



## ADMIRED GROUP

[www.admiredgroup.co.uk](http://www.admiredgroup.co.uk)

### Why invest in Stevenage?



Stevenage located in the county of Hertfordshire – only 19 minutes by rail to Kings Cross and less than 40 minutes to Cambridge. Stevenage was the first New Town built in the UK following the Second World War and celebrated its seventieth birthday in 2016. Stevenage is constantly evolving. There is a great buzz and enthusiasm for the new era of house building in and around the town centre plus the opportunity for retailers to take root and become part of the new and vibrant culture the redevelopment will inspire.

With private development already taking place and bidders competing to take the first phase of Stevenage town centres development for plans, there is a lot to be enthusiastic about. There are numerous development opportunities available across the town centre, all waiting for developer interest and engagement with the regeneration team at Stevenage Borough Council. Stevenage has an appeal due to businesses in the global pharmaceutical, air defence and satellite production within its borders, alongside an international wine merchant and technology giant.

The borough is the home to North Herts College with its successful apprenticeship scheme fully supported by Stevenage's local businesses. Regeneration is the main priority for Stevenage Borough Council with their commitment and support for Stevenage Central programme as it continues to be crucial in supporting interested developers and investors.

### WORLD CLASS DESTINATION

Stevenage offers global excellence matched with fantastic, award winning accommodation in science and technology parks, as well as modern office space in and outside the town centre, industrial space and incubator space with in-house support services.

Global giants including Airbus, Defence and Space, Fujitsu, GlaxoSmithKlein and MBDA have already made major investments in Stevenage.



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## INVEST IN STEVENAGE

Stevenage is home to highly entrepreneurial individuals and innovative companies who have helped shape the world we live in by:

- Discovering new ways of treating preventing diseases
- Sending a space vehicle to Mars
- Building successful businesses

### Created to support a 21st Century Economy:

- Stevenage is the UK's first new town
- Strategically located to London, rest of UK and Europe
- Supports ambitious future growth plans
- Sustains a talent base for an ever-changing economy
- Supplies a wide array of cost-effective commercial premises

A world class location with global businesses which provides:

- A robust and diverse business base, at the cutting edge of scientific discovery and application in high tech knowledge sectors
- Occupants including GSK, Airbus Defence and Space, MBDA, Cobham, Stevenage Biosciences Catalyst, Fujitsu, Eppendorf, Ultra Electronics and Institute of Engineering and Technology etc.

## REASONS TO INVEST

- Close to London and Cambridge providing businesses benefits to supply chains and customers
- Advantages of being so close to London, the centre of international trade and commerce
- Highly entrepreneurial economy with investments in Innovation facilities to support start-ups and mature companies
- Established Global Business Hub with a robust and diverse business base in Aerospace, Defence, Electronics, ICT and Pharmaceutical Research and Development
- Innovative Economy with Stevenage Biosciences Catalyst at the heart of the world's life sciences cluster
- Less congestion with lower staff costs
- Affordable accommodation to suit a variety of needs, with room for expansion
- Access to highly skilled and well-educated workforce
- Superb quality of life in an economically strong and green environment



ONLY **19 minutes**  
TO LONDON



ONLY **2 hours**  
TO Leeds

ONLY **38 minutes**  
TO CAMBRIDGE



ONLY **40 minutes**  
TO 3 INTERNATIONAL AIRPORTS



**Luton**  
AIRPORT

**Stanstead**  
AIRPORT

**Heathrow**  
AIRPORT





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### WHY STEVENAGE HOUSING?

The Stevenage housing market is ever changing and within an exciting time to be building a new property or moving into the town centre. Stevenage was previously classed as an undervalued market compared to the surrounding Hertfordshire average prices. The excellent transport links by rail and road, central location and value for money has seen a rapid growth in the number of units being delivered as well as increasing sale values.

A range of development conversions, including the Vista Tower and Brickdale House have sold off plan, this showing an ever-growing demand for town centre living in Stevenage. There are several amenities on your doorstep including shops, restaurants and super-fast connections to London. It's very easy to see the appeal in why Stevenage is regularly regarded as a top ten location for commuters.

The market demand for the transformation of the heart of Stevenage is highlighted by the council's emerging policies. Stevenage central has set targets to deliver plans for over 3000 new residential units, 700 of which have already been completed. Appealing to both the rental and for sale sectors, Stevenage town centre is offering a diverse range of housing options, with more exciting plans in the pipeline, the timing couldn't be better for investing in Stevenage.

### WHY STEVENAGE - We're on our way SG1

**SG1** is the largest town centre regeneration scheme in the east of England with a gross development value of **£300m**. This scheme includes shops, housing, bars and restaurants, a new health facility with a library fit for 21st century living. The regeneration will also include a **new civic hub** to provide a greater integration of community services surrounded by exception public spaces.

### IT IS INTENDED THAT THE SCHEME WILL INCLUDE:



**850**

DWELLINGS



**6000m<sup>2</sup>**

RETAIL



**3000m<sup>2</sup>**

BARS &  
RESTAURANTS



**8000m<sup>2</sup>**

21st CENTURY LIBRARY &  
PUBLIC SECTOR HUB



**GREEN SPACES**

MODERN PUBLIC REALM  
NEW TREE LINED PAVED  
SEATING AREAS

For more information, visit [www.admiredgroup.co.uk](http://www.admiredgroup.co.uk)  
or give us a call to discuss your individual investment goals on 01670 339 090