: Testbed	26–27
Character Area: Main Square	28–29
Character Area: Park Edge	30–31
Character Area: Mixed Use	32–33
Imagining a New Centrepiece to a Globally Significant Innovation District	34–35
In Numbers	36–37
Meet the Team	38–39



This document sets out the long-term ambition for the future of Cambridge Business Park.

It outlines how the site can evolve into the gateway for a next-generation innovation district in North East Cambridge, delivered through a flexible masterplan that supports growth and responds to change.

The vision looks beyond physical development to define Cambridge Business Park's role in delivering mission-led innovation with lasting impact.

Making Cambridge Business Park future-fit means embedding sustainability, influencing how buildings, landscapes and infrastructure are designed, how resources are used, and how people, nature and low-carbon solutions are connected.

The future of the park also plays a wider role: supporting local communities through access, skills and opportunity, and connecting local innovation to national research and investment networks. This creates a strong foundation for long-term stewardship, collaboration and impact at both local and national levels.

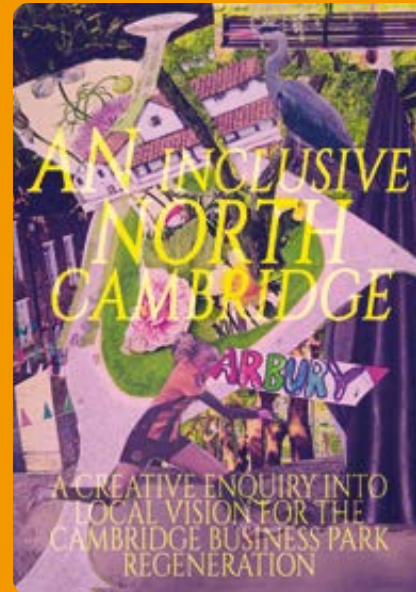
North East Cambridge Innovation District



The masterplan submission for the reimagining of Cambridge Business Park is guided by the collective vision led by the local authorities, and aims to create a vibrant mixed-use community, bringing together innovation spaces, new homes, a high street, generous green areas and an inclusive public realm that benefits the whole community.

Created in Partnership with Communities

The Crown Estate has worked over the past two years to engage the local community in a collaborative and inclusive way, ensuring the masterplan is shaped by local voices and will respond to community needs over its lifetime.



3 Community panels with the Ideas Exchange.

840 Local homes door-knocked.

1,100+ Conversations with people, including students/children via schools and youth organisations.

36,000 Flyers distributed.

50+ Stakeholder meetings.

40+ Engagement events, including a Science Showcase, panel discussions, and youth workshops.

99 Feedback forms received.

480,000+ Social media impressions, resulting in 7,900+ consultation website visitors.



Through three rounds of public consultation, local insight has played a meaningful role in informing key design decisions.

To reach diverse local audiences, we have embraced creative and inclusive engagement methods, ensuring people could participate in ways that felt accessible, relevant and reflective of their everyday lives.

01. About Cambridge Business Park



1. Aerial view of Cambridge Business Park as it is today, looking east from Milton Road
2. Early sketch exploring the potential of the site
3. Evolved sketch informed by our public consultation
4. Computer-generated visualisation of our masterplan submission



We have taken on board 6 key pieces of feedback from our consultation programme:

Connectivity and Transport

Removing fences and creating routes for pedestrians and cyclists. New multi-purpose mobility hubs retain 1,000 parking spaces.

Building Heights

A mix of building heights allows us to deliver increased public realm space but with maximum heights reduced to remain in keeping with the district.

Sustainability, Retention and Re-Use

We aim to retain buildings with structural value and redevelop others whilst re-purposing existing materials on site.

Housing and Tenure

A mix of housing tenures and a flexible strategy allows switch-plots that can respond to future demand and impacts on the local infrastructure.

Balancing Workspaces and Community Benefits

A long-term skills strategy supports local employment and community spaces and facilities are included for material local benefit.

Water Management

Ambitious water saving measures and drought/flood resilience are built into the masterplan and flexible switch-plots allow us to respond to future changes to local utilities.

01. About Cambridge Business Park



About The Crown Estate

“For our Nation’s Future”

At The Crown Estate, we manage land, property and the seabed across England, Wales and Northern Ireland, acting independently and commercially to support the nation’s long-term future.

We return our profits to the UK Government for public spending and invest to help deliver net zero, energy security, nature recovery and inclusive economic growth, while responsibly creating financial value for the UK.

By focusing our efforts where they have the greatest impact and aligning with national and local priorities, we create places where communities can thrive. At Cambridge Business Park, this approach underpins our ambition to shape a flagship mixed-use innovation destination with benefits that extend well beyond the site itself.

The Science and Innovation Ecosystem

Creating a national innovation network

The UK has a world-leading research base and strong start-up activity, but outside London its economic potential is limited by a lack of scale-up capital and specialist infrastructure. As a result, regions miss out on talent, investment and the opportunity to grow new technologies locally.

The Crown Estate is well placed to help address this, combining long-term capital, real estate expertise and a public interest mandate to support decarbonisation, biodiversity recovery and inclusive growth.

Our approach is to build a national innovation network that strengthens regional ecosystems through high-quality infrastructure and better access to capital. This is already underway, beginning with our Oxford investment, which provides lab and workspace for university spin-outs, alongside follow-on space and housing to help companies scale locally.

The History of the Site

40 Years of CBP: Then, Now and What’s Next

Cambridge Business Park opened in 1985 at a pivotal moment in the city’s evolution, created to support Cambridge’s emerging role as a centre for scientific discovery and technological enterprise. Forty years on, the Park is a significant contributor to the North East Cambridge business ecosystem and local economy.

Developed by The Crown Estate to meet growing demand for high-quality workspace, the Park was designed to attract organisations at the forefront of technology, research and professional services. Over the last forty years, it has been home to a mix of global and pioneering UK businesses, including Qualcomm, Redcentric and Price Bailey.

As it marks its 40th anniversary, Cambridge Business Park is looking ahead, working with neighbouring landowners to help deliver a bold, unified vision for North East Cambridge as a globally significant Innovation District.



News clipping

An Impact-Led Brief

Driven by a clear impact-led brief across social, environmental and economic needs.

The Crown Estate has a clear vision for the future of Cambridge Business Park: “local social impact and mission-led innovation.”

The vision shows how this central vision statement can create positive change across three impact areas, and how these impact areas have informed our masterplan framework.

The masterplan sets the vision for Cambridge Business Park – one that sets out the real impact and experience we aim to create for the people who will work, live, socialise and travel within a truly mixed-use destination.

The vision is brought to life by four distinct but interconnected themes:

Fit for the Future

Innovation Integrated

Open House

The Difference



Fit for the Future

Meaningful now, pioneering in what's new and resilient to what comes next, Cambridge Business Park will, through the lens of long-term stewardship, become a human-centred environment that adapts over time to meet the needs of visitors and residents.

The masterplan delivers this by:

- Adopting a landscape-led approach, which promotes education and innovation through purposeful design.
- Embracing flexibility in future use through the introduction of adaptable switch-plots.
- Placing an emphasis on design for low environmental impact. This includes:
 - Deep retrofit on existing buildings
 - Materials reuse and circularity
 - A water-first approach that reduces use and mitigates risk of both flooding and drought





Innovation Integrated

Inspiring, accessible, educational and tactile, innovation will be woven into everyday life in the future of Cambridge Business Park, creating a place where discovery, creativity and learning are part of the everyday experience.

The masterplan delivers this by:

- Showcasing architectural, landscape and ecological innovation from ground level to rooftop, with new materials and approaches visibly expressed to visitors.
- Bringing creativity and innovation together through collaboration between creatives and innovators, using artistic interventions to demonstrate best practice and build understanding.
- Supporting research programmes and partnerships, where knowledge-sharing, visible experimentation and science on show inspire the next generation and encourage collaboration between diverse users.

Open House

Welcoming, connected and open to all, the site will become part of the wider fabric of Cambridge and the local area, physically linked into its surroundings so that it feels less like a standalone business park and more like an integrated part of the city.

The masterplan delivers this by:

- Creating new walking and cycling routes that connect the site into Cambridge and the wider area, making it more permeable, accessible and embedded within the city's movement network.
- Opening the site through a more legible and connected layout, so that routes, spaces and frontages support easier movement to its surroundings.
- Introducing distinct character areas through varied architecture, landscape, public realm and amenities such as shops and restaurants, helping knit the site into its wider context and strengthen its relationship with neighbouring areas, including the River Cam, Cowley Park and the city as a whole.





The Difference

Resilient, visibly innovative and physically connected to the wider area, everyday life should be supported in ways that extend beyond the site boundary and endure over time.

The difference lies in the kind of place the masterplan will enable the site to become: one that improves daily experience, broadens access to opportunity, and creates lasting value for Cambridge and the surrounding community through a richer mix of uses, spaces and connections.

This social impact legacy is expressed through:

- A mix of amenities, shared spaces and activity that extends life beyond the working day, supporting a more active, welcoming and socially connected place from morning through to evening.
- A range of office and laboratory spaces that enables businesses to grow from first desk to headquarters, helping innovation to scale and remain rooted in Cambridge.
- A culture of openness that makes space for community, creativity, learning and collaboration, ensuring that the benefits of regeneration are felt widely and over the long term.

Masterplan Vision

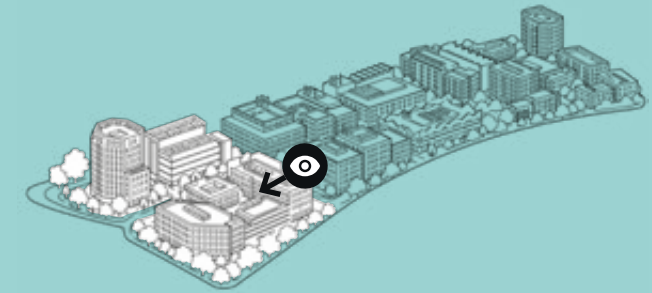
Bringing together four
distinct character areas.





Illustrative CGI

Character Area: **Testbed**



The Testbed character area marks the entrance into the site from Milton Road and promotes pioneering and innovative approaches to design, celebrating variety and challenging convention.

Innovations and new ideas are promoted at all levels, from smaller scale planting and landscape interventions, to material innovation in construction, all the way up to testing new modes of energy production as part of the combined mobility hub and energy centre and testing new models of accommodation within Cambridge through the introduction of a new Co-living community.

The Testbed Character Area will signal transformation, variety, and establish a welcoming and vibrant new entrance into the site from Milton Road.



Illustrative CGI

Character Area: Main Square



Located at the centre of both the site and the North East Cambridge district, the Main Square Character Area provides a civic space framed by active ground level uses.

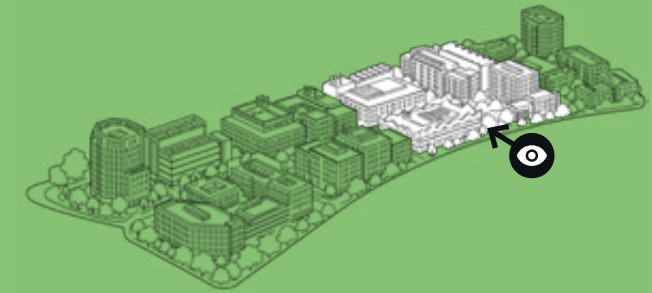
The space aims to accommodate a wide range of functions including markets, food trucks and pop-up events.

A concentration of new laboratory and office buildings framing the main square will put science on show at the heart of the district, providing new jobs and education benefits to the wider community.

To give the space a distinct character, a patchwork of reclaimed materials is proposed to celebrate the circular approach to materials across the site.



Character Area: Park Edge



Located at the key point of north-south, east-west confluence within the site, a significance celebrated with a generous new community green space that provides enhanced access to nature, ecology and play. The green space is designed to be fully accessible and truly public.

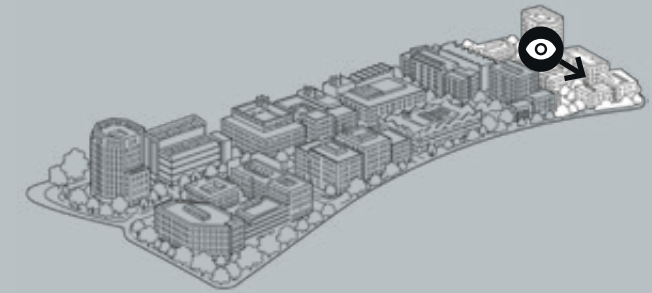
Play space, sports uses and orchard planting will be provided in the community green space.

Proposals seek to create a new watercourse and associated habitats running through the site as part of the wider North East Cambridge blue and green networks.



Illustrative CGI

Character Area: **Mixed Use**



The Mixed-Use Neighbourhood sits to the south-east of the site, in closest proximity to the Cambridge North station, and the emerging residential development on the adjacent site.

The character of this part of the site will be heavily informed by the residential use located within it, where a broad range of residential homes are being proposed in response to varying needs of families, couples and individuals. The look and feel of potential workspace plots in this character area will respond sensitively to the residential plots, seeking to create a harmonious mixed-use neighbourhood.



Imagining a New Centrepiece to a Globally Significant Innovation District

In Numbers

500

New homes

A range of housing types to support a mix of individuals and families, totalling **up to 500 new homes**, including 40% affordable housing and could feature co-living.

8,000

Jobs

Up to 1.7 million sq ft of flexible lab and office space **which could support over 8,000 jobs**.

60,000 sq ft

Retail, Leisure, Food and Drink

Up to 60,000 sq ft of new retail and leisure space including shops, restaurants, bars, and cafés.

6.6+ acres

Public Space

Opening up the site with **over 6.6 acres of new public spaces** and a new main square.

2

Mobility Hubs

Two new active mobility hubs, bringing together cycles, e-bikes, scooters, shared cars, and private cars, supported by facilities including lockers, bike storage, showers, and EV charging.



Illustrative CGI

8,000 sq ft

Community Space

Up to 8,000 sq ft of space dedicated to community wellbeing and charitable activities.

7 new
connections

7 new walking, cycling and vehicle connections into the park

Improved connections, new routes, lighting and signage including a proposed new guided bus stop.

Start-up +
SME hub

Space for start-ups and SMEs

Support to smaller and more established businesses to scale up and encourage careers in **Science, Technology, Engineering, Arts and Maths**.



Meet the Team



The Crown Estate is a national landowner which manages the land, property and the seabed across England, Wales and Northern Ireland. As well as Cambridge Business Park, our diverse portfolio includes land in Birmingham, Newcastle, Middlesbrough, Leeds, York, London's West End and Windsor Great Park.



Kanda Consulting is a multi-disciplinary communications agency that is passionate about regeneration and place-making. They use breadth and depth of experience with communities, developers and decision-makers to create the very best places to live, work and visit. They will be facilitating all community and stakeholder consultation, including hosting this consultation event.



Studio Egret West have delivered some of the UK's most exciting, high-quality placemaking projects through the symbiosis of memorable architecture, strategic urban design and ecology-driven landscapes. The success of the practice and the places they create is based on the layering and symbiosis of these three disciplines.



3PM is an independent project management consultancy delivering end to end oversight across sectors and project stages. The business works collaboratively with project teams to drive efficiency, performance and strong client outcomes.

3PM provides a personalised, leadership-led service, with a flexible delivery model tailored to each client and supported by trusted delivery partners.



Arup is an independent global consultancy providing technical, design and advisory services across the built environment. The firm brings together engineers, designers, planners and specialists to guide, plan and design sustainable solutions, helping to shape a better world through integrated expertise and long-term thinking.



Ramboll is a global architecture, engineering, and consultancy company, delivering expertise and sustainable solutions to clients and partners.



WSP is one of the world's leading professional services firms, uniting engineering, advisory and science-based expertise to make a positive impact.



Savills Earth is Savills' specialist advisory offering that brings together expertise in energy, sustainability and social value into real estate strategy and development decisions, supporting a transition to a more sustainable, regenerative future.



Urban Movement is an interdisciplinary urban design and transport consultancy that balances movement and place to deliver better streets, public spaces and transport systems for people, place and planet.



